

AUTOMOBILES

Profitable Store Lighting

- 1 Storekeepers sometimes wonder why they are not doing more business.
- 2 The reason, in some cases—perhaps most—is that competing stores are better lighted and therefore more attractive to buyers.
- 3 Everybody prefers to deal in a brightly lighted store—you do yourself. Nobody likes to buy in a poorly lighted store.
- 4 If you are not doing the amount of business that you consider you have a right to expect, ask us to inspect your lighting. Perhaps the reason why is there. No charge is made for this service.

The Detroit Edison Co.

We'll Be Glad To Assist You in "Good Printing."

Evans-Jackson Co. Boasts Experts In It's Service Dept.

Glen Schlaack, known to local residents as the first man to operate a garage between Detroit and Pontiac, is now mechanical superintendent of the Evans-Jackson Motor Company, local dealers in Dodge Brothers and Packard cars. He is in charge of all service work.

Mr. Schlaack has had very extensive experience in the motor car business. His first garage was opened in Birmingham in 1908. In addition to having serviced practically all makes of cars during his years in the garage business, Mr. Schlaack has traveled all over the country doing special work, and has been connected with the Buick, Oakland, and other automobile factories.

Clarence ("Stub") Gravin is in the Service Department under Mr. Schlaack. He is the original Dodge Brothers service man in Birmingham, and has been with the Birmingham Garage under various managements for the past eight years. The service also includes Jay Church, who has been in this sort of work for some time, Walter Benscoter, at one time service manager of the Acme Truck Co., Cadillac, Michigan, and more recently on service with the Star Bus Line; also Leonard McKinley and Everett Scott.

Lou Nixon is the latest addition to the Evans-Jackson service force. He is well known as a skilled mechanic to the automobile owners of the community. Mr. Nixon is starting his work by going through the

Packard service school at the Detroit branch, where the other members of the service staff will go in their turn. The mechanics will also have special training at Detroit in the newest and best methods of rendering service to owners of Dodge Brothers cars.

Oakland Bodies To Get "Acid Test"

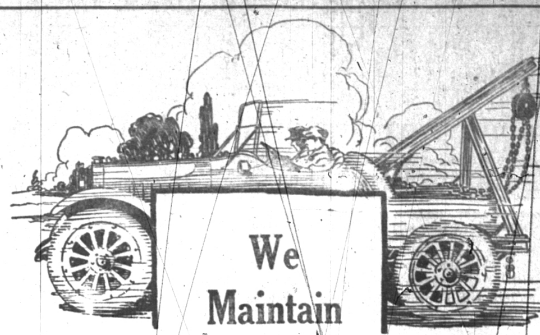
During the present week in Oakland sales rooms everywhere, the special Duco finish of the new 1924 Oakland cars will be subjected to probably the most daring tests ever given a body finish—tests that the owners of motor cars with any ordinary finish undoubtedly would term "foolhardy."

More abuse will be given the cars in a week in the showrooms than the ordinary car would be called upon to withstand during its life. In fact some of the tests are so severe that no other car could be subjected to them without going into the paint shop for repairs.

Among the 10 tests to be given, probably the most severe is the muriatic acid test. Muriatic acid, which will even eat through a strip of metal, will be dropped on the Oakland bodies and rubbed over them. After being wiped, tests have shown it will not so much as discolor the finish. Two other extremely abusive tests will be made, one with sulphuric acid, and the other with the powerful chemicals of a fire extinguisher. The strongest purchasable ammonia will be dashed on the Oakland cars as well as lime-cement.

Those who own motor cars with a finish that fades in the sun readily will realize what little harm such heat would do to the Oakland Duco finish after watching a demonstration with lighted matches held against the car in various places. The slight discoloration will be wiped off with an ordinary cloth, without leaving any marring trace on the finish.

Hot tar, which sticks to any object closer than its shadow, will be rubbed on the cars, allowed to dry and will be knocked off without the slightest injury to the finish. Boiling water, mud and dirt will be the other three tests. In order to prove that these substances will not damage any part of the body, the tests will not only be made on the hood, but on the cowl and doors as well.



A TRUCK SERVICE

So keep us in mind should you ever break down in the country or sustain damage that puts your car out of running order. Our Service Truck, manned by efficient mechanics, is at your beck and call at any time of the day or night.

And we'll also do your Repairing, assuring you guaranteed and satisfactory work, prompt service and a reasonable Price.

Put down our phone number, should you need our help. It is **Birmingham 87.**

W. J. Thornton
113 BROWNELL ST. PHONE 87

Dodge Brothers

MOTOR VEHICLES

AND

Graham Brothers

1 TON AND 1-2 TON TRUCKS

PASSENGER CARS, DELIVERY CARS AND MOTOR TRUCKS TO FIT THE MAJORITY OF DRIVING AND HAULING NEEDS

Service by skilled mechanics and prompt, Courteous attention to every customer

Evans-Jackson Motor Co.

119 S. Woodward Ave. Birmingham

Phone 301 Michigan

We 23,000 Men

Present you the utmost in fine cars

THERE are 23,000 of us building Studebaker cars. Most of us are partners in the business. Thousands of us are stockholders. All of us, after a certain time, get dividends on wages.

All of us, after two years, get vacations with pay. All of us, after one year, get dividends on wages. After five years, that annual dividend adds 10% to our earnings.

The company spends vast sums on co-operative work with us. When we retire, we get pensions.

So Studebaker cars represent the best that we, in combination, know how to offer you.

Some of us belong to management. If we do better than expected, we get 10% of the excess.

So every man among us does his best to make Studebaker cars supreme.

Our fine backing
Behind us is an honored name. For 72 years Studebaker has been the leader in quality and class.

We have \$90,000,000 of assets. We have \$50,000,000 in model plants. We have 12,500 up-to-date machines. So Studebaker cars are built by modern and efficient methods.

We have an engineering department which costs \$500,000 yearly. That to maintain and develop Studebaker standards.

We subject Studebaker cars to 30,000 inspections. That requires 1,200 men. All told over 70,000 machine and hand operations are performed in manufacture of a Studebaker car. In so many operations, though each one is small, there is a

great opportunity for economies and savings.

We have a \$10,000,000 body plant, to maintain the Studebaker standard of coach work. There sons, fathers and grandfathers are working together, to build such bodies as Studebaker always built.

Those bodies are finished by many operations, including 15 coats of paint and varnish.

The open bodies are upholstered

All Studebaker models are equipped with Timken bearings. There are few cars in America, regardless of price, which equal ours on this point. In our Light-Six, for instance, we put more Timken bearings than are used in any competitive car, within \$1,500 of its price.

We give unusual equipment. On some Big-Six models, for instance, we include two nickel-plated bumpers, one or two extra disc wheels with cord tires, a courtesy light, a motometer, steel trunk, etc.

How we do this
We give you these extra values through quantity production. We build 150,000 cars per year—more than any other fine-car builder. Our large expenses are divided by that enormous output.

We do it by building our own bodies, our own parts. Thus we save outside profits.

We do it because we have up-to-date plants, with all forms of modern equipment.

The results are these: Beauty, quality and luxury such as no maker can surpass.

Prices far below the usual. Our Light-Six, built by ordinary methods, would sell for from \$200 to \$400 more. Our Big-Six can be compared only with the highest-priced cars in the world.

Here are 13 models, from \$1,025 to \$2,685. Each of them offers scores of advantages over any comparable car. They offer such values that the come toward Studebakers has become overwhelming.

Go analyze the reasons before you buy a quality car.

See how Studebaker gained top place

145,167 people last year paid \$201,000,000 for Studebaker cars.

The sales have almost trebled in the past three years. Studebaker growth in fine cars is the marvel of this industry.

Go see the reasons. See the scores of extra values Studebaker offers.

There are 13 models. Prices start at \$1,025. They go to the highest price a fine car needs to cost.

Don't buy a car for years to come without knowing how Studebaker gained its amazing popularity.

in real leather. The closed bodies in Chase Mohair. That is made from the silky fleece of Angora goats.

We pay for those extras—and others—out of savings. Building our own bodies saves you on some types up to \$300 per car.

We never stint
The rule here is to give the utmost in every part and detail.

We have 35 formulas for steel. Each has been demonstrated best for its purpose. On some of these steels we pay 15% premium to get the formulas exact.

LIGHT-SIX	
5-Pass. 112-in. W.B. 40 H.P.	\$1045
Touring	1025
Roadster (3-Pass.)	1195
Coupe-Roadster (2-Pass.)	1385
Coupe (5-Pass.)	1485
Sedan	

SPECIAL-SIX	
4-Pass. 119-in. W.B. 50 H.P.	\$1425
Touring	1400
Roadster (2-Pass.)	1895
Coupe (3-Pass.)	1985
Sedan	

BIG-SIX	
7-Pass. 126-in. W.B. 60 H.P.	\$1750
Touring	1835
Speedster (5-Pass.)	2495
Coupe (5-Pass.)	2685
Sedan	

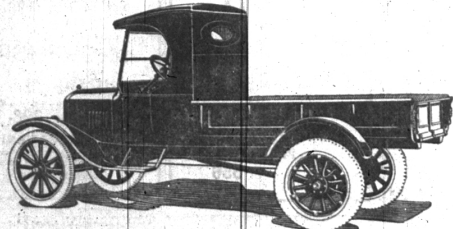
(All prices f.o.b. factory. Terms to meet your convenience.)

WURSTER - STAPLETON, Local Dealers
Sales Room—129 WEST MAPLE
Service Garage—Pierce and Lincoln
PHONE 674

THE WORLD'S LARGEST PRODUCER OF QUALITY AUTOMOBILES

Ford Steel Body \$490

f.o.b. Detroit



An All-Purpose Truck At A Remarkable Price

The new Ford all-steel body and cab mounted on the famous Ford One-Ton Truck chassis provide a complete all-purpose haulage unit at the remarkably low price of \$490.

Built of heavy sheet steel, strongly reinforced, this staunch truck is designed to withstand severe usage in a wide range of industries. Generous loading space, four feet by seven feet two inches, permits easy handling of capacity loads and provision is also made for mounting of canopy top or screen sides.

Experienced drivers appreciate the weather-proof features of the steel cab, which is fitted with removable door-opening curtains.

Ford Motor Company
Detroit, Michigan

CONANT & OSBORNE, South Woodward Ave. Birmingham, Mich.
PHONE 16

Ford

CARS - TRUCKS - TRACTORS