



Breakfast Ready!

A GOOD BEGINNING makes a good ending. Start the day with a breakfast satisfying to body and mind and you have taken the first step in its happy progress.

A breakfast table on which are found an Electric Coffee Percolator, with its delicious coffee, all its aroma preserved; and an Electric Toaster, with its tempting bits of hot, crisp and delicately browned toast, is a breakfast table from which one rises with a feeling of satisfaction and cheerful readiness for the day's work.

Come in and look at these beautifully finished and low-price devices. Their operating cost is a mere trifle.

The Detroit Edison Co.

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

SEE THE NEW SPECIAL Dodge Brothers Sedan

A BEAUTIFUL, distinctive closed car with the famous Dodge Brothers features of dependability, economy and unusual dollar-value, plus a complete equipment that enhances its comfort, convenience and striking appearance.

Extra features of the Special Sedan are:

- Balloon Tires (including spare)
- Nickelated Radiator
- Locking Motometer
- Automatic Windshield Wiper
- Dome Parking Lights
- Rear Vision Mirror
- Aluminum Step Plates
- Special Striping
- Double Bar Bumpers

These extras all available also on Touring, Roadster and Four-Passenger Coupe Models at very moderate increases over the regular prices. Be sure to see these exceptional values before purchasing a new car.

Evans-Jackson Motor Co.

119 S. Woodward Ave. Birmingham Michigan Phone 301



Make Delivery Certain!

WITH the entire factory output of Ford Cars being absorbed as rapidly as the cars can be produced, it is certain that plant capacity will be greatly over-sold when spring buying reaches its highest point.

We advise that you place your order at once, taking advantage of your dealer's first opportunity to make delivery.

Ford Motor Company
Detroit, Michigan

If you do not wish to pay cash for your car, convenient installment terms can be arranged. Or you can enroll under the Ford Weekly Purchase Plan.

CONANT & OSBORNE, South Woodward Ave. BIRMINGHAM, MICH. PHONE 16

Rigid Road Tests For Packard Cars

500-MILE RUN OVER ROUGH COUNTRY INCLUDED

Five hundred miles of road test and then a complete disassembling is the newly instituted plan of inspecting cars at Packard Motor Car Co.'s plant. A finished car awaiting shipment every second day is seized by the company's quality engineer and put through this test. No warning is given workers as to when the engineer will call for his cars and both sides and eight are chosen at random and driven to the laboratory.

After oil, gasoline and water are drained and a new supply is replaced, the car is set out on the road. Testing is done on unimproved country roads. Complete records are made during the entire drive. Gasoline is measured accurately to give a correct gasoline mileage. When it returns, the car is placed in a large, cradle-like machine which permits it to be turned upon its side or upside down and every portion of the exterior is examined and checked. Then it is torn down completely and every piece of material is examined with super-accurate gauges.

One inspector to every 10 employees in the program being carried out in the factory. Officers of the company claim the new plan of the unexpected test by the quality engineer makes this factory supervision more rigid and increases the regularity of precision manufacturing.

POINTS TO CONSIDER BEFORE BUYING AUTO

According to Wurster & Stapleton, local Studebaker dealers, experience has taught that for a sound buying there are three major points to be taken into consideration before making a choice. They are briefly:

1. Dollar for Dollar Value: Inspect the chassis, the steering gear, wheel, tires, fenders, motor, transmission, clutch, etc. Are all these parts made of the best materials that one can expect for the price? Does any other car offer superior quality in the vital mechanism for the same price? Don't forget to get full details as to the bearing equipment, not only in the motor but throughout the whole car, for these concealed parts play a very important part in the operation, stamina, and service of your car.

Then inspect the body construction. See that there is ample room in all the seats. Try the cushions and springs for comfort and durability. Many people make the mistake of buying a car for appearance of the body alone. This is a serious mistake, for although beauty is a thing greatly desired in an automobile, the real pleasure comes from a dependable motor and chassis which performs day after day without trouble and constant repairs.

2. Future Resale Value: The used car market is a very good index to follow, for it reflects the popularity of the various cars in the different parts of the country. Some cars bring a good price in one place while it is almost impossible to dispose of them in some other locality. As a general rule, the long established, so-called standard makes of cars bring the best prices.

Very few people wear their cars out so therefore it is wise to look ahead to the time when you will want to dispose of the car you are thinking of buying. The wrong choice may mean the loss of no little amount.

3. Stability of Manufacturer: Do not sink your money in a probable "orphan." Not only does this mean the loss of money but it may cost you much inconvenience in keeping your

car running. Good service stations cannot be maintained for orphans, parts replacements are hard to get and the expense is great both in time and money.

The smart man buys a known quantity. He thinks of the above facts and picks accordingly. Many people make the mistake of not buying but of selling their old one to the dealer who offers the best trade, regardless of the merits of the new car. This is fundamentally wrong. If you are getting full value in the new car, the dealer will not be able to give a ridiculously high price as an inducement to trade. If you get a great deal more than the old car is worth, you undoubtedly will be paying too much for the new car. Automobiles, like other merchandise, if it is priced right cannot be sold at a great sacrifice of the merchant's profits.

7,456 FORDS TURNED OUT ON MARCH 12

Swinging into its big spring production program, the Ford Motor Company on Wednesday, March 12, reached the highest mark in its domestic assembly plants produced a total of 7,456 cars and trucks.

This record-breaking figure does not include the daily output of 501 cars and trucks for export, nor the production of the Manchester, England, and Ford of Canada plants which manufacture most of their own production of cars.

The new production record is of special significance as it indicates the enormous demand being made throughout the country for Ford cars and trucks and the company's endeavor to bring its output up to the point where it will attempt to fill all requirements as to avoid repetition of the shortage which existed last spring when thousands of persons were disappointed in not being able to secure delivery of cars.

The Arnold Studio. Open evenings by appointment. Call No. 905. adv49

BRUNSWICK RECORDS at Leonard Electrical Shop, W. Maple Ave. adv187

Overland
CHAMPION
Now Reduced to
\$655
J. A. Tolsted

World's Lowest Priced Closed Car with Doors Front and Rear. Order Now for Earliest Possible Delivery!

BOUGHNER BROS. GARAGE
Local Distributors
PHONE 70 Birmingham, Mich.

"Price Class" the mysterious stranger in the motor industry

Does a difference in price indicate a difference in quality? Why is one car priced 25% to 50% higher than another of the same quality? The 4 questions that a buyer should ask when considering any car.

HERE are facts based on world's engineering authority. If you have any intention of buying an automobile, you are urged to read them.

No "Price Class"

There are only two kinds of automobiles today. Economically produced cars which give you more for your money. And cars which are not, and give you less.

Price does not indicate intrinsic worth. But an individual maker's cost of production.

Hence two cars may show a price difference of \$400 to \$1,200 and more. And be of the same quality.

The difference in price simply shows that it cost one maker more to make this car than the other. Judging value on price, this is silly. Price class is a myth.

Where the Difference Comes in

Studebaker, producing 150,000 cars yearly, has reduced engineering cost to \$3.33 per car. This is based on a total engineering cost of \$500,000 a year, which is the least on which any manufacturer can maintain an efficient engineering department.

Such a manufacturer producing but 20,000 cars a year must add \$25 per car for engineering, or eight times as much as Studebaker. Over fixed overheads have been reduced proportionately. And these influence Studebaker prices.

A set of body dies costs \$100,000. It will produce many thousand sets of body stampings, each one as perfect as though there were only a dozen made.

By building 50,000 bodies from a single set of dies, Studebaker reduces the die cost per body to only \$2.00.

The average small manufacturer whose volume will enable him to build only 5,000 bodies from a set of dies in the same time in which Studebaker builds 50,000 has to charge each body \$20 for die cost. The difference of \$18 is in the price but not in the penalties of uneconomical manufacture.

Thus a car priced at \$1,200 to \$1,400 can be sold as low as \$1,045 when produced economically in quantity.

ings than are used in any competitive car, within \$1,500 of its price.

We subject Studebaker cars to 30,000 inspections. That requires 1,200 men. All told over 70,000 hand and machine operations are performed in the manufacture of a Studebaker car. In so many operations, though each one is small, there is great opportunity for economy and savings. 15% premium is paid on many steels to insure Studebaker specifications; instead of "commercial run" used in cars many times Studebaker price.

No finer car can be built than the Studebaker of today. Only famous foreign cars and the most costly of American cars, compare.

See a Studebaker—Then Decide

Buy no car until you've seen a Studebaker. Go over it, point for point. Consult any unbiased expert. Ask your banker. And you will own a Studebaker.

Get an Answer to These 4 Questions Before Buying Any Car

- 1—Is this an assembled car? Or "partly" assembled. Insist on this answer. Assembled cars pay a profit to from 75 to 100 parts makers alone.
- 2—What sort of bearings? Studebakers are Timken-equipped. Everlasting smoothness and quiet performance result.
- 3—How many cars a year does this maker produce? Small productions mean either a higher price or cheaper car.
- 4—What sort of upholstery? Studebaker closed models are done in Chase Mohair, the finest material for this purpose known. Open models are upholstered in genuine leather.

Why Studebaker excels the world in body building

For 72 years Studebaker has been a builder of quality vehicles.

This historical tradition has been inbred in generation after generation of coach-makers. And the Indiana city of South Bend is known as a world-Mecca of artisans of this craft.

In the modern \$10,000,000 Studebaker body plants, there are sons and fathers, and grandfathers working side by side. Their religion is fine coach building. And this is reflected in their work.

As fine body builders, Studebaker stands supreme. No other maker has the experience of Studebaker. No other the Studebaker traditions to inspire him.

Such a car is the Studebaker Light-Six Touring Car, at \$1,045. A clear difference of between \$155 to \$355.

The uneconomical manufacturer is not profiteering. He is unfortunately situated, that is all.

Equalled Only by Costliest Foreign and American Makes

All Studebaker models are equipped with Timken bearing. 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 bear-

| LIGHT-SIX | | SPECIAL-SIX | | BIG-SIX | |
|--------------------------|------------------------|--------------------|------------------------|---------------------|------------------------|
| 5-Passenger | 112-in. W. B. 40 H. P. | 5-Passenger | 119-in. W. B. 50 H. P. | 7-Passenger | 126-in. W. B. 60 H. P. |
| Touring | \$1045 | Touring | \$1425 | Touring | \$1750 |
| Roadster (3-Pass.) | 1025 | Roadster (2-Pass.) | 1400 | Speedster (5-Pass.) | 1835 |
| Coupe-Roadster (2-Pass.) | 1195 | Coupe (5-Pass.) | 1385 | Coupe (5-Pass.) | 2495 |
| Coupe (5-Pass.) | 1395 | Sedan | 1385 | Sedan | 2685 |
| Sedan | 1485 | | | | |

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

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