



ALL IN ONE FILE



New Auto Garage

113 BROWNELL STREET

W. J. Thornton

I AM glad to announce that I have opened a general garage at 113 Brownell St., and will be at that place to welcome my old patrons and extend the same good service and courtesy to new ones.

W. J. THORNTON AUTO GARAGE

For quick service phone 87

Some Will Be Disappointed!

THIS YEAR will doubtless see the largest spring demand for the standard makes of cars in the history of the business. Dealers with popular cars will be unable to make prompt delivery during the usual spring rush for new cars.

Spring buyers who wish delivery of Dodge Brothers cars by certain definite dates should place their orders at once, as we will have only a limited supply of cars during each month and deliveries to customers will be made according to the date of orders.

EVANS-JACKSON MOTOR CO.

119 SOUTH WOODWARD AVE.

Phone 301

Birmingham

Michigan

Fordson

Make this a Fordson Year

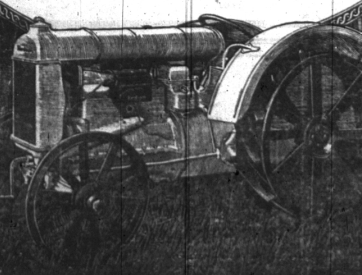
Have dependable Fordson Power ready when the fields are first ready for breaking.

Through all the year, use its steady, versatile power for bigger profits on every farm task that requires power.

To be sure of this, however, we must have your order now. Spring with its peak load of Fordson buying orders is almost here. Don't wait. Order today. Make this a Fordson year.

Ford Motor Company
Detroit, Michigan

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



American Cars Are Dominating Foreign Markets

Studebaker Executive Tells Why European Automobile Manufacturers Cannot Compete With U. S.

By H. S. Vance, Sales Manager, the Studebaker Corporation.
The ability to produce quality cars on a quantity basis is the underlying reason why the United States leads the nations of the world in the manufacture of automobiles. American cars, with few exceptions, compete successfully with the automobiles of the country into which they are shipped, and even in one or two countries where seriously handicapped by high import duties, many American cars are sold.

Nearly 84 per cent of all the motor vehicles registered in the world in 1922 were manufactured in this country. Although final figures are not yet available it is conservative to say that, with the large increase in American automobile production in 1923, approximately 90 per cent of all automobiles now registered in the world have been made in the United States.

American export of motor vehicles in 1922 represented 40 per cent of the entire production of motor vehicles by all other countries in the world for the same year. American exports in that year were 78,234—more than doubling those of the previous year—and figures for 1923 will show a large increase over 1922.

American cars enjoy many advanced features of construction which make them more serviceable and satisfactory to operate.

American Service Simplified
They are built along the same general plan, and are standardized in their construction. This, of course, makes it difficult to obtain service.

European cars do not have as much reserve power as the average American automobile. Where the Studebaker Light-Six has an R. A. C. rating of 23.4 H. P., the greatest number of English and French cars have only from 5 to 15 H. P. Because of their small motors, the majority of European cars are equipped with four speeds forward, instead of three, with the result that the driver must shift from fourth to third speed in order to climb the most ordinary hill. This fact, and the added flexibility of American-made motors, add favor to American cars in the markets abroad.

Sometimes ago European cars could be operated with lower gasoline consumption, due to the smallness of the motors, but automotive engineers in this country have almost completely offset even this temporary European advantage by decreasing the fuel consumption required by the powerful American-made cars.

Adopt American Methods
European manufacturers, producing only a limited number of cars a day, must sell their products for prices greatly in excess of those of the American manufacturer with a capacity of hundreds of cars daily.

A European car, selling for an equivalent of \$1500, does not compare in intrinsic value with an American car at the same price, because in the manufacture of foreign cars many costs, such as excessive overhead per car, expense of complicated sales, etc., have to be absorbed.

Some foreign manufacturers are increasing their capacity and are adopting American large-production methods, because by operating on a smaller basis they have not been able to meet the prices and quality of American cars. Moreover, they realize that the reputation of the same

operation many times tends towards greater precision and skill in the worker, and consequently results in a higher degree of accuracy and quality in the product itself.

Armored Ford Used By General Butler In Philadelphia

Ford Co. Declares Autos Are Supplanting Motorcycles In Police Work

Armored Ford cars as bandit chasers are the latest police innovation. Gen. Smedley D. Butler, Philadelphia's dynamic commissioner of public safety, is the man who introduced them.

Before he took office a few weeks back, the Philadelphia city council voted General Butler \$5,000 with which to purchase an automobile for his personal use.

But when salesmen for high-priced cars appeared and tried to interest him, he made it plain that he intended to spend the money in purchasing small, light cars for use as bandit chasers by the police department.

The Ford runabout was his choice and it wasn't long before an enterprising Ford salesman had a car ready for the general's inspection.

New the Philadelphia police have six of these armored Ford cars and under General Butler's plan this number will shortly be augmented until there will be ninety such bandit chasers in service.

The entire shell of the body is lined with 1-8 inch special steel and the space between the armor plating and the outside of the car is packed with loose cotton and coarse hair to retard the velocity of bullets.

The Ford engines are specially equipped to afford increased speed and power. In one test to show acceleration and power developed for hill climbing, a mile was covered in one minute and thirty-one seconds from a standing start. On a country road the car attained a speed of more than sixty miles an hour and in a city street test covered 2,828 feet at a speed of approximately seventy miles an hour.

Don't Pay \$1,000 or More

for a car, without knowing what the leader offers in the fine-car field

WE made a canvass of many buyers and bought rivals of Studebakers. We said, "Tell us why you liked your car the better." The majority said, "We did not even look at the Studebaker." Most of them bought new models of the car they owned before.

Yet Studebaker is a leader in the fine-car field today. Studebaker builds more quality cars than any other plant in the world.

Studebaker is the sensation of modern motordom. Its amazing growth signifies a new situation in the field.

Last year, 145,167 fine-car buyers paid \$201,000,000 for Studebaker cars. Nearly three times as many as in 1920.

Is it fair to yourself—or fair to us—not to learn the reasons for this trend?

Facts to consider
Studebaker assets are \$90,000,000—all staked on satisfying, better than others, buyers of high-grade cars.

Over 23,000 men have their future at stake on giving you maximum values.

\$50,000,000 in modern plants and equipment, of which \$32,000,000 has been added during the past five years.

\$10,000,000 in body plants to give you superlative beauty. To give that final touch for which Studebakers have been famous for decades.

125 experts who devote their whole time to studying betterments. Who make 500,000 tests per year to maintain our supremacy.

Consider Studebaker history. For 72 years this concern has stood for high principles and policies.

For two generations, against all the world, held first place in horse-drawn vehicles.

Now for years its name and fame have been committed to like attainments in fine motor cars.

If you only knew
There is no room here for details and comparisons. You will find them all in Studebaker showrooms. But let us cite some significant facts.

That lack of vibration, so conspicuous in Studebakers, costs \$300,000 yearly in extra machining of crank shafts.

That material strength in vital

worked out to exactness for supreme service in its place.

We employ 1,200 inspectors to make 40,000 inspections of the material and workmanship in each Studebaker car—before it leaves the factory.

Consider how Studebaker has always led in the building of high-grade cars. We were first to use cord tires as standard equipment. We were the first quantity manufacturers to build bodies of the highest grade.

If you want beauty, fine upholstery, rich finish and equipment, consider that Studebaker has had more experience in fine coach building than any other motor car maker.

Our place no accident
The pedestal place which Studebaker holds in the fine-car field is not the result of accident. It comes from principles as old as this business—the ceaseless and determined ambition to excel.

Learn the result of these efforts. Compare detail by detail, part by part, with any car you wish. When you foot the advantages, you will find that they number scores.

These are facts you should know. They are inducing 150,000 per year to choose Studebaker cars.

Some sell at \$1,045. Some meet with every requirement in size and power and luxury. But the chassis are all alike, save in size. The same steel, the same standards throughout. Every important Studebaker part represents the best we know.

People have learned these facts—hundreds of thousands of them. The demand for Studebakers has almost trebled in three years. It has become overwhelming, even for our facilities. Investigate the reasons. You will find them by the scores. Then, if you choose a rival car, we shall have nothing more to say.

See the Studebakers

Studebaker built 15 more fine cars than any other plant in the world.

Last year 145,167 wise motor car buyers paid \$201,000,000 for Studebakers.

The demand has almost trebled in the past three years. Studebaker now holds a leading place in the high-grade field.

Our modern plants and their equipment cost \$50,000,000. All to give you the maximum value at the minimum of cost.

It is folly to buy a car in this class without knowing what we give.

parts comes from the costliest steels. For some we add 15% to the quoted price to get exactness in them.

That Chase Mohair, used in our closed cars, is made from the soft fleece of Angora goats. Cotton or ordinary wool, or a combination of both, could reduce our price \$100 to \$150 per car, but it would sacrifice Studebaker quality.

Note the bumpers, the steel trunk, the extra cord tires, the motorometer, the courtesy light on some models. Figure what they would cost as extras.

The infinite care
We use 35 formulas for steel, each

LIGHT-SIX			
5-Pass. 112" W.B. 40 H.P.	-	-	\$1045.00
Touring	-	-	1025.00
Roadster (2-Pass.)	-	-	1195.00
Coupe-Roadster (2-Pass.)	-	-	1295.00
Coupe (5-Pass.)	-	-	1485.00
Sedan	-	-	

SPECIAL-SIX			
5-Pass. 119" W.B. 50 H.P.	-	-	\$1425.00
Touring	-	-	1400.00
Roadster (2-Pass.)	-	-	1895.00
Coupe (5-Pass.)	-	-	1995.00
Sedan	-	-	

BIG-SIX			
7-Pass. 128" W.B. 60 H.P.	-	-	\$1750.00
Touring	-	-	1835.00
Roadster (5-Pass.)	-	-	2495.00
Coupe (5-Pass.)	-	-	2685.00
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