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Studebaker Mail Veteran of West Placed in Museum

Light-Six Which Holds Pacific Coast Road Records Wins Honor Place in "Hall of Fame"

South Bend, Ind., May 1.—The famous Studebaker Light-Six, which holds Pacific Coast records in fast mail carrying service arrived here today, and was placed in honorable retirement.

The veteran machine, still full of pep and power despite its grueling service was moved into a prominent place in the Studebaker Museum—where many celebrated cars and vehicles with a romantic history are viewed each year by thousands of visitors.

This new addition to the museum of transportation in the Studebaker Administration Building, was sent by the Chester N. Weaver Company, Studebaker distributors at San Francisco.

OAKLAND WINS CUT IN RATES

What the company that manufactures a motor car thinks of that car is one thing. What the public thinks of the car is another thing. But what the insurance companies think of the car—a cold, analytical calculation based on facts and figures—is a matter of business.

Oakland's construction has received no finer recommendation than that given by the insurance companies in reducing the insurance rates on the 1924 models. No fewer than four different reductions have been granted.

Regardless of price, there is no car with a lower fire rate, due to the fact that the Oakland is so well constructed from the point of view of fire protection.

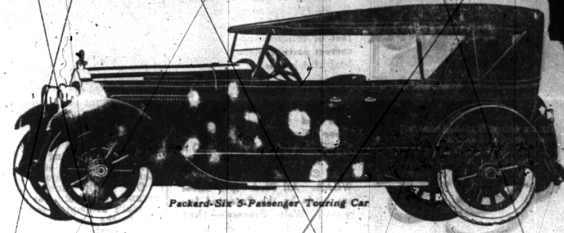
Again, the Oakland is equipped with an approved transmission lock for which the insurance companies allow a 20 per cent reduction from the theft rate. This equipment in the large cities saves the purchaser a \$15 to \$25 penalty charge which is added to the premium when an open car is not equipped with some improved lock.

The General Exchange corporation, the insurance division of the General Motors corporation, allows two other reductions. On account of the four-wheel brakes this corporation allows a 10 per cent reduction in collision rate.

That this same corporation considers the four-wheel brakes a safety factor of major importance is not only indicated by the foregoing reduction in collision rates, but also by a 5 per cent reduction in property damage insurance.

These low insurance rates are not based on sentiment—no more than life insurance rates are—but solely upon the fireproof, theftproof and property-damage-proof features and construction of the Oakland car.

ASK THE MAN WHO OWNS ONE



All that anyone can possibly desire in performance, the Packard Six gives in generous measure. In speed, in acceleration, in sustained power, in amazing ease of control, in smoothness of operation, and in buoyancy of riding, it is far and away the finest six cylinder car in America today. That such dominant performance is enjoyed at the very minimum of operating cost is simply added proof of the extraordinary investment value of the Packard-Six.

Evans-Jackson Motor Co.

119 S. WOODWARD AVE.
Phone 301 Birmingham

PACKARD SIX

Play and Be Happy

Springtime is Overland time—with lots of places to go and healthful pleasure in going. Big power to take you. Big comfort to rest you. Big reliability. And the extra pleasure of economy. Ride to good times in an Overland! Champion now \$655, Sedan \$795, f. o. b. Toledo.

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

Holds Many Road Records.

Driven by Hart L. Weaver, and James F. Gurley of the Chester N. Weaver Company, and accompanied by observers, this car made road records between Los Angeles and San Francisco more than three years ago that have stood unequalled by any other car.

On February 2, 1921, it established a new round-trip record between San Francisco and Los Angeles, a distance of 864.8 miles, in the sensational time of 21 hours and 23 minutes. On the same trip it lowered the coast route record between these two cities by 2 hours, 35 minutes and 20 seconds, the time being 10 hours, 12 minutes and 30 seconds for the 453.7 miles.

Three weeks later this remarkable car smashed the valley route record between the Main post office at Los Angeles and Ferry post office, San Francisco, running the distance of 411.1 miles in 9 hours, 15 minutes and 50 seconds. It is believed that this time between these two points over this route will stand forever.

A month after these phenomenal runs, this Light-Six covered the 425 miles of narrow desert trail from Los Angeles to Phoenix in 13 hours, 16 minutes, cutting off two hours and 28 minutes from the best previous automobile record. The railroad time is 1 hour 4 minutes slower than the record established by this Light-Six.

SENDS SHOES ALL THE WAY FROM OTTOWAY FOR REPAIRS

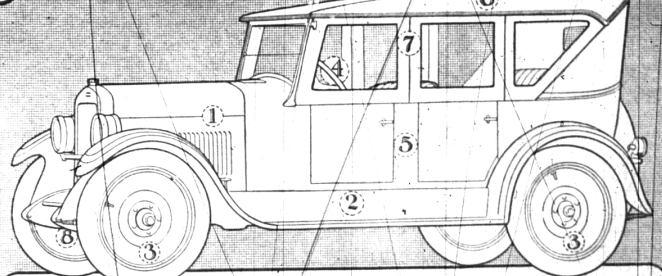
C. C. Brown's Shoe Hospital has established a long-distance record for treatment of worn, exhausted, soleless and heelless shoes, claiming its latest patent to be a native of Ottoway, Mich. A parcel post package from Miss Bessie Smith, formerly a Birmingham school teacher, and now a resident of Ottoway, brought the shoes to the hospital to have a new heel attached, the owner claiming that they could not be restored to good health as effectively as at the shoe hospital in Birmingham. Coming in one morning, they were ready to go out by parcel post to Ottoway that night.

Museum Honor Coveted.

To earn a place in the Studebaker museum, which is in reality a record of transportation in America, is an honor much coveted. Singularly, California contributed the two most recent exhibits.

The first was the half-million mile Studebaker Big-Six, which traveled the mid-winter under its own power from Los Angeles to New York and thence back to South Bend, after covering a verified mileage of half a million miles in five and a half years. The next and latest addition is the Studebaker Light-Six from San Francisco.

Here are Eight Oakland Features that other Cars will have Next Year



- Oakland's new six-cylinder L-head engine has such advanced features as full pressure lubrication to all bearings, automatic spark control, and special, patented, bronze-backed bearings. You will find that automotive engineers acknowledge that Oakland's advanced features have set a new standard for light-six power, smoothness and durability.
- Oakland's chassis incorporates the latest axle, easily operated clutch and transmission, and smooth-riding springs make a perfectly-balanced light six.
- Oakland is the only light six having four-wheel brakes as standard—the most important feature brought out in 1924. Buy a car with four-wheel brakes this spring and you will not find yourself with an obsolete model next year.
- Centralized controls—on the steering wheel right under your hand—are so convenient you wouldn't do without them once you've used them. Now exclusive with Oakland.
- Oakland Duco body finish is different. It looks better and lasts indefinitely, without scratching or marring. Next year many cars will have this remarkable finish, but you get it on an Oakland this year.
- Oakland's permanent top looks better, inside and out, lasts longer, and makes curtains fit snugly. It will be on all open cars sooner or later. It is on Oakland open cars now.
- Oakland's glass enclosure can be added to any True Blue Touring car, in a few minutes, for only \$60. It gives closed-car protection and is a unique Oakland feature.
- Disc steel wheels are safer, better looking and more desirable in every way. Most car builders admit that they are superior by making an extra charge for them. On every model of the True Blue Oakland Six they are standard equipment this year, without added cost.

When you invest your money in a car you certainly want the latest word in performance and design. See the True Blue Oakland and drive it. Then you will realize why it pays to make careful comparisons before you choose your new car this spring.

BLOOMFIELD OAKLAND SALES and SERVICE
119 N. WOODWARD PHONE 550 Birmingham

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Sport Touring	1095
Sport Roadster	1095
Business Coupe	1195

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Sedan - 1445
Glass Enclosure for Touring Cars \$60—for Roadsters \$40.
All prices f. o. b. factory.



True Blue Touring Car

\$995.00

EXCEPTIONAL RIDING COMFORT

Owners continue to comment on the marked riding comfort of Dodge Brothers Motor Car.

Increased chassis length, low-sprung body and generous seat depth have much to do with this.

Primarily, however, it must be accredited to the greater buoyancy of the new spring equipment. The rear springs are ten inches longer, and underslung.

EVANS-JACKSON MOTOR CO.
119 SOUTH WOODWARD AVE.
Phone 301
Birmingham Michigan

