



Packard Fender Sent By Fast Aeroplane

Probably no automobile ever has had faster service than that given the Packard Eight sport car presented by citizens of Chicago to Lieutenant Lee P. Arnold, one of the crew of the aeroplane Chicago on its flight around the world.

After the big world flight celebration in Chicago during which Lieutenant Arnold and Lieutenant Lowell W. Smith, commander of the flight, were each presented with a Packard car, the fliers left for St. Louis to rejoin the rest of the air Magellans and fly with them to Dayton, Ohio, in the world cruising planes.

Lieutenant Smith's car was shipped to California, his home, and a friend was to drive Lieutenant Arnold's car to Dayton, arranging to have it there upon his arrival on Tuesday of this week, so that he could drive it to Washington where he is to be stationed.

Parked at the curb in Lafayette, Ind., only for a few moments while the driver was eating a lunch, Lieut. Arnold's car was sid-swiped by a heavy truck, the left rear fender being damaged. Telephone calls and telegrams to the Packard Motor Car factory at Detroit after the car reached Dayton Monday brought probably a record for service speed.

"These engines have been acted upon by the conviction that in addition to its inherent and natural economies the four cylinder principle possessed possibilities of power and speed capable of being translated into ease and steadiness never fully developed. They set out to overcome what have all too readily been accepted as limitations in the four cylinder engine and to convert these limitations into positive advantages."

Bodies of all models, as well as the chassis, represent sweeping improvements both in appearance and in general construction. They are lower, with lower running boards. Balloon tires are standard on all models. The mottled radiator is higher and wider. There is a new instrument board. One-piece windshields are on all closed models. The visors on all enclosed cars are shrouded and integral with the roof, thus eliminating the irritating vibration always encountered at higher speeds with the ordinary type visor on every priced motor car.

Duco is standard finish, except for the sport touring, which retains the same gray-green paint shade as heretofore used. Open cars and the coupe are finished in genuine Spanish leather upholstery, and special leather can also be had in the Club Sedan. Appearance of the closed cars, particularly, is enhanced by new body improvements, with the standard sedan an outstanding illustration.

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Probably Lieutenant Arnold will learn of the accident to his Packard car only if he reads this probably because when the plane Chicago taxied up to the line at McCook field his car, as shiny as when it was presented to him on the Auditorium theatre stage in Chicago, was waiting for him.

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Free Auto Service Greatly Questioned

There is a certain magnetism in the word "free" and a natural, human gravitation in the direction of anything that appears to be free, but in spite of this it is not difficult to convince the average automobile buyer that paid service is usually paid for in some way.

"Doubtless we are helped materially," he added, "by the fact that Dodge Brothers have publicly announced repeatedly that they do not believe in so-called 'free' service."

"Consequently, the man who is inclined to buy a 'free' service automobile is usually buying a 'free' service automobile in the sense that he is not getting 'free' service, or Dodge Brothers would not take such a definite stand."

"Whereupon it becomes a simple matter for us to explain how Dodge Brothers assumed that when a man set out to buy a car he was interested primarily in the good car and not in the price of it."

"Having come to this conclusion, Dodge Brothers determined to make the price of their cars wholly on actual value, with a fair profit on their services, and to enable them to 'give away' accessories and 'free' service, it would be necessary to make the market of their service cars large enough to absorb these extra costs."

"That could be done only by raising the list price of the car, and this they refused to do."

"So, under Dodge Brothers' policy, the buyer pays only for his car."

"Under the so-called 'free' service policy, every owner pays a maintenance fee for the upkeep of every motor car," and he pays the fee in advance.

"Under Dodge Brothers' policy the price is not so complicated. It is a fair, predetermined price for service, but he pays only as he needs it, and he pays for it as he goes."

"The logic of the proposition is a perfectly plain. That is why most people have not so far been understanding why 'free' service is not as 'free' as it looks, and that our charge is an entire and complete one, justified by the principles under which a car was sold."

Coaches Are Added To Buick Auto Line

Interesting motorists throughout the show rooms of the Detroit Branch of the Buick Motor Company, in the new building, and the sales rooms of the different associate Buick dealers in Detroit have been attracted to the new Buick coach added by the company to both the Masters and Standard lines.

Bodies, Usually Long

The extra length allows for an unusually wide overhang, which, even with its extra width, is in good proportion with the rest of the body. This wide overhang provides easy entrance to the rear compartment of the car as well as to the front seat.

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TOWN TOPICS

HELLO! HELLO! JOHN-DID YOU INSURE THE CAR TODAY AS YOU DO YOUR CAR?

NO-WHY? WHAT'S THE HURRY?

WHAT'S THE HURRY? WHY IS IT JUST BEEN STOLEN?

YOU can't afford to be without auto insurance. Every day there is a risk to run. You may lose your car by fire or theft—but our policy will protect you from financial loss. Come in and look over the details of a policy.

Room 1 McBride Bldg. ARTHUR J. TUGGEY PHONE-367 Birmingham, Mich

Always telephone your "Classified Ad" to the Eccentric before Wednesday night of each week. Our numbers are 11 and 12.

David C. Bliesath Blacksmith and General Woodworker

All Kinds of Wood Working and Band-Sawing

Horse-Shoeing and Repair Work a Specialty

8 and 10-In. CEMENT BLOCKS For Sale

Smooth, Rock or Panel Face Also Veneer Blocks

123 HIGH ST. Phone 241 - Birmingham

Auto Garage

W. J. THORNTON - Proprietor

General Auto Repair Work

BROWNELL STREET

DODGE BROTHERS SPECIAL TYPE-A SEDAN

Dodge Brothers craftsmanship is evident in every detail.

They have achieved an exact of pleasing smartness, while conforming strictly to the dictates of conservative good taste.

Every item of special equipment is obviously an integral part of the basic design—not an afterthought.

Five Balloon-Type Tires

Packard Fender Sent By Fast Aeroplane

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