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Here's what you get in a good Maxwell—any model, open or enclosed:

- Bull-dog power.
- Pleatiful speed.
- Rugged construction through and through.
- Practically no vibration at any point.
- Riding ease that enables you to drive all day without fatigue.
- Care-free, economical service.
- Good looks, fine finish, excellent appointments.

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The Good MAXWELL



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This book is the work of experts—profusely illustrated—includes color charts—gives covering capacities, etc. It is the same book which is so extensively advertised in all the leading magazines, weeklies and woman's papers.

How to Get It FREE

Bring coupon below to our store and we will give you a copy of the Johnson Book—without cost or obligation. We shall also be glad to show you panels of wood finished in beautiful stained and enameled effects with Johnson's Wood Dye and Perfectone Enamel.



Birmingham Hardware Co.

UPON PRESENTATION at our store this coupon entitles the bearer to a FREE copy of the Johnson Book on Home Beautifying and Wood Finishing "The Proper Treatment for Floors, Woodwork and Furniture." We will gladly show the bearer panels of wood treated with Johnson's Artistic Wood Finishes of which we carry a complete stock.

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Address _____

A Good Car Needs Best Kind Of Service

Good performance alone does not satisfy the owner who is completely satisfied with his motor car, according to C. E. Evans, of the Evans-Jackson Motor Co., local Dodge Brothers Dealer.

"It takes good service, in addition to the good performance to win his complete and enthusiastic endorsement," he said.

He pointed out the fact that Dodge Brothers, while constantly improving the quality of their car and thus reducing the necessity for service, are at the same time giving the service question more and more attention as one of the fundamental issues in the volume production and sale of automobiles.

This month, for example, Dodge Brothers are advertising to the world, "You Know in Advance—Dodge Brothers dealers everywhere have a fixed charge for every service operation." It is perhaps the first time that a large manufacturer has given such general prominence to the subject of service.

"Dodge Brothers gave years of study to the development of a service plan that could be applied with equal fairness and efficiency to their entire organization of dealers," said Mr. Evans. "When this plan was finally evolved, it meant more years of intensive educational work in getting the thousands of dealerships. Today they have arrived at the point where it can be truthfully said that any Dodge Brothers owner, anywhere, can learn in advance just what it will cost him for any work that his car may require. Guesswork and unpleasant surprises in service bills have been eliminated.

"The plan through which this enviable position was realized is known as the flat rate service system. Others have advocated it, but in no case has it been so universally adopted.

"I believe that this system has done more than was ever accomplished before to solidify and heighten the en-

thusiasm of Dodge Brothers motor car owners."

Mr. Evans explained that the flat rate system was not put into effect until tests had determined a reasonable time allowance for every conceivable service job. On the basis of these tests, maximum working periods were established and mechanics are now required to complete every job within the allotted time.

This service superintendent is able to estimate within a few minutes how long it will take to finish a job. Basic charges are supplied by the factory with the basic time periods. While these charges are variable, according to the overhead cost in each community, the difference is never great and the factory's maximum reasonable charge is never surpassed.

As a rule, mechanics are also paid by the job. They are allowed as much time for the operation and must do the work in a satisfactory manner, do it over without pay. This reduces waste of time and increases efficiency. The natural result to the garage is less work on shorter time and at lower cost.

Mr. Evans added that Dodge Brothers never complained of service. "It is now obvious to most people that free service is the paid for service by the customer," he said. "The usual way is to add enough to the selling price of the car to cover the free service. The advantage of that, however, is that you may never require more than a few dollars' worth of service, while some other buyer needs ten or twenty times that amount and yet you both pay equally. Dodge Brothers owners pay only for what they themselves get—not for what someone else may need."

Hudson Cuts 10% Off Price Of Coach

Substantial price reductions on Hudson and Essex coaches were announced by Boughner Bros. Garage, local dealers, following the receipt of a special message from the Hudson Motor Car Co. The Hudson coach price is cut \$100 and the Essex \$85. The reduction results in the Hudson coach, a closed car, now selling at less than the standard open cars of the same chassis. This is the largest time in motor car history when this has been true, it is declared. The Essex coach is still slightly higher than the Essex open car, but the differential is declared by Hudson-Exsex officials to be the smallest in the industry aside from Hudson.

This move by the Hudson Motor Car Co. is taken to mean that Hudson-Exsex now regards open cars as luxuries, and proposed to give the advantage of volume production to the enclosed cars, which represent at least 90 per cent of its production. Open car and sedan prices are unchanged.

The reduction was made possible, according to Hudson officials, because 1924 had been the largest sales year in Hudson history, the hitherto unknown DuPont mark having been recognized as a valuable asset. A factory statement said: "This advantage in price is made possible in large measure because Hudson-Exsex followed their creation of coaches, which volume production. The average Hudson-Exsex enclosed cars out of the range of price competition. Hudson-Exsex coaches are the largest selling six-cylinder cars in the world, and with these new prices, its more than ever unmatched value in their field."

Nash Co. Sees 1925 As Real Banner Year

Brimsful of enthusiasm and optimism as a result of a meeting around the east, E. H. McCarty, general sales manager for the Nash Motors Co., at Kenosha, Wis., stopped in Detroit Friday and spent the day as the guest of officials of the Miller-Judd Co., Nash distributor. McCarty is returning to the country with definite schedules from dealers that he claims will necessitate a gradual stepping up in production until, in February, he said, the Nash plant would be turning out motor-cars in a volume double that of any period in the company's history.

"With the election of President Coolidge virtually assured, in his opinion, McCarty said, conditions throughout the country are improving, and all signs point to much better business in 1925. With the farmer in good shape, building construction booming, road work in progress throughout the country, the factories of every character feeling the effects of the improving trend, there is a most hopeful outlook, according to McCarty, for business of every character and particularly the automobile and its allied industries.

"Naturally every company is going to participate in this better business era," said McCarty, "but it will be the manufacturer building and marketing a standard product

with an established reputation, who will benefit most. The motor car manufacturer, who, even today, are leading the field from the standpoint of sales in their respective markets, are the ones who will feel the improvement to the greatest extent."

Strengthens Weak Eyes

Old fashioned camphor, witchhazel, hydrastis, etc., as mixed in Lavender eye wash, strengthens eyes and relieves any case weak, strained or sore eyes. Acts surprisingly quick. Always eye cup-free. Wilson Drug Co. adv

Auto Garage

W. J. THORNTON Proprietor

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HUDSON COACH

Was \$1500

NOW \$1395

ESSEX COACH

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THE WORLD'S GREATEST AUTOMOBILE VALUES ARE NOW PRICED BELOW ALL COMPARISON

They are the finest Hudson and Essex cars ever built. Such price reductions are possible because they are the largest selling 6-cylinder closed cars in the world.

BOUGHNER BROS. GARAGE

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SMOOTH PERFORMANCE

A program of constant mechanical refinement involving the body, engine, clutch, brakes and other units of Dodge Brothers Motor Car, has resulted in an unusual smoothness of performance.

You have only to ride in the car to instantly appreciate the decided freedom from vibration.

Plant Your Home Grounds

- September - October—EVERGREENS, PERENNIALS
- October - November—TREES, SHRUBS, VINES

WE HAVE 70 acres of land devoted exclusively to the growing of fine nursery stock for home grounds, parks and cemeteries. We are glad at all times to advise our customers in their planting and varieties of plants. Visitors are invited to call at our nursery and inspect our stock.

Price List Sent on Request

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