



**Danger Is Greater On Straight Road**

The straight road against the curved road, as a promoter of accidents, has been brought to the front again by a report of the North Shore Motor club of Wisconsin, which shows that of the 2,981 road accidents in that state last year, 2,044, or 68.6 per cent, occurred on straight roads, while curves, hills, railway crossings and other dangerous points were responsible for but 937 accidents. A straight road, it is said, invites speeding, while curved roads invite caution.

**Public Interested In New Ford Policy**

Much interest has centered during the last week in the announcement of the Ford diesel car plan. This interest has been evidenced by both the public and the automotive industry generally, for it is the first concern made by any large automobile company toward solution of the so-called used car problem.

Under the plan, which is supported by the company, all authorized Ford dealers place a guarantee upon

**used Ford cars sold by them, thus insuring to the purchaser satisfactory mechanical operation of cars under ordinary driving conditions.**

Reports received during the week from branches throughout the country, it was said at the office of the Ford Motor Company in Detroit, indicate two things—greater buyer confidence on the part of the public and general feeling among dealers that the plan is certain to promote customer satisfaction.

These reports, it was said, are based upon expressions from Ford dealers alone. They also include public reaction toward the plan as reflected through the vast dealer organization, which because of its extensiveness, is an excellent barometer of automobile marketing conditions.

Another feature of the reports is the ready acceptance of the plan by the dealers themselves and their enthusiasm over it. They feel that the new arrangement, together with their own fitness of judging car values and facilities for reconditioning cars when that is necessary, places them in position to afford much better service to prospective buyers for used Ford cars.

On the basis of the reports so far received the plan is expected to be a solution for used car handling by Ford dealers and one in which the public will benefit.

**Chevrolet Putting Out 2000 Cars Daily**

The Chevrolet Motor company in producing this month an April record of 52,276 motor cars and trucks, more than 2,000 for each working day.

This monthly schedule, planned early last year and June, has been exceeded only twice in the company's history.

At the present rate Chevrolet will produce its "two millions" car early this year.

The 11,536 cars being made this month, 11,536 are destined for domestic sale, 5,234 are to be exported, and 5,762 are to be built at the Chevrolet plant in Canada.

Accelerated by the demand for the improved low series with refinements previously obtainable only in cars of much higher price, the Chevrolet production has mounted rapidly since January.

The capacity programme requires approximately 17,545 workers at the two Chevrolet factories and assembly plants throughout this country.

The popularity of the new Chevrolet models has developed a unique situation in which sales and production figures practically are identical. Unfilled orders on hand indicate that production for the next three months, even at the high pace set, will be absorbed at once.

**STATE OF MICHIGAN—The Probate Court for the County of Oakland...**

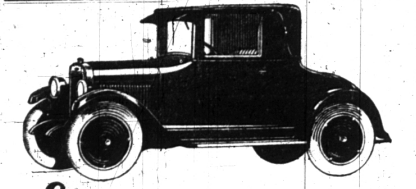
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**Everyone says — "How can they produce such fine cars to sell at such Low Prices!"**

- Touring or Roadster — \$525**
- Coupe — \$715**
- Coach — \$735**
- Sedan — \$825**
- Commercial — \$425**
- Express Truck Chassis — \$550**

**Belford Sales Co.**  
505-507 North Woodward Ave.  
**Quality at Low Cost**

**1,000 Hudson-Essex Cars Produced Daily**

How the Hudson Motor Car Co. with a production of 1,000 cars a day, has advanced to a position of leadership among six-cylinder manufacturers was explained last week by Aaron DeBo, Detroit distributor.

"Hudson-Essex has gained rapidly and is at present making several hundred more six cylinder cars daily than anyone else in the business. The Hudson-Essex business is concentrated 90 per cent on the two coaches, and there are only a few models in the whole Hudson-Essex line."

"There is one open and one closed Essex type of car, and one Hudson open car, the coach, and two Sedans, one in the low and the other in the seven-passenger size. It is this specialization that has enabled Hudson-Essex to offer its coaches at actually lower than the open cars."

"The present production of Hudson-Essex cars, while at this unusually high figure, yet falls short of the current demand. The present capacity production has been reached in the effort to make possible the prompt delivery of cars to buyers when they want them."

**Dodge Brothers Cars Making Record Sales**

In connection with the sale of Dodge Brothers Inc., to Dillon, Read & Company and the announcement that that organization has an important automobile manufacturer would remain unchanged, it is interesting to find retail sales of Dodge Brothers cars and trucks making still further gains.

Retail deliveries during the week of March 29, 1925, during 34½ per cent of the week in 1924, and exceeded every week but one in Dodge Brothers history. Retail orders obtained by dealers established a new high record, exceeding the same week in 1924 by 37 per cent.

All sections of the United States shared in these gains, while exports have been increasing even more rapidly than domestic sales.

Deliveries throughout the world in 1925 to date show a gain of approximately 11,800 Dodge Brothers cars and trucks over the same period of 1924.

**4 DRIVING RULES LAID DOWN FOR THE CLOSED CAR**

Washington, April 16.—With a view to familiarizing motorists with changing conditions, the American Automobile Association outlines the four points for the average driver who buys a closed car.

1.—Learn that you may be traveling at a higher rate of speed without realizing it, particularly where the grade is slightly downward. Speed is always a hazard unless you are not aware of your actual speed.

2.—Learn that physical comforts offered by the closed body in adverse weather do not alter the highway hazards. Your hands may be warm but there may be just as much ice on the road as when you formerly slivered in your open car, or stayed at home.

3.—Learn that though you can see out better in your closed car than you could through rain curtains, the few obstructions to vision, such as the body posts, are points you are not accustomed to.

**MORTGAGE FORECLOSURE SALE**

NOTICE is hereby given that the mortgage on the premises described in and to the order of the County of Oakland...

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**DODGE BROTHERS SPECIAL TOURING CAR**

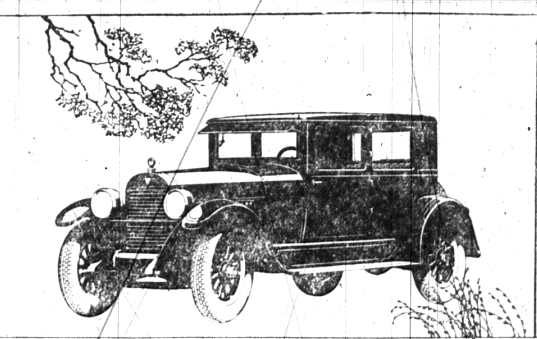
The first cars bearing Dodge Brothers name were Touring Cars.

They were good and sturdy cars, so good and sturdy that no radical change in basic design has been found necessary during these ten intervening years.

This fact has had far-reaching results. It has enabled Dodge Brothers to dedicate those ten years to the constant betterment of the original product.

More recently this endless process of improvement has manifested itself in various and impressive ways—in a new degree of riding comfort, a new smoothness of operation, a new and appealing beauty of line, and in those special details of appointment which distinguish the Special Touring Car.

**Evans-Jackson Motor Co.**  
119 SOUTH WOODWARD AVE.  
PHONE 301 Birmingham, Mich.



**"World's Greatest Buy"**  
Everyone Says It—Sales Prove It

It is only as you find the real comparisons for Hudson qualities among the costliest cars that the enormous difference in price is so astonishing.

Today it offers the greatest price advantage and finest quality in Hudson history. Never was this supremacy of value so outstanding. And the greatest Hudson sales on record show how complete is public knowledge of the facts.

**HUDSON COACH '13 45**  
5-PASS. SEDAN '17 95 5-PASS. SEDAN '18 95  
**BOUGHNER BROS. GARAGE**  
LOCAL DISTRIBUTORS  
120 S. Woodward Ave. Phone 70

**Birmingham Motorist ATTENTION!**

**Don't fail to secure A RED ARROW GASOLINE COUPON BOOK**

at our Service Station, Woodward and Haynes Street, Birmingham, during our Special Sales Campaign

**APRIL 18th to MAY 9th**

It may mean a big saving to you in your motor car Gas and Oil expenses.

Ask the service Man for particulars.

**Detroit Independent Oil Co.**  
Detroit, Michigan