



No. 3

When Better Automobiles Are Built, Buick Will Build Them



Question: Why are motor car dealers glad to see you when you have a Buick to trade in?

Answer: They know that if they get it, they can sell it quickly—at a good price. Buick reliability has made Buick a first choice in the used car market.

ARTHUR ROSE BUICK SALES
PONTIAC
James E. Valentine, Salesman
117 WORTH ST. BIRMINGHAM
At Pontiac Sales Room Every Friday

ANNOUNCEMENT

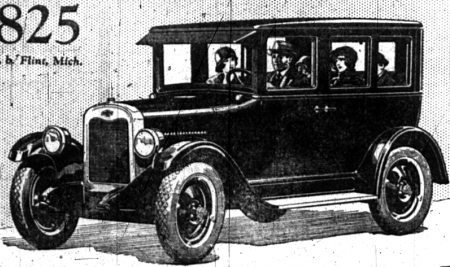
I have purchased the Belford Sales Company, Chevrolet dealers, and changed the name of the firm to Berger Sales Company.

Washington N. Berger

for Economical Transportation



The Sedan
\$825
J. & A. Flint, Mich.



QUALITY

Chevrolet is every inch a quality car. It has chassis design typical of the highest priced cars; long semi-elliptic springs providing wonderful comfort in riding; a disc clutch that makes gear shifting astonishingly easy. All models are finished in the durable Duco whose color and luster last for years. Closed models have Fisher bodies of outstanding beauty. These are but a few of the 83 quality features that make Chevrolet the greatest value in the low price field.

Call at our showroom today and arrange for a demonstration

- Touring - \$525
- Roadster - 525
- Coupe - 715
- Coach - \$735
- Commercial Chassis - 425
- Express Truck Chassis - \$550

Berger Sales Company

(Formerly Belford Sales Company)

505 North Woodward Ave., Birmingham

Phone 851

QUALITY AT LOW COST

Demand For Hudson And Essex Is Great

"The old fashioned 'spring rush' is a hardy animal. There were predictions during the winter that the great swing to closed cars would level out this old-time feature of the business. But good as winter business was, our April sales are going at a rate just twice as fast," says Charles Boughtner of Boughtner Bros. Garage Hudson-Exesx distributor for the Birmingham territory.

Buying Time Starts.
"It all goes to show that there is something in the air of spring that wakes up a man's motoring urge. Men who have been thinking of buying cars suddenly put their money in their pocket and get ready to buy. That is the same urge which wakes up the clothing and sporting goods markets, and make women look about for new bonnets and wraps.

"We are fortunate that this season of great demand is being met by an unprecedented production of cars at the Hudson-Exesx plant. The factory is now working 24 hours a day to keep up with the demand for prompt deliveries.

"One thousand cars a day—the largest six-cylinder business, by far, in the industry—are being made, and we would be mighty glad if the number could be increased.

Throughout Country.
"Our activity is simply typical of what is going on around the country. The cities and the country, the east and the west, all are finding a demand for Hudson-Exesx cars which they must exert every effort to fill.

"It looks to me as if April, May and June of this year would furnish one of the most striking spring rushes of business we ever have known. The motor car that deserves success and a demand from the public is going to sell in large numbers. The demand for Essex particularly is something most remarkable. I do not believe we shall be able to catch up with it all this year."

NASH SHATTERS ALL OLD MARKS

All previous sales and production records of the Nash Motor company have again been swept aside, figures

on the company's books showing that March was the biggest month in the history of Nash. The record for the month of March is 1,200 cars, according to the records just received.

"The shattering of Nash sales records began in the fall, shortly after the introduction of the new series of special and advanced cars," said E. H. McCarty, general sales manager. "The Nash Motors company, October outstanding all previous records in our history. Then along came February with a new sales and production record and now March has taken the lead over February. Incidentally March shipments from the factory were 49 per cent. greater than shipments of March 1, 1924.

"The situation with respect to the demand for Nash cars is further emphasized by the fact that the entire automobile industry during March had about 10 per cent. less business than during March, 1924. As yet added to this, even though last month was Nash Motors' biggest production month, there were in our hands bona fide orders for about 2,000 cars that we were unable to ship because we could not produce sufficient automobiles to fill the demand."

In anticipation of the heavy demand for the Nash line of cars work has begun at both the Ford and Milwaukee factories on plant extensions which, when completed will provide for an increase in production capacity of 40 per cent. These extensions include new buildings and the installation of additional production machinery equipment and will be ready within a short time for operation.

Ford Co. Buys Land In Paris For New Plant

Edsel B. Ford, President of the Ford Motor Company, today confirmed reports from Paris announcing that the company had acquired property and buildings for the establishment of an assembly plant at the French capital.

"Negotiations for the acquisition of the Paris property, which have been under way for some time, have just been concluded," Ed Ford said. "We will at once begin making additions and necessary alterations to our assembly plant."

"Production at the new plant probably will start about August 1 and will provide for the assembly of 150 cars and trucks a day according to our present plans."

The Paris property, which has an area of approximately 16 acres, is known as Oxylythe, a plant formerly devoted to the manufacture of oxylyth products, located on the banks of the Seine river and about five miles out from the heart of the city. While the present factory buildings, with a floor space of 100,000 square feet, differ somewhat from the type standard with the Ford Motor Company, they are well constructed and will need but few alterations. Plans include the construction of an addition which will add 10,000 square feet of floor space in order to permit installation of the equipment necessary to carry out the Ford system of progressive assembly. This equipment will include an assembly line more than 400 feet long.

Location of the plant on the Seine at the French capital will permit all motor shipments of manufactured automobile parts from this country in which Ford ships will participate when the company enters transatlantic shipping a new departure expected during the coming summer. Ships carrying Ford automobile parts will dock at Havre, where the cargo will be transhipped to barges for delivery to the Plant at Paris.

The present Ford assembly plant in France is located at Bourcy.

PLATE GLASS USED BY FORD IN 1924 WOULD ROOF 380-ACRE FARM
The Ford Motor Company last year used more than 16,600,000 square feet of plate glass in the production of Ford passenger cars, sufficient glass to form a covering for a 380-acre farm.

Closed cars, which are constantly increasing in popularity, look by far the largest percentage of the glass. Only slightly more than 4,000,000 square feet went to make windshields for the touring cars and runabouts.

Ford glass plants are now making all plate glass required for Ford car production.

HALF OF CARS IN U. S. ARE USED IN BUSINESS
Nearly half of the total motor cars in the United States are used daily for business, according to statistics of the industry just made public.

Twenty-six per cent of all the automobiles in America are used for occasional business errands, the report shows further. Only one car in every eight is stated, is used solely for recreation.

MORTGAGE FORECLOSURE SALE
Default for more than thirty days having been made in the conditions of a certain mortgage made by Thomas A. Britton, his wife of Royal Oak, Michigan, to the First Commercial Bank (now First State Bank) of Royal Oak, Michigan, dated the thirtieth day of June, A. D. 1919, and recorded in the office of the register of deeds for the County of Oakland and State of Michigan, on the seventeenth day of June, A. D. 1919, on which mortgage there is claimed to be due at the date of this notice, the principal and interest the sum of \$1,884.24 Dollars, and an attorney's fee of \$100.00 Dollars, and provided that in case of default on the part of the mortgagor, the mortgagee, and its successors in law having been instituted to and satisfaction of the same secured by said mortgage, or any part thereof, it is hereby given, that by virtue of the power of sale contained in and under the statute in such case made and provided, on Monday the eighth day of March, A. D. 1925, at eleven o'clock in the forenoon, at the Court House, Eastern Standard Time, at the Saginaw Street entrance to the County of Oakland, held, sell at public auction, to the highest bidder, all the premises described in said mortgage, together with all the interest thereon, as much thereof as may be necessary to pay the amount of the principal due on said mortgage, with six per cent (6%) interest and \$100.00 Dollars, together with an attorney's fee, to-wit: Lot Number Seventeen (17) of Plat of

Clawson Little Farms, being a subdivision of part of the Southeast Quarter (1/4) of Section 22, Town 2 North, Range 11 East, Twp. Township, Oakland County, Michigan, according to the recorded plat thereof, to-wit: THE STATE BANK OF ROYAL OAK, Michigan, March 6, 1925.

MORTGAGE SALE—Default having been made in the conditions of a certain mortgage given Henry A. Lofgren and Helma A. Lofgren, his wife, of the City of Detroit, County of Wayne, State of Michigan, to Leonard R. Carley of Waterbury, Connecticut, which said mortgage is dated the 15th day of February, A. D. 1924, and recorded in the Office of the Register of Deeds for the County of Oakland, on the 13th day of March, A. D. 1924, in Liber 282 of Mortgages on Page 23 and 24 on which mortgage there is due and unpaid at the date hereof for principal, interest and taxes the sum of Three Thousand Three Hundred Sixty-four Dollars and Seventy-five Cents (\$3,364.75), and no suit or proceedings in law or in equity have been instituted to re-

cover the money or any part thereof. Now, therefore, by virtue of the power of sale contained in said mortgage and the statute in such case made and provided, NOTICE IS HEREBY GIVEN that on Monday the 1st day of June, A. D. 1925, at 9:00 o'clock in the forenoon, Eastern Standard Time, we will sell at public auction to the highest bidder of the County of Oakland, Michigan, 1924 being the building where the Circuit Court for the County of Oakland is held, the premises described in said mortgage, together with all the interest thereon, as much thereof as may be necessary to pay the amount of the principal due on said mortgage, with six per cent interest thereon, as much thereof as may be necessary to pay the amount of the principal due on said mortgage, with six per cent (6%) interest and \$100.00 Dollars, together with an attorney's fee, to-wit: Lots 182, 267 and 268 of Woodward Heights Royal Oak Addition, a part of Section 27, Town 1 North, Range 11 East, County of Oakland, A. D. 1913.

LEONARD R. CARLEY, Mortgagee.
JOHN J. GAFIL, Attorney for Mortgagee.
110 Ford Building, Detroit, Michigan.

STATE OF MICHIGAN—The Probate Court for the County of Oakland. At a session of said Court, held at the Probate Office in the City of Pontiac, in said County on the 7th day of April, A. D. 1925, Present, Hon. Ross Stockwell, Judge of Probate.

In the Matter of the Estate of Frances Delaney, Deceased.
Ethel D. Davesh and Mary M. Dickerson having filed in said Court a petition praying that the administration of said estate be granted to Hester H. Davesh, or to some other suitable person.
It is ordered that the fourth day of May, A. D. 1925, at eight o'clock in the forenoon, in said Probate Office, shall be a day for hearing said petition.
It is further ordered, That public notice thereof be given by publication of a copy of this Order once each week for three consecutive weeks previous to said day of hearing in the Birmingham Evening & Journal, a paper printed and circulated in said County.

Dated this 7th day of April, A. D. 1925.
DAN A. MCGAFFEE, Register of Probate.

We Are "Your Printers."

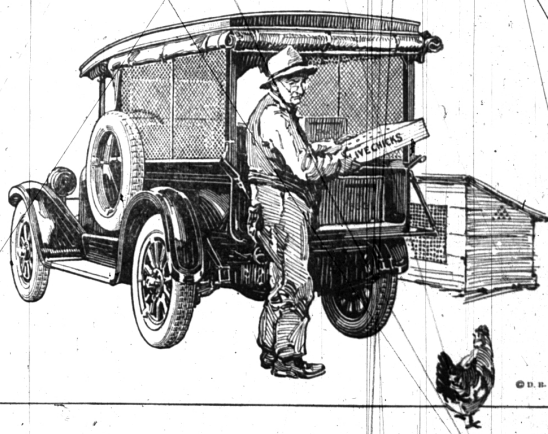
DODGE BROTHERS COMMERCIAL CAR

A passenger car under repair may simply mean inconvenience. A work car under repair means costly loss of time.

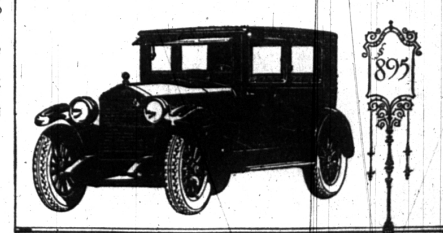
The Commercial Car saves its owners money by remaining steadily on the job. With reasonable care it rarely calls for expert attention.

Dodge Brothers workmanship and materials are capital insurance against expensive delays and interruptions.

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



The finest Essex ever built



Today's Essex is the finest ever built. It is the smoothest, most reliable Essex ever built. It is the best looking, most comfortably riding Essex ever built. And the price, because of volume, is the lowest at which Essex ever sold.

BOUGHNER BROS. GARAGE
LOCAL DISTRIBUTORS
120 S. Woodward Ave. Phone 70