

AUTOMOBILES



Touring \$1025 (Old Price \$1095)



Coach \$1095 (Old Price \$1215)



Landau Coupe \$1125 (Old Price \$1295)



Sedan \$1195 (Old Price \$1345)

New OAKLANDS \$70 to \$350 Lower

In these five new motor cars, striking beauty is combined with performance such as you have never experienced. Acceleration, power, speed, four-wheel braking—all are a revelation. Too, a new thrill of unmatched freedom from vibration at all speeds is imparted by the Harmonic Balancer—an exclusive Oakland feature. Oakland has produced an even better Oakland Six—even further in advance of its field—then crowned this achievement by pricing its cars from \$70 to \$350 lower.



Lapland Sedan \$1295 (Old Price \$1645)

ALL PRICES F. O. B. PONTIAC
General Motors Time Payment Rates, hereafter the lowest in the industry, have now been made still lower.

WINNING AND HOLDING GOOD WILL. OAKLAND SIX

BLOOMFIELD AUTOMOBILE CO.
113 BROWNELL ST. Near E. Maple Ave.
Phone 550 Birmingham

PRODUCT OF GENERAL MOTORS

Old Packard Cars Prove Sturdiness

Two motor cars in California have run up a total of more than 1,400,000 miles. Their records are more than 700,000 miles each and each has been running eight years. They are still operating in uninterrupted daily service and their owners say they will be driven for years more before they are retired from service.

It was in May of this year that each car turned its 700,000 miles a distance the equivalent of 28 trips around the world. The two machines are standard touring cars made by the Packard Motor Car company, each one of which was lengthened in wheel base to carry a large motor car stage body.

They have been operating constantly night and day for eight years each in the fleet of 30 Packard cars operated by the Pickwick Stage System.

The veteran Packard stage coaches each carry 14 passengers besides the driver. They are fully loaded on nearly every trip and from time to time they were first placed in service they have carried 3,000 pounds more load than they were designed to carry.

Despite rough roads, mountain climbing and runs through the desert neither car, overloaded a ton and a half as they always are, ever has broken down on the road.

The entire Pickwick fleet of Packard cars has run a total of more than 12,500,000 miles. The routes of the line extended from El Centro and San Diego in southern California to Portland, Ore.

Have Hurdless Runs. The two Packards with the greatest mileage have one of the hardest stage runs in the entire west. Their route lies between Los Angeles and Bakersville, over the Tehachapi pass and through desert and hilly roads that subject automobiles to as severe a test as they could undergo anywhere.

Each car averages more than 200 miles a day annually, on the present runs in former years with fewer cars operated by the company their daily average had to be much greater.

Officers of the Pickwick Stage System are authority for the statement that little repair work has been necessary on even the oldest Packards in service.

Telephone your NEWS to The Eccentric 'Phones 11 and 12.

Oakland Factory Is Going At Top Speed To Meet Big Demand

Never in the history of the Oakland Motor Car Company has such a deluge of orders poured into the factory during the first week after the showing of a new car occurred the week following July 25 when the new Oakland Six with Harmonic Balancer was introduced to the public for the first time. The substantial price reduction, ranging from \$70 to \$350, which were announced by Oakland, have caused a near sensation among automobile buyers, resulting in a prompt increase in retail sales.

As a result of the demand for the new cars from every section of the country, the Oakland factories at Pontiac, Michigan, are going at top speed to satisfy the requests of dealers who want their allotments doubled.

The daily production schedule was at a higher peak when the cars were announced this year than at the announcement of any other Oakland car. Production on the new cars was well under way early in July. More than 700 cars were shipped from the factory just the week before the announcement, for dealers in the mid-western states, the far distant dealers having already received cars.

In spite of this, three days after the new cars were announced, it was found necessary to increase the daily production schedule.

W. J. Matheson, vice-president and director of sales, received countless telegrams from dealers telling of record sales during the first week's display and ordering more cars.

In Chicago 204 retail orders were taken the first two days the cars were on display. In Detroit the first three days the new models were on display 26 cars were ordered in the first three days. Even in the smaller cities, 20 or more orders were taken the first day.

At Alexandria, Washington, the first carload of cars was sold before they could be unloaded, and another order was placed at the factory. Ten carloads of cars were shipped to Florida three days after the cars were introduced.

"Oakland has never produced a car which has received such spontaneous welcome," states Mr. Matheson. "And probably the most gratifying feature was the larger number of sales made before the cars were shown, proving that Oakland quality at the new low prices offers a value without parallel."

The beauty of the new body lines and external features are apparent, yet most of the 100 improvements and refinements in the vital parts of the Chassis. The Harmonic Balancer, oil filter and air cleaner are mechanical features that caused much comment. We believe that the Harmonic Balancer will stand out as the great engineering development of the year, comparable to such automotive achievements as four wheel brakes and balloon tires.

ESSEX CAR REACHES 100,000 PRODUCTION

Essex has passed the 100,000 mark for 1925—the first six-cylinder car to attain the six-figure milestone in production. This official work came this week from the Hudson Motor Car Co., which manufactures the Essex, with the additional information that this is 15 per cent more Essex cars than were built in the entire year 1924. With production on a volume basis, it seems likely that 1925 will see twice as many Essex cars built as in 1924.

"This unusual success," declares Baughner Bros., local Hudson-Essex dealer, "is the more remarkable because no new model was introduced, and because more than 95 per cent of Essex business has been centered in the coach models—type of car which Essex created and named. Essex business has been consistently good, with neither sports nor touring cars being particularly popular."

In Great Britain, the Continent, and in colonial fields, Essex sales have kept pace with those in the United States. In Canada, the Essex success has been almost triple as great as in the United States.

Always get your "Classified Ad" into The Eccentric office before each Wednesday night.



1,018,322
Busy Americans crowded Buick Showrooms at the first showing of the Better Buick & have you seen

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

for Economical Transportation



New Measure of Value

Chevrolet represents the highest type of quality car selling at a low price. Public acknowledgment of this fact has been evidenced by a greatly increased demand for Chevrolet cars. This increased demand has resulted in increased production making possible decreased prices on closed models and improved quality on all the

models. Now Chevrolet provides "Quality at Low Cost" to greater degree than ever before. Now Chevrolet presents to automobile buyers everywhere a new measure of value. We are now making a special showing of these new cars and would be glad to have you call and see them.

New Price List

- The Roadster - \$525
New and improved quality of equipment—finished in a new color—gun metal grey Duco.
- The Touring - \$525
New and improved quality of equipment—finished in a new color—gun metal grey Duco.
- The Coupe - \$675
New and improved quality of equipment—former price \$715.

- The Coach - \$695
New and improved quality of equipment—former price \$735.
- The Sedan - \$775
New and improved quality of equipment—former price \$825.
- Commercial Chassis - \$425
- Express Truck Chassis - \$550

ALL PRICES F. O. B. FLINT, MICH.

BERGER SALES COMPANY
505 N. Woodward Avenue Phone 851
Open Nights and Sundays Birmingham, Mich.

QUALITY AT LOW COST

SAME FINE STUDEBAKERS Prices Reduced—Quality Maintained

THESE low prices are not for new cars built to sell at new prices. They are for Studebaker cars identical with those which have been in tremendous demand at higher prices during the past eleven months.

They are for Studebaker cars so well built of such high quality materials that net profits during the past six months have averaged only \$10.64 per car. The rest of the money the public went into making a car with scores of thousands of miles of excess transportation.

These earnings are a triumph for the one-profit basis of manufacture. No manufacturer on a less efficient basis could have made a dollar selling cars of Studebaker quality at Studebaker prices.

Studebaker is the only one-profit car in the fine car field. Only Ford and Studebaker make for all their cars all bodies, all engines, all gear sets, clutches, springs, differentials, axles, steering gears, gray iron castings and drop forgings.

Thus we save and pass on to purchasers profits which many other manufacturers must pay to outside parts and body makers.

No "yearly models" makes sales jump
Thus we were able last January to reduce prices already low.

Then we announced that Studebaker would have no more "yearly models" to artificially depreciate cars in the hands of owners.

Sales instantly started to soar and have forced the vast Studebaker plants to maintain peak production throughout the summer, in the face of declining production for the industry in general.

To one-profit savings we thus add savings due to long continued peak production. These savings we share with purchasers in the price reduction announced August 1st.

We still use genuine leather, mohair upholstery,

Ape northern white ash and hard maple, tough extra gauge steel for which we pay premiums, plate glass, walnut inlaid with holly and other refinements. In short, these are the same fine cars in every particular—only the price has been reduced.

You can't appreciate what a bargain Studebaker cars are at these new prices until you compare them point by point with others.

Remember that Studebaker cars have been kept constantly up to date. Improvements have been made as soon as developed—no saved up for spectacular announcements under the guise of "new yearly models" designed to depreciate cars already in the hands of owners.

Superiorities—both hidden and obvious
Many of the most important superiorities of Studebaker cars are hidden until revealed by thousands of miles of usage, but here are some you can check to prove our statement that every Studebaker is more up to date than the newest "yearly model."

On all present Studebaker models, you'll find an automatic spark control, safety lighting control on the steering wheel, 8-day clock and gasoline gauge on the dash, improved one-piece windshield, special coincidental lock of ignition, steering gear, fully machined crankshaft, coil ventilator, waterproof ignition and oil drain valve beside the engine.

Studebaker pioneered the step-framed Duplex Top with roller side enclosures which gives enclosed car protection to open car models—in 30 seconds.

Studebaker pioneered the use of full-size balloon tires, for which steering mechanism, fenders and body lines have been especially designed.

Come in and see these sturdy, dependable "one-profit" cars. Today's price that every Studebaker is a big money's worth.

Ask about our liberal Budget Payment Plan.

New Prices Effective August 1st

Standard Six Models			
	New Price	Old Price	Saving
Country Club Coupe	\$1295	\$1345	\$ 50
Coach	1195	1295	100
Sedan	1495	1595	100

Special Six Models

	New Price	Old Price	Saving
Duplex-Roadster	\$1395	\$1450	\$ 55
Sport Roadster	1595	1645	50
Duplex-Phaeton	1445	1495	50
Coach	1445	1595	150
Brougham	1695	1795	100
Victoria	1750	1895	145
Sedan	1895	2045	150

Big Six Models

	New Price	Old Price	Saving
Duplex-Phaeton	\$1775	\$1875	\$100
Coupe	2045	2450	405
Brougham	2195	2575	380
Sedan	2245	2575	330
Borline	2325	2850	525

NOTE—All the above prices remain the same except that Summers, spare tire, cover, and motorator are no longer standard on the above models. All prices F. O. B. factory. War tax extra.

WURSTER & STAPLETON

129 W. MAPLE AVE. PHONE 674
Service Station back of Post-Office

THIS IS A STUDEBAKER YEAR