

# AUTOMOBILES

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

## Lower Prices

Buick always leads in motor car values

Standard Six			
2-passenger Roadster	\$1125	5-passenger two-door Sedan	\$1195
5-passenger Touring	1150	5-passenger four-door Sedan	1295
2-passenger Coupe	1195	4-passenger Coupe	1275

  

Master Six			
2-passenger Roadster	\$1250	7-passenger Sedan	\$1995
5-passenger Touring	1295	5-passenger Brougham	1925
5-passenger two-door Sedan	1395	3-passenger Sport Roadster	1485
5-passenger four-door Sedan	1495	5-passenger Sport Touring	1525
4-passenger Coupe	1795	3-pass. Country Club	1765

All Prices F. O. B. Buick factories. Government tax to be added.  
**BUICK MOTOR COMPANY, Flint, Michigan**  
 Division of General Motors Corporation

ARTHUR ROSE BUICK SALES  
 PONTIAC

James E. Valentine, Salesman  
 117 WORTH ST. BIRMINGHAM  
 At Pontiac Sales Room Every Friday

## One-Profit Studebakers —at even lower prices

THESE Studebaker Motor Cars, on which new prices are herewith announced, are the identical cars which have given Studebaker tremendous sales volume and thereby lowered production costs.

New prices include all equipment now on our various models, except that bumpers, extra tire, cover and motometer are no longer furnished on Big Sixes.

There is no sacrifice in materials nor in workmanship. Studebaker has brought out no new yearly models built to sell at new prices.

These are the same Studebakers on which we were able to announce new low prices on January 8th of this year.

The following table forms a striking tribute to Studebaker's one-profit production.

### New Prices Effective August 1st

All prices f. o. b. factory

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	\$1795	\$1875	\$ 80
Coupe	2045	2450	405
Brougham	2195	2575	380
Sedan	2245	2575	330
Berline	2325	2650	325

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

**THE STUDEBAKER CORPORATION OF AMERICA**  
 South Bend, Indiana

THIS IS A STUDEBAKER YEAR

### Studebaker Reduces Prices On All Models

Studebaker today announces reduced prices on all models. Reductions range from \$50 to \$405. The new price includes all regular equipment on Standard Six, Special Six and Big Six models, except that bumpers, extra tire, cover and motometer are no longer furnished on Big Sixes.

Commenting upon the price reduction, an official of the Studebaker Corporation of America said: "Studebaker's one-profit manufacturing system is the direct reason for this reduction in prices. Under this system we manufacture all vital parts for Studebaker cars in our own plants. This saves the extra profits which many manufacturers have to pay to outside parts and body makers. We give purchasers the full benefit of these savings in manufacture.

"Only two automobiles in America are made on this one-profit basis—the Studebaker in the fine car field and the Ford in the low price field. Only in these two cases does one company in its own plants and with its own centralized organization make all bodies, all engines, all clutches, steering gears, differentials, springs, gear sets, gray-iron castings and drop forgings.

"With only one manufacturing profit instead of many included in the purchase price, Studebaker is able to build a better car and offer it at a much lower price. The public appreciates this fact. Studebaker sales are today rising to a new high peak instead of declining as is usual during the summer.

"The cars on which these new prices are announced are the identical cars which have given Studebaker tremendous sales volume. There is no sacrifice in quality of material or workmanship. We have brought out to new yearly models to sell at new prices. It is Studebaker policy to keep our entire line of cars constantly up-to-date without the announcement of 'yearly models'.

The new prices are a striking tribute to Studebaker's one-profit production system. Savings made possible by this system enabled us to announce new low prices of January 8th of this year. Now we are able to make further reductions. As a result Studebaker one-profit cars today offer greater values than ever before.

### Chevrolet Price Cut Effective August 1

Detroit, Mich., Aug. 6—Announcement of a price reduction effective August 1 on Chevrolet closed models was made today by R. H. Grant, general sales manager of the Chevrolet Motor company.

The revised price list is as follows: Coupe reduced \$40 to a new price of \$675; Coach reduced \$40 to a new price of \$695; Sedan reduced \$50 to a new price of \$775.

"The record production and phenomenal sale of Chevrolets during recent months enables the company to reduce prices at an earlier date than at first had been contemplated," said Mr. Grant. "It is the result of quantity production permitting quality manufacture at lower cost."

Mr. Grant pointed to the fact that the Chevrolet Motor company will have exceeded by August 20 its total production for the year of 1924 after having established production records for three successive months. The company will make its two millionth car early this fall and will be the first manufacturer of three-speed gear-shift cars to reach that production mark.

"The largest producers gain an advantage by effecting substantial savings through enormous purchasing power," continued Mr. Grant. "The Chevrolet Motor company is passing this advantage on to the car buyer."

Incidentally, the benefit of the price reduction will extend also to more than 8,000 persons holding Chevrolet Six Per Cent Purchase Certificates for future delivery on closed models. The payments and interest on the Certificates now will attain the total of a down payment for delivery earlier than would have been the case under the former price schedule.

### Lincoln Makes New Western Auto Record

All touring records from Los Angeles to Yellowstone Park were broken, park officials have just announced, when James Kane of Los Angeles and C. S. Powell of San Diego, completed a remarkable run of 2292 miles, via Portland, Oregon, in four days and a half, or 50 hours and 42 minutes running time, using a new Lincoln touring car.

Kane and Powell put the Lincoln 566 miles the first day, between Los Angeles and Sacramento, despite the fact that the machine was "brand new" and had not been driven a mile since its unloading from the factory. The second day the party reached Roseburg, Ore., after driving 467 miles and the next noon, Portland, going 225 miles during the morning hours. After half a day and night with friends in Portland, Kane, on the following day drove from Portland to Twin Falls, Ida., a distance of 601 miles. The last day of the trip covered 433 miles, the men reaching Mammoth Hotel at the north end of the Yellowstone loop, having entered the west entrance of the park earlier in the day. Kane and Powell were welcomed to Mammoth Hot Springs by Supt. Horace M. Abright of the National Park Service who congratulated them on the record run from California.

According to Kane and Powell gasoline consumed during the trip totaled 204 gallons, or 11 1/4 miles to the gallon.

EIGHT BILLIONS SPENT YEARLY ON AUTO IN U. S.  
 There is one automobile or every seven persons in the United States. Eight billion dollars, it is estimated, is the sum now spent annually by Americans in the purchase and maintenance of automobiles. Two billions go for new cars and the remainder for accessories, gasoline, tires, repairs and garage items.

## Reputation

Sold and serviced by Dodge Brothers Dealers in every part of the world, Graham Brothers Trucks came naturally and logically to their position of leadership.

The reputation of the product, plus the character of the organizations behind it, constitute adequate assurance of satisfaction to the most particular buyer.

**Evans-Jackson Motor Co.**  
 119 SOUTH WOODWARD AVE.

PHONE 301 - Birmingham, Mich.

## GRAHAM BROTHERS TRUCKS

SOLD BY DODGE BROTHERS DEALERS EVERYWHERE



for Economical Transportation

## New Low Prices

The Chevrolet Motor Company announces the following reductions in the prices of Chevrolet closed models:

- The Coupe - \$675  
former price \$715
- The Coach - \$695  
former price \$735
- The Sedan - \$775  
former price \$825

ALL PRICES F. O. B. FLINT, MICHIGAN

**BERGER SALES COMPANY**

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

QUALITY AT LOW COST