

# AUTOMOBILES

## When Children Can Act Quickly

Which were called "children" who were a "child" in the eyes of a court. Many a case of accidental death or injury has been traced to a child's quickness of action. In the case of a child who was killed by a motor car, the parents were held liable for not having taken proper precautions. Kemp's Balsam is the famous remedy for all such cases. It is a powerful antiseptic and disinfectant. It kills germs and destroys bacteria. It is the only remedy that will cure all such cases. It is the only remedy that will cure all such cases. It is the only remedy that will cure all such cases.

For that reason, KEMP'S BALSAM

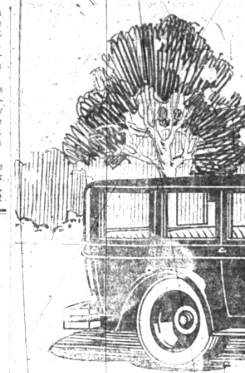
## Public Warned Of Auto Counterfeits

Assuming that the public is entitled to know what it is buying, especially when such purchases involve the possibility of accident, or continued dissatisfaction, Dodge Brothers have again asked their dealers to warn motorists that the market is flooded with counterfeit service parts of every description.

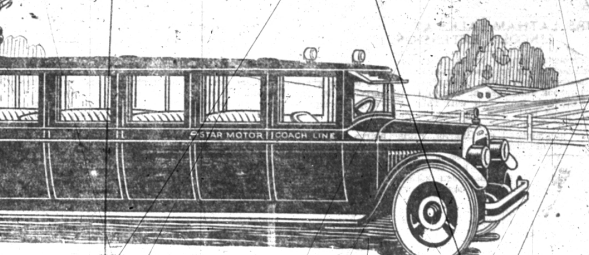
Some of these parts, it is said, are recognized as genuine. In other instances, the purchaser is led to believe that the counterfeit part is exactly the same as the genuine, even though it is not manufactured by the builder of the car on which the part is to be used to replace another part. Dodge Brothers contend that the buyer is the victim of misrepresentation in either case.

The result of a long series of tests in the Dodge Brothers laboratories indicate that the motorist is not only fooled, as a general rule, when he pays out good money for counterfeit parts, but that he sometimes places himself in actual danger.

For example, a genuine Dodge Brothers rear axle shaft withstood six complete turns in a twisting test, while the best of several counterfeit



## DeLuxe Bus, Star Motor Coach Line, Operating Daily Between Detroit and Pontiac



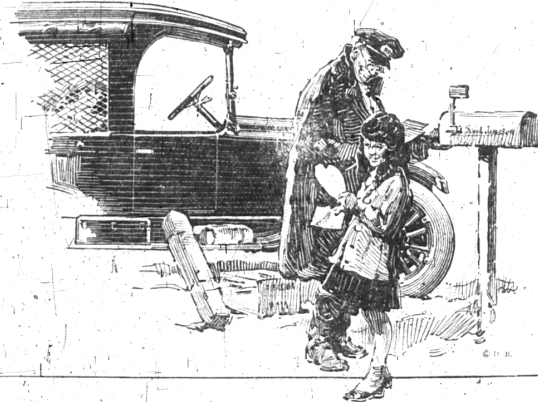
## DODGE BROTHERS COMMERCIAL CAR

Thousands of these cars are used by government employees and by the government itself.

Their exceptional dependability—particularly where driving conditions are not the best—has long been a matter of official record.

## Evans-Jackson Motor Co.

119 SOUTH WOODWARD AVE. PHONE 301 Birmingham, Mich.



shafts withstood only 1 1/2 turns. Again, a genuine steering knuckle bolt bent almost double, without breaking, when put under tremendous pressure. When the same test was applied to a counterfeit knuckle bolt, it snapped in two immediately.

"Such tests show very plainly that it is dangerous to use counterfeit parts," said George H. Jackson, of Evans-Jackson Motor Co., local Dodge dealer. "At least that can be said for such parts as they are source of endless expense and inconvenience to the man who is unfortunate enough to have them in his car. The worst that can be said is that they actually jeopardize the safety of passenger."

Every man and woman who ever drove a car can readily appreciate what might happen if a vital part should give way on a hazardous grade, or in a street crowded with swiftly moving traffic.

"Automobile owners can protect themselves against such danger and misrepresentation by having parts installed only by service stations approved by the factory which builds their car. Few outsiders are interested in what you think of your car, or how long it will last, or whether you will ever buy another of the same make. They are chiefly concerned with the immediate profit. The long discount they get on counterfeit parts makes the business attractive to them—until they stop to realize what it may mean to the purchaser.

"The automobile manufacturer is in the business of building automobiles. He makes the parts, they are a necessity and convenience to his patrons. But he makes them as well as he knows how, because he realizes that it is absolutely necessary for him to have the car owner's good will if he is to remain in business. One or two defective minor parts, even though not important in themselves, might easily cause an owner to condemn the car as a whole. This is what the manufacturer tries to avoid. That is why he builds his service parts with the same conscientious care that is put into the building of the car itself."

**Maxwell-Chrysler Plans Huge Program In Auto Production**

Due to the great demand throughout the country from their products, the Maxwell-Chrysler factories this year are undertaking the greatest production of cars in their history, according to information received by Ted Wurster, of Warster-Stapleton, local dealer, from J. P. Fields, vice-president in charge of Maxwell-Chrysler sales. The six months schedule on which the organization's five plants are now operating is the greatest ever attempted, he declared.

"Though automobile plants throughout the country are generally active, Maxwell-Chrysler is employing more than a surplus amount," Mr. Wurster said. "Although it was generally realized that the new Maxwell, with its 25 miles per gallon, 58 miles per hour and five to 25 miles in eight seconds, was bound to enjoy a record demand, the factory reports that the Maxwell division is actually behind on orders today—a condition almost unheard of in the automobile industry at this time of year. In the city of Detroit we are nearly 500 cars behind on orders, although we have received from the factory for several weeks past more cars than ever before at this time of year."

"The splendid reception given the car when it was announced last November was even outdone by that accorded during the automobile shows throughout the country, factory reports. There is every evidence to-day that Maxwell is becoming equally as outstanding in its field, as the Chrysler Six has become among cars of higher price. Its tremendous flexibility, speed, economy and pleasing appearance are being widely commented on the country over."

Mr. Wurster predicts that retail sales of Maxwell in the Detroit district, generally considered the barometer of motor car sales for the entire country, exceeded by 40 per cent during the first six weeks of 1923 the highest previous maximum during the corresponding period, which was established a year ago.

## Boughner Offers Advice To Buyers

"Look to the company behind the car you buy. Be sure it is permanent. Be sure that your investment will not be an orphan car," advises William Boughner, of Boughner Bros. Garage, distributor in this territory for Hudson and Essex. "It is actually a fact that many more cars have failed than have lived. A motor magazine recently called the roll alphabetically on the companies that have gone, and there was at least one company for every letter of the alphabet except Q and X.

"If only some hopeful manufacturer had turned out a 'Quinor' that a 'Xerox' the whole alphabet would have been complete in the graveyard of forgotten machines.

**With Orphan Cars**

"You will find today many motorists with their good money tied up in 'orphan cars'—cars on which service is expensive and difficult to get, and cars which will have very little if any resale value whatever.

"A motor car buyer today is careful indeed if he ties up his money in any car which hasn't a successful company behind it. He is asking the loss of a considerable sum of money.

"The sensible thing is to see that the car itself is good, that the company is sound, and most important that the company is progressive and abreast of the times. A company may have a historic past, but if it isn't progressive—look out!"

"On this basis, the wise buyer will find a new and untried respect for Hudson and Essex cars. Not only for the same reason, but because it has been known as a leader in the industry.

**Sign of Leadership**

"It is the invention of the coach type car, and its sponsorship of the coach all during the period when it had to meet opposition and even ridicule by makers who are now flocking to it, is one of the industry's greatest examples of leadership.

"It must be remembered to begin with that while Hudson-Essex conceived the coach idea, they were not merely content to let someone else develop the idea. They have already built and sold over \$210,000 cars of the coach type.

"As a result, they have a back-ground of experience behind them in building this type of closed car, which is not remotely approached by any other manufacturer. They have already a volume of production far in excess of any other closed-car builder ever attained before, and with the resultant economy of overhead and all manufacturing costs.

"For a long time to come, the man who thinks of such will think of Hudson and Essex."

MILO PROMPT SERVICE	
2 pc. Suits Cleaned and Pressed	\$1.25
3 pc. Suits Pressed	50
Overcoats Cleaned and Pressed	\$1.50
Overcoats Pressed	50
SUITS AND OVERCOATS DRY CLEANED	
BIRMINGHAM LAUNDRY	
138 East Maple Ave. Birmingham 888	

## DEPENDABLE Used Cars

- 2 Ford Coupes
- 2 Ford Sedans
- 3 Ford Tourings
- 1 Reo Sedan
- 1 Essex Coach
- 1 Buick Touring
- 1 Dodge Sedan
- 1 Studebaker Touring
- 1 Nash Touring
- 1 Dodge B Coupe

## Evans-Jackson Motor Co.

We'll Be Glad To Assist You in "Good Printing."

## Essex-6-Coach

# \$895

Freight and Tax Extra

## The Finest Essex Ever Built

Price considered Essex gives the utmost in transportation value. By all means learn the facts. Ask Essex owners. Take a ride. Note its smooth performance, not surpassed by any car. How simply it handles. How luxurious its riding ease. Then think of its price. And consider that two of every three buyers of Essex cars come to it from those who formerly owned cars whose chief appeal is low cost.

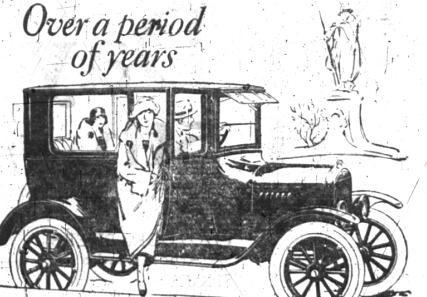
Surely you cannot be satisfied with less than Essex offers. Its cost is but little more than cars of the lowest price.

In Quality Hudson and Essex Are Alike

## BOUGHNER BROS. GARAGE

LOCAL DISTRIBUTORS

120 S. Woodward Ave. Phone 70



Over a period of years

THE Ford car has remained the undisputed leader for value in the motoring world. There are certain fundamental reasons why this is true. It is a car, properly designed and staunchly constructed, having a motor which has proved itself reliable, long-lived and economical.

It is adequately serviced by an organization reaching to every community and neighborhood. These combine to give the Ford car the highest resale value in proportion to list price.

And as production volume of the Ford has grown the purchase price has been steadily reduced.

Ford Motor Company DETROIT

CONANT-OSBORNE Local Dealers



VISITORS ARE ALWAYS WELCOME AT ALL FORD PLANTS

Tudor Sedan \$580

Runabout - \$260  
Touring Car - 290  
Coupe - 520  
Fordor Sedan - 660

On open cars demountable tires and motor are 95 extra. All prices f. o. b. Detroit.

PARIS PLANNING TO ATTACH TAGS TO PEDESTRIANS

Realizing the constant danger that the residents of Paris face on the highways, it has been proposed to use identification tags, such as that hung from the soldier's neck in the World War, for pedestrians. This would preclude the necessity of taking the pedestrian to the morgue when he finally falls a victim of reckless driving.