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CHRYSLER SIX SET FAST PACE

The Chrysler Six was introduced a year ago as a new automobile conception. Since last year's show 32,000 cars have been built and shipped, the biggest first year's business in automotive history, according to J. E. Fields, vice-president in charge of sales of the Maxwell-Chrysler organization.

"The public is seeking quality, value and performance in its purchases," said he. "Every other consideration that may enter into the selection of a car has been submerged in favor of these factors."

The changes in the Chrysler as against the car exhibited in 1924 are few. There are now eight body models to choose from instead of six. The enclosed bodies, and all by Fisher. Balloon tires are standard on all models. There are also a few small refinements in mechanism, but there is no fundamental change in design.

The roadster, which made a hit at the show last year, is displayed without change. It retains the dual body and hood colors, the deck and deck seat, golf compartment and the two other open models are the standard touring, finished in black, and the phaeton, finished in blue, fitted with special equipment. Both are almost unchanged from 1924.

In the closed cars, the standard sedan is now finished in dark blue Duco, appropriately striped. Upholstery is mohair. The new Fisher V-V type (vision-ventilation) one-piece windshield has been adopted in this car, as well as the other enclosed models.

The brougham, which last year set a new style for enclosed cars of that type, is painted in marine blue, has genuine mohair upholstery, offers smoking set and vanity case as part of its special equipment, and is fitted throughout as a high-quality motor car. Woodwork is of matched burl walnut, inlaid with hollyhock. The imperial, finished and fitted in the same high grade manner, is really a larger brougham edition with four doors.

Public Now Accepts Four-Wheel Brakes

By COL. J. C. VINCENT
Vice-President of Engineering, Packard Motor Car Company

After nearly two years' general use during which time of the dire things that were predicted occurred, four-wheel brakes now are accepted as a matter of course by the American public. They have proved themselves conclusively as a source of added safety and comfort in driving, that there is now no longer any of the discussion which marked their widespread use in this country with the advent of the Packard Eight in June, 1922.

Probably no major motor car improvement has become so indispensable with little experimentation after its introduction to the public in so short a time. It probably is also true that no improvement in motor car design so quickly dispelled adverse criticism. This undoubtedly is due to the fact that four-wheel brakes had passed completely out of the experimental stage when they were introduced generally in the United States.

In the year and a half that front wheel brakes have been in use in this country it has been proved rather conclusively that there are only a few fundamental engineering principles which must be observed to meet with best results. Chief of these are that there must be maintained a fixed ratio of braking pressure scientifically predetermined as between the front and rear brakes, and that there must

also be an equalization of pressure between the brakes on opposite wheels. Our own experience has proved also that best results are obtained by the use of internal expanding brakes on the front wheels and external contracting pads on the rear wheels.

NASH RECALLS THE EARLY DAYS OF AUTOMOBILES

By C. W. NASH
President of the Nash Motors Co.

In contemplating the silver jubilee of the automobile industry, one can not help but be impressed with the great strides in sound manufacturing, merchandising and financing methods that have been made, particularly in the past ten years. Twenty-five years ago, strictly speaking, there was no automobile industry—a little shop here and a shop there, inventors, inspired by zeal and gifted with vision were building by hand gasoline-powered vehicles, a few had interested capital on a small scale, but at that time it had been demonstrated conclusively that these contrivances actually would run, on their own power.

It was not long before capital became interested, and with capital came engineers, and so the industry, still lacking a long period of pioneering and experimenting, began to take on some semblance of order; the cars themselves, viewed in the light of present-day automobiles, were crude both as to appearance and performance.

Grew Up in Business

It so happens that I grew up in the carriage and wagon business and naturally in those early days, as a manufacturer my interest and attention were drawn to efforts that were being made to improve the "horseless carriage." In fact I can remember a high-wheeled buggy, equipped with a gasoline motor that was built in a factory in Flint, Mich., way back in the early days. With our present swift moving automobiles that speed across the country over a network of boulevards, it is something difficult to recall that our fathers and grandfathers traveled these same highways, then rough and often perilous, in ox-drawn carts, and it is even more difficult to realize that was not so many years ago. In that day the owner of a horse and carriage was considered a "rich man," and although the vehicles were somewhat crude, in the larger centers carriage makers had begun to build little "mories into them.

We read in history that at the time Fulton made his first trip up the Hudson River in a boat that "actually was propelled by steam," people drove from miles away in their "fine carriages" to view the amazing spectacle. It was then that the Carriage, a brand new type of carriage, was regarded by some as being so luxurious as to "border on the sinful." I don't know who the maker of the Carriage was, but it is safe to say that he was one of the pioneers of progress thinking along the right line, and if he were living today, it is likely his crest on an automobile body would be one to reckon with. And so, in those days, the evolution from the crude to the luxurious continued, and, while for many years, the finest in body coach work came from the hands of European craftsmen, it was not long before the American manufacturer of carriages and wagons swept far ahead of the field.

Loyal to Open

Because of road conditions, farmers for the most part remained loyal to the open for many years. In most sections of the country, but finally they, too, succumbed to the more rapid and more comfortable form of transportation offered by the horse-drawn vehicle. It was then that the hundreds of carriages and wagons which dotted the country gave way to volume production and a group of large factories brought costs down as volume and quality went up.

I saw my first automobile when on a business trip to New York—several years before the high-wheeled car was built in Flint—and the sight that met my eyes, strictly speaking, was not that of luxury. The fact that the strange-looking thing ran of its own power was enough to make the throngs on Broadway deep in amazement. I followed the "horseless carriage," as it was then called, for several blocks and finally had an opportunity to inspect it closely. The contrivance interested me greatly, for I felt then and there that it would not be long before the gasoline motor would dominate road transportation.

Luxury Advanced

The vehicle I beheld was not a closed car—far from it, there was not even a top to keep off the rain; there was a dashboard of some sort but no windshield. The driver was perched aloft on a high seat and when the "car" was in motion its mechanism sounded for all the world like a "thrashing machine."

Today we find 15,000,000 families in America happy in the ownership of motor cars. Luxury had advanced to a point that a few years ago would have been unbelievable. Easy riding springs, balloon tires and soft seat cushions, gradually the slightest shock, motor as quiet as they are swift and as durable as the most powerful, carry the car in one day over stretches of highway that would have taken our fathers weeks of constant labor. Horse-drawn vehicles, indeed, built of poorest lumber and steel, with most of their axle and wheel brakes, are safe and sound while the modern cars are fitted with every fancy and convenience, even to a safety device and smoking set.

I can not help but feel that with all the conveniences and luxuries of our present day we should be happier than those who lived in times gone by. Perhaps we are, for I think we do appreciate the manifold advantages with which this generation has been endowed, and yet opportunities for smaller development during the next few years, were never greater than they are today. If present day luxuries of the inclosed motor car offers any lesson, it is that achievement can be attained only where there is a will to achieve, and this is the spirit that has made the automobile industry the great industry it is today; it is the spirit in fact, that has swept America to the very forefront of all nations of the world, and it is the spirit that will carry us on to greater achievements in years to follow.

BUICK SERVICE PART OF POLICY

By E. T. STRONG,
General Sales Manager Buick Motor Company.

During the many years the automobile industry has been developing there have been many definitions of service presented, but perhaps none will cover the subject so effectively as this one: Service is anything that any dealer can do for an owner that will make him glad when he owns the particular make of car he drives.

This applies with double force to the Buick. The purpose of his trip is relaxation, both mental and physical, so that he can return to his business rested and rejuvenated. He doesn't want to fuss with details that will detract in any way from his peace of mind.

Dealer's Duty
The responsibility of inspection and caring for his car needs he wishes to place on the shoulders of dealers wherever he happens to be, and the manner in which the dealer discharges this simple duty can be made the source of great satisfaction to the touring owner.

Every Buick dealer knows it would be a very short-sighted policy for him to differentiate between his local owners and tourists, because he simply cannot help being retroactive sooner or later.

In other words, the right kind of service to tourists is a good thing for Buick interests as a whole and a good thing for the individual dealer, because the wider the Buick reputation for service becomes the more good it will do all.

In nearly every part of the country the interest in good roads has taken on a very practical form so that every new section are opened up to the motorist. This in turn has stimulated the natural desire of car owners to spend their vacations as much as possible, and at the same time to see some of the natural beauties of the country at close range.

Dependable Service
When you stop to think of the rapid but steady growth of Buick popularity, you naturally ask yourself what the reason for this popularity is. There are many reasons, of course, but you cannot get away from the fact that one of the important ones is its uniform, dependable serviceability which is built into the car itself. But no matter how well a car may be designed, no how carefully manufactured, it cannot continue to render the highest class of service without intelligent attention from time to time.

The Buick factory saw the importance of this field service years ago and has pursued a consistent, painstaking policy in regard to the building up of a field force that was both capable and willing to render this kind of service.

Today this field force is numerically strong and well distributed, so that an owner may travel in any direction from his home and seldom be far from a Buick station.

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NASH ADVANCED SIX SEDAN

Never has Nash mastery of manufacturing method shown to better advantage than in this exquisitely fashioned Sedan. It has been deliberately built to make it nothing less than a veritable sensation among enclosed models of its type. At a glance you will see that there is nowhere a car of its calibre to match it in price, nor a car of its price to contest its quality.

Identifying this Sedan as an extraordinary value are such notable features as Nash-designed four-wheel brakes; full balloon tires and five disc wheels; special Nash easy-steering mechanism; and a further array of important attractions. These, coupled with the brilliantly responsive power flow of the big Nash Six motor, lift the Sedan well above and apart from cars of its field.

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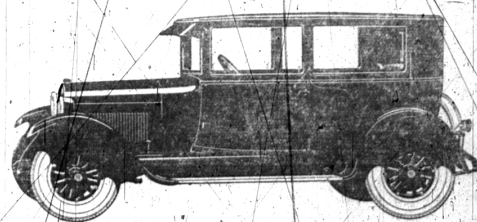
The new Coach reveals a characteristic maturity of design—in the low-slung lines of the body, in the arrangement of the interior for five-passenger comfort, and in the exceptional dimensions of the doors and windows.

The car is lacquer finished in Dodge Brothers blue with a body stripe of cartouche yellow. Fittings and fixtures are first quality throughout, and balloon tires are standard equipment.

So far as riding comfort and dependability are concerned, it is only necessary to add that the Coach is built on Dodge Brothers sturdy chassis and cushioned by Dodge Brothers underslung springs.

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The wide utility of this popular body type makes it a splendid winter car for the average family. In the Tudor Sedan you have a closed car you will not hesitate to take out in any weather. Light in weight, yet sturdy and always dependable of performance, it is safe, convenient and extremely easy for anyone to handle.

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