

Gratifying a National Desire

Packard Six Price Reduction
is Creating a New Army of
Packard Owners

Before Packard Six enclosed cars were reduced in price by an average of \$750, many men felt that Packard beauty, distinction and comfort were beyond their reach.

But now, the long pent-up desire for Packard Six quality and performance has been turned into an active, eager demand.

It has been further stimulated by appreciation of the many important improvements on the new Packard Six models.

Naturally the demand for the Packard Six is now far greater than any previous demand in Packard's twenty-five years of fine car manufacture.

Come in and let us show you the car which is creating thousands of enthusiastic, new Packard owners.

PACKARD

Packard Six and Packard Eight both are furnished in ten body types. We welcome the buyer who prefers to purchase his Packard out of income instead of capital.

Evans-Jackson
Motor Co.

A NEW FOUR IS ANNOUNCED BY CHRYSLER

Chrysler today announces a new four-cylinder line, in response to a public demand for another car bearing this name which has become recognized as one of the most distinguished in the motor car industry.

The new Chrysler Four, offered in touring car, club coupe, coach and four-door body sedan styles, priced from \$895 to \$1095, f.o.b., Detroit, is built for the benefit of the thousands who desire in a four-cylinder car the same comparative superiorities embodied in the Chrysler Six.

This new car is the product of the same engineers and manufacturing executives who, in the Chrysler Six, revolutionized motor car design and construction. Motor car authorities who have seen the new model consider it to be equally as notable an achievement in its field as its famed companion. It is built to the same close manufacturing limits and of the same high quality of materials.

"The new Chrysler Four is the outgrowth of research, design and test which first resulted in the conception of the Chrysler Six," is the comment of Walter P. Chrysler, head of this organization who has become one of the dominant personalities in the automotive field, on his newest achievement. "Adaptation of the results achieved in the six to our four-cylinder model has been going on since the appearance of the Six. Sets Record For Power Development."

According to the S. A. E. formula, the horsepower of the new Four is 21.00. It actually delivers 33.5.

Uniform fuel distribution to all cylinders, complete combustion, perfect valve action, highly efficient operating temperature, ample capacity of cooling system and generous water jacket of cylinder walls and valve ports are factors that make this noticeable general efficiency possible.

"You can drive this car all day under heavy load or set top speed and the engine will not overheat or lose power," Mr. Chrysler continues. Engine lubrication is by positive, full-force feed, sending a continuous flow of oil under pressure to all main bearings and, through drilled passages in the crankshaft, to all connecting rod bearings. A cushion of oil at these points is called well worth the extra cost by engineers, rather than having the metal-to-metal contact and rapid wear common to splash oiling.

Remarkably Free From Vibration
The entire car is called remarkably free from vibration. Elimination of it is due to balancing all rotating and reciprocating parts; short, heavy and rigid crankshaft in conjunction with light pistons and connecting rods; dynamic balance of all parts that revolve such as crankshaft, clutch hub and flywheel; and matching of connecting rod and piston assemblies to the fraction of an ounce.

"But the engineers have not stopped there in disposing of vibration," Mr. Chrysler continues. "One of the most unusual features is the method by which the engine is isolated from the frame to prevent the disturbances of road irregularities from being transmitted to it through the chassis. The engine front end is mounted on a floating platform spring. For usual rigid bolting to the chassis frame at the front end is entirely lacking. Fastenings of the rear engine arms to the chassis have rubber bushings and pads interposed, eliminating the destructive contact of metal with metal. Thus the engine is literally cushioned on rubber at that point. The combination of these two unusual practices means complete insulation against vibration in the chassis frame."

This ingenious arrangement, Mr. Chrysler says, gives no opportunity for rumble or tremor to reach the body of the car or its occupants. It promotes an unmistakable smoothness to engine and chassis operation particularly, he says.

Chassis is of unusually sturdy construction. Added to the customary design of strong, stiff cross members is a stout torque tube at the front, and a wide, strong integral bar of heavy gauge metal at the rear. Frame weaving and distortion—the two actions which loosen body bolts and set up squeaks—are thus largely overcome. The radiator is also bolted rigidly to the chassis frame side members.

Unusually Easy to Drive.
Steering mechanism is especially designed for balloon tires. The kingpins are provided with ball thrust bearings rather than the customary plain type. Steering mechanism is designed to straighten itself out after making a turn.

Another indication of Chrysler progressiveness is the fact that the new four wheel brakes, which have gained so much popularity on the six-cylinder models.

The body design combining compactness for easy handling on the road, easy parking economy, with generous roominess, so distinctive of the six, is also to be found in the new four. In this new model the motorist is given greater roominess than in many cars that have a longer wheelbase.

All closed bodies are by Fisher, with one-piece vision-ventilating windshield, rapid acting window lifters and high quality upholstery and hardware.

"The Chrysler organization is equally as proud of this new four as of the Chrysler Six," concludes Mr. Chrysler. "It is a very well-balanced, ingeniously engineered and designed—and the soundest and thoroughly modern expression of the four cylinder principle."

NOTED DOCTOR ADVISES AUTOING

To the average woman, it is worth \$200.00 to drive every day this summer in a Duplex-bodied car. Believed Dr. Louis C. French, noted Chicago physician and surgeon.

His computation is based on her gain in health, her freedom from arthritis, her freedom from household expenditures and cost of clothing.

This is how Dr. French arrives at his \$200.00: Improvement in general health, alleviation of nervousness, improvement of digestion, improvement in

sleep and in the "good will" gained thereby \$100.00
Savings in expense of medicines, cosmetics and special diets 20.00
Savings in clothing and millinery because open air does not require elaborateness 100.00
Household economies (if she has picnic lunches and dinners) including food, gas, electric current 40.00

Total \$260.00
Driving in the open air, where sunlight has purified it, and where new vigor comes to taut nerves and to organic functioning of the body; where sounder, more refreshing sleep follows, will improve the average woman's health an equivalent of \$100 without question, he believes.

He sounds one warning: Shelter from storm, from rain and wind if necessary. That's why the Studebaker Duplex, enclosable against storm in half a minute, avoiding the drenched clothing and the "summer colds" which mean illness and doctor's bills, is selected in making the computation.

Driving in the open, enjoying picnic luncheons and dinners, does not require elaborate or costly clothing; the plainer the better. Escaping the necessity of looking after meals at home takes away a good part of the monotony and worry of life to be excessive in warmer weather and digestive trouble will be fewer.

Simpler meals, away from home, effect the household economies he lists and give the average woman considerably more pleasure during the hot months.

Every woman who drives in the open air, of better digestion and sounder sleep, Dr. French reasons, will perform, themselves, simple cold-cream-and-powder beautifying tasks, with equal results and a saving of \$2 a week otherwise spent at the specialists.

Whereupon, being the only ones who sell the Duplex-bodied cars, Studebaker dealers are inviting women to come and get their \$200 worth of beauty this summer.

Never Before a Value Like This

The Super-Six principle exclusive to Hudson and Essex, is responsible for the largest selling 6-cylinder cars in the world, because it gives results in smooth, brilliant action, reliability and economy never

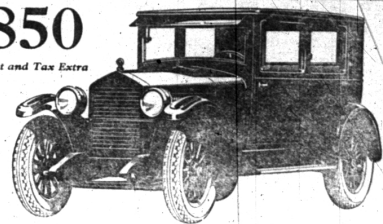
attained by any other type.

This Essex, in all ways, is the finest ever built. Easier riding and driving, more flexible in performance, handier in line and finish, it is also lower in price than ever before.

ESSEX COACH

\$850

Freight and Tax Extra



HUDSON-ESSEX WORLD'S LARGEST SELLING 6-CYLINDER CARS

BOUGHNER BROS. GARAGE

LOCAL DISTRIBUTORS

120 S. Woodward Ave.

Phone 70

HIS IS A STUDEBAKER YEAR

Pledge to the Public on Used Car Sales

1 All used cars offered to the public shall be honestly represented.

If a car is suitable only for a mechanic who can rebuild it, or for some one who expects only a few months' rough usage on a camping trip, it must be sold on that basis. Each car must be sold for just what it is.

2 All Studebaker automobiles which are sold as CERTIFIED CARS have been properly reconditioned, and carry a 30-day guarantee for replacement of defective parts and free service on adjustments.

This is possible because tremendous reserve mileage has been built into every Studebaker, which is impossible to exhaust in years.

3 Every used car is conspicuously marked with its price in plain figures, and that price, just as the price of our new cars, is rigidly maintained.

The public can deal in confidence and safety only with the dealer whose policy is "one price only—the same price to all." For, to sell cars on this basis, every one of them must be honestly priced to begin with.

4 Every purchaser of a used car may drive it for five days, and then, if not satisfied for any reason, turn it back and apply the money paid as a credit on the purchase of any other car in stock—new or used.

It is assumed, of course, that the car has not been smashed up by collision or other accident in the meantime.

Not only to the public, but also to The Studebaker Corporation of America, whose cars we sell, we pledge adherence to the above policy in selling used cars.

WURSTER & STAPLETON.

The Studebaker Corporation of America takes pride and pleasure in announcing that the above Pledge is being carried out by

WURSTER & STAPLETON

129 W. Maple Ave.

Birmingham

THE Pledge speaks for itself.

It is a formal declaration of the fair and square attitude of Studebaker dealers toward the public.

It is an assurance of honest dealing in a line of merchandising

which in some times and places has fallen into ill repute.

It is an assertion of confidence in the reserve mileage built into the sturdy "one-profit" Studebaker automobiles.

THE STUDEBAKER CORPORATION OF AMERICA

SOUTH BEND, INDIANA

When Better Automobiles Are Built, Buick Will Build Them

No. 23



Question: Why is it that there are more than a million Buicks in use today?

Answer: Because Buicks are always popular with new car buyers and also because Buick's dependable construction results in a much longer life for Buicks than is ordinarily the span of service of a motor car.

ARTHUR ROSE BUICK SALES
PONTIAC

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



Your Feet—Are They
Wall-flowers?

Do they take the pleasure out of walking, shopping and social occasions? No need, because you can get shoes of shapely long style that give freedom to every muscle, and sustaining, comforting support.

Martha Washington
Dress and Comfort Shoes

—their soft, pliant leathers and easy, flexible soles give ease and youthful buoyancy to every step, while finest workmanship insures long-lasting shapeliness. Styles for dress, for street, and to ease household footsteps.

Martha Washington
Dress and Comfort Shoes
YOUNGS' SHOE STORE
111 North Woodward Ave.