

**NASH PRESENTS THE NEW AJAX**

**A Six-Cylinder Car in the \$1,000 Class**

The impressive feature of the new Ajax Six is quality, using the term in its broadest sense. In workmanship and material it equals the Nash and the word quality also includes beautiful appearance, fine performance, riding comfort and economy. With a six-cylinder 3 1/4 L-head engine developing 40 h.p. in a sedan fully equipped, weighing 2600 lbs. the excellence of its performance is obvious. A seven-bearing crankshaft is unusual in a car of this size and price, and its use plus careful balancing of reciprocating parts and fine workmanship has produced an engine which is remarkably quiet and smooth-running at all speeds, up to the maximum which is fully 60 m. p. h.

Both touring car and four-door sedan, the two standard models, are beautifully moulded from finned tubenickled radiator to spare disk wheel, the excellence of the body lines being enhanced by the use of a double bead at the belt line, and a low-hung chassis frame with the top edge only 21 in. from the ground, the by-products be-

ing increased riding comfort and road steadiness, and a straight-line drive with car loaded. The bodies are comfortably upholstered and roomy.

A careful examination of the chassis confirms the statement that the engineers of Ajax Motors were given a free hand and, as a consequence, have produced an excellent car at a moderate price by designing it to secure every production advantage.

"I believe the Ajax is the finest six-cylinder car ever put on the market for the money," said Norman Bell, manager Bell Bros. Garage, local Nash dealer. "We expect to have deliveries on this car by July 1st."

**TOURISTS ADVISED TO WATCH BALANCE**

When putting the car in condition for touring, care should be taken in the loading of baggage. Many motorists put a luggage carrier attached to one running board and pile all the luggage on one side of the car. Particular attention is given to proper balancing of an automobile by engineers. Springs are exactly balanced to give the car perfect riding qualities. If a heavy load is placed on one side of the car, it affects many of the moving parts, including springs, tires, bearings, axles, etc., and may cause breakage of some part. A properly balanced motor car lasts longer.

*Nash Leads the World in Motor Car Value*

**Nash Sales Increase Averages 68% Monthly for Past Nine Months**

During the past nine months the average Nash sales increase per month has been 68%.

At the same time, and for the same identical period, total sales for the entire industry have shown a heavy average monthly decrease.

The significant thing about this rapidly growing national demand for Nash Special Six and Advanced Six models is the undeniable proof it provides as to the exceptional value offered in these cars.

Endowed with original body designs of rare beauty and artistry; with performance qualities that offer the utmost in power, acceleration, and flexibility; along with such desirable features as Nash-design four-wheel brakes, full balloon tires, and five disc wheels at no extra cost—the Nash line stands away and above anything else in its field.



**Bell Bros. Garage**

122 East Maple Ave. Birmingham, Mich. Phone 709

Fordor Sedan \$660



**YOU** can afford to drive a Ford Car every day in the week. It is large enough for the average family, comfortable, good-looking, easy to drive—the least expensive car to buy.

Use it in your work. Give the family evening drives and week-end outings. It will give them an economical vacation this summer. You can buy a Ford on easy payments.



Reinforced Touring Car \$260 Coupe \$330  
Touring Car \$290 Tudor Sedan \$380

SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

Please tell me how I can secure a Ford Car on easy payments:

Name \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Mail this coupon to **Ford Motor Company**

**New Policy Is Announced By Studebaker Corp.**

South Bend, Ind., June 18.—An announcement is made today by the Studebaker Corporation of America of discontinuing the custom of presenting a new line of automobiles each year.

Instead of bringing Studebaker cars dramatically up-to-date once in twelve months, this company proposes to keep them up-to-date all the time, adding improvements and refinements from time to time as the merit of such betterments is proved to the satisfaction of Studebaker's engineering department, which, the corporation points out, is maintained at a cost of half a million dollars annually.

Studebaker believes that this policy benefits present Studebaker owners. It is also the belief of this concern that the policy of no "yearly" models enables purchasers of new cars to obtain models that are always modern, without the necessity of waiting for annual changes and without the danger of their new cars becoming obsolete.

The dramatic success of the present line of Studebaker cars is one reason for this important change. During

the first five months of 1925, Studebaker dealers delivered 40 per cent more cars to buyers than during the same period in 1924. On May 31st, the end of the period referred to, Studebaker dealers had only half as many cars in stock as on the same date last year.

Despite the fact that Studebaker factories in South Bend, Detroit and Walkersville, Ontario, are operating at capacity, orders for Studebaker cars are far in excess of production.

**Dodge Brothers Officers Named**

Formal announcement has been made of a number of promotions in the executive staff of Dodge Brothers, Inc., following the reorganization incident to the purchase of the business by Dillon, Read & Co. of New York.

Frederick J. Haynes, as previously announced by the purchasers, continues as president and A. T. Waterfall as vice-president.

John A. Nichols, Jr., formerly general sales manager, is advanced to vice-president in charge sales.

A. Z. Mitchell, for many years factory manager, is now vice-president in charge of manufacturing.

H. W. Poppeny, formerly secretary of Dodge Brothers, is now secretary and treasurer and R. J. Fry, who was assistant secretary, assistant secretary and assistant treasurer.

The executive personnel appointed by President Haynes includes the following:

- Assistant to the President, J. R. Leer, Director of Engineering, Russell Huff, Chief Engineer, Clarence Carson, Chief of Purchases, R. H. Allen, Director of Traffic, F. C. Findlay, Factory Manager, R. A. Vail, Production Manager, Albert A. Andrich, General Sales Manager, F. L. Sanford, Assistant General Sales Manager, F. B. Walker, Director of Field Districts, J. H. Gordon, Director of Service, Arthur E. Nafe, Director of Commercial Car and Truck Division, R. C. Graham, Director of Civic Relations, Howard Baker, Export Manager, J. J. Palmer, Distribution Manager, H. J. New, Export Counsel, E. H. Williams, Used Car Manager, A. H. Schiappacasse, Advertising Counsel, George Harrison Phillips, Int. Manager, Advertising Division, H. J. Koch.

The principal promotions in this list are those of F. L. Sanford and R. A. Vail. Mr. Sanford, newly appointed general sales manager, has served previously as assistant general sales manager and director of distribution.

Mr. Vail, the new factory manager, has been associated with Dodge Brothers many years, having distinguished himself particularly during the world war when he was in charge of Dodge Brothers Ordnance division. Since then he has acted as assistant production manager.

F. B. Walker was advanced from director of service to assistant general sales manager and Arthur E. Nafe was promoted from St. Louis district representative to director of service. H. J. New, now distribution manager, was for many years chief assistant to the Director of distribution and A. H. Schiappacasse, now used car manager, was Memphis district representative.

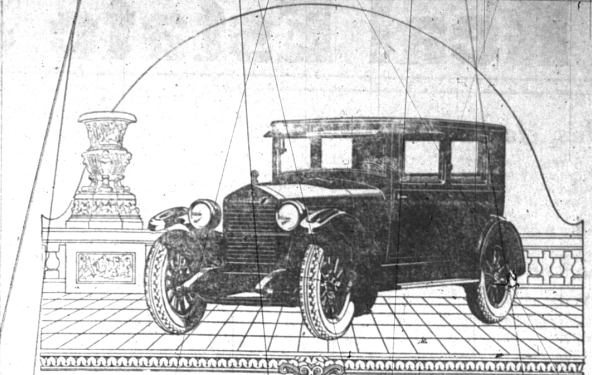
Other executives in the above list have been serving in their respective capacities for some time.

**Domestic Demand For Ford Growing**

Sales figures of the Ford Motor Company for the month of May show a continued good domestic demand for Ford cars and trucks, the last 10 days of the month showing a substantial increase over the previous 10 days.

The figures also disclose record-breaking sales abroad and in the high-price car field a growing demand for models. In fact, the Lincoln sales in the United States during May went to a new record with 96% deliveries to customers, exceeding by more than 50 the record established in April.

Ford car and truck sales for the



**ESSEX COACH \$850**

Freight and Tax Extra

The world's largest production of 6-cylinder closed cars now makes possible the finest Essex ever built, at the lowest price in Essex history.

Built by Hudson, Essex not only shares the advantages of the famous Super-Six patents, but also the value-building supremacy of their enormous combined production. Only among far higher priced cars will you find comparison for Essex quality, its long-lived performance and riding ease.

Hudson-Essex, Now World's Largest Selling 6-Cylinder Cars  
**BOUGHNER BROS. GARAGE**  
LOCAL DISTRIBUTORS  
120 S. Woodward Ave. Phone 70

**Oakland Six Takes First Place Again**

"By winning the closed car championship and class award in the recent Camp Curry-Yosemite Economy Run, the Oakland Six has added one more to its long record of consecutive victories in America's outstanding economy events," says Robert Carson, manager Bloomfield-Oakland Sales & Service.

"In this important contest, open to stock cars of any size or make, a strictly stock Oakland landau sedan not only captured these two honors, but also took second place in the grand sweepstakes—only one other contestant, a light touring car, exceeding Oakland's high score."

"Oakland made an average of 22.68 miles per gallon of gasoline over the 300-mile course, which includes some of the steepest grades and most trying roads on the Pacific coast. The car with its load of passengers weighed 3,847 pounds. Only one pint of oil and 4 1/2 pints of water were needed for the trip. No mechanical adjustments had to be made during the course of the race. The car made an average of 43.88 ton miles per gallon."

"The run, as usual, was conducted under A. A. supervision and a most careful inspection of all models was made to make certain that every model was a strictly stock car."

"Four sweepstakes victories, two closed car sweepstakes victories and six class championships place Oakland in a class by itself for economical operation."

"These victories were won in the Camp Curry-Yosemite runs in 1922, 1923, 1924 and 1925, and the San Diego to El Centro and return economy runs in 1922 and 1923."

**No Matter Where You Go Red Crown**

*The High-Grade Gasoline*

**Everywhere and Everywhere the Same**

At the following Standard Oil Service Station:  
Corner Woodward and Hamilton



And the following Filling Stations and Garages:

- Boughner Bros.
- Evans & Jackson
- Eisemann & Schroeder, Big Beaver
- John Curran, Franklin
- O. R. Clements, Franklin

Standard Oil Company, Birmingham, Mich. (Indiana)

**When Better Automobiles Are Built, Buick Will Build Them No. 19**

**Question: Why is a used Buick the next best buy to a new Buick?**

**Answer: Because the correctness of Buick design and the quality of Buick manufacture are not altered by use. A used Buick is a better investment than many new cars of other makes.**

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