

AUTOMOBILES

A FLOOD LET LOOSE

True Motoring Comfort and Distinction Are Now Being Found by Thousands in the Improved Packard Six.

FOR twenty-five years there was building up a vast reservoir of human desire for Packard ownership. There were tens of thousands who hoped that some day they could afford to own Packards. Then, came January 1st, 1925, when the gates where opened. The result—a flood let loose, as yet unstemmed, that is in turn to bring an ever-increasing flow of Packard Six buyers. The thousands who have already taken delivery of Packard Six enclosed cars, at prices lowered by nearly a thousand dollars, know that their faith in Packard was well placed. They are telling their friends that their new cars are true Packards, with improvements found in no other cars. And quite naturally the friends are seeking the Packard salesrooms. Have you seen the new Packard Six? We will be pleased to send one to your door at any time.

PACKARD
Ask the man who owns one

THE Packard Six is built on one body type, four open and six enclosed. Prices range from \$2585 to \$2885 at Detroit.

Evans-Jackson Motor Co
119 South Woodward Ave.
BIRMINGHAM, Mich.
PHONE 301

Buick Export Sales Increasing Rapidly

"Few people realize to what extent the exportation of American made automobiles has developed," says H. H. Bassett, president and general manager of the Buick Motor Company. "Ten years ago there were only 1800 Buick cars exported during the entire year. While this was quite a remarkable business for that time it is an insignificant figure compared with 2221 Buicks exported during the month of April, 1925, and even this figure will be eclipsed during the month of May."

"For the period from August 1, 1924, to the end of April, 1925, the number of Buicks exported amounted to about 20,000, which is quite a substantial business and indicates very clearly that American made cars are looked upon with favor by the inhabitants of many foreign countries."

"The import tax on cars going into France is very heavy, but in spite of this heavy tax we are doing a very good business in that country. In South America there are no roads to speak of, especially on the west coast, but American cars are being purchased there in increasing numbers."

"In most foreign countries only right hand drive cars are sold, but in Egypt and Spain both right and left hand drive cars are purchased. In the latter country you drive on the right hand side in the cities, but in which is a rather confusing rule."

"The disturbed conditions in China have effected the automobile business to considerable extent, but this condition is improving as indicated by an increase in shipments during the last few months."

"It is not expected that the increase in tax on automobiles going into England will have much effect on shipments into that country because cars made there are either of the very small type or the large, expensive type, with the result that there are no cars made there of the medium price class that will compete with Buick."

"While very little business has been done for some time in Russia, it is expected that the sale of American made cars will gradually increase from now on. Sport models are very popular in all foreign countries as well as open models, but there is a rapidly increasing demand for closed cars everywhere."

"The present rate of increase in export business is an indication of

the fact that American made automobiles have captured a large share of the business in foreign countries and that the export business will develop at an amazing rate."

Studebaker Brings Out New Coach Body

An announcement from Studebaker that will occasion keen interest in local motor circles is the news of the introduction of the new Studebaker Special Six chassis. The lower section of the body is lacquered in Wyandotte green, in contrast with its satin-black top and black wheels, fenders and running gear. The body is full steel-panhard—a product of Studebaker's \$10,000,000 body plants, where all Studebaker bodies are built.

The Special Six Coach, which accommodates five passengers, is upholstered in the new fabric woven from mohair and wool—selected for the beauty of its walnut-brown coloring and for its long-wearing qualities.

Broad Doors and Windows. The wide doors enable rear-seat passengers to enter or leave the car without obliging the occupant of the folding seat to alight. Rear-quarter windows, with their wide expanse, provide rear-seat passengers with a "sun-parlor" openness of vision. All window lifts are of the crank type.

Equipment includes many unusual items such as genuine full sized balloon tires; rain-proof, one-piece windshield, automatic windshield wiper; cowl ventilator; monogram plate on instrument board; combination stop-and-tail light; steel shield which protects and beautifies the gasoline tank; dome light.

Safety Lighting Control. All the betterments of the Special Six chassis are used in this new coach. The safety lighting control is mounted on the steering wheel, right at finger tip. A pistol grip operates the emergency brake. There is the new-type spherical foot accelerator. Spark control is entirely automatic. Instruments, including clock and gasoline gauge, are grouped on oval dial with silvered background and are illuminated indirectly.

Throughout the whole car—the customary, high quality Studebaker construction prevails. The running board mats are of pure rubber, vulcanized to steel-plates and then bound by aluminum. Beauty of line, visible strength and power; dignity of coloring and fine appearance—this is the superlative, the Studebaker Special Six Coach.

Ford

Easy to handle In the press of traffic, the driver of a Ford experiences little strain and effort.

He finds that its simplified control and quick get-away enable him to thread the crowded thoroughfares with an ease that only a Ford can give.

He finds that the problem of parking, which proves so serious in a large city, is of little consequence to him because of the simplicity with which a Ford may be maneuvered back and forth into a very small space.

Many owners of larger cars use a Ford for daily city driving because of its easy control. Good will towards this car is increasing year after year because it has proved to be a sound motoring investment for everyone.

Ford Motor Company
Detroit

CONANT & OSBORNE
Local Dealers

COUPE
\$520

Runabout - \$260
Touring Car - 290
Tudor Sedan - 550
Fordor Sedan - 650
Full size Balloon Tires
EX extra
On operators demonstrable
financing plan from 9% extra.
All prices f. o. b. Detroit



MAKE SAFETY YOUR RESPONSIBILITY

When Better Automobiles Are Built, Buick Will Build Them

No. 15



Question: Why is a Buick so safe and so easy to steer?

Answer: Because of Buick's wonderful steering mechanism. It is the most expensive type now installed on any motor car—and worth the difference because it adds to Buick performance still another point of superiority.

ARTHUR ROSE BUICK SALES
PONTIAC

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

THIS STRONG BANK INVITES AND APPRECIATES YOUR BUSINESS



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OLSEN'S MARKET

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— WE DELIVER —

110 South Woodward Ave.

Lower Prices

The following substantial reductions are announced in the prices of Graham Brothers Trucks, effective May 15th:

1 Ton Chassis—
\$1175 to \$1095

1½ Ton Chassis—
\$1375 to \$1280

f. o. b. Detroit

(other chassis prices reduced proportionately)

In the first quarter of 1925 Graham Brothers built and sold more 1½ ton trucks than any other manufacturer in the world.

In the 1 ton and 1½ ton fields combined they were second.

Large production and large sales permit low prices!

Evans-Jackson Motor Co.

119 SOUTH WOODWARD AVE.

PHONE 301 - Birmingham, Mich.

GRAHAM BROTHERS TRUCKS

SOLD BY DODGE BROTHERS DEALERS EVERYWHERE