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Sand—loose gravel—mud—hills—or mere rutted trails! The most difficult of road conditions can be overcome in a Chevrolet, famous nation wide for its power, endurance and great economy.

Let us take you for a ride and demonstrate the easy flow of power possessed by this quality car.

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- Coach - 735
- Sedan - 825
- Commercial Chassis - 425
- Express Truck Chassis - 550

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**BERGER SALES CO.**  
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Birmingham, Mich. Open Nights and Sundays  
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**Quality at Low Cost**

## Notice of Meeting OF THE BOARD OF REVIEW

The Board of Review of the Township of Bloomfield will meet in the Township Office (Room 5, First State Savings Bank Bldg., on TUESDAY, JUNE 2nd, MONDAY, JUNE 8th and TUESDAY, JUNE 9th, 1925, for the purpose of Reviewing, Equalizing and Correcting the Assessment Roll of said Township.

JAMES V. BAYLEY,  
Clerk of Said Township.

May 18, 1925.

### Who Pays For The Beefsteak Bone? Ask Studebaker

There is a phase of automobile building which will be talked of more this summer than almost any mechanical detail of the car. Buyers of motor cars are being permitted to look farther and farther into the manufacture of the machine, as years go by, increasing their knowledge of car building and becoming, thereby, more careful and more competent buyers.

As a result, more than 560 makes of automobiles, each announced to the public in the beginning with a flourish and many adjectives, have been discarded by competent buyers, and no longer are on the market.

The phase of building which is the next step in the education of the public in the real worth of motor cars, may be called "one-profit" manufacture. A year ago, that phrase would have meant little to a buyer. Next year, it will be a potent factor, as distinguished from "many-profit" building.

It means this: The "one-profit" manufacturer makes the entire car complete. He does not buy the engine here, the body there, the springs, frame, transmissions and whatnot elsewhere. Making them himself, only one profit is taken on the car.

On the contrary, in an assembled car, the maker of the engine takes his profit, the body builder, does likewise, and so do all the parts makers.

On top of all these separate profits, the assembler adds his own profit, his own overhead business expense, his sales and other costs, further amplifying the excess.

Not one tangible thing is represented in the complete car by any of these separate profits, except in the price. Paying for them is like buying the air in a doughnut, water in a glass, the beefsteak. One has to pay for the bone, but it represents no value when he comes to eat the steak.

A conservative compilation of such extra costs on a sample assembled car, selling under \$1,500 was \$350.00. That is a lot of money to pay for "bone" in a beefsteak.

The situation is elemental. The engine maker, the body builder, the axle maker, the transmission, wheel and other parts makers must have their profits, above their actual costs, and overhead expense, to keep in business.

But buyers are beginning to ask whether they should consider their own purposes, in buying a car, or whether their interest is in maintaining separate parts establishments. Over the graves of the host of "disappointed" assembled cars, this discussion will be kept this summer.

Studebaker makes his own car complete. Such a company does not have to pay a dozen profits, maintain a dozen overhead establishments, and then hide the extra costs, the "bone" in the beefsteak, in the price of the car. Nor does it have to fit its designs to stock bodies or stock parts of any kind. The whole car is built to fit one design, its bodies are distinctive, not found on a half-dozen makes of car, losing individuality.

Which in part accounts for the inability of the factories to keep up with the orders and demands for the new models.

For in place of the "bone" in a Studebaker "beefsteak," real "meat" can be built in, without an increase in price. That's why, points out the South Bend company, its product stands up where others give out, delivering unequalled service. It's a situation which every car maker must meet.

### H. G. GRANT

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### "Dad" Cutler Tests More Than 1,000,000 Axles For Chevrolet

"Dad" Cutler, who completed on May 29, eight years of "silence testing" at the Chevrolet gear and axle plant in Detroit, has approved during that time more than 1,000,000 axle gear assemblies.

His car has been especially trained to detect noises in the driving gears of the Chevrolet axle.

"Dad" formally known as Joseph N. Cutler, is 60 years old but he has younger ideas.

"Retire? Not me! I'm just starting on my second million. Besides I'm getting married in June."

Cutler has been a widower for 18 years. He is a veteran of the western oil fields and was in the Klondike gold rush.

In his "silence test" the gears on the rear end of the drive shaft are clamped into a machine which has two rear wheels, axles and brakes similar to those in the completed car.

The forward end of the drive shaft engages an electric motor drive which "Dad" starts with a foot lever. Then he manipulates the brakes so that the gears revolve both forward and backward under all possible driving conditions. If his car detects any slight irregularity in the purr of the gears, the assembly is rejected.

At adjoining test blocks are other men on the same work whose experience ranges from two to four years. But "Dad" is the doan of the crew.

"It requires one year of training before a man's ear is 'tuned' to a point where he can judge the sound of a gear assembly," he said. "I don't hear any other sounds around me. I have learned to ignore them. All I hear is the gear murmur."

"The method is like that of a robin listening for earthworms crawling under the sod. The robin pays no attention to surrounding noise. His interest is centered upon the slight sound of worms crawling under the grass roots. The robin makes his living by hearing those sounds. I make my living by hearing the gear sounds."

The parts comprising the axle gears are subjected to numerous precision tests before being assembled. An electrical device on the test stand determines the load under which the axle is tested and gives the road conditions. The "silence test" is made just before the gear assembly goes into the car.

"Announcement of the Chrysler coach takes on a significance considerably over and above the usual new car advent," says John F. Evans, general sales manager of the Thompson company. "What it really means is that Chrysler quality and results are being tested and given the equal of high quality closed body, are now made available to a far greater number of motorists at a price almost as low as an open car."

In this car Chrysler gains another peak in its far-reaching quality. In appearance, appointments and trim, and in the convenience which the practical owner insists upon, presents features certain to win for it a wide appeal among owners who desire the coach type.

"In its necessity and roominess the car marks a new trend—through the use of extraordinary wide and convenient doors. The body is by Fisher, upholstered in exclusive pastel blue and green plush. The basis of its beauty is the characteristic dynamic sympathy best expressed in Chrysler design. The result is the long, low sweeping lines—the pleasing general effect—which today means Chrysler wherever they are seen."

Chrysler has incorporated more than thirty utility into its coach, adding to it the elements of quality, luxury and refinement, which are certain to meet an unusual response from the public. Without question, hosts of people have been desirous of such a car.

Body features also include rich blue duco finish, one-piece Fisher non-ventilating windshield, lamps and special six-play high-speed balloon tires. The factory price is \$1,545.

Arrangements have been made by Chrysler with the Fisher Body corporation to get into immediate large scale output of the coach body in an effort to keep abreast of the demand which distributors and dealers throughout the country report will be created immediately.

### "Better And Better" Is Dodge Bros. Slogan

"The slogan 'Better and Better' which recently appeared on poster boards and in magazines and newspapers everywhere, following closely the announcement of the purchase of Dodge Brothers by Dillon, Read & Co., has aroused renewed comment regarding one of the outstanding policies of Dodge Brothers, Inc., according to Mr. G. G. Jackson of the Evans-Jackson Motor Co., local Dodge Brothers Dealer.

"Constant improvement of a basic design has been the established policy of Dodge Brothers ever since their first car was offered to the public," he said, "and will continue to be under the new ownership."

"Registration figures for last year show clearly the wide recognition which has been accorded this sound policy. This for the United States shows that Dodge Brothers made a gain of 25 per cent against a loss of 1 per cent sustained by the industry as a whole. This year, week after week, all sales for corresponding periods of previous years have been exceeded by as large an amount.

"Most automobile buyers today understand how much better it is for the engineering and experimental departments at the factory to concentrate their thoughts and efforts on the betterment of a well tried basic design rather than on the development of radically different chassis."

the buyer in the form of greater value in the car.

"Furthermore the car does not suffer the high depreciation which invariably follows the announcement of a new annual model and the owner's feeling that his car presents a last year's appearance."

"During ten years there has been a constant betterment and refinement of Dodge Brothers chassis details. Improvements in ease of operation, riding comfort and appearance have been made without any radical change in the well tried, dependable chassis."

**Focus on the Speaker**  
He who observes the speaker more than the sound of his words will seldom meet with disappointment.—Lavater

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Let us take the work and worry of the laundry out of your home. Our processes are as thoroughly clean, as conscientiously trustworthy, as your personal care could guarantee. Results will be a joy to you.

Skilled methods, established high rating, and unusual dependability qualify us to serve you.

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Linens, Lingerie, Blouses, Frocks, Curtains, Blankets, Shirts, Socks (mending done)

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**The Crawford Laundry**

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on the Campus or wherever good clothes are worn, if your budget permits no extravagance.

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Let us show you the newest fabrics at substantial savings.

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Phone 670

### DISTINCTION with INDIVIDUALITY

You May Choose the Color and Upholstery of Your New Packard Eight

FROM the very first every Packard Eight has been built with no thought in mind save the quality, comfort and distinction it was to provide its owner.

When you place your order for your Packard Eight you may choose the color of its finish, and you may select the upholstery.

While the distinction of Packard lines is unchanged the new Packard Eight can become more than ever your individual, your personal car.

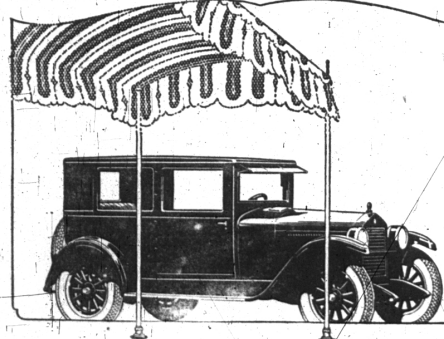
Packard will co-operate in producing your own car—a car combining all the grace and beauty of a Packard body with your own good taste in decoration and appointments.

## PACKARD

Ask the man who owns one

THE Packard Eight is built in ten body types, four open and six enclosed, ranging in price from \$1750 to \$3100 at Detroit. A liberal monthly payment plan makes possible the immediate enjoyment of Packard Eight ownership purchasing out of income instead of capital.

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



### This Amazing Essex Success the Result of Value

Buyers know what Essex gives can be had elsewhere only at far higher cost. The great Essex sales record is due to no other thing. It is recognition of a value leadership so overwhelming that it is not even challenged.

**ESSEX COACH '895**

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

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