



Hudson-Essex Cuts Its Finance Terms

Following recently lowered selling prices on Hudson and Essex cars, a new financing plan to enable purchasers to buy cars on lower first payments was announced by the DeBoy Motor Car Co. distributors, and all associate dealers in the Detroit area last week.

The finance plan, Mr. DeBoy asserts, has made it possible to purchase an Essex with a less amount of cash than even low-priced four-cylinder cars. He adds that the new low price and terms have made the Hudson Super-Six equally easy to

buy in its own field a bit higher up the price scale.

"This new finance plan," according to Mr. DeBoy, "has been obtained exclusively for Hudson and Essex cars. It is in line with our policy to make the buying of cars as easy as possible in every way. The present first payments required are lower, we believe, than are available anywhere else in the automobile industry. To the buyer who wishes to pay cash or who wishes to trade in a car of greater value than the first down payment, we have additional finance plans."

"Four out of five motor car buyers now buy on time, so that the advantage of the easiest terms is of the first importance."

8,466 FORD CARS, TRUCKS TURNED OUT OCTOBER 27

The Ford Motor Company's production record moved up to a higher peak than ever during the last week. Figures given out by the company Saturday afternoon showed that for the week of October 17-23 the domestic production totaled 49,004 cars and trucks, a record for any six-day period.

The biggest day for the week, which reached a new record, was last Tuesday when 8,466 cars and trucks were produced.

U. S. Army Adopts Chevrolet Auto-Car

The latest addition to the Army transportation service is the Chevrolet trans-continental auto car.

The machine as used by the Military is the regular Chevrolet chassis without the passenger top and body. It is fitted with low, cushioned seats. The fenders and running board are the same as are used on the passenger car of the Chevrolet line. The car carries front and rear bumpers and the wheels are of the steel disc type.

The Chevrolet Army car is used principally for the rapid conveyance of officers during maneuvers or other military operations. The combination of balloon tires, light, stripped chassis and powerful engine enables it to leave the roads and travel over rough country. Attached to the tops of the rear fenders are metal hand rails which the occupants of the back seats may grasp when the going is bad.

General John A. Lejeune, commander of the United States Marine Corps, used one of the Chevrolet Army cars recently while inspecting a sham battle staged by the "Devil Dogs" at Camp Meade, Md. He was accompanied by Generals Poland and Williams and Colonel O. S. Eskridge. The latter drove the car during the maneuvers.

TOURING CAR STILL MOST POPULAR WITH PUBLIC

Despite the growing general tendency toward the closed type of car, the touring car is the biggest selling automobile in America. Severe weather gives closed cars great impetus and in the north sections of the country where the climate is rigorous, the closed types are favored. In "fair weather" districts, however, the preference for open cars of the touring car type is sufficiently pronounced to turn the balance for the entire nation.

In this connection reports of the Ford Motor Company show a demand for touring cars which is unusual for this season of the year and which calls for a production of 100,000 of these cars during October.

The touring car always has been the most popular in the Ford line. The exceptional demand at the present time, however, may be accounted

for by the new features of comfort and conveniences which have been incorporated in the improved types. Addition of a door at the driver's left, storm curtains which afford complete protection and open with the door, greater leg room and a more attractive appearance in the general lines of the car have all contributed to bringing increased popularity to the five-passenger open type car.

mand for Buicks in normally slack times of prosperity all over the country as well as to the excellence of the cars themselves. Sales reports recently received from branches all over the world have shown so many orders that the annual December shut-down for inventory has been postponed. Buick production will have to be maintained through the winter.

Several days ago distributors were asked carefully to survey their territories and estimate the number of cars needed to take care of the demand.

"It looks as though the country has attained the stable condition of prosperity so generally predicted last year," said Bassett. "Never before have we enjoyed so great a response from the public to a new model. I attribute it to the excellence of the cars themselves, with due credit to general business conditions which make it possible for people to buy quality automobiles."

Prosperity Is Great Aid To Buick Demand

Flint, Mich., Nov. 5.—The prediction that 1925 would be a banner year for industry, business and agriculture is now being fulfilled, in the opinion of Harry H. Bassett, president of the Buick Motor company, who recently announced company, who reported an exceptional capacity production through the winter months.

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USED CAR DIRECTORY

1923 Overland Touring.
1925 Dodge Roadster.
1924 Durant Touring.
1924 Big Six Studebaker Touring.
1922 Dodge Touring.
1921 5-Pass. Dodge Coupe.
1925 Dodge Touring.
Ford Ton Truck.
1924 Chevrolet Touring.
1923 Paige Brougham.

Other Cars in Good Condition and Representing Excellent Values.

EVANS' JACKSON
119 S. Woodward Ave.
Phone 301
Birmingham Mich.

CERTIFIED BARGAINS

Chrysler Sedan, '25
Essex 4 Touring
Maxwell Coupe, '25
Chrysler 6 Roadster, '25

Liberal Payment Plan

WURSTER & STAPLETON
132 W. Maple Ave.
Phone 674
Birmingham Mich.

FOR READ WANTED

1920 Hupp Touring.
1922 Mercer Coupe.
1922 Jewett Coupe.
1922 Nash Touring.
1924 Nash Roadster.
1923 Gray Touring.
1923 Dodge Touring.

ALL USED CARS IN A-1 CONDITION

BELL BROS. GARAGE
122 East Maple Ave.
Phone 709
Birmingham Mich.

1920 Hupp Touring.
1922 Mercer Coupe.
1922 Jewett Coupe.
1922 Nash Touring.
1924 Nash Roadster.
1923 Gray Touring.
1923 Dodge Touring.

ALL USED CARS IN A-1 CONDITION

BELL BROS. GARAGE
122 East Maple Ave.
Phone 709
Birmingham Mich.

Dodge Touring—1921
Gray Sedan—1924
Ford Sedan—1923
Ford Light Delivery—1923
Chevrolet Touring—1922
Chev. Light Del. Truck.
Ford Touring—1920
Ford 1-ton Truck, new motor just installed.

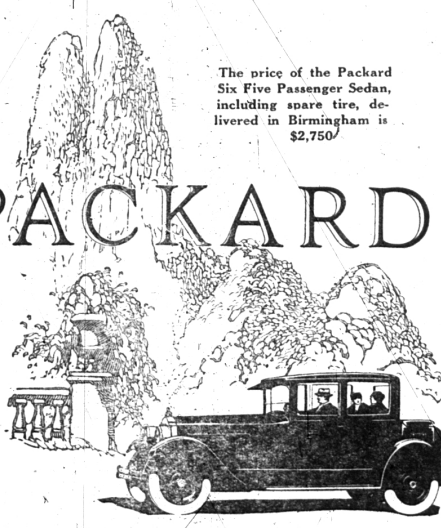
BERGER SALES
505 North Woodward Ave.
Birmingham Mich.

1924 Ford Touring.
1924 Chevrolet Touring.
1925 Ford Roadster.
1923 Olds Touring.
1923 Essex Six Coach, late 1924.
1922 Ford Touring.
1924 Dodge Touring.

EVERY CAR A REAL BUY

BOUGHNER BROS.
132 S. Woodward Ave.
Phone 70
Birmingham Mich.

Watch for New Listings Each Week



The price of the Packard Six Five Passenger Sedan, including spare tire, delivered in Birmingham is \$2,750

PACKARD

1925—The Price Reduction Year

NINETEEN Twenty Five will go down in motor car history as the price reduction year.

Packard set the pace on the very first day of the new year and has since had some forty followers.

However, no one has equated the mark set by the leader in reducing prices nearly twenty five per cent and at the same time retaining original models with important improvements.

For example, the Packard Six Five Passenger Sedan was reduced \$790—actually \$954.68 considering added equipment and saving in war tax.

Evans-Jackson Motor Co.
119 SOUTH WOODWARD AVE.
PHONE 301 - Birmingham, Mich.

ASK THE MAN WHO OWNS ONE

HUDSON-ESSEX WORLD'S LARGEST SELLING "SIXES"

New Low Prices

HUDSON

Quality Gave This Volume
Volume Gave These Prices

The COACH

\$1165

The Brougham \$1450
The 7-Pass. Sedan \$1650

Freight and Tax Extra

And for those who desire, these cars may be purchased for a low first payment. The remaining payments conveniently arranged.

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LOCAL DISTRIBUTORS
120 S. Woodward Ave. Phone 70

for Economical Transportation

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determines the pride you take in your car

Quality in its design and finish makes you proud of its fine appearance.

Quality in its chassis construction gives you a brilliant performance of which you may well be proud.


Because of the lasting pride to be found in its appearance—and a performance worthy of much costlier cars—more than two million people have become Chevrolet owners.

Come in and let us show you some of the quality features that make Chevrolet preferred by millions. Let us explain how inexpensive it is for you to become the owner of a fine new Chevrolet.

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\$695

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Touring - \$525
Roadster - 525
Coupe - 675
Sedan - 775
Commercial Chassis - 425
Express Truck Chassis 550
ALL PRICES F. O. B. FLINT, MICH.

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505 N. Woodward Avenue Phone 851
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