

5 Local Auto Dealers Join Nation-wide Used Car Sale

Joining a nation-wide campaign to stimulate re-employment in the automotive industry by endeavoring to sell re-conditioned used cars, and thus provide a market for new ones, five Birmingham automobile dealers are lending every effort to do their part in making the campaign a success.

The local dealers, whose personal advertisements are included on this page, are: Winningham Chevrolet Co., E. W. Osborne Ford Sales (Dodge and Plymouth), Sumner Sales, (Buick), and Jess McNeal, Inc., (Packard Sales and Service).

"Never in the history of the business have we had so many good used cars available to the public," declared a committee of the Birmingham dealers. "Our used cars contain real bargains in cars that are in excellent condition. Terms are made to fit the average pocketbook, and we stand back of every sale made."

Back of the nation-wide campaign is research made by the foremost brains in the automobile business, and this research reveals the fact that the current barrier to sale of new cars is the jam of used cars now waiting for customers.

"Most of the new cars sold are replacements," it is pointed out. "Families with adequate means buy new cars. Those with lesser means buy used cars."

"Remarkable expansion in automobile ownership in the United States during the past 15 years has taken place, not in the new car market, but in the used car market. In 1922 there were 10,862,650 passenger cars registered in the United States. Most of these automobiles were owned by families with means above the average. Fifteen years ago the automobile was largely a luxury, or at least a comfort of modern living beyond the range of the average family."

Cars in Operation
"In 1937 registration of passenger automobiles in the United States reached the remarkable total of 25,400,000, or more than double the registrations of 1922. The gross registration figures do not mean that 25,400,000 cars were on the road at the end of 1937. Cars were out and are junked. The average life of a car is placed at eight to nine years, so that during the year something like 2,500,000 to 3,000,

000 cars were junked and taken off the road.

"During the year the average number of cars in operation would be somewhere between 23,000,000 and 24,000,000.

"Allowing for two or more cars for a certain percentage of families, as well as cars that were junked, it is estimated that approximately 21,000,000 of the 30,000,000 families in the United States own and operate automobiles. In the entire balance of the world less than 1,000,000 families own automobiles.

"Of the estimated 21,000,000 automobile-owning families in the United States, approximately 10,000,000 are purchasers of new cars. They constitute the new car market. Their incomes range chiefly from \$30 to \$50 a week. They are not "rich" in the accepted use of the term; their incomes are for the most part just above average. They have no extraordinary buying power as a class, and if economic conditions become unfavorable, the tendency is to operate cars a year or two longer before turning them in."

"Against the 10,000,000 families in the United States who are new car buyers, there are about 11,000,000 families who have always owned used cars. These families generally have incomes of \$20 to \$30 a week, operate cars with a cash value of from \$50 to \$100, pay an average of about \$50 in automotive taxes annually. During the past few years automobile ownership in this group has been expanding at the rate of between one and one-half millions annually.

"Thirty years ago automobile ownership was expanding laterally. By 1922 the number of families that could be classed as new car buyers was probably in the neighborhood of 7,000,000. The period of rapid expansion of ownership among families with incomes of more than \$30 a week was drawing to a close. By 1926 the lateral expansion had begun definitely to slow down. But expansion of automobile ownership continued, not laterally, but vertically. More and more families earning less than \$3 a week joined the ranks of motorists.

"Downward this automobile ownership filtered until now there are more \$20 to \$30 a week families owning automobiles in the United States than there are automobile-owning families in the remainder of the world."

BUY A MODERN CAR NOW—WHILE YOU HAVE MORE TO TRADE AND LESS TO PAY



SEE ANY CAR DEALER DISPLAYING THIS SIGN

Get there early while the choice is wide—fine cars now offered at rock-bottom prices

This National Used Car Exchange Week gives you a great opportunity to OWN A BETTER CAR for a small investment. Automobile dealers co-operating in this big sale have a fine selection of used cars—and prices are far below those of several months ago.

Many are 1937, '36 and '35 models—backed by the finest of dealer guarantees. All have thousands of miles of first-class unused transportation in them.

And the "first-class" transportation of these modern cars represents satisfaction which the owners of older cars can hardly imagine. Beautiful, modern styling—a more comfortable ride—more room for you and your luggage—finer,

more powerful engines—better gas mileage—better brakes—bigger tires—dozens of improvements introduced since your old car was built.

Now's the time to make the switch, while you have more to trade and less to pay. Your present car may cover the down-payment—balance on easy terms. If you have no car to trade, you can still take advantage of the low down-payments and easy terms during this sale.

BRING IN YOUR OLD CAR DRIVE OUT A BETTER CAR EASY TERMS

SPONSORED BY THE AUTOMOBILE DEALERS AND MANUFACTURERS OF THE UNITED STATES

BUY A USED CAR WITH CONFIDENCE FROM YOUR LOCAL DEALER. THE PRICES ARE RIGHT AND THE CARS WILL BE AS REPRESENTED.

BUY A GOOD USED CAR

from one of the automobile dealers listed on this page.

These dealers are part of the business structure of Birmingham and are deserving of your careful consideration in the purchase of an automobile

"Neighborliness" in the purchase of a motor car is as essential as in the buying of your groceries, drugs, and other household articles.

"Buy in Birmingham" means that you are "neighborly!"

Recommend THE FOLLOWING USED CARS AS BEING GOOD VALUES IN ANY MARKET

37 Zephyr, 4-door Sedan (Demonstrator)	\$895
37 Ford Deluxe Fordor—Radio and Heater	\$495
37 Ford, 85 Tudor	\$445
37 Ford, 60 Tudor	\$425
36 Ford Touring Tudor—Radio and Heater	\$345
36 Ford Deluxe Tudor	\$335
36 Ford Tudor	\$325
36 Ford Coupe	\$325
36 Ford Fordor	\$325
35 Ford Tudors and Coupes	\$225 to \$275
34 Ford Tudors and Coupes	\$150 to \$175
33 Ford Tudors and Coupes	\$115 to \$150
37 Ford Stake Pickup, New	\$525
34 Ford Pickup	\$175

E. W. OSBORNE
Sales 808 S. WOODWARD Service PHONE 316

THIS WEEK ONLY!



to Celebrate America's First

NATIONAL USED CAR EXCHANGE WEEK

BARGAINS Like These

- 1937 PACKARD—120 C Tour. Sedan. Less than 10,000 miles. Very clean. Reduced for this week only to **\$825**
- 1937 PACKARD—Six Tour. Sedan. Low mileage. A beauty and specially priced at **\$695**
- 1936 PACKARD—120 B Sedan. Radio and heater. Cleanest buy in town. Bargain at **\$625**

- 1936 OLDS—"S" Tour. Coupe. Radio and heater. Exceptionally clean inside and out. Special at **\$525**
- 1935 OLDS—"6" Trunk Sedan. A nice clean car in A-1 mechanical condition **\$425**
- 1934 CHEVROLET—Coach. Just a real good car in excellent mechanical condition **\$245**
- 1932 GRAHAM—Special "6" Sedan. Fender wells. Has many miles of economical transportation **\$95**

JESS McNEAL
INC.
PACKARD SALES & SERVICE
666 S. Woodward Phone 686

FINE USED CARS

- Attractively Priced ...
- '36 Buick 40 Coupe Opera Seat... Dark Green... Original Tires **\$450**
- '36 Buick 68 Tudor Sedan New Tires... Black... Whipcord Trim... New Car Guarantee **\$495**

SUMNER Motor Sales
Incorporated
464 S. WOODWARD



Bill Oldershaw Says

There Is No Used Car Problem Here ... REASON—BARGAIN'S OFFERED AT ALL TIMES ... LOWER PRICES ON CORRESPONDING CARS ALWAYS MAKE SALES

HERE'S 3 EXCHANGE WEEK SPECIALS!

- 1933 FORD Rumble Seat Coupe **\$135.00**
- 1933 FORD Tudor Deluxe **\$135.00**
- 1935 DODGE Two-Door **\$325.00**

Oldershaw Motor Sales
Dodge and Plymouth Sales & Service
479 S. WOODWARD PHONE 642



EVERY CAR PRICED TO SELL FAST YOUR PRESENT CAR ACCEPTED AS CASH

- FORD '37 '60' TUDOR SEDAN WITH TRUNK—\$439 Here is a car you have been looking for. Its economy is well known. Has a large trunk, also heater and defroster. Looks and runs like a new car. Stock # 312
- FORD—'33 TUDOR SEDAN—\$172 An unusual clean car for its model. Very economical transportation at low price. Stock # 324
- CHEVROLET—'36 MASTER DELUXE COUPE—\$389 Reassured black finish, low mileage and very clean. A car you'll be proud to own and drive. See this one before you buy. Stock # 348
- CHEVROLET—'36 4-DOOR SEDAN—\$419 At this low price an family car would be without this car. Completely reconditioned. Has black finish and Buick's Action. See it today. Trade accepted. Stock # 381
- CHEVROLET—'35 7-1/2 TON CHASSIS & CAB—\$296 TRUCKERS! Here's the one you've been waiting for. Good tires and runs like new. 127 wheelbase. Stock # 394
- CHEVROLET—'36 M DELUXE T SEDAN—\$439 Be sure to see this one. With our Chevrolet tire guarantee. It's new in a used car value. Stock # 501
- CHEVROLET—'33 4-DOOR SEDAN—\$189 A complete green 6 wheel chassis. A heavy and ready to go. A real buy. Stock # 503
- PLYMOUTH—'32 SEDAN—\$145 The famous first economical model. Rising Power hydraulic brakes. Good motor and three speed Buick at the very price. Big pleasure in your car. Stock # 509
- DODGE—'34 COACH—\$239 Hydraulic brakes, low road miles, excellent body. Has the car for the time and money. See it today. Stock # 516
- PONTIAC—'29 COACH—\$66 A perfect condition car that will take good care of you. Has a lot of the best of the price. \$66.00 is a little over for your money. Stock # 513
- FORD—'35 DELUXE 4-DOOR SEDAN—\$338 Dodge radio, extra large hot water heater, large trunk. 5 good tires and a motor that will stand up for years. Inspect on an A-1 guaranteed car. Low down payment and low trade-in payment for 6 weeks. Stock # 517
- CHEVROLET—'31 COUPE—\$57 Here is your chance to buy a good condition car for a very low price. Mechanical A-1. 6 wheel and tires in good condition. Stock # 524
- CHEVROLET—'37 MASTER DELUXE 4-DOOR TRUNK—\$635 A really luxurious family car you will be proud to own. Equipped with large radio, heater, defroster and more wheelbase. You must see this one to appreciate its value. Stock # 545
- CHEVROLET—'34 COACH—MASTER DELUXE—\$239 Newly reconditioned motor and tires in perfect condition. Famous knee Action. A real savings on this car. Stock # 383
- CHEVROLET—'29 COACH—\$44 If you are looking for dependable and economical transportation at low cost, you cannot afford to overlook this choice. Stock # 500
- CHEVROLET—'36 STD. 2-DOOR SEDAN—\$349 New popular model to parting share. All steel turret top—hydraulic brakes and economical valve-in-head motor. Low mileage and perfect tires. A real buy. Stock # 511
- PONTIAC—'31 COACH—\$89 This is a very smooth running job with powerful 6 cyl. engine. Just the car for the family. Show this car to the Mrs. It will please her and will be the term. Stock # 502
- CHEVROLET—'32 CONV. SEDAN—\$129 In on the Michigan summer weather with this convertible model. This car has never been in a bad spot. Low down payment and low trade-in payment. Stock # 502A
- DODGE—'30 SEDAN—\$69 Newly finished, very good tires. Motor in good condition. An excellent buy for the kind of transportation you want. Stock # 471A
- CHEVROLET—'34 MASTER DELUXE TOUR. SEDAN—\$287 Nice black finish and wheels. Very clean. Midair upholstery. Hot-water heater. A car you will appreciate. Stock # 479

WE HAVE THE CAR YOU WANT—AT THE PRICE YOU WANT TO PAY.

Winningham Chevrolet
360 S. Woodward Open Evenings