

# AUTOMOBILE SECTION

for Economical Transportation

CHEVROLET

## New Low Prices

- The Coupe - \$675 - former price \$715
- The Coach - \$695 - former price \$735
- The Sedan - \$775 - former price \$825

All prices f. o. b. Flint, Michigan

Increased demand has made it possible to improve the quality and lower the price. Come in and see these remarkable values.

ED MARSH MOTOR CO.

Oak and Pine Phone 446

QUALITY AT LOW COST

### ESSEX BUILDERS AIM AT SERVICE

"The main issue with Essex has always been to give greatest value for the money," said Roy Catching, local dealer. "Its fulfillment of that aim was never so clear and its sales supremacy so completely acknowledged as today. With Hudson, it outdoes every other line of 6-cylinder cars.

"Economies possible only to the largest production of 6-cylinder cars, and the experience of four years' concentration on closed cars have resulted in the best cars and lowest prices in Essex history.

"Essex is built on the superior principle by Hudson workmen in Hudson shops. No other maker shares its advantage. In quality Hudson and Essex are alike. Both are easy riding and easy steering. Their unfailing reliability and economy are known everywhere.

"And their conspicuous and increasing success reflects the rapidity and completeness with which the real facts regarding automobile values have penetrated the entire market."

### ENGLAND BOOSTS PRICE OF RUBBER

There is nothing mysterious about rapidly advancing prices; it is as simple as two and two.

Here is the reason in a nut shell: The most ingredient that goes into the making of tires is rubber, and tire manufacturers can't get enough crude rubber.

Well, in the words of the old saying: "You can't get it where it ain't." What crude rubber the manufacturer is able to get, is costing him such an exorbitant price that there has been no other way but to raise prices of tires.

Just think of it—crude rubber has advanced within the last year from 20c to as high as \$1.22 a pound—from \$140 a ton to \$204 a ton.

The majority of the world's rubber supply is grown in British Colonies. The Parliament of Great Britain passed a law, known as the Stephenson Bill, which restricts the amount of rubber that may be produced, fixes the minimum selling price and, what is most vital to all of us, the amount of crude rubber that may be exported.

The committee reporting this bill to Parliament claimed it was intended for the relief of the rubber growers as it would check declining prices due to unlimited production as heretofore allowed.

This restriction may be relief to the rubber growers, but it is a disaster to American tire manufacturers and tire buyers, for whom the consumption of rubber is greatly increasing and the production of crude rubber by this law is greatly decreased.

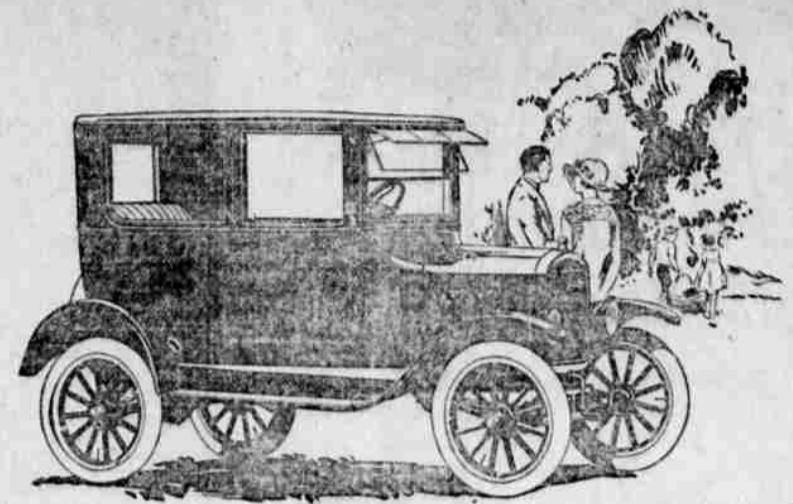
Cordially Yours,  
CORDUROY TIRE COMPANY,  
L. EDWIN BOBIN,  
Sales Promotion Manager

### CAM SLIP CAUSE OF ENGINE TROUBLES

Among the causes of automobile engine overheating is this obscure but important one: It sometimes happens that the cam in the breaker box on the shaft of the distributor slips out of place, due to a worn or broken key. This will cause improper timing, known generally as a "late spark." That being the case, the result will be quite similar to driving with a retarded spark. The only difference will be found in the difficulty with which this trouble is located, as it generally takes an experienced mechanic to find this subtle, insidious enemy of the motorist. But the driver of the car will usually be able to tell just when the spark is "late," by feeling a loss of "pop" in his engine. Should he notice this defect and find that throwing the spark forward does not remedy the condition, then he can be pretty sure the trouble is in the breaker box.

Remember that there are 1500 sparks a minute in the average six-cylinder car, and it is hard enough to keep the engine cool with a temperature of 5000 degrees Fahrenheit around the cylinder walls while everything is running smoothly, without adding to the burden of the cooling system. To the average motorist, the surest protection is to watch carefully the best indicator on the radiator cap and, when he cannot easily diagnose the cause of a sudden rise in the mercury, to consult a good mechanic.

Hundreds have put their O. K. on classified columns. They are the starting point of many people's success and prosperity.



### Out Where the Paving Ends

Ever noticed the cars you meet in the out-of-the-way places, approached by narrow, twisting trails, or rough country roads? They are Fords—nearly every one.

To the Ford car no going is too hard. Every road is open to it—by-ways and highways alike. It is so light it rarely ever "mires in", so powerful that it can pull through where heavy cars must balk.

Take your Ford this summer and explore. There are delights awaiting you away from the beaten path that few know. Leave the crowds and the highways behind you. It costs but little—and it will be a vacation you will never forget.

Ford

Runabout - \$260 Coupe - \$520  
Touring Car - \$290 Fordor Sedan - 660

On open cars convertible tops and starter are \$85 extra. Full size Balloon Tires 125 extra. All prices f. o. b. Detroit

Tudor Sedan

\$580

F. O. B. Detroit

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  
Detroit

### CHRYSLER BUILDS

750 CARS PER DAY

Seven hundred and fifty Chrysler cars, 500 of them the new Chrysler four, are now being turned out every day by the Chrysler corporation in its efforts to catch up with

the countrywide demand for its cars. The plants are working on a schedule of 10,000 cars in July. Unfilled orders at the factory are the greatest in the history of the corporation, according to J. E. Fields, vice president in charge of sales.

"The first showing of the Chrysler four has attracted thousands to our showrooms," said Mr. Fields in a statement issued yesterday. "Scores have placed orders, with one demonstration, after a first view of the car. So instantaneous has been its appeal that, already,

public demand exceeds our scheduled production.

"Every facility of the great Chrysler plants is concentrated today on meeting the demand in delivering the Chrysler four. Production is now running 500 cars a day, the greatest output of four-cylinder cars ever attained in a Chrysler plant.

"Chrysler dealers today are making deliveries with a rapidity not anticipated by the thousands who placed their orders, confident to wait until delivery could be made."

### MODE BROTHERS GUILTY.

Arthur, Joe and Ellen Mode, of Oakland, changed their plea in the local justice court yesterday, and paid fines of \$15 each for driving cars far here without state license. The young men were arrested several weeks ago, and at first decided to fight the case. They later changed, however, that they would change their plea and accepted yesterday, admitting a violation of the law. As the case was not adjourned, and Judge Jones assessed a fine of only \$15 and costs.

### SARFF'S

Auto Wrecking House

329 N. Main St.

Parts for most all cars. The place to save money on auto parts.

We pay cash for old cars for wrecking.

Phone 553

### U. S. COURT TELLS

WHAT GOOD WILL IS

The United States Supreme Court has defined Good Will as "the disposition of a pleased customer to return to the place where he has been well treated."

"Good Will is also," explains Mr. J. O. Newland, of J. O. Newland & Son, local Dodge Brothers dealers, "the disposition of a customer to recommend a satisfactory product to his neighbors and friends."

"It can be created by the printed word only in so far as that word reflects the integrity of the institution behind it."

"Good Will is admittedly the

most valuable asset that any business can possess. And no organization has so impressive a reason to appreciate the magnitude of its value as Dodge Brothers, Inc.

"This value—this unexpressed and world-wide Good Will—is founded on a few old-fashioned

principles of good faith and good workmanship which the world has come to associate with the Dodge Brothers name.

"Building ever better and better, Dodge Brothers have simply earned the trust and friendship of the public by consistently fulfilling public expectations."



Have the Car Inspected

Drive up at any time and let our mechanics look the motor over. Or phone for the service car if your auto is disabled. We know how to remedy motor troubles.

Hall & Young Garage

631 Winchester St. Phone 335

## NOTICE!

### Ford Magneto Lights Not Legal

The old Magneto type of headlights will not meet with the requirements of the law.

We are prepared to install the new lighting system on your old Ford, regardless of type of motor.

Only two more weeks to adjust your headlights.

## UNION GARAGE

Official Headlight Adjusting Station

## NOTICE TO FORD OWNERS

The new State Head Light Law declares the Regulation Ford Head Lamp Is Legal

Our Authorized Adjusting Station is now open, and we are prepared to

### TEST YOUR LIGHTS

Have your lights adjusted so that they will meet the requirements of the new law.

## C. A. Lockwood Motor Co.

LINCOLN FORD FORDSON