

**WEST
JEFF-
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DETROIT AUTOMOBILE SHOW 1915

**Jan.
16th
TO
23rd**

REAL BARGAINS IN CARS THE DETROIT AUTO SHOW TO BE FULL OF SPECIAL AND INTERESTING FEATURES

There is a strong demand for used automobiles today, as the economical buyer realizes that in the used car is found every desired attribute—and the price is always less than for even inferior new cars.

The automobile for the rural population is coming into stronger favor every day and this year there grows a great influx of visitors to the Detroit Automobile Show from the rural sections, in fact all of Eastern Michigan will be represented at this event, and these visitors will come prepared to buy.

In anticipation of the enormous demand for cars at less than the usual fancy prices asked for new cars, the Loveland Company, of Detroit, have been working strenuously to secure the greatest line of used cars at bargain prices ever shown in this city. Not only used cars of all standard makes, but many new cars will be found on their floors—and every one at a radical discount from regular prices.

The policy of the Loveland Company is to pay spot cash for all cars. In other words they buy the cars themselves, and do not act as a commission house, whose responsibility only lasts long enough to pocket a commission. The cars must be worthy of the inspection and buying power of these real experts—they do not believe in putting their own money into a worthless car, and for this reason they can fully guarantee that when they can make every car a responsible man every car they sell.

The Loveland Company are located at 1175 Woodward Ave., corner of Palmer, Detroit, Michigan, and show visitors and all who intend purchasing a car this season will do well to run out to the big storage rooms and inspect the finest array of bargains ever assembled under one roof.

The Big Auto Show Opens January 16th to a Season Full of Promise—Eastern Michigan Visitors Will Attend in Throngs.

The annual Detroit Automobile Show will occupy space fully 100 per cent greater this year than ever before.

In addition to a world of pleasure cars, such as never before seen, the truck building will be a feature of the year's best and largest display of commercial and farm vehicles, a feature which is attracting the attention of the business world.

The building decorations will be unique. The second floor will show the famous Lincoln Highway, in forty mile gables, and will prove a real sensation.

In addition to the regular features visitors will be afforded a cafe, dance hall, and entertainment by high class singers and dancers, every afternoon and evening.

The Detroit show will compare favorably to the New York exposition, and visitors are assured that the very best models will be on exhibition, and owing to the large increase of floor space, many of the exhibitors will be able to show their complete lines and all will be able to demonstrate their factories by a better variety than ever before.

In the first floor of the building will be found a beautiful Japanese garden effect, which will allow an opportunity to display the cars to the best advantage.

A great deal of interest has been manifested in the wonderful truck show. The truck building is richly decorated in blue and gold, and here many models of new, ingenious designs to take the place of horses in city work, as well as for suburban and farm use. The use of motor trucks and motor delivery is becoming more popular every day, and the only grave one of the most powerful drawing cards of the entire show.

The directors of the Detroit Automobile Dealers' Association are to be congratulated upon the fine location for the show. It has required a much

larger space than in the past and this year there will be no crowding for lack of room. The exhibit will be held in the heart of the Detroit Lumber Company. It is a new plant and is just three miles from the "heart of things." Motoring from town the favorite path will be out Lafayette to the western boulevard, thence to West Jefferson and on to the show. The Post street cars run right by the entrance, with plenty of extra cars in service to accommodate the crowds.

A CAR THAT SATISFIES

Measured by every test required to prove the merit of a car, the famous Paige has achieved triumph after triumph. No other car at anywhere near the price is equal to the demands which are so easily surmounted in this car of cars.

Distinctive in every line, with comfort at the maximum, mechanically perfect—and at a price that hits the popular idea of what a price should be, the Paige is the choice of the wise buyer, who discriminates as to actual car quality.

The exhibit of the Paige Detroit Motor Car Co. at the Detroit Auto Show is one that attracts many visitors. It is here that the actual buyers linger longest and certainly no visitor who has seen it will afford to pass it or ignore the Paige.

There are two great models, the Glenwood Four—'36 and the Paige Model—Fairfield, Six—'46—both favorites—and both bearing the Paige character and honesty of construction in every detail. Rural trippers and the folks of the suburban towns find the Paige a car that will stand hard service in every detail. Rural trippers and the folks of the suburban towns find the Paige a car that will stand hard service in every detail. Rural trippers and the folks of the suburban towns find the Paige a car that will stand hard service in every detail.

TO FORD OWNERS

Did you ever stop to think what it costs you in gasoline, oil and the wear and tear on your engine by letting it run when the car stands idle, rather than to get out into the mud or street to crank it and did you ever notice the inconvenience you are put to when you stop the car wishing a conversation with someone, when the noise of your engine almost drowns the sound of your voice? All these things can be overcome if so desired, by the owner by merely investing a small amount in the way of a starter. One that will operate from the seat as accurately and as surely as at the crank. There are many Ford starters on the market today, but out of all the number that are now on the market only one has proven to the public

for the past two years its durability and efficiency. The Automatic Appliances Company of Boston, Mass., with a branch office at 304 Hodges Bldg., City of Detroit, are the only company who have factory representation on the road continuously looking after the wants and desires of its patrons. Whenever they hear of anything going wrong, no matter what the cause might have been, they spare no expense in making it right and satisfactory to the users. The Boston Starter only adds about 12 pounds weight to your car and is so constructed that there is scarcely any friction whatever, being two sets of ballbearings of 23-balls each to take care of the idle parts, thus making the cost of manufacture of this starter greater than any other mechanical starter on the market, yet it is sold to the public at a very low figure, when the efficiency and quality of the workmanship used in the starter is taken in consideration. One should never hesitate on a few dollars added to the price of any article so long as the quality and durability is increased many folds thereby. The

THE PERFECT MOTOR FAN BELT

The "Wilson" Quick Attachable Fan Belt will fill a long felt want among automobile owners as a long wanted new attachable belt connection. This company is able to make up belts of any length desired and have a special woven fiber belt that is guaranteed against oil, water, alkali and heat, the four elements that are so destructive to a leather belt.

The durability of the belt is backed by their guarantee to outlast any 3 or 4 belts of other makes on the market today, and the fact that the owner of the car can put one of these belts on in two or three minutes without soiling his hands or gloves makes it still more desirable. The price is very low indeed and can be secured from Wilson, 304 Hodges Bldg., Detroit, Mich., by mail at any time.

FORD BELT FREE

Our special Wilson quick attachable fan belt guaranteed to outlast any other fiber belt.

Not affected by heat, oil or water—lasts in one minute, price \$3.00. One free with every two purchased.

Wilson quick attachable belts.

304 HODGES BLDG., DETROIT, MICH.

MAKE YOUR FORD A SELF-STARTER

No More Troublesome, Dangerous Cranking the Motor

The Boston Starter

Only \$25 PREPAID

It is a long needed want on the part of the automobilist. It is very simple, positive in action and can be installed by anyone. NO MORE CRANKING. Tested in hard service for two years—it is fully guaranteed, and will serve you well.



THE Boston Starter

Is mechanically perfect, and costs more to manufacture than any other starter, but is sold at a price within the reach of all. The Boston Starter guards against breakings from back-fire when properly installed. Starts the car from the seat, easily—no inconvenience of labor. As simple as pulling the handle and your car starts smoothly at once. Demonstrated in actual use at any time—see this demonstration for yourself while in the city.

YOU CAN SECURE ONE FREE—HERE'S HOW!!!

The price of the Boston Starter is only \$25, uninstalled, sent prepaid. On every order you send in for a friend, or other Ford owner we will allow you a cash refund of \$5.00. Handled in one minute. Order today on our unqualified guarantee of complete satisfaction, or your money back. Call or send in your order TODAY.

AUTOMATIC APPLIANCE CO.
304 HODGES BLDG., DETROIT, MICH.

PAIGE

"The Standard of Value and Quality"

You Can't Buy More—You Won't Be Satisfied With Less

There—in a nutshell—you have a complete explanation of the great ovation which has greeted the new Paige Six-'46'

This car combines luxurious comfort for seven tall grown people—distinctive beauty of line and design—mechanical perfection which will consistently take you anywhere and everywhere—as fast or as slow as you desire to travel. So, it must be evident that you can't buy more.

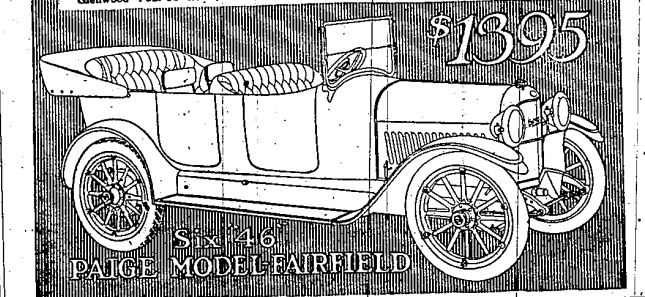
If you buy less, you must compromise with your own peace of mind and comfort. That homely old saying—"You can't make a silk purse out of a sow's ear" has survived the test of ages. So make up your mind, that less perfect construction, equipment and finish than you find in Paige cars, can only mean less efficient service and satisfaction.

It makes no difference whether you select the Glenwood Four-'36' or the Fairfield Six-'46.' They are both Paige cars—both "the standard of value and quality."

The Paige-Detroit Motor Car Company, Detroit

Don't Fail to Visit the Paige Exhibit at the Automobile Show

Also the World-Famous Glenwood "Four-36" now \$1075.



USED CARS OR NEW CARS

At Bargain Prices

If you want a bargain and don't want to pay the usual fancy prices asked—don't fail to see our big showing of standard new and used cars at

20 to 75% OFF

Roadsters and Touring Cars \$150 to \$200. Anything you want at the price you can pay. Don't fail to see when in for the Auto Show.

LOVELAND CO., 1197-98 Woodward Av., Cor. Palmer Av., Detroit, Mich.