

AUTOMOTIVE SECTION

We Serve Your Kind of Battery, Too!

Never mind if the battery in your car right now isn't a Willard. Being in any body.

Of course we'd like to see everybody using Willard Threaded Rubber Batteries—because you know what Willard Threaded Rubber Insulation does in the way of lengthening battery life.

But the next best thing is to let you folks who haven't Willard Batteries, at least learn what Service at Battery Headquarters is like. We'll treat you like a Willard user on the idea that *some day you will be one.*

The Auto Shop

MARK B. OWEN
Representing
Willard Storage
Batteries

Keep Your Battery Fit

Regular Attention Will Pay Big Dividends in Actual Cash

When you go out to the garage with a pitcher of distilled water in one hand and a battery hydrometer in the other, it may be satisfying to know that the majority of motor car owners are with you. "The Willard Company was curious," said Mr. Mark B. Owen, Willard Service Station dealer, "to know how much care was given to the battery by the owner so they put the question directly to 2,046 owners. Of this group 30 per cent replied that they gave their battery a great deal of attention, while 20 per cent admitted that they paid very little attention to it, and 67 per cent stated that they did not do anything at all."

"It is doubtful if there is any other common automobile task, with the exception of oiling, that pays such big dividends in satisfaction and actual money as does the slight attention necessary to keep the battery fit."

AUTOMOBILE NEWS

Every motor vehicle in Madrid, Spain, must be equipped with a muffler silencer.

A fire will "give out" sooner from overloading than from almost any other cause.

The Free City of Danzig, Poland, with a population of 360,000, has 361 motor vehicles.

Truck trailers used with two-beeled trailers are registered as one vehicle in Pennsylvania.

A good School

That will train you for a high grade office position in the shortest possible time. Graduates of last year's class already carrying \$2000 a year. Best Employment Department of its kind in Michigan. Preliminary Courses by correspondence for those who contemplate entering later on. Write for Bulletin E.

DETROIT BUSINESS UNIVERSITY
411 West Grand River Avenue
DETROIT

IMPROPER CLEANING WILL SPOIL FINISH

Easy Matter to Ruin Appearance of New Automobile

Work of Washing or Not Knowing How Will Go Further Toward Marring Finish Than Any Other Thing—Get Mud Off.

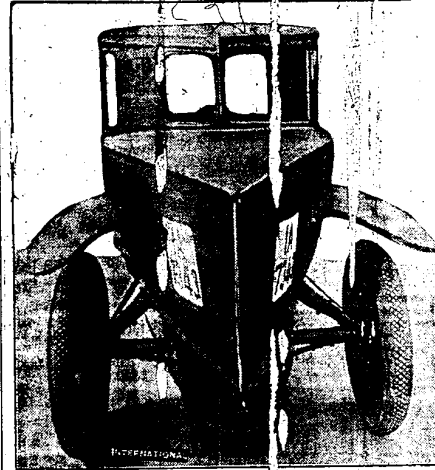
You may mistreat the engine frequently before it begins to complain, but the finish can be mistreated once or twice—then there is little left to damage, says William H. Stewart, Jr., president of the Stewart Automobile school of New York. "The lack of washing or not knowing how to wash a car will go further toward ruining the appearance than any other thing. The varnish of a new car is beautiful and hardened by washing with clean, cold water, but mud that is allowed to dry upon the body takes the oil from the varnish and leaves the finish mottled and streaky. Dirt is not the only enemy, for gases from the garage and even the atmosphere of some districts attack the finish of the car that is not frequently washed."

"Begin by cleaning the top," says Mr. Stewart. "Take a stiff brush and remove the dust, then either sponge it or use a soft cloth with warm water and pure soap. A chamois kept especially for the purpose will hasten the drying and the top must not be folded until it is thoroughly dry. The upholstery, if of cloth, is best cleaned by sponging with water containing a little salt and alcohol."

"In cleaning the body, be sure to remove the nozzle of the hose and flow the water over every part of the body. This will serve to wash off most of the dust and also loosen the mud. In cases where the car is very dirty, it is best to do this and then let it stand for a few minutes, before going over it again with the hose. Then take a soft sponge and follow the hose over the body. If certain portions are greasy spotted these should be washed separately with pure water and castile soap, but except in this one instance soap of any kind should be avoided on the body."

New Branch of Engineering. Methods of regulating the humidity of the air in buildings, especially in factories where moisture plays an important part in various industrial processes, constitute a branch of engineering known as "air conditioning."

FINE EXAMPLE OF PUTTING CART BEFORE HORSE IN HUMPLER AUTO



New Motorcar With Smallest Road Resistance.

Herr Humpler, the well-known German airplane constructor, has just pro-



View of Car From Above.

duced a new motorcar which he claims has the smallest possible road resistance of any car on the market. In or-

der to produce this car he took as a pattern, or streamlining the chassis and body the shape assumed by raindrops falling through the air. A raindrop is forced into a perfect streamline in the air resistance. The motor and transmission form a unit that is mounted to swing about the rear axle thus doing away with the propeller shaft and universal joints, and giving a very compact power plant. The motor, which is of the "V" type, has six cylinders and is arranged in pairs. It is of the type used by American, giving one pair of cylinders vertical in the center of the "V." The radiator is behind the motor, giving perfect cooling by means of a fan. The body of the auto resembles an airplane, and has a seat for the chauffeur in the bow. The chassis is made of a wide frame of pressed steel, shaped into a boat, and it is closed in and streamlined on the bottom. This is only a ten-horsepower motor, but because of the slight resistance, it will take 75 miles an hour. The whole construction is a fine example of "putting the cart before the horse." It is a return to the first principles of self-propelled travel. Note the rudimentary wings and the mudguards.

The Farmington Enterprise—\$1.50 Dry a Year—They Bring Results.

Ford
THE UNIVERSAL CAR

New Prices Effective January 16, 1922

Chassis	-	\$285
Runabout	-	\$319
Touring Car	-	\$348
Truck	-	\$430
Coupe	-	\$580
Sedan	-	\$645

Fordson Tractor - \$395

F. O. B. DETROIT
(War Tax Extra.)

These are the lowest prices of Ford cars in the history of the Ford Motor Company.

Orders are coming in fast, so place yours promptly to insure early delivery.

Ford Sales & Service

OLIN RUSSELL, Prop.

Farmington,

Phone 151.

Michigan.

KEEN KUTTER TOOLS

OF EVERY DESCRIPTION

P-A-I-N-T-S

SIMMONS' PAINTS

A complete line of all colors and shades.

—OUR PRICES ARE RIGHT—

—WATCH OUR WINDOWS Every Week—

LEE HARDWARE CO.

Corner Division Street and Grand River Avenue.

Free! Free! Free! Free!

FREE! FREE! FREE!

—Crank Case Service—

INDIAN GASOLINE

HAVOLINE OIL

Lee Garage

Phone 62

Farmington, Mich.

S. J. Guilloz

G. E. Guilloz

TELEPHONE WALNUT 81

S. J. GUILLOZ & SON

Dealers in

GARLAND WARM AIR FURNACES
HEATING AND VENTILATING

5646 Grand River Ave.

Detroit, Mich.

GEORGE I. COOK

HORSE-SHOEING A SPECIALTY

Farmington,

Michigan.

Knowing that you can depend on us any day in the year, that's what we call

S-E-R-V-I-C-E

We gave it last year, we'll give it this year

PARK GARAGE

PHONE 111

Automobile Accessories Repairing of All Kinds
Cars Washed and Polished

FIVE POINTS SERVICE GARAGE

Seven Mile Road and Grand River

Storage Day and Night Service.
HERMAN TENHOFF FRED NEWMAN
Proprietor. Manager

Telephone 125-M-4.

BEST TIRES AT BEST PRICES

U. S. TIRES—PLAIN—USCO—KNOBBY—CORD
GOODYEAR GOODRICH

BUY YOUR TIRES NOW

FORD SALES & SERVICE