

# AUTOMOBILES

## Dodge Dealer Turns Down 1000 Car Order

"Here is an order, duly signed by the proper executives, for 1000 of your cars."

"What salesman wouldn't gulp—and grab!"

Retail orders for motor cars in lots of 1000 come to the average salesman about as often as ice peddlers visit the Eskimos. There are only a few in history.

Yet the incident referred to

about the signed order for 1000 cars—actually happened. And what makes it remarkable is the fact that the salesman turned it down!

G. H. Jennings, Dodge Brothers Dealer in New York City, throws some clarifying light on this puzzle. He says—

"This Dodge Brothers salesman had been working for several years on a large national account—a company that operates cars by the thousands, in every part of the country. The company was buying Dodge Brothers cars regularly, ten, fifteen, and twenty and more at a time. On

several occasions the chief buyer had made the remark that, if you follow would only grant a discount, as others do, we might order in larger lots."

"The salesman, of course, pointed out the desirability of buying the 1000 cars anyhow, regardless of Dodge Brothers no-discount policy, but the executive declined to recede from his position. The latter then prepared what he afterwards referred to as his psychological copy. He knew that the salesman would be calling again so he had an imposing document drawn up calling for the delivery, at a specified date, of 1000

Dodge Brothers Motor Cars of various types, at full list price—minus 10 per cent.

"When the salesman called, a few weeks later, the official simply handed him the order."

"That's serious," said the official. "We need cars and we want Dodge Brothers cars, but you can't have an order unless you abide by its terms. You've got to give us the quantity discount."

"The salesman made the same answer that he had always made before, but out of deference to the customer and the exceptional size of the order, promised to take it up with the factory. The subject came before us yesterday. I was assistant general sales manager of Dodge Brothers," said Mr. Jennings, and I distinctly remember how quickly it was settled. There wasn't a moment's quibbling.

"We want to do everything possible to retain this company's business and good will," said President F. J. Haynes, but the policy laid down by John F. and Horace Dodge are still the policies of this institution. We charge only for the actual investment represented by the material and labor that go to make up the car, plus a reasonable profit for manufacturer and dealer. There is no margin that permits us to sell at a discount.

"Mr. Haynes also pointed out that it would be entirely unfair to the individual buyer if he were asked to pay a higher price for his car just to make it possible for Dodge Brothers to attract large orders through the quantity discount. Moreover, he said, the company that buys 1000 Dodge Brothers cars already has an advantage over the individual who buys one, because the natural advantages of Dodge Brothers ownership are multiplied a thousand times.

"What happened to the order for 1000 cars? It is still in the desk of the same official and he never fails to show it to any Dodge Brothers salesman who happens to be shown. But he is still buying Dodge Brothers cars—buying as he bought before.

"Like other national business concerns, he realizes that the savings effected through the long life and low-cost service of Dodge Brothers motor cars will more than offset any discount that might be obtained on a car of less obvious merit."

of Birmingham on April 13th, 1925 at 8 o'clock p. m. by hear suggestions and objections of persons interested in said special assessment, and that a notice of such meeting be published as required by law.

Year: 2. Nays: 0.

72.—Communication from the Board of Education petitioning for cross walks on Oakland avenue and on Worth street at Adams avenue corner needed and filed.

73.—Moved by Commissioner Bingham that the Manager be instructed to have cross walks constructed as per petition of Board of Education. Year: 2. Nays: 0.

74.—Moved by Commissioner Bell that the following resolution be adopted: Resolved that the alley leading from Elm street to Grand Trunk Railway "B" street, 27-28 and 29 of Bowers Addition in the Village of Birmingham, Oakland County, Michigan, be declared, and the same to hereby declared to be a practical value, and is ordered vacated and closed.

Year: 2. Nays: 0.

75.—Moved by Commissioner Bingham that the bid of the Detroit Trust Company for Sewage Disposal Bonds be accepted as per bid filed with the Village Clerk.

Year: 2. Nays: 0.

76.—Moved by Commissioner Bell that the following resolution be adopted: Whereas, that portion of Wallace street

in the Village of Birmingham lying east of the intersection of Wallace street and Biddle street, being a strip of land 38 ft. by 42 ft. in a closed end street, and of no use to the public.

Therefore be it resolved that the same be discontinued and vacated.

Year: 2. Nays: 0.

77.—Moved by Commissioner Bingham that James Clow & Sons be given contract for water main and fittings as per their quotation on file. Year: 2. Nays: 0.

78.—Moved by Commissioner Bell that the report of the Appraisal Commission be accepted.

Year: 2. Nays: 0.

79.—Moved by Commissioner Bell that the president and board of the Village of Birmingham, and that the amount of \$100.00 be paid on the contract. Year: 2. Nays: 0.

80.—Moved by Commissioner Bingham that Henry for the south half of lots 53 and 54 in Hamlet. Year: 2. Nays: 0.

81.—Moved by Commissioner Bingham that Henry for the attention of the option on the flat in the Village of Birmingham, for 15 days. Total \$100.00 paid on option to be ap-

plied on a release price when deed is executed. Year: 2. Nays: 0.

Moved by Commissioner Bingham that the meeting adjourn. Year: 2. Nays: 0.

HAROLD LAWLER, Village Clerk.

## Beware Of Coughs That Hang On

Pneumonia and serious lung trouble usually start with a cough. So if you have a cold or cough—stop it at once with a few doses of that fine old medicine, Dr. Williams' Pink Pills. This famous Pink Pills soothes the nerves of the throat, stops the tickling cough and naturally cures the throat. No foreign cough syrup so good for children's coughs. 50 cents at all stores.

## For that Cough! KEMP'S BALSAM

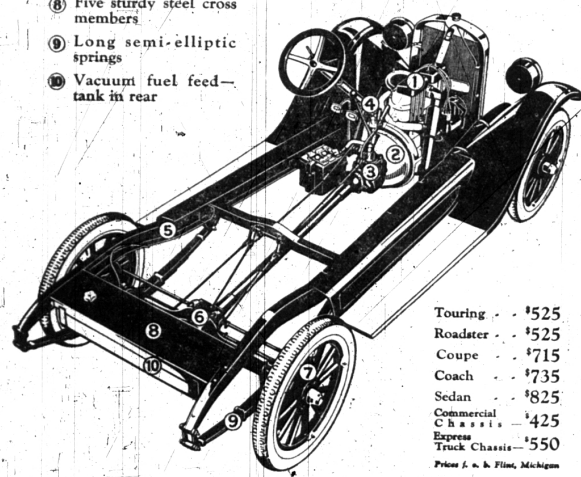
### CHASSIS FEATURES

- 1 Powerful valve-in-head motor
- 2 Fully enclosed dry disc clutch
- 3 Selective 3-speed transmission
- 4 Semi-reversible steering gear
- 5 Deep channel steel frame
- 6 Semi-floating rear axle—banjo-type housing
- 7 Large 11" brakes—automatic equalizer
- 8 Five sturdy steel cross members
- 9 Long semi-elliptic springs
- 10 Vacuum fuel feed—tank in rear

## STRENGTH

The Chevrolet chassis possesses strength and features of construction that you would expect to find only on high priced cars.

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- Touring - \$525
  - Roadster - \$525
  - Coupe - \$715
  - Coach - \$735
  - Sedan - \$825
  - Commercial Chassis - \$425
  - Express Truck Chassis - \$550
- Price f. o. b. Flint, Michigan

**Belford Sales Co.**  
505-507 North Woodward Ave.

QUALITY AT LOW COST

**GUARANTEED**  
*Ford*  
used cars

## A Sound Policy Followed By Authorized Ford Dealers

When you buy a used car you want every reasonable assurance of value.

Any Authorized Ford Dealer offers you such assurance. You can safely trust his judgment—because he is the best judge of Ford values.

He can secure a Ford Car for you at an astonishingly low price. And the car he sells you will give you the biggest value for your money.

Talk to him now. Find out how little it takes to own a car that will give you real service and enjoyment this summer.

CONANT & OSBORNE  
Local Dealers



## VILLAGE COMMISSION PROCEEDINGS

Being a List of the Matters Considered and Acted Upon By the Official Commission of the Village of Birmingham. These Items Should be Of Interest to Every Local Taxpayer.

Regular meeting of the Village Commission held Monday evening, March 30, 1925 at 8 o'clock p. m.

Present: Commissioners Bell and Bingham.

Absent: President Shain.

Minutes read and approved as printed.

Report of the Village Clerk that the tax roll be allowed as read. George Newman, \$7.80; Charles Hight, \$4.80; Charles Kaprielian, \$8.00; The Domain, \$4.00; John Jerry, \$1.00. A. Portner, \$12.00.

Year: 2.

70.—Moved by Commissioner Bingham that the bills be allowed as read. John Hanna, \$7. Fred Quarten, \$7. F. J. Watkins, \$7.

Year: 2.

71.—Moved by Commissioner Bell that A. F. Terres of Detroit, be granted Plumbers License, and that both for be accepted and filed.

Year: 2.

72.—Moved by Commissioner Bingham that the following resolution be adopted:

That, Whereas, pursuant to a resolution passed by this Commission on March 2, 1925, the Village Assessor of the Village of Birmingham has prepared Special Assessment Rolls, according to maps, diagrams and estimates on file with the Village Clerk for construction of the following sewers in the Village of Birmingham:

- Street, Baldwin Ave.—Description of District: Beginning at the Trunk Sewer Manhole in Baldwin avenue and extending North to a manhole in Harmon avenue. District Number 83.
- Street, Randall—Description of District: Beginning at a manhole in Baldwin Avenue and extending E. 255' to a manhole. District Number 84.
- Street, Greenwood Ave.—Description of District: Beginning at a manhole in Willis street and extending N. 210' to a manhole. District Number 85.
- Street, Harmon Ave.—Description of District: Beginning at a manhole in Woodland avenue and extending W. 120' to a manhole. Also beginning at a manhole at Baldwin Avenue and extending W. 200' and E. 100' to manhole. District Number 86.
- Street, Woodland Ave.—Description of District: Beginning at manhole in Woodland avenue and extending W. 140' to a manhole. Also beginning at a manhole in Woodland avenue and extending W. 140' to a manhole. District Number 87.
- Street, Harmon Ave.—Description of District: Beginning at a manhole in Woodland avenue and extending N. 200' to a manhole. District Number 88.
- Street, Woodland Ave.—Description of District: Beginning at a manhole in Harmon street and extending N. 117' to a manhole. Also beginning at a manhole in Woodland avenue and extending N. 240' to a manhole. District Number 89.
- Street, Oak—Description of District: Beginning at a manhole in Woodland Avenue and extending W. 150' to a manhole. District Number 90.
- Street, Dewey—Description of District: Beginning at a manhole in Greenwood avenue and extending E. 390' to a manhole. District Number 91.
- Street, Bonnie Blair—Description of District: Beginning at an existing Trunk Sewer manhole and extending N. 440' to a manhole. District Number 92.
- Street, Willis—Description of District: Beginning at the Trunk Sewer manhole in Willis street and extending W. 110' to a manhole, and E. 165' to a manhole. District Number 93.
- Street, Park—Description of District: Beginning at the Trunk Sewer manhole at intersection of Park and Broadside and extending E. 315' to a manhole. District Number 94.
- Street, Park and Euclid—Description of District: Beginning at a manhole in Park street and extending E. 150' to a manhole. Also beginning at a manhole in intersection of Park and Broadside and extending N. 285' to a manhole and E. 1020' to a manhole. District Number 95.
- Street, Brookside Drive—Description of District: Beginning at a manhole in Park manhole at intersection of Park and Brookside and extending N. 120' to a manhole. District Number 96.
- Street, Ferndale and Havine (West)—Description of District: Beginning at the Trunk Sewer manhole at intersection of Park and Brookside and extending E. 140' on Havine to a manhole, thence E. 110' on Havine to a manhole. District Number 97.
- Street, Barlow—Description of District: Beginning at a manhole at intersection of Havine and Park and extending E. 240' to a manhole. District Number 98.
- Street, Oakland Ave.—Description of District: Beginning at manhole in Park street and extending E. 145' and W. 195' to manhole, and beginning at a manhole in Ferndale and extending W. 120' to a manhole.

Whereas he has reported them to this Commission as required by law.

Be It Resolved, that said Special Assessment Rolls be filed with the Village Assessor and be entitled Special Assessment Rolls for Districts as above and that the Commission of the Village of Birmingham meet in the Village Clerk's Office in the Village

## DODGE BROTHERS SPECIAL TYPE-A SEDAN

The Type-A Sedan has always ranked above its price class in distinction of line and appointment.

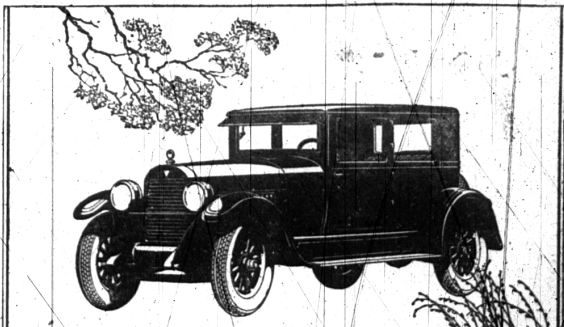
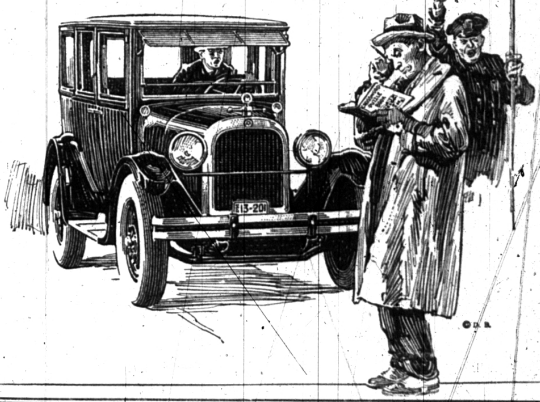
This Special Type further advances that leadership beyond current standards.

No special feature that could heighten the car's beauty, or enhance its comfort and convenience has been overlooked by the builders.

Five Balloon Tires

## Evans-Jackson Motor Co.

119 SOUTH WOODWARD AVE.  
PHONE 301 Birmingham, Mich.



## "World's Greatest Buy"

Everyone Says It—Sales Prove It

It is only as you find the real comparisons for Hudson qualities among the costliest cars that the enormous difference in price is so astonishing.

Today it offers the greatest price advantage and finest quality in Hudson history. Never was this supremacy of value so outstanding. And the greatest Hudson sales on record show how complete is public knowledge of the facts.

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