

Chevrolet Places Huge Advertising Account In Country

The Chevrolet Motor company has announced a co-operative advertising campaign in connection with its large dealer organization.

This campaign is a further move by the Chevrolet Motor company in its effort to obtain the most comprehensive and efficient of the great advertising campaigns in the automotive industry. Approximately 4,000 newspapers are being used.

Under this plan, the Chevrolet Motor company in reality has become the advertising department of each of its dealers whom it provides with a highly efficient and consistent advertising campaign.

In addition, it becomes possible to key local advertising with national advertising and thus broadcast a single advertising message at one

time in both national and local publications.

The co-operative feature of the plan does not apply in a financial way to the national advertising used by the Chevrolet Motor company in the principal magazines of the country. This advertising is paid for from the general advertising appropriation of the company without expense to the dealers.

The dealers continue to receive gratis the sales literature and the effective window display service of the company. These displays supplement the unified advertising plan.

In brief, the plan is this: The Chevrolet Motor company charges a small amount for each car shipped to dealers and credits it to the Chevrolet Dealers' Advertising Fund. To this fund the company then adds a substantial contribution from its own advertising budget.

The company plans the dealer advertising campaign, buys news-paper space, purchases and prepares art work, sends the advertisements

to the newspapers, directs the printing and display of outdoor advertising, handles invoices and pays bills. The dealers thus are relieved of a vast amount of detail.

A desirable angle of the plan is a guarantee to each dealer that every dollar which he pays into the fund will be spent in his district for newspaper or outdoor display space, and of the costs of preparing and placing the advertising matter being more than covered by the Chevrolet Motor company's contribution to the fund.

In furtherance of the plan, the Campbell-Ewald Company, which serves the Chevrolet Motor company as advertising agents and is one of the five largest advertising companies in the United States, has sent out from its own organization 14 field men who are located at strategic points throughout the country.

These men bring the dealers into close personal contact with the main organization in working out advertising problems and assist in individual-

Ford Co. Announces Improved Line Of Body Types On Cars

Body changes and chassis refinements more pronounced than any made since the adoption of the Model T chassis were announced here today by the Ford Motor Company. There will be no advance in price, it also was stated.

Outstanding features of the improvements in both open and enclosed types are lower, all-steel bodies on a lowered chassis, complete new design in most body types, change from black to color on the cars, larger, lower fenders, newly designed seats, and larger, more powerful brakes.

Longer lines, effected through higher radiator and redesigned cowl and hood are apparent in all the improved Ford cars, but are especially pronounced in the open types. Wide crown fenders hug close to the wheels contribute to the general effect of lowness and smartness.

While Runabout and Touring Car remain in black, the closed bodies are finished in harmonious color schemes, enhanced by nickel radiators. Coupe and Tudor bodies are finished in deep glaucous green while the Fordor is richer Windsor Maroon.

Greater comfort is provided for driver and passengers in both open and closed cars by larger compartments, more deeply cushioned seats and greater leg room.

Many new conveniences are also incorporated in the improved cars. In the Runabout, Touring car, Coupe and Tudor, the gasoline tank is under the hood and filled through an ingeniously located filler cap completely hidden from sight by a cover similar in appearance to the hood vent.

One-piece windshield and narrow pillars in the Tudor and Coupe offer the driver a most unobstructed visibility and improved ventilation.

Driving comfort is materially increased by lower seats, scientifically improved back rests, and lowered steering wheel. Clutch pedals are wider and more conveniently spaced.

Four doors are now provided on the Touring car and two on the Runabout, permitting the driver to take his place from the left side of the car. Curtains, held secure by rods, open with the doors.

Most important in the mechanical changes are the improved brakes. Transmission, brake drum and bands have been considerably increased in size which gives the foot brake softer and more positive action as well as longer life. The new wheel brake drums are larger and the brake of self-energizing type.

Cord tires are now standard equipment on all Ford cars.

At the main offices of the company it was stated today that production of the new line is under way in all assembly plants of the company throughout the country and the improved cars are being sent to dealers for showing.

1926 Auto Licenses To Be Black, White

Michigan motor car license plates for 1926 will be black and white, Black background and white letters and numerals. The plates, as for the past several years, will be manufactured at Jackson prison. Secretary of State Charles J. DeLand has placed an order for 950,000, which is an increase over the 856,000 of 1925. Commercial car plates will be nearly an inch wider than passenger car plates, and, in addition to the number-

increased before the end of the present year. For one reason because, under the law, licenses can be secured for the four months' period beginning September 1, at 50 per cent of their regular rate.

In 1926 there will be issued for the first time two styles of license plates, one for passenger cars, one for commercial. By commercial is meant trucks, buses, jitneys and other types of vehicles that carry passengers or goods for hire. The plates for cars not carrying passengers for hire will be, except as to size, the same as the 1925 plates. Commercial car plates will be nearly an inch wider than passenger car plates, and, in addition to the number-

als and the monogram of the State and year, will be at the bottom in letters large enough to be readily seen by enforcing officers the word, "Commercial." Although passenger car license plates will be different numbers, for commercial cars will start at 50,001 and run to 150,001. When these 100,000 plates have been issued more probably will be needed inasmuch as, in 1924, there were issued more than 100,000 commercial cars, and the number of applications are increasing by tens of thousands annually.

For as little as 25 cents you may run a "Classified Ad" in the Eccentric.

Sweeping Price Reductions HUDSON-ESSEX COACH COACH

Now **\$1195** Now **\$795**
Hudson Brougham \$1495
Hudson (Pa.) Sedan \$1695
 All Prices Freight and Tax Extra

World's Greatest Values Now More Outstanding Than Ever

166,369 Hudson-Essex sales for the eight month period ending August 31st represents the largest six-cylinder output in the world's History. This enormous production makes possible the finest quality at the lowest prices Hudson-Essex ever offered. The same management which established the Hudson Motor Car Company, now, as for sixteen years, controls and directs the design of its product and policies of the company.

Hudson-Essex World's Largest Selling Six-Cylinder Cars
BOUGHNER BROS. GARAGE
 LOCAL DISTRIBUTORS
 120 S. Woodward Ave. Phone 70



25 Years of Firestone Service to Highway Transportation

25 years of anticipating the requirements of motorists—making manufacturing processes more certain—producing a higher standard of quality—25 years of unswerving adherence to the Firestone pledge, "Most Miles per Dollar"—summarizes Firestone's record of service to car owners.

Firestone factories have grown from a small building approximately 75 x 150 feet to mammoth plants having floor area of over 60 acres—from a capital of \$50,000 to over \$50,000,000—from an annual sales volume of \$100,000 to over \$100,000,000—all in the short period of 25 years.

This Firestone record could only have been made through furnishing the public with outstanding values and is, consequently, your assurance of quality and lowest prices.

If you would like to know more of this wonderful record, ask your Firestone dealer to send you an illustrated folder.

With today's high cost of crude rubber and other raw materials, Firestone's opportunity to serve the public was never better, due to its great volume and special advantages in buying, manufacturing and distribution.

Another Slash Made By Hudson-Essex Co.

The fourth sweeping Hudson-Essex price reduction within a year was announced in mid-week as affecting the entire line of Hudson-Essex enclosed cars—which means more than 95 per cent of Hudson-Essex business. This reduction, together with those formerly made, has these results:

The Hudson coach is more than \$100 lower than a year ago, the Essex coach more than \$200, and the Hudson sedan \$550 less.

Compared with war time prices, all three cars sell at less than half the top figures. Or, another way, the total of the reductions made on Hudson and Essex cars is a greater sum than the present prices.

Rapid Growth.

With this series of price changes has come a tremendous growth in Hudson-Essex business, until today this concern is one of the largest manufacturers of six-cylinder cars in the world. Each drop in price has greatly increased the number of buyers, and each time this new volume of business has made possible greater economies in buying, manufacturing and all general expenses and overhead.

The same management which established the Hudson-Essex car company, now, as for 16 years, controls and directs the design of its product and policies of the company.

"The cars themselves have been continuously and consistently improved while this price-reducing process has gone on," said Charles Boughner, of Boughner Bros., local distributor for Hudson and Essex cars. "Constant refinements are made in the general design, so that the present Hudson and Essex cars are the sturdiest, most reliable, most comfortable and generally satisfactory cars Hudson ever built."

Quality Goes Up.

"Owners of the cars built several years ago find this true when they buy the Hudson and Essex cars of today. Quality has gone higher while prices dropped."

In 1925 both Hudson and Essex lines had established new records of popularity before this present price-cut became effective. Now of course this rate of sales will be at an even faster pace. Hudson and Essex have been brought within the reach of thousands of additional owners.

"We look for the final months of 1925 to be the best part of the year."

RENTING YOUR ROOM

Within the next two weeks Birmingham will witness the annual invasion of school teachers. If you have a room that you want to rent, be sure to phone or bring in your "Classified Ad" for next week's Eccentric. Our numbers are 11 and 12.

Always get your "Classified Ad" into the Eccentric office before each Wednesday night.

Outclassing All Fours and All Sixes Under \$1500

Forget costly Fours—This brilliant new Oakland Six now sweeps away even their last argument of price.

Choose a Six—But buy on a value-basis alone and get the very utmost for your money.

What Six at Oakland's price offers you the advantages of Air Cleaner, Oil Filter, Four Wheel Brakes and Fisher Body in enduring Duco?

What Six and Oakland gives you the positive freedom from vibration afforded



OAKLAND SIX
 BLOOMFIELD AUTOMOBILE CO.
 113 BROWNELL ST. Near E. Maple Ave. Birmingham
 Phone 550

WINNING AND HOLDING GOOD WILL

PRODUCT OF GENERAL MOTORS

Standard

Announcing Important Changes in Bodies and Chassis

Added Beauty and Utility Closed Cars in Color

No Increase in Prices

All-steel bodies on Tudor Sedan, Coupe and open cars. Bodies and chassis both lowered. Larger, more attractive fenders, affording greater protection. New improved transmission and rear axle brakes on all types. One-piece ventilating windshield on closed cars; double ventilating type on open cars. Curtains opening with all doors on Touring car and Runabout. Closed cars in colors, with upholstery of finer quality to harmonize; and nicked radiator shells. Many other refinements now add to the beauty and quality of these cars. See your nearest Authorized Ford Dealer today for complete details.

Ford Motor Company
 DETROIT, MICH.