

## Chevrolet Opens Two More Offices

The Chevrolet sales organization, endeavoring to keep pace with the demand for the new car, has opened two more zone offices, one at Indianapolis, Ind., and another at Jacksonville, Fla., as additional connecting links between factory and dealer.

The company now has 26 zone offices in the United States. During the summer the Jacksonville branch will erect a large brick storage building.

The Indianapolis office, known as zone office 25, has been established at 54 Monument Circle, Indianapolis. It is in charge of Charles R. Lee, who will assume the responsibilities previously spread between three zone offices in adjoining states, his jurisdiction covering all except one or two counties of Indiana. Because of

the geographical convenience of nearby Chicago, parts and car stocks, the Indianapolis office carries no stock.

According to C. E. Dawson, assistant general sales manager of the Chevrolet Motor company, increasing volume of sales throughout Indiana necessitated establishment of the Indiana office to assure prompt attention to the needs of the 87 direct dealers and the 34 associate dealers now included in the zone.

The new factory branch at Jacksonville, now in temporary quarters at 116 Main street, was opened recently as zone office 26 when it became apparent that the facilities of the Atlanta, Ga., zone office were inadequate for the rapidly increasing Florida trade. Under the direction of Zone Sales Manager Chester A. Smith it will serve as the distribution center for Florida and southern Georgia.

Plans are being drawn for a two-

story building to provide reserve storage for cars and a \$50,000 stock of parts.

## Taking the Water Out Of the Soup

During the war, when a dozen new recruits were added to the company of soldiers just before mealtime, the mess-sergeant would yell to the cook:

"Put another gallon of water in the soup."

So, while it looked like soup, the soldiers got chiefly water.

It's the same in buying some automobiles. There's a lot of "water in the soup."

By that is meant the incidental profits, not represented by any physical value whatever, in the car, for which the customer pays, just the same.

If the manufacturer doesn't make

his own engine, buying it elsewhere, the \$50 and more in profits, freight, overhead and handling charges added to the price of the car to compensate the engine maker is that much "water in the soup," points out Studebaker, which makes its cars complete, so it doesn't have to "put water in its soup" to "feed" engine makers, body makers and manufacturers of differentials, springs, clutches, axles, propeller shafts and the like who have to have their share, even if they aren't part of the original automobile company.

More than this summer,

motor car buyers are shying away from cars in which builders have yelled to pay for "water in the soup."

Put some more water in the soup."

## Graham Brothers Again Move To Larger Factory

Following closely the information that Graham Brothers produced more 1½-ton trucks than any other manufacturer during the first quarter of 1925, and ranked second in the 1-ton and 1½-ton fields combined, comes the announcement that their Detroit factory has again found it necessary to take greatly enlarged space.

On June 18, it is also announced, Graham Brothers opened a new Pacific coast plant in Stockton, California. Including Graham Brothers, Canada, Ltd., this gives them four factories.

The rapidity of Graham Brothers' growth is clearly indicated by the repeated increases in their space requirements—which have much more than doubled each year since 1921.

The first Detroit plant, in 1921, had 13,000 square feet. During 1922 this was increased to 27,000 and during 1923 to 40,000. In May, 1923, they moved into a plant of 60,000 square feet, more advantageously located with respect to Dodge Brothers from whom they obtain the engine for their trucks. Some still more space was required. First, 36,000, then 50,000 more square feet were added, and on June 1, 1925, another move gave them 250,000 square feet.

Graham Brothers now have a space under one of roof 400 feet by 600 feet in a steel and concrete building which was erected by Dodge Brothers during the winter of 1921-22 as an ordinance plant for the manufacture of recoil mechanism for 155 millimeter French heavy guns.

The new plant has been laid out for direct flow of materials, units and parts from the receiving docks through the various departments and stockrooms to the assembly line without any retracing or unnecessary handling.

Materials from the railroad cars are unloaded on covered platforms 400 feet long by 40 feet wide and conveyed down an aisle 24 feet wide by 540 feet long in the main building to the proper stock-rooms or departments.

At the extreme end of this aisle and at right angles to it is the frame assembly line. While the frame travels a distance of 100 feet, wrong side up, on a conveyor, the necessary brackets are hot riveted in place and the springs and front and rear axles are attached.

The frame is then taken by a small overhead conveyor, turned right side up, carried through an enamel spray and then through an enamel oven 200 feet long. The passage is timed at 30 minutes and the temperature is carefully controlled to insure proper baking of the durable, lustrous enamel.

As the frame emerges from the oven it is picked up by another overhead conveyor which takes it around a right angle turn and places it upon the final assembly conveyor. This conveyor is 400 feet long and travels about 4 feet per minute to produce 150 trucks per 9 hour day.

During the first 100 feet the wheels with tires are mounted on the axles. Then, the chassis, still moved by the long chain, rolls onward on its own wheels. With the regularity of clockwork the various units are placed in position and the various bolts and nuts are securely tightened with special pneumatic wrenches.

Inspection of the assembly line in full swing shows clearly how, with increased production and adoption of the assembly methods of Dodge Brothers, it is possible for Graham Brothers to deliver such exceptional truck value at a low price.

## General Motors Executives Meet

Pontiac, Mich., July 2.—Alfred R. Glancy, president and general manager of the Oakland Motor Car company, was host this week to members of the executive committee of the General Motors Corporation. In addition to Alfred P. Sloan, Jr., president of General Motors Corporation, the delegation included Charles S. Mott, vice president, Lawrence J. Fisher, vice-president of General Motors and president of the Cadillac Motor Car company and Charles T. Fisher of Fisher Body Corporation.

Lapheon at Mr. Glancy's home in Bloomfield Hills was followed by a business session at which Oakland's plans and policies for the future were outlined by Mr. Glancy and discussed by the committee.

In speaking of the business outlook for Oakland, Mr. Glancy said, "I am very much pleased with the showing made by the Oakland division. During the course of a recent field investigation, accompanied by several General Motors officials, I was impressed by the general attitude of enthusiasm expressed by Oakland dealers who, I believe, are reflecting a similar attitude on the part of the buying public. We are anticipating great things from Oakland in the near future."

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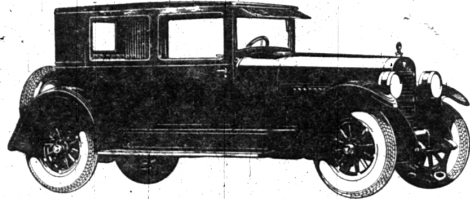
## World's Greatest Buy

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## for the HUDSON COACH

Throughout Hudson's long-time policy of giving greatest value for the money, this is the lowest price, the finest Hudson, the greatest value Hudson ever offered. Only Hudson's exclusive advantages of the famous patented Super-Six principle combined with the world's largest production of 6-cylinder cars make it possible. By greater margins than ever before it is today the "World's Greatest Buy."



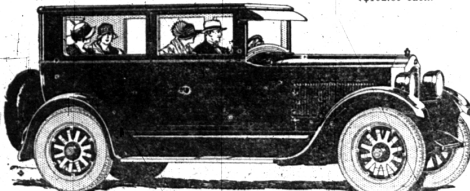
Hudson - Essex World's Largest Selling 6-Cylinder Cars

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STUDEBAKER  
Special Six Coach  
\$570.00 down and 12  
monthly payments of  
\$102.60 each.

## Why Call It a Coach?

THEY couldn't understand! "Why call a coach—why confuse it with cheap closed cars?" asked the dealers at a recent Studebaker meeting. "Surely it would be better to name it the Special Six Coupe."

To be sure, the Special Six Coach is upholstered in fine quality of material—with high-grade carpeting—and heavy decorative door pulls to assist passengers in alighting.

To be sure, it is lacquer finished in two styles—beautiful Studebaker blue or a rich duotone finish of Wyandotte green-gray above and Ponce green-gray below.

And, furthermore, to get a coach as large and roomy you must pay more than \$1,000 above the price of this car.

But the fact remains—that it carries the lowest price at which a fine closed car has ever been sold on the world-famous Special Six chassis.

It is a coach—in price alone. But in quality—a fine type of five-passenger coupe.

From the very beginning, the coach has been an effort towards economy on the part of automobile manufacturers. But, unlike other manufacturers, Studebaker has been able to build a coach without sacrifice in essential quality—and offer it to you at an accepted coach price.

### The reason for sound quality at coach price

Studebaker builds all of its own closed bodies—builds finer coaches than have been built before—and builds them at a lower cost—because there is no outside body-maker's profit to be included in the purchase price to you.

This Special Six Coach is built complete—both body and chassis—in Studebaker plants. It is a "one-profit" automobile.

In buying a closed car, do not underestimate the importance of engine and chassis. With extra weight to carry, these units become increasingly vital.

### Plus—the Special Six Chassis

This fine coach body is especially designed for and mounted on the Special Six chassis, which has contributed to the splendid reputation of Studebaker cars for dependability, endurance and reserve mileage.

Definite records show that many Studebakers have delivered from 125,000 to 200,000 miles of service. Up in the rugged country around Three Rivers, Quebec, there are eight Studebaker cars that have each traveled 100,000 miles or more.

In Stockton, Calif., one Studebaker car has plied up 138,000 miles over steep mountain grades and rough country roads with negligible upkeep—not a single major part has been purchased or repaired by reason of wear or accident.

So do not buy this Special Six Coach with the expectation that you'll have to trade it in at the end of a year or so. Instead, consider this your permanent investment in transportation. At the mileage when other cars are breaking up, this Studebaker Special Six Coach will just be breaking in.

### Buy now—no need to delay

You may buy this Studebaker Special Six Coach today—or on any day of the year—with the confident assurance that no act of ours will stigmatize it as a "last year's model."

For Studebaker has discontinued the custom of presenting a new line of cars each year. Instead Studebaker will keep up-to-date all of the time—introducing new improvements and refinements as their merit is proved through practical use.

## DODGE BROTHERS COMMERCIAL CAR

Ten years of skillful and conscientious engineering have been invested in this sturdy vehicle.

Dodge Brothers will always protect this investment by steadily enhancing the car's exceptional value.

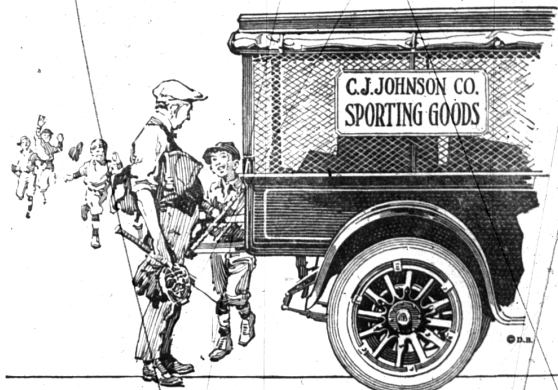
There can never be any relaxation in the policies, practice and ideals which have been the corner stone of Dodge Brothers success.

## Evans-Jackson Motor Co.

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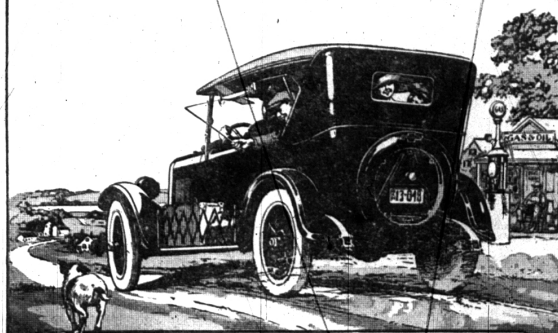
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