

# AUTOMOBILES

## Chevrolet Sales Convention Success

Detroit, Mich., June 13.—The national convention of 450 members and

executives of the Chevrolet organization which ended June 10 with a banquet at Hotel Statler, was declared by R. H. Grant, general sales manager, to be the most successful affair of its kind in his long

experience. The gathering included the regional and zone sales managers and representatives who directly supervise the 3,600 retail dealers and the 2,900 associate dealers.

"The plans worked out at the convention should assure to Chevrolet a continuation of its leadership," Mr. Grant said.

A group of General Motors corporation executives attended the banquet. It included Alfred P. Sloan, Jr., president; C. S. Mott, Donaldson Brown and John L. Pratt, vice-presidents; C. F. Kettering, vice-president of the General Motors corporation and president of the General Motors research corporation; and B. G. Koehler, executive secretary of the general sales committee of the General Motors Corporation. W. S. Knudsen, president of Chevrolet; G. E. Dawson, assistant general sales manager of Chevrolet; and O. E. Hunt, chief engineers, also were at the speakers' table.

The banquet marked the farewell to the Chevrolet organization of D. S. Eddins, former assistant general sales manager, recently made general sales manager of the Olds Motor Works. He was presented with a large chest of silver tableware and a testimonial signed by executives of the Chevrolet central office and the regional and zone sales managers. Mr. Grant was given a silver and ivory gavel and a testimonial book signed by the entire group of delegates.

## Dodge Car Ranks High In Texas

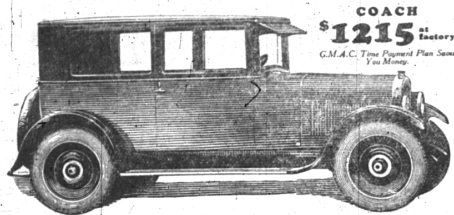
The following letter received by the Evans-Jackson Motor Co. is but another testimonial of the excellent service given by Dodge Brothers motor cars:—

"The Dodge car in Texas is considered right at the top. I really didn't realize when I bought a Dodge what a popular car it was, and I can hardly imagine that any car, in any price class, would stand what mine has been through at such little cost. Have spent hardly anything at all for repairs, have gone over 30,000 miles, and for all practical purposes I would just as soon have my Dodge today as a brand new one. It has never run finer than it does now. Only yesterday I demonstrated my car for a Dallas salesman with the local agency and the prospect was so well pleased there is no doubt the sale will be made.

I hope you have had your share of the success the Dodge has made, and hoping to hear from you soon.

Yours truly,  
"W. R. MUSKIN."  
8103 So. Hoover St.  
Los Angeles, Calif.

Every advertisement in the Eccentric is a message from the merchant to you, folks. When you want to go to a theater you read the theater announcements to see if you'll like the show. You may read what local merchants have to offer each issue of the Eccentric—in this way the merchant's message is brought to you very freely!  
ads217



## Facts—Not Claims

**Oakland has proved—Owners have proved—and you can prove these facts about Oakland performance.**

**Flexibility**—We do not hesitate to match Oakland's flexibility against that of any car. And by this we mean its lightning getaway, brilliant acceleration, instant responsiveness.

**Power**—Ability to travel at sustained high speed mile after mile—to take steep hills on high—to pull you through the toughest going—these are just a few of the thrills which the great power of Oakland's highly developed, six-cylinder engine gives you.

**Control**—Quick, sure braking and skidless stops with Oakland's time-proved four-wheel brakes—easy operation, thanks to automatic spark, centralized controls and easy gear shifting.

And adding full measure to your satisfaction are **Fisher Body, Duo Finish and Balloon Tires.**

We invite you to drive an Oakland Six and match its performance against that of any other car.

Bloomfield - Oakland Sales & Service  
113 BROWNELL ST. PHONE 550

WINNING AND HOLDING GOOD WILL  
**OAKLAND SIX**  
PRODUCT OF GENERAL MOTORS

# AN IMPORTANT CHANGE IN POLICY

STUDEBAKER herewith announces the discontinuance of the custom of presenting a new line of automobiles each year. Instead of bringing Studebaker Cars dramatically up-to-date once in twelve months, we shall keep them up-to-date all of the time—with every improvement and refinement made available by our great engineering and manufacturing resources. This policy not only directly benefits present Studebaker owners, but it also enables purchasers of new cars to obtain models that are always modern—without the necessity of waiting for annual changes, and without the danger of their new cars becoming obsolete.

**B**ACK of this new policy is an amazing story—of interest to everyone who owns or expects to own an automobile.

The dramatic success of the present line of Studebaker Cars is one reason for this important change. Month after month we keep breaking records—sales keep piling up. This year we will sell almost four times as many automobiles as we produced in the big boom year which followed the war.

Owners report endurance records, even beyond our greatest expectations. Out in the rugged mountain regions where Studebaker sells four times its normal proportion of cars, owners talk about these models in the most extravagant terms. In 1924 the Corporation's sale of repair parts dropped to \$10 per car per year. Mechanical stamina under severe usage—remarkable performance under the most difficult travel conditions—these are the qualities for which Studebaker Cars have long been noted.

Surely, these significant facts prove beyond any

shadow of doubt that Studebaker Cars are soundly engineered and manufactured and eminently satisfactory in the hands of owners, that drastic annual changes are not required.

Improvements and refinements will be made from time to time. New features will be added. When our engineering department (as instigated at a cost of more than half a million dollars a year) devises an improvement in any model, it will be made without regard to the calendar.

As in the past, we shall continue to pioneer vital betterments that have proved their merit through practical use. Alert, aggressive, receptive to new ideas, resourceful in executing them, guided by scientific research and spurred by imagination, the Studebaker organization proposes to build better motor cars than ever before.

Now you may buy a Studebaker on any day of the year with the confident assurance that the sturdy, thrifty, one-profit car you drive away will not be stigmatized by any act of ours as a "last year's model." Today, in even more generous measure than in the past, Studebaker Cars offer the utmost value for the money.

THE STUDEBAKER CORPORATION OF AMERICA, SOUTH BEND, INDIANA

**STUDEBAKER**  
MOTOR CARS  
*This is a Studebaker Year*

# Progress

Two recent developments have focused public attention on Graham Brothers Trucks as never before.

One was the sweeping price reductions of May 15th, ranging from \$80 to \$160.

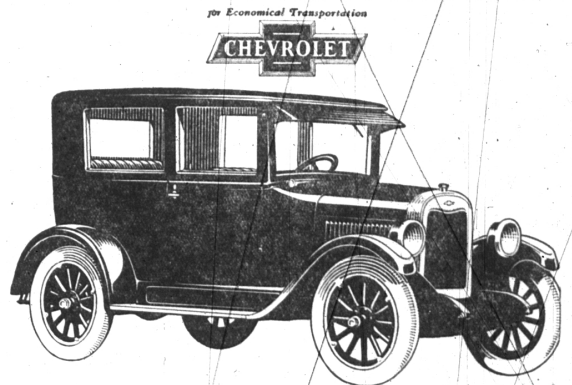
The other was Graham Brothers ascendancy to leadership by building more 1½ ton trucks than any other manufacturer in the world, during the first quarter of 1925, and by achieving second position in the 1 ton and 1½ ton fields combined.

Progress such as this deserves public attention—and eliminates all doubt as to the logical truck to buy!

Evans-Jackson Motor Co.  
119 SOUTH WOODWARD AVE.

PHONE 301 Birmingham, Mich.

**GRAHAM BROTHERS TRUCKS**  
SOLD BY DODGE BROTHERS DEALERS EVERYWHERE



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- Duco Finish  
*luster and color last for years*
- Economical Motor  
*famous for its power*
- Long Semi-elliptic Springs  
*wonderful comfort in riding*

The World's Lowest Priced Fisher Body Coach—

**\$735**

f. o. b. Flint, Mich.

A remarkable example of quality at low cost. This Chevrolet coach offers you fine car features with a complete list of appointments—the greatest coach value in the world today. But you cannot fully appreciate how fine a car this is until you ride in it. Call at our showroom today.

Roadster	\$525	Commercial	\$425
Touring	525	Chassis	
Coupe	715	Express Truck	
Sedan	825	Chassis	550

All prices f. o. b. Flint, Michigan

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