

# AUTOMOBILES

## Auto Maker Must Look Into Future, Says Oakland Head

While the so-called saturation point in the motor car industry will ever be in the distant future, due to growth in population and the ever widening and new uses to which the motor car will be put, the time has arrived for intensive organization and co-ordination—in other words, preparation for the "long haul" period, in the opinion of C. W. Matheson, vice-president and director of sales of the Oakland Motor Car Company.

"The Motor Car Company that is building for permanence must make preparatory for at least five years in advance," he states. "Intensive merchandising requires intensive organization, which means sound engineering, economical production, and salesmanship of the highest order in the whole dealer organization. In line with the General Motors plans to prepare for this "long haul," Oakland has just put into operation plans that look to increasing, permanent business for years in the future. "Probably the greater step looking forward to sound business connections with dealers was the announced policy of the General Motors Corporation last year that none of its units would "overload" its dealers with cars. This policy is being conscientiously followed by Oakland. "In planning for sound dealer connections, Oakland has recently inaugurated a most comprehensive sales development department to help the dealers' sales organizations. We feel that it is very much to our own interest to train the dealers' salesmen in the most modern merchandising methods and to this end are conducting sales schools among our dealers throughout the country. We desire to eliminate the "floater" type of salesman by preparing salesmen for a life work. "Our engineering department is keeping pace with the intensified methods used in merchandising. We

not only have a chief engineer and assistant engineer, but also a body designing engineer and an automotive electrical engineer, as well as experimental, tool and metallurgical engineers. Our four chief engineers headed, for a number of years, the engineering staff of the Cadillac Motor Car Company.

"We are selecting our dealers slowly and carefully, as we want them with us for years. The fact that our dealers are building new and most modern sales and service buildings indicates their faith in the industry.

"We are constantly improving production methods and likewise improving our models. We do not economize at the expense of the car, but build to a standard of quality rather than to a price. We believe this policy pays in the long run.

"It might all be summed up in the statement that we are planning at least five years ahead by putting into operation new methods of production and merchandising that we expect to bear fruit years in the future."

### Hudson Co. Offers New Brougham Car

A new four-passenger brougham—a strikingly handsome car—is announced by the Hudson Motor Car Company.

The new car is a four-door, close coupled type, with leather seat quarters. The general lines are typical of Hudson construction and design. The whole effect is one of striking smartness and style.

Cars Custom Built.

"These cars are custom-built by

one of the oldest and best known body manufacturers in the country," said Boughner Bros., local Hudson-Essex dealers. "The construction is all-aluminum, and the details of trimming and fittings are of the same standard as the Hudson sedans in the seven-passenger size. This car will be recognized at once as one of the handsomest on the streets.

"The outstanding feature, however, is that they are given a quantity price. Hudson-Essex is now the largest six-cylinder manufacturer in the world, and all its costs and manufacturing expenses are distributed over a very large volume of business. This fact has made possible the unusual price which Hudson has established on this car.

**May Largest Month.** "With its custom-built body and the advantages of the famous super six chassis this brougham will be one of the finest cars anywhere. It really must be seen to be appreciated in its fitness of details and its general impression of luxury and smart beauty.

"The general volume of Hudson-Essex business is at an unprecedented rate. This month will be the largest we ever have known, and it would be much larger if we had as many cars as the public asks us for. We are making every possible effort to deliver cars promptly, but the demand is so unusual that the task is almost beyond us."

**No Profit in Revenge**

Revenge, that thirsts droopy of our souls, makes us covet that which hurts us most.—Massinger.

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### OLSEN'S MARKET

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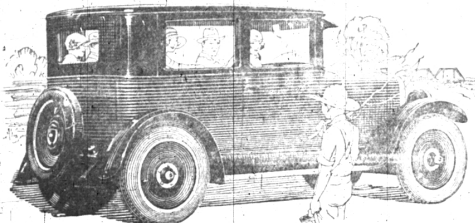
110 South Woodward Ave.

## PALMER, BLACKMER & CO.

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Birmingham, Mich.

## Do You Know Today's Oakland Six?



**Coach \$1215** at factory  
*General Motors' Time-Payment Plan saves you money*

You don't know the Oakland of today until you have driven the new Oakland Six. Even with all the good things people are now saying about the car you must know it first-hand to appreciate it. // Accept our invitation to put an Oakland to any test that you want to. Certainly it's good business on your part to know comparative car values before you make your choice. // Learn what Oakland's powerful six-cylinder L-Head engine—four-wheel brakes—Fisher body—Duco finish—centralized controls and balloon tires actually mean to your driving satisfaction.

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

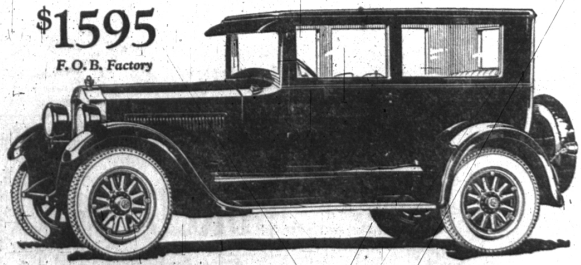
WINNING AND HOLDING GOOD WILL  
**OAKLAND SIX**  
PRODUCT OF GENERAL MOTORS

# Announcing the new STUDEBAKER Special Six Coach

Here is a low priced closed car that will appeal to those who do not want the ordinary type of coach. Studebaker builds this coach complete—body as well as chassis—thus saving the profit which other automobile manufacturers have to pay to outside body builders. As a result, the price is much lower than that of any other car of equal style, performance and dependability. Come in—let us show you this New Studebaker Coach.

Abundance of room for five passengers. Unusually wide doors. Broad seats. Plenty of leg room. No need for occupant of folding seat to get out when others enter or leave. Body finished in Wyandotte green, with satin-black top. Engine of remarkable power, smoothness and acceleration. Safety lighting control. Full-size balloon tires.

**\$1595**  
F.O.B. Factory



**WURSTER & STAPLETON**

Service Station back of Post-Office 129 W. MAPLE AVE. PHONE 674

THIS IS A STUDEBAKER YEAR

# Leadership

In the first quarter of 1925 Graham Brothers built and sold more 1½ ton trucks than any other manufacturer in the world.

In the 1 ton and 1½ ton fields combined, Graham Brothers ranked second.

Publication of these facts is prompted wholly by the belief that truck buyers are entitled to know the trend of the times. With the facts before them, few would consider buying other equipment without first determining the reasons for Graham Brothers rapid advance.

Evans-Jackson Motor Co.  
119 SOUTH WOODWARD AVE.  
PHONE 301 - Birmingham, Mich.

# GRAHAM BROTHERS TRUCKS

SOLD BY DODGE BROTHERS DEALERS EVERYWHERE