

AUTOMOBILES

NEW CREDIT PURCHASE PLAN IS ADOPTED BY DODGE BROTHERS CO.

Announcement is made by Dodge Brothers, Inc., that they have adopted a new plan for financing the sale of Dodge Brothers Motor cars and Graham Brothers trucks, which is to be known as Dodge Brothers Credit Purchase Plan and which facilities are now being offered by Commercial Investment Trust Incorporated and its affiliated companies to all Dodge Brothers dealers.

It is expected that it will be generally adopted without delay by Dodge Brothers, Inc. Dealers, who are now being instructed in its details by Dodge Brothers, Inc., and Commercial Investment Trust representatives. "All details will be available through dealers to anyone interested in the purchase of a Dodge Brothers Motor Car or a Graham Brothers Truck after the new plan

becomes effective, October 1st," it was said at Detroit.

A letter by President F. J. Haynes to all Dodge Brothers dealers included the following: "Our policy having always been that the lowest possible cost should prevail to the public, the Dodge Brothers Credit Purchase Plan should, because of its low rate, appeal to all buyers of Dodge Brothers motor cars desiring credit.

"The Plan makes it absolutely unnecessary for a purchaser of a Dodge Brothers motor car desiring credit to pay more than the rates quoted."

\$3,000,000 Equipment Ordered For New Car

Pontiac, Mich., October 22.—Orders for special machinery and equipment totalling nearly \$3,000,000, have already been placed to build the new car announced by the General Motors

Corporation. This car will be produced and distributed by the Oakland Motor Car Company as compared to the present Oakland Six.

A. J. Brandt, works manager at Oakland, states that already 20 per cent of the new equipment has arrived and is being installed in the Oakland factories.

Seventy-five tool designers have been engaged since early in June drawing up plans for the new machinery, tools and special equipment, and 125 more men have been engaged in rearranging the layout of the factories for the production of the new car.

Mr. Brandt reports that 500 new machines have been ordered as part of the additional equipment necessary to build the engine alone. First production of the new cars will be handled on an assembly line paralleling the present Oakland assembly. Additional assembly lines will be placed in operation as production gets under way.

Big Gain In Trucks For Graham Brothers

Official figures disclose the fact that production of trucks by the entire industry during the eight months of 1925 exceeded the figures for the corresponding period of 1924 by 23 per cent, according to C. B. Evans of Evans-Jackson Co., local Dodge Brothers dealer.

"Compared with this sound, healthy gain made by the industry as a whole," explained Mr. Evans, "Graham Brothers sales increase of 105 per cent for the first eight months of this year over sales for the same months last year is convincing evidence of public recognition of the merit of their product.

"An annual increase in sales of over 100 per cent is not unusual with Graham Brothers," Mr. Evans continued. "Their sales in 1922 exceeded their 1921 sales by 184 per cent, 1923 exceeded 1922 by 108 per cent, and 1924 exceeded 1923 by 54 per cent. The 1925 growth would logically be expected by anyone who is familiar with their policy of giving the greatest possible truck value at the lowest possible cost.

"To produce sufficient trucks to supply the constantly growing demand has necessitated repeated and extensive enlargements in manufacturing facilities. When Graham Brothers moved into their new Detroit factory, July first this year, their 250,000 square feet represented a 10-fold increase in floor space in Detroit in a little over four years. In addition to this modern steel and concrete building, ideally laid out for economical manufacture of high-grade trucks, and to their immense plant in Evansville, Ind., Graham Brothers have a plant, opened this summer, in Stockton, California, to manufacture trucks required by their dealers in the Pacific Coast and the Rocky Mountain States.

"Within the few months since the Stockton plant was opened the rapidly increasing demand in the far western states has far exceeded expectations and it is understood that plans are already being made to increase its size.

"Graham Brothers have also a large factory in Toronto, Ontario to supply constantly growing Canadian market for their trucks.

"As improved facilities and increased production have reduced manufacturing costs the savings have been shared with the buyer in the form of price reductions. But at the same time the truck has been constantly improved—never has any change been made except to give the buyer a better truck.

"The rise of Graham Brothers in the short period of five years to the position they now occupy—first in the production of 14-ton trucks—is certain evidence that the public recognizes the merit of their product.

G. M. A. C. Plan Aids Time Payment Buyers

The sharp reduction in list prices announced by several leading motor car manufacturers about sixty days ago caused somewhat of a sensation among automobile buyers.

A corresponding reduction in the cost of time payments on motor cars, just as far-reaching in its effect, was announced about the same time by one of the largest financing corporations, yet passed almost without notice.

"This latter reduction, made by the General Motors Acceptance Corporation, while not so spectacular as the low list prices of several cars, is equivalent to a decided reduction on General Motor cars," states C. W. Matheson, vice-president and director of sales of the Oakland Motor Car Company.

"In the case of Oakland cars, for instance, it means a reduction of as much as \$40 to \$60, according to body type. Wise motor car buyers who purchase cars on time are scrutinizing more closely than ever the differential between the list and delivered prices of cars. High financing charges can easily increase delivered price as much as three to five per cent.

"The G. M. A. C. plan was established six years ago and at that time offered the lowest time payment rate on the market. Increased volume of business has enabled this organization to still further cut charges. This means a substantial saving to the purchaser, for the time payment charge is a part of the total cost of the car to him.

"This saving to the purchaser has been accomplished by reason of the fact that G. M. A. C. was created from General Motors and was started with a view to a profit on the invested capital, but primarily for the single purpose of reducing further the cost of the car to the purchaser.

"It is General Motors' policy that the purchaser should benefit by all economies effected in engineering, manufacturing or merchandising operations. Through the medium of the G. M. A. C. plan, more than one million purchasers of General Motors cars have had the use of their cars while paying for them conveniently out of income at the lowest available time sale rates.

STATE OF MICHIGAN—The Probate Court for the County of Oakland. At a session of said Court, held at the Probate Office in the City of Pontiac, in said County, on the 6th day of October, A. D. 1925.

Present: Hon. Geo. Stockwell, Judge of Probate.

In the Matter of the Estate of Russell C. Reynolds, Deceased. Jane Stanford, administratrix of said estate, having filed in said court a petition praying that the time for the presentation of claims against said estate be limited and that a time and place be appointed to receive, examine and allow claims and demands against said deceased and by said court.

It is Ordered, that four months from this date be allowed for creditors to present claims against said estate. It is Further Ordered, that the 16th day of February, 1926, at eight o'clock in the forenoon, at said probate office, be and is hereby appointed for the examination and adjustment of all claims against said deceased.

ROSS STOCKWELL, Judge of Probate. A true copy. DAN McGAFFY, Register of Probate. 23-17

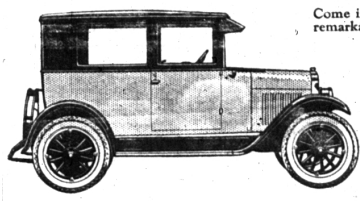
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BERGER SALES COMPANY
505 N. Woodward Avenue Phone 851
Open Nights and Sundays Birmingham, Mich.

QUALITY AT LOW COST

DODGE BROTHERS, INC. ANNOUNCE

A new and attractive Credit-Purchase Plan, now in operation throughout the United States.

This plan, devised and approved by Dodge Brothers, Inc., enables a purchaser of a Dodge Brothers Motor Car to extend his payments over a period of twelve months at a minimum credit charge.

So favorable to the purchaser is this arrangement, that practically anyone can now own a Dodge Brothers car without financial inconvenience.

Ask us, without obligation, for full particulars.

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

USED CAR DIRECTORY

1924 Durant Touring. 1924 Big Six Studebaker Touring. 1922 Dodge Touring. 1924 Packard Touring. 1921 33 Pass. Dodge Coupe. Other Cars in Good Condition and Representing Excellent Values. EVANS - JACKSON 119 S. Woodward Ave. Phone 301 Birmingham Mich.	CERTIFIED BARGAINS Ford Roadster Essex 4 Touring. Liberal Payment Plan WURSTER & STAPLETON 132 W. Maple Ave. Phone 674 Birmingham Mich.	Overland 91 Touring (year 1923). 1924 Chevrolet Touring. 1923 Olds Touring. 1 Essex Six Coach, late 1924. EVERY CAR A REAL BUY BOUGHNER BROS. 132 S. Woodward Ave. Phone 70 Birmingham Mich.
1920 Hupp Touring. 1922 Mercer Coupe. 1922 Jewett Coupe. 1922 Nash Touring. 1923 Nash Touring. 1923 Gray Touring. 1923 Overland Touring. ALL USED CARS IN A-1 CONDITION BELL BROS. GARAGE 122 East Maple Ave. Phone 709 Birmingham Mich.	Dodge Touring—1921 Gray Sedan—1924 Ford Sedan—1923 Ford Light Delivery—1923 Chevrolet Touring—1922 Chev. Light Del. Truck. Ford Touring—1920 BERGER SALES 505 North Woodward Ave. Birmingham Mich.	

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