BITS OF BIRMINGHAM

iousands of readers each week int's a classified market you t afford to miss. Other people t those miscellaneous house-items you have no further for. Reach these buyers ugh low-cost Eccentric classi-ads. Phone MI 4-1100 for teous classified ad assistance.





TO EACH AND EVERY ONE

Dear Santa . . .

s would like for you use at a more than the provided with the prov

Please give me a tom tom, size 2 ice skares, fighting lady and a gon with toy black french podle. I have been a good boy. I am 5 years old and am sick today. I would like some Christmas tree bulbs too.

owboy suit. My name is Eddie Huebne nd 3 years old. Eddie Huebner 2257 Derby Road P.S. Thank you Santa and Merry Christmas and Happy New Year.

COMMUNITY HOUSE

CALENDAR

ng Friday, Dec. 23 —Senior Men's Club Meet

Tuesday, Dec. 27 10 a.m.—Senior Mens Club Meet

Wednesday, Dec. 28 8 p.m.—Rebekahs Meeting

New Officers South Oakland

South Oakland
Three southern Oakland County
residents have been elected officers
of the Detroited officers of the Detroited of the Detroited
Emanuel A. Morse, 23094 Kipling, Oak Park, will serve as presterm of the Detroited of Great Lakes Steel Corporation,
Gordon L. Lamphere, assistant
of Great Lakes Steel Corporation,
Gordon L. Lamphere, assistant
branch of the Poter the Detroit
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Christmas is a Family day . . .

BIRMINGHAM

A day hallowed to the memory of the first Christian family . . . A day when hearts well with love for those whose blood is one with ours . . . A day whose greatness lies in its profound simplicity . . . A day whose spirit of peace and goodwill must endure if the world is to live . . . A day when greatest joy comes in giving joy . . . A simple, sincere, significant Family day . . .

Our entire staff joins in wishing you this kind of Christmas.

McCLELLAN-BALL CO.

BIRMINGHAM, MICHIGAN

Dec. 21, 1900 THE BIRMINGHAM (MICH.) ECCENTRIC 5-A Sales Plan Studied

Commissioners Want Mall Information



Sales Plan Studied By Auto Industry 1. was a view work with the order of complete the complete ANNOUNCING PAYMENTS TO RAMBLER BUYERS AS RAMBLER'S SALES VOLUME INCREASES

Why You Should Join Rambler's New **Crusade For Adequate Progress Sharing With Customers**



GEORGE ROMNEY

Rambler's rise to a top position has us in position to undertake a new sade. This program, which could pro greater individual and national ben

greater individual and national benetits than any we've yet undertaken, calls for customer progress sharing.

As volume goes up, costs come down. So, sharing economies that would result from a 50% Rambler sales gain over last year for the period December through March could provide payments to customers of 18,60%,062.

But, before presenting our new Rambler crusade, let me review some highlights of the first one.

When we forged our basic Rambler
When we forged our basic Rambler

highlights of the first one.
When we forged our basic Rambler concepts, U.S. cars were in a size, horsepower and styling-change race that cost the car buyer money. So, we developed the compact, economical, modernly engineered Rambler.

CONSUMER BENEFITS FROM

Because of low volume, we had to price our first Rambler Americans about equal with Chevrolet and Ford, traditionally "lowest priced." As our output and economies in-creased, we shared the resulting eco-nomic advantages with Rambler cus-tomers. Despite inflation, we kept prices low. We also concentrated on durability

nomic advanages with Ramber customers. Despite inflation, we key prices low. We also concentrated on durability and quality. That is why Ramber excels in trouble-free operation, as shown by trade surveys made by others.

What has this done? It has increased our sales—made us a vigorous new competitive factor, competling all competitors to introduce competition parts of the competition of th

"I believe participation by <u>all</u> consumers in economic progress is absolutely necessary in meeting the nation's economic needs."

engineering advances such as the acid-proof, rustproof Ceramic-Armored muffler and tailpipe. The Rambler line includes three

RAMBLER SALES SOAP

RAMBLER SALES SOAR
In two years, Rambler's per cent of
market has more than doubled. For the
last 38 straight months, Rambler sales
have established a new record for that
month. We want to continue this growth
by serving you even better.

THE NEW RAMBLER CRUSADE
Our new Rambler crusade, like our
compact crusade, is based on sharing
Rambler progress with car buyers.
We believe the new Rambler crusade
has timely significance. Our country
currently is experiencing a mild economic slowdown—with rising foreign
competition and weakness of the dollar,
Our larger competitions are considering
partial manufacture and importation of
ears for the U.S. market from abroad.

cars for the U.S. market from abroad. There is a general profit squeeze. We believe the greatest single eco-nomic cause is that relatively too much of the fruit of industrial effort has been going to a few well organized economic groups, not to the consumer.

CUSTOMERS TO SHARE RAMBLER PROGRESS

BUTES BOOKS DECEMBER PROGRESS SHARING PROGRA
BECEIVE
FSALES US. SAVINOS
BECEIVE
BOND PAYMENT SALES LEVELS
ARE UP
BOND DECEMBER JANUARY FEBRUARY MARCH
FEBRUARY DECEMBER JANUARY FEBRUARY MARCH
FEBRUARY DECEMBER DECEMBER JANUARY FEBRUARY MARCH
FEBRUARY DECEMBER DECEM

NOTE to all coars, "BUTERIST" means a person who arranfly saket shirtys, not places as coder, WHY IT WILL PAY YOU TO BUT NOW. This unique program is cumulative and retro-active. Early buyers can get more, but never less bonds, than buyers in succeeding and the program is completely and the succeeding of the program is the program of the program of the program is completely and the program of the program is completely and the program of t

delivery of a new Rambler or new Metropolitan between December 1, 1960, and March 31, 1961, from an authorized Rambler dealer (excluding

authorized Rambler dealer (excluding governmental sales), giving them most of the benefit of additional cost reduction resulting from further increases in Rambler sales volume. This can mean a sharing with Rambler buyers during the 4-month period of government savings bonds (Series F) with a maturity value from \$3.509,850 (10% sales increase), to \$24,290,750 (50% increase). See chart for details.

BOTH CUSTOMERS AND AMERICAN MOTORS GAIN

AMERICAN MOTORS GAIN
You have everything to gain and nothing to lose by joining this crusade. The same is true for us.
You can't lose because Ramblers are better than big cars and the best of the compacts. Ramblers are more trouble-free, more useful, lower prieed.
You make your regular deal in the regular way for a new Rambler. You othen may share proportionately in the economies and profits of higher Rambler woolme in December, 1960, and the first three months of 1961.
We gain by acquiring more Rambler owners, which will make our growing market even larger in the future. That's because Rambler some seems the most loyal "repeat buyers" of any make. Ask, your neighbor all about his Rambler, then join the Rambler erusade. Ask power neighbor all and a his Rambler, then join the Rambler erusade. Join us in focusing the nations' attentional transport of the property of the property of the property of the property of the WHOLE S. NATION.

P.5. Some may say one company can't do much about national problems as big and complex as those cited above. Well, that's what skeptics said about Rambler's first crusade. Let's remember, every great thing is born small. If this new Rambler crusade is right, it can succeed and spread, just as the compact car concept did.

Mr. Romney's recent New York Press Con-ference on "Customer Sharing and the Na-tion's Economy" attracted nations de notice. For complete text of his statements, write American Motors, Box 29, Detroit 32, Mich,

