

# AUTOMOBILE SECTION

## DODGE BROTHERS COACH

Dodge Brothers Coach measures up in every detail to the high standards of its builders.

Low, graceful and sturdy, it looks and performs the part of a true aristocrat.

The interior is roomy, comfortable and inviting.

The lacquer finish is exceedingly attractive in Dodge Brothers blue with body stripe of cartouche yellow.

The chassis is the same on which Dodge Brothers have concentrated all their experiences and resources for a decade. Comfortable riding qualities and dependable performance are therefore obvious attributes.

J. O. NEWLAND & SON

Dodge Dealers and Accessories  
ROSEBURG, OREGON



Envelopes, bill heads, calling cards, business cards, posters, the News-Review exclusive job folders, booklets of every description printed on short notice by the News-Review exclusive job printing department. Phone 136.

### 1924 BEST YEAR FOR DODGE BROTHERS

The year 1924 was the most successful in the history of Dodge Brothers, according to company executives.

While the automobile industry as a whole showed a production decrease of 8 per cent for the first ten months of the year, compared with the same period for 1923, Dodge Brothers increased their production and sales 25.6 per cent.

The figures for the remaining two months of the year will show about the same per cent of gain according to John A. Nichols, Jr., general sales manager.

"It will be recalled that 1923 was the banner year of the industry," Mr. Nichols added. "Prior to 1924, it was also Dodge Brothers best year and in view of this, our large increase last year is especially noteworthy."

"It is not exceptional for a small company, or one that is just getting under way in business, to make such an increase. But for Dodge Brothers, who stand among the three or four largest motor car manufacturers in the world, to advance so sharply over an extra good previous year, is conceded by all authorities to be actually remarkable."

"Our 1924 shipments to dealers aggregated 225,104 cars, of which 182,861 were of the passenger type and 42,243 commercial."

"Dodge Brothers ended their tenth year with a total of 1,250,000 cars built and sold. Registration records show that more than one million of this number are still in daily service, giving some idea of the materials and methods employed in building the car."

"It is public confidence, coupled with constant, diligent improvements in the car, that accounts for Dodge Brothers increased business in the face of a general decrease."

"Mr. Haynes, of course, insists that he is simply carrying out the principles that would have been followed by John F. and Horace E. Dodge, were they still in personal supervision. He began learning these principles just 25 years ago, having first met John Dodge on January 1, 1900, when he went to work for him. Mr. Dodge, at that time, was superintendent of the National Cycle and Automobile Co., of Hamilton, Ontario. The meeting with Horace Dodge followed a few months later. During the many years of their subsequent association, Mr. Haynes naturally had every opportunity to observe and analyze the methods and policies that brought the Dodge Brothers such great prominence and success and he has always said that as long as those principles continue to govern an institution, it will prosper."

Mr. Nichols also expressed the belief that the year 1925 would be even more prosperous than 1924 and that production plans are being made accordingly. Dodge Brothers dealers are uniformly optimistic and looking forward to a period of activity exceeding that of the war days.

prior to it, I have seen nothing but better business ahead for the automobile trade during 1925. The winter rains, while still not general enough, have created much optimism in the country districts. It is the good feeling we have all been awaiting for the increased sales of all lines of merchandise."

### INDEPENDENT CO. READY FOR SEASON

Oregon motorists who are planning to include a trip to California in their schedule of spring or summer outings will find interest in the announcement that the General Petroleum Corporation is this week placing its popular General gasoline on the market in the San Francisco territory.

The demand for General gasoline in that district by independent dealers who have heard of its success in Oregon and Washington and by motorists who learned its quality on their trips into the Pacific northwest has been so strong that temporary arrangements for storage and distribution have been made there and service started without waiting for the completion of the big plant under construction at Oakland, according to R. G. Rowman, manager, the General Petroleum Corporation, Oregon.

"It is expected that the new storage plant there, which will occupy ten acres and represent an investment of more than \$600,000, will be completed in time to take care of the rush period starting in the spring," he explains, "but in the meantime the independent dealers who are going to handle our gasoline will be able to get their service under way."

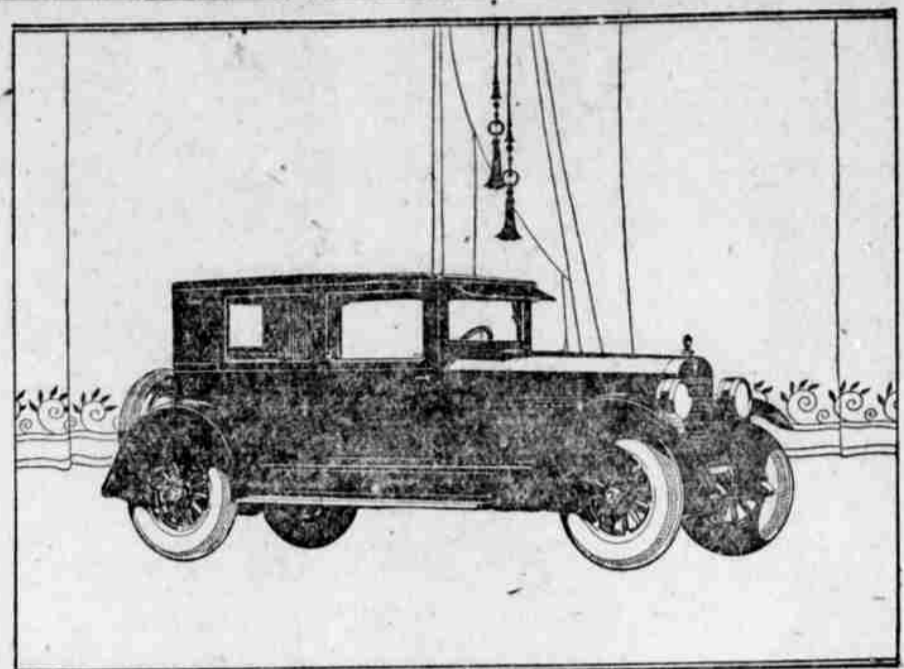
"This summer when Portland motorists drive into Oakland or San Francisco, they are going to feel very much at home, as they see the liberal supply of green-and-white General signs and realize that they can get the same good 'old-fashioned' gasoline that their engines have been accustomed to use."

### WHY SOME PEOPLE ALWAYS SUCCEED

(By E. T. Strong, General Sales Manager Buick Motor Co.)  
Being men of experience and familiar with what the public needs and demands, automobile dealers will naturally gravitate toward the company that is most successful in supplying the public's requirements.

The fluctuating dealer earns no recognition from the local banker, nor does he build up a clientele of satisfied customers who will be an asset to him in the years to come. He is utterly unable to cash in on the cumulative benefits accruing from the cars he sold in previous seasons, because by taking on other lines of cars he has automatically divorced himself from his former customers.

The dealer goes into business to make money, the same as any other business man. He markets his cars in a certain territory. He gets a certain commission from the sale of the cars. The less trouble the cars are to him in a service way, the less they will



## For Ten Years the World's Greatest Buy

Hudson's position as the world's greatest value is not merely a new attainment. For ten years the Super-Six has stood alone in mechanical supremacy. Basic patents have kept others from copying its motor. The smoothness and long life it gives are exclusive. No motor has yet equaled the Super-Six in smoothness and long, economical car life.

### A Leadership Never Disputed

Hudson, because of the simplicity of the Super-Six, has always enjoyed manufacturing advantages that permitted a lower selling price than is possible with more complicated types. That, in part, accounts for its 10 years of leadership. Hudson is the World's Greatest Value, because it costs much less than any comparable car.

And because it has always provided better looks and more comfort at less money. No rival disputes that and every motorist knows it.

The World's Largest Builders of Six-Cylinder Closed Cars

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Oak and Main Streets—Phone 438 Wrecking Car—General Auto Repairing

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\$1345  
**SEDAN**  
5-Pass. \$1795 7-Pass. \$1895  
*Freight and Tax Extra*

### BUSINESS GAIN IS SENSATIONAL

Scoring the largest gain in production in the whole automobile industry, the Hudson Motor Car Company produced more than 124,000 Hudson and Essex cars in 1924, or an increase of greater than 50 percent over 1923, according to complete figures for 1924, which have just become available.

This sensational gain in business was secured, it was said, despite a general setback in the industry, and was based jointly on the success of the Essex six-cylinder car and the great wave of public demand for closed cars at moderate prices, which was exacted by the Hudson and Essex coaches.

**Success in 1924.**  
The successful record in 1924, it was said, marked the third consecutive year in which Hudson-Essex has established new production records. In 1922 about sixty thousand cars were made—a new record at that time; in 1923 a 50 percent increase boosted this total to 88,000; and in 1924 another 50 percent raised this to more than 124,000.

These three successive years of advance have been the years in which Hudson-Essex has specialized in the coach. The first coach ever developed was shown at the 1922 show on an Essex chassis. It was the automobile industry's first attempt to produce an enclosed car at practically an open car price.

The strong tendency to enclosed cars since then has carried Hudson-Essex on a wave of ever increasing business. This year has found Hudson-Essex business 50 per cent in coaches, with the open cars in recent months a rarity. This specialization has so simplified manufacture that both Hudson and Essex coaches are now sold at a lower price than open cars—the only case of the sort on record.

In the three years Hudson-Essex has made more than 180,000 coaches.

Take your printing needs to the News-Review exclusive job printing department.

### PRODUCTION IS ON UPWARD TREND

O'NEILL, Calif., Feb. 3.—Factory production on the upward trend, business generally on the Pacific coast is showing big increases, and an effort is being made to increase material shipments to take care of the production schedule increases during the next three months.

This, in brief, was an announcement from Norman DeVaax, vice-president and general manager of the Durant Motor Company of California, upon his return here from a tour of the Northwestern territory. Original estimates for production have been almost skyrocketed, and it will be necessary to bend every effort during the next few weeks to bring production up enough to take care of scores of orders that are piling up at the factories.

With the intention of getting more material for the Oakland factory, George H. Scott, assistant general manager, has left for the Eastern trade centers and will spend three weeks trying to increase shipments of material to Oakland, and visiting the national automobile show in Chicago as well.

Never, according to De Vaax, has there been such a remarkable and immediate increase of business as that of the Durant Motor Company during the month of January. Practically every member of the Star and Durant distributor and dealer organizations, have reported an increased business.

"We attribute this to two things," De Vaax said. "One is the increase in general business, and the other is the increased public attention being given the 1924 Star Car Line with the new 'Mittler' Volar Motor," and the many other advanced features. Durant business is also showing a material increase during the past month. On the trip I have just finished, as well as a trip through Southern California just



### Four-Wheel Brakes That Heat and Cold Do Not Affect

Buick mechanical 4-Wheel Brakes function properly and safely. They are designed for winter driving as well as summer. Their operation is not altered by extremes of heat and cold. Buick is engineered to be immune to temperature changes.

**MOTOR SHOP GARAGE**  
ROSEBURG Distributors for Douglas County OREGON  
BUICK MOTOR COMPANY, FLINT, MICHIGAN

When better automobiles are built, Buick will build them

### Cars Worth Having

**TERMS**

Nash Touring	\$350
Hudson Touring	\$275
Hudson Speedster	\$750
Essex 4 Coach	\$700
Hudson Sport	\$650
Buick Touring	\$350
Ford Sedan, 4-door	\$550

**Roy Catching Motor Co.**  
Across from City Hall  
Main and Oak Sts.  
Roseburg

### GARAGE

**A JUST ACCUSATION.**  
We accuse you of being indifferent to the safe-guarding of valuable property if you are risking the repair of your automobile with anyone who is not capable of expert work. Motor knowledge must be up-to-date, in every respect. We guarantee satisfaction.

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## See the New Chevrolet Coach

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