

AUTOMOBILE SECTION

AUTUMN TRIPS ARE FAMILY DELIGHT

Autumn is the ideal driving season of the year. The roads are hard, the weather brisk and pleasant, and the countryside in its most attractive dress.

That fact is undoubtedly behind the active demand for motor cars, according to Roy Catching, Hudson-Essex dealer. He estimates that even as many families are now taking week-end rides than in the usual vacation days of summer.

"This of course directs attention to the especial advantages of enclosed cars," he said. "For the autumn ride an enclosed car is almost a necessity. It can be opened during the warmer hours of the day so that all the benefits of a fresh breeze are obtained. Then when the cooler hours come along, it can be closed to give as complete protection as is desired.

"In my opinion, Hudson-Essex are still the recognized closed car specialists of the industry. No other concern builds so high a percentage of closed cars, no other has so energetically studied and developed the closed car demand, and no other has had the experience of building a third of a million coaches. The word coach, indeed, is closely allied with Hudson-Essex. Broughams and sedans are other popular Hudson enclosed cars.

"Because of the volume of production, Hudson-Essex closed cars are actually sold at less than open car prices on many other makes, which is unique in automobile industry. We know of no parallel.

"The coach has contributed mightily to Hudson-Essex success in the past few years, and yet it is neither the coach alone nor the lowered Hudson-Essex prices which have brought about this ever expanding growth.

"Neither price alone nor any one model could have accounted for

this fact. The factor responsible has been a consistent policy of giving a high degree of all-around value. It is this one distinguishing feature—good, plain, unexcelled value for the money—that has made Hudson-Essex the most popular line of sixes in the world.

NEW CREDIT PLAN EFFECTIVE OCT. 1

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 1," 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."

Studebaker builds no yearly models.

CHEVROLET WINS IN GET-AWAY TEST

The fleetness of a "human greyhound" recently failed to beat an automobile in a 100-yard dash from a standing start at the Los Angeles coliseum.

A half-dozen four-cylinder cars of different makes had been given acceleration tests in 100-yard dashes. The best time was made by a Chevrolet. Each car ran eight sprints over the distance and the results were averaged. The average time made by the Chevrolet was 10.73 seconds.

The other averages were: 11.13 seconds; 11.19 seconds; 11.28 seconds; 11.58 seconds and 12.54 seconds. The cars which ran second and third were considerably higher in price than the Chevrolet.

After the tests, the question arose as to the relative "pick-up" of the automobile and the human sprinter. A contest was arranged in the Coliseum between a Chevrolet and Keith Lloyd, cousin of Harold Lloyd. Keith Lloyd is the champion sprinter of the University of Southern California. The Chevrolet was driven by Dick Champion, former Bucknell University track star. The stop watch was held by Dean Cromwell, Lloyd's coach.

At the starting gun Lloyd leaped ahead of the car. He was in full stride before Champion had changed to second gear. The rapidly accelerating car roared after him, however, and caught him at the tape. Coach Cromwell clocked car and sprinter in a dead heat of 10.3 seconds. On comparative figures, had Lloyd sprinted against any of the other five cars he would have won without extending himself. The speed of the Chevrolet car at the finish was 32 miles per hour.

Campbell-Towle Co. of Klamath Falls, builds re-manufacturing plant at its Sprague River mills.

BACK OF A GOOD NAME

Rarely in manufacturing history has a name entrenched itself so firmly in the confidence of the entire world as the name Dodge Brothers.

Everywhere and to everyone this name means but one thing: a product built honestly of the best available materials and sold at a just price.

Behind this product, this price and this enviable reputation lie certain impressive and fundamental facts.

So important is a knowledge of these facts to the motor car buyer that Dodge Brothers, Inc., have determined to publish them, from time to time, until every newspaper reader in America may be presumed to have read them:

Dodge Brothers, during the past eleven years, have built and sold more than one million four hundred thousand motor cars—and more than 90% of these cars are still in service. This record requires no comment. It stands impressively alone in motor car history.

It has never been Dodge Brothers policy to build yearly models. When an improvement, that is really an improvement, is discovered, it is made at once. Their slogan, "Constantly Improved But No Yearly Models" is familiar the world over.

Dodge Brothers build one chassis and only one. This policy materially lowers manufacturing cost. It also enables Dodge Brothers engineers to concentrate their entire time and thought on the betterment of this one type.

Dodge Brothers have never had an "off year" or an "off car." This is because they have never used the public as a testing ground for "new models" or lowered the quality of their product in the slightest degree. Every change has been an improvement on the original design.

Dodge Brothers pioneered in building the first all-steel open car and the first all-steel closed car. These epochal develop-

ments have saved Dodge Brothers owners many millions of dollars by materially prolonging motor car life and by effecting marked economies in manufacture. This construction has also reduced incalculably the danger from accident and fire.

Dodge Brothers sell directly through their dealers to the purchaser. There are no sectional distributing agencies to increase the cost of distribution and the cost of the car.

Dodge Brothers have never given so-called "free service." The car is sold at a fair and honest price. Nothing is added to this original purchase price to pay for service that the owner may never need.

Dodge Brothers Dealers were pioneers in unanimously adopting the flat rate service system. By this system, the owner knows in advance what any service job will cost. There are no unpleasant surprises in his bills.

The sturdiness and long life of Dodge Brothers Motor Car is reflected in its resale value. Comparatively few Dodge Brothers Motor Cars are advertised in the resale columns of the newspapers. The values they bring testify unanswerably to their goodness—and the public's belief in their goodness.

The time has passed when transient novelties can lead a thoughtful buyer to overlook the great essentials of motor car worth. A few of these essentials, outlined above, go far to explain why Dodge Brothers name is accepted, the world over, as the hall mark of dollar-for-dollar value.

DODGE BROTHERS, INC.
DETROIT

ESSEX

a Famous Six—Built on Hudson Patents

\$795 for the Coach

Quality Gave Volume—
Volume Gave This Amazing Price

Everyone knows the superiority of six cylinders.

Those who know are not content with less than Super-Six performance. It increases power, smoothness, flexibility and car life without adding to weight or motor size. Its principle is patented and exclusive to Hudson and Essex. It accounts for the world's largest selling sixes. In Essex the cost is within the price of practically all car buyers. Super-Six advantages and Hudson-Essex quality give vast volume, and volume makes possible the lowest prices in history.

There is a big saving in Essex cost, a greater economy in operation, and a finer satisfaction from the ease and comfort of riding and driving. Everywhere it is regarded with Hudson as the

World's Greatest Value

Everyone Says It—Sales Prove It



ESSEX "SIX" COACH

Hudson Coach
\$1195

Hudson Brougham
\$1495

Hudson 7-Pass. Sedan
\$1695

All Prices Freight and Tax Extra

ESSEX COACH, \$990 HERE; HUDSON COACH, \$1415 HERE—NEW LOW TERMS
Essex Coach 825.00 down Hudson Coach \$415.00 down
Hudson Brougham 615.00 down Hudson Sedan 585.00 down
Should you desire to turn in your old car it will be acceptable as first payment, providing its value to us equals the down payment required.

ROY CATCHING MOTOR COMPANY

125 N. Rose St.

Phone 438

Roseburg, Oregon

HUDSON-ESSEX WORLD'S LARGEST SELLING "SIXES"