

## BEST YEAR FOR DODGE BROTHERS

Gain 35.6 Per Cent Over 1923 in Face of General Decrease

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 35.6 per cent.

The figures of the two remaining months of the year will show about the same percentage 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 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 of the world, to advance so sharply over an extra good previous year, is concededly all authorities to be actually remarkable.

"Bear in mind that every year of their history has been a good year for Dodge Brothers. There have been no ups and

downs—only consistent gains. These facts contribute to the unusualness of the achievement.

"Our 1924 shipment to dealers aggregated 225,104 cars, of which 193,861 were of passenger type and 31,243 commercial.

"Practically this entire total represents retail sales, as dealers stocks at the close of the year were unusually low.

"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.

"Public confidence in Dodge Brothers product as never greater. Respect and admiration for the car's long life, dependable performance and comfortable riding qualities are universal.

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

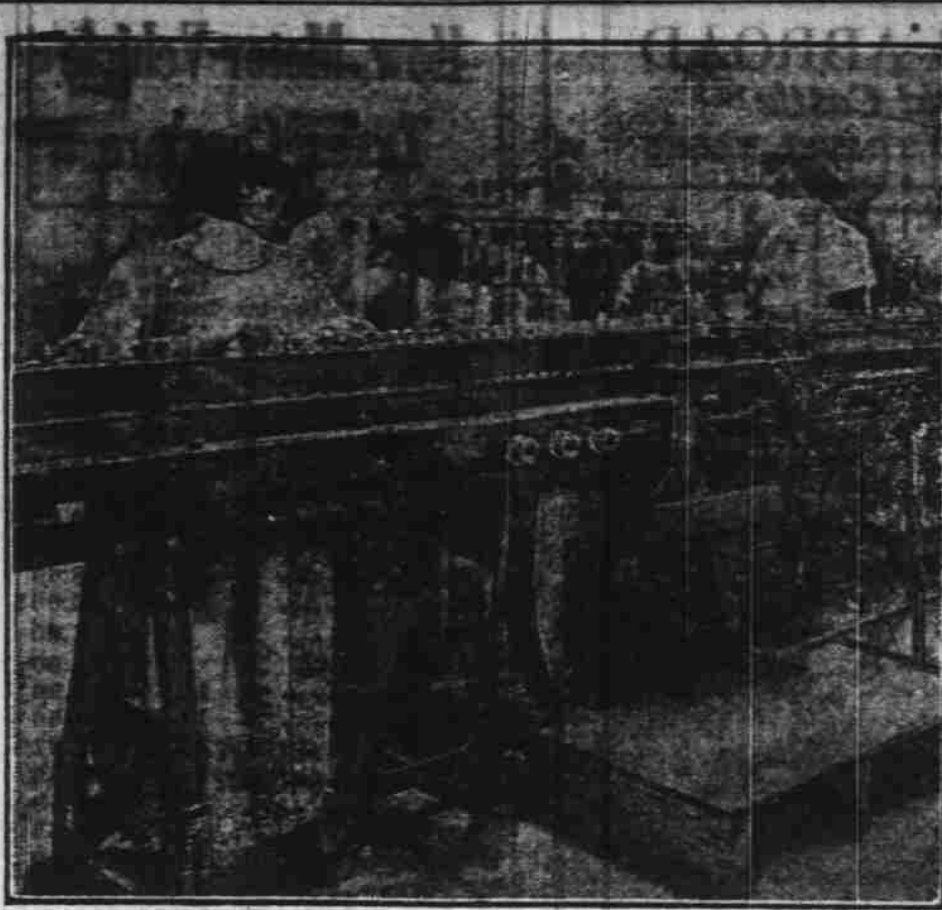
"Chief credit for this gratifying showing belongs to Dodge Brothers president and general manager, Mr. Fredrick J. Haynes. There has been a steady, healthy growth in production every year during his administration. The factory has been greatly enlarged, much new equipment has been installed and many better methods of manufacture have been adopted.

"In addition, pronounced improvement have been made in the appearance and riding qualities of the car, adding greatly to the appeal of a well built product.

"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 by 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.

"The continuous growth of Dodge Brothers is emphatic proof of the truth of this statement, but it must also be remembered that it requires tremendous vigor and initiative, as well as sound business judgment, to see that those principles are continually adhered to. That Mr. Haynes possesses these characteristics to a



### A Human Machine Fills Cans

BACK of eyes such an uninteresting thing as a tin can filled with some product which is in every-day use, there is often something full of human interest. At a ball game we seldom stop to consider how the thousands of "tonic" bottles which are sold every day during the season are filled. Yet the machine which does this work represents years of fatiguing labor, imagination and unlimited thought.

It is a machine which has almost human traits. The filling machine shown in the illustration above is one of a large number in operation at the plant of the Boyce and Veeder Company at Farmingdale, Long Island and is capable of filling over 6600 cans an hour.

The empty cans as may be seen in the illustration are fed to the machine on an endless chain. On reaching the machine they are filled with an accurate amount of liquid, are automatically capped and leave the machine without having been touched except by the deft steel fingers of the machine.

Should one of these cans prove defective the machine stops automatically and a bell rings notifying the foreman that something has gone wrong. It is estimated that machines of this type are saving hundreds of thousands of dollars annually for the manufacturers who employ them and that the public is benefitted by being able to buy at a smaller price due to the decreased manufacturing costs.

marked degree is evident from his record.

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.

### AUTO BUILDERS ASK LEGISLATION

Motor Exports Play Large Part in Total Export Figures of U. S.

Application for new commercial treaties to discourage discriminating against American automobile abroad has been formally presented to the United States Senate committee of foreign relations by John N. Willys, chairman of the foreign trade committee of the National Automobile Chamber of Commerce.

The brief particularly calls for treaties which will tend toward an equilibrium of trade in manufactured products.

It is recognized that raw materials are largely in demand throughout the world and that the essence of favorable foreign trade is to secure an outlet for our manufactures.

Automobiles are our second largest industrial product in exports, exceeded only by cotton. Any discrimination, therefore, against this product has a very wide bearing upon our grand total of industrial export, the committee points out.

It also emphasizes the fact that automobile exports are 10 per cent of the entire American production, providing employment for the equivalent of 732,000 workers for one month, or for wages of workers in automobile plants amounting to \$50,000,000 annually.

The three unbalanced situations which the committee wishes to remedy are these:

- (1) Cases where equilibrium in exchange of manufactured goods between foreign countries and United States is threatened by high automobile duties.
- (2) Cases where United States has unfavorable balances of trade with foreign manufacturing countries.
- (3) Cases where other countries have "most favored nation" agreements which do not include us.

### FOUND ON LABOR AMENDMENT

A tightly compressed argument for the adoption of the child labor amendment has been written by Roscoe Pound, dean of the Harvard University Law school, a brilliant student mentioned for the office of United States Attorney-General. We quote his argument as found in the leaflet published by the Voters' Information League of Seattle:

"1. The Supreme Court of the United States has never manifested any inclination to give free reign to social legislation. On the contrary, it has always scrutinized it very jealously. I see no reason to suppose that it would allow legislation under this amendment to run wild.

"2. Why it should be supposed that this amendment will bring about an entire change of front in the attitude of the court I can

not perceive. The amendment says nothing whatever about education. What it says is that Congress may regulate and prohibit child labor.

"3. It should be borne in mind that the Supreme Court of the United States has expressly decided that the states may enact child labor legislation. What this amendment does is to give to Congress a power to deal uniformly with the whole country in a matter with respect to which each state now has greater powers than those which this amendment proposes to confer upon congress."

### VESSELS WANT RELIEF

PORTLAND, Jan. 31.—Declaring that the Oregon state tax on ocean going vessels is causing owners of such tonnage to register their ships in California and is therefore depriving Portland of the benefits of having a large fleet with this as the home port, the Chamber of Commerce here will attempt to secure legislation to have the tax reduced to a minimum.

The action of the chamber does not affect Portland alone, but includes Astoria, Coos Bay and other sections which might have larger home tonnage were it not for the state tax from which ships are exempt in California.

The chamber has adopted resolutions in which it was flatly stated that Oregon men and companies have already registered vessels under their ownership in California, thus giving that state greater prestige in world commerce. It is proposed by the chamber that the tax, which cannot be eliminated entirely, be made one-twentieth of that on buildings and improvements on real estate.

It is pointed out that the tax would be so small then that it would not be a matter of particular consequence to the ship owners but in the aggregate would bring tax money to the state not now obtainable. Several new ships were added to the Portland home fleet last year but it is firmly be-

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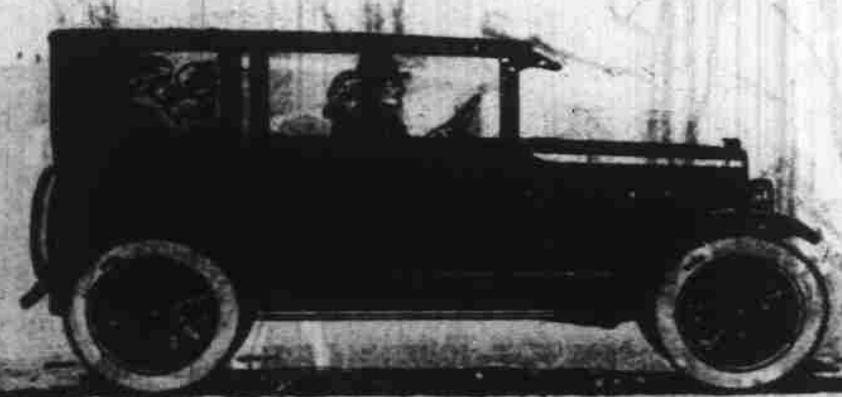
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selling for \$715. At this price there is no stopping the new Overland all-steel Sedan. Sales are bound to roll up heavier and heavier. The situation is such now that you will have to order early to insure early delivery. Come in—inspect this car.

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## OVERLAND ALL-STEEL SEDAN

VICK BROS., High Street at Trade

### TO PREVENT PNEUMONIA

Man should be familiar with pneumonia as it has been known for centuries. But it is a persistent enemy and kills over six hundred and fifty persons every year in Oregon. Pneumonia cannot be placed under absolute control, but individuals may, by caring for themselves properly, lessen their chances for contracting the disease.

by observing the following rules: Dress for the weather. When coming out of the cold, heavily dressed, remove your heavy wraps immediately. If your clothes are wet, remove them, dry the skin, and put on dry clothes. When going out in the cold, dress warmly. After having put on heavy clothing, go out immediately; do not stand around and get overheated.

Don't exercise and then stand around or sit around with the same clothing on.

Don't take a warm bath and then go out in the cold. It is best to finish the bath with cool or cold water.

Dress in such a way as to gradually accommodate the body to changes which otherwise would be sudden.

Keep fit, breathe fresh air, take regular but moderate exercise in the open, practice mouth hygiene, avoid overeating and other excesses. Study your diet and avoid constipation by choice of proper foods. Don't overheat the home or office; keep the air moist. Always wash the hands before eating.

Pneumonia is a reportable disease. Assist in its control by insisting that every case be properly recorded.

Ah, well; Britain is entitled to just as many French promises as Uncle Sam receives.

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