

A GREAT LOSS AND A GREATER GAIN

This business has rounded out twenty-two months of existence by distributing to owners more than one hundred thousand cars.

Price-concessions on this car are rarely asked, and never given with Dodge Brothers, consent or to their knowledge.

You can therefore figure accurately the amount invested by the public in Dodge Brothers cars, by multiplying the output by the retail selling price.

One hundred thousand cars at \$785 per car means a sales-total in less than two years' time of \$78,500,000—or, with freight-cost added, considerably more than \$80,000,000.

There have been no bursts of speed in the up-building of this great business.

At no time has there been even an attempt at stimulation of sales or of production.

Never for a single day has production been speeded up for the sake of attaining a total.

On the contrary, it has been held down every day within the limits of close, careful, conscientious manufacturing.

Both production and sales have been stable, steady and spontaneous—scrupulous care in the one, producing huge volume in the other.

At this moment, as at every other period, although producing a large volume every day, Dodge Brothers

are "losing business" by their policy of keeping production within the bounds of continuous betterment.

In that sense they have doubtless suffered a great loss in the past and will endure a great loss in the future.

But over against this great loss is an infinitely greater gain.

The people of the United States have implicit faith in the integrity of Dodge Brothers manufacturing methods.

One hundred thousand owners—or rather, one hundred thousand families—are practically of one mind concerning the car and the men who make it.

This business and its product are blessed with a friendship probably without parallel in the history of American manufacturing.

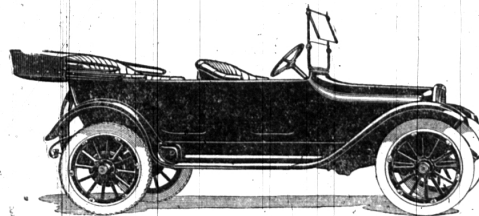
Fresh from the factory, or sold at second-hand, from one end of the nation to the other, the car has special value and a special reputation, because of the name it bears.

Because of the name it bears, you may be sure that the principle behind the car will never be changed a hair's breadth.

Dodge Brothers have only one idea in the upbuilding of their business.

That idea is to build so soundly and so well that the good will which they have won will grow and endure forever.

The gasoline consumption is unusually low.
The tire mileage is unusually high.



WILLIAM HUNT

Autocraft Garage

Opposite D. U. R. Waiting Room, Birmingham

The price of the Touring Car or Roadster, complete,
is \$785 f. o. b. Detroit.

The price of the Winter Touring Car or Roadster,
complete, including regular mohair top, is
\$950 f. o. b. Detroit.