

9 Nine Vital Facts **9**

HERE, in brief form, we present for your information nine vital facts underlying the success of Dodge Brothers, Inc., and the goodness and value of their product. Dodge Brothers, Inc., consider these facts so fundamentally important to the motor car buyer that they will be repeated, 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 per cent. 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 developments 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 purchase of an automobile is a serious and important business. 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 are clearly outlined above. They go far to explain why Dodge Brothers name is accepted, the world over, as the hall mark of dollar-for-dollar value.

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