

NASH

Leads the World in Motor Car Sales

Over

18,000 cars

in August..!

Greatest Month in all Nash history

Daily gaining tremendous momentum, the sales of the new Nash models at new LOWER prices are eclipsing all past records in Nash history.

August sales drove far above the biggest previous single month of business the Company has ever known.

September is racing toward another new high record.

It is a success that is a national sensation.

These new Nash models

have phenomenal **SPEED** and **POWER**. They have the super-smoothness of the 7-bearing type of motor.

They are the **EASIEST** riding cars you ever rode in because of their new springs built by a secret new alloy steel process.

Just **DRIVE** one! There are 21 new Nash models. They are priced from \$865 upwards, f. o. b. factory. And they are all **SIXES**—with 7-bearing motors.

3 New Series New Lower Prices

BELL BROS.

122 E. Maple

NASH SALES AND SERVICE

Phone 709

6489



Built the good Dodge way

\$875

F. O. B. Detroit—Full Factory Equipment 4-Door Sedan (Not a Coach)

The lowest price at which a sedan was **EVER** sold by **Dodge Brothers**

A car with speed, pick-up, comfort and style—plus materials and construction of genuine quality.

An investment in deluxe, trouble-free transportation.

A fast, flexible Four with big-car comfort and fine-car beauty. The fastest Four in America—with mile-a-minute performance and more power than you'll ever need.

No car under a thousand dollars can match its beauty and quality—nor its riding luxury at sustained high speed.

EVANS-LEGG MOTOR CO.

119 South Woodward Avenue

Phone 301

Birmingham, Michigan

DODGE BROTHERS, INC.

MOTOR NEWS

From Road & Showroom

BUICK USES "S" STEEL VALVES AS IN AIRCRAFT

Lindbergh and Byrd Planes Have Same Type of Exhaust Valve As This Auto

The heat-resisting "S" steel valves which made possible the recent triumphs of Col. Charles A. Lindbergh, Commander Richard E. Byrd, and the other trans-oceanic fliers are at the service of every Buick owner, for they have been standard exhaust equipment on Buick for seven years. They are an unseen but highly important factor in the long-sustained performance of Buick's famous six-cylinder Valve-in-head engine. It was one of the first manufacturers to realize that the development of "S" steel was one of the really important metallurgical advances of recent years and to give the public the benefits of that advance.

Hundreds of explosions occur in each cylinder every minute. The heat which they generate is suggested by the sizzling temperature of the exhaust manifold, but the temperature of the manifold does not even approximate that with the exhaust itself. The exhaust valves are continually bathed in fire, for they do not get even a slight cooling from the influx of fresh mixture affords the intake valves. If they could be seen in operation, they would be found a brilliant cherry red much of the time. The exhaust valves hitherto obtainable would run a few thousand miles and then lose efficiency as their steel gave way before the blast of fire.

MOTHER OF FAMILY SHOWS ABILITY AT SELLING MANY CHEVROLETS

Selling automobiles, generally regarded as a business restricted exclusively to men, is the latest field to be invaded successfully by a woman, who has even shown her ability to out-shine her masculine competitors.

Mrs. Pearl Bollig, of Sioux Falls, S. D., the first saleswoman in the United States to achieve the honor of membership in the Chevrolet Motor company's 72-Car club, a star salesman's organization, has just been awarded her second year's membership, marking her as one of the foremost sales experts among the company's 14,000 salesmen. This record means that since Aug. 1, 1926, Mrs. Bollig sold 72 Chevrolet cars, an average of six cars monthly, and has duplicated her sales performance of the year previous, which first gave her a much-coveted place in the honor organization of the company.

Occupied with the manifold cares of a housewife, with two growing boys to look after, Mrs. Bollig's career as a Chevrolet saleswoman began with the purchase of a Chevrolet sedan for her personal use, back in 1923.

"I liked the car, and so did my friends," said Mrs. Bollig. "Then I thought I should be able to use others with the car, because of my own pleasure in its ownership. I applied for a position with a Sioux Falls Chevrolet dealer and assisted in the Chevrolet booth during the auto show that year. I interested many school teachers, who found it a novel experience probably, to learn how to drive a car from another woman, and many business men bought cars from me. This was the first sales experience I have ever had and my enthusiasm for selling com-

AMERICANS BUY MOST OF AUTOS

It is one of the American paradoxes that with only eight per cent of the world's population, the people of the United States absorb 80 per cent of the world's production of automobiles.

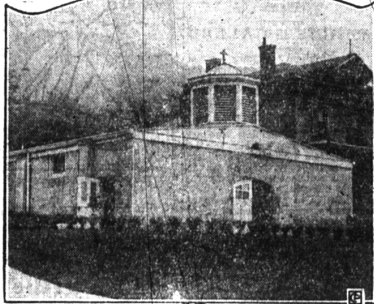
Edward Ver Linden, president of the Peerless Motor Car corporation attributes this to two major factors. First, the ability of the American industry to perform miracles in producing a constantly improved product, and by mass production steadily decrease the cost of American motor cars. Second, by improved processes, and as a result of mass sales, to be able to pay high wages thus aiding national prosperity and shortening the working hours, which give the worker time to play and spend his money.

European firms started making automobiles long before any American concern thought of it, but even with this start, according to Mr. Ver Linden, they have failed materially to increase the national prosperity of their native countries. As a result, they have not the huge domestic market to support their industry. And, despite Europe's cheaper labor, America sells more cars in Europe than Europe sells in America, because American prices are lower and values higher.

All of this, Mr. Ver Linden cites as proof of the soundness of American methods and American ideals of car manufacture.

Miss Ruth Skibinski of St. Petersburg, Fla., asked a strange young man, Palmer Riggs, to take her downtown in the car he was driving. Accommodating, he complied and at her further request accompanied her into the police station. They had him arrested, as the car had been stolen from her a few days before.

SHRINE WHERE AUTOS ARE BLESSED



Picture above shows what is termed to be the first auto shrine ever established in the United States. It is situated at the St. Vincent De Paul church in Cincinnati, and is in charge of the Rev. William P. O'Connor.

After "destruction" runs in aircraft engines which completely ruined the ordinary valve, the Thompsons were still in perfect condition.

The Buick owner has the comfortable assurance that his valve will withstand far more exacting use than he can ever give them in an automobile, for the same valve is performing satisfactorily in airplanes all over the world.

"I let nothing interfere with my work, although I never neglect my home and children. And I don't wait to let buyers come to me—I hunt them up by going from house to house. When I gain their confidence, closing the sale is not so difficult, once the prospect has overcome his or her doubts about dealing with a saleswoman."

Mrs. Bollig will be an honored guest at a banquet to be tendered members of the Chevrolet 72-Car club in the district including Sioux Falls.

"Any woman who starts out to sell automobiles will succeed if she conducts herself as to command the respect and confidence of everyone in her community. It is no job for a woman seeking excitement or a lark. It's hard work."



We're Life Savers for Batteries

Why wait until the battery in your car is about to sink for the last time? You can be sure it is healthy and out of danger by keeping it well charged all the time. It's our business to protect batteries against trouble and to keep owners from needless expense.

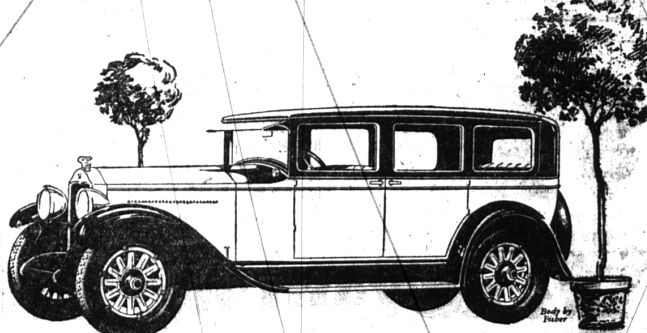
Birmingham Battery Service

125 E. Maple

Phone 902

The Willard Battery men

BUICK for 1928



WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

When Buick improves upon Buick—the standard for the year is set

Buick for 1928 introduces a higher standard of beauty and luxury than the world has ever known. Buick interiors are as modish as exquisite drawing-rooms—as harmoniously colored—and as comfortable. Buick's new Fisher bodies are low-slung without any loss of head-room or road-clearance.

Buick six-cylinder Valve-in-Head Engine result in arrow-quick getaway, effortless speed and a mighty flow of power, vibrationless beyond belief.

And so, down to the smallest detail of construction, wherever refinements could be made, Buick has made them. Again Buick has improved upon Buick. Again the standard for the year is set.

Brilliant refinements in the famous BUICK MOTOR COMPANY, FLINT, MICHIGAN, Division of General Motors Corporation

Sedans \$1195 to \$1995 Coupes \$1195 to \$1850 Sport Models \$1195 to \$1525

All prices f. o. b. Flint, Mich., government tax to be added. The G. M. A. C. financing plan, the most desirable, is available. The model illustrated above is the Five-Passenger Sedan, Series 120, \$1495.

Rollin H. Williams

602 S. WOODWARD - PHONE 1200

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM