

## Nation Stimulated by Motor Industry Dodge Dealer Says

Credit for the greatest stimulation of human activity during the last century, if not for all modern time, must be given the automobile, according to W. T. Wersted, Winnetka Dodge dealer. Mr. Wersted cites figures to show the motor car has been the prime contributing factor in national welfare and prosperity.

"The industry has given profitable employment to 4,000,000 persons who

form a large percentage of our total population when the customary four dependents of each employe are considered," he says. "The purchasing power of wages and salaries connected with the manufacture and sale of cars and associated industries, represents billions of dollars annually.

"When people have cars, they want to go. In order to go, good, wide highways must be built, and roads lead to fellowship and understanding between communities and the wholesome recreation of outdoor travel.

"Yet with all the cars owned and being bought today, the pleasure and

convenience of possessing an automobile has not been grasped by millions who are financially able to buy. First sales to this market and replacements on the present market indicate that the surface has barely been scratched in the automotive industry, and that years of prosperity are ahead."

It is reported that shipments of Graham Brothers trucks from Dodge Brothers factories in August, set a new record for any month in 1928, exceeding July this year by 10 percent, and a 60 per cent increase over August, 1927.



*There is an enviable tribute  
implied in the remark:*

*".. and they drive a  
Pierce-Arrow"*

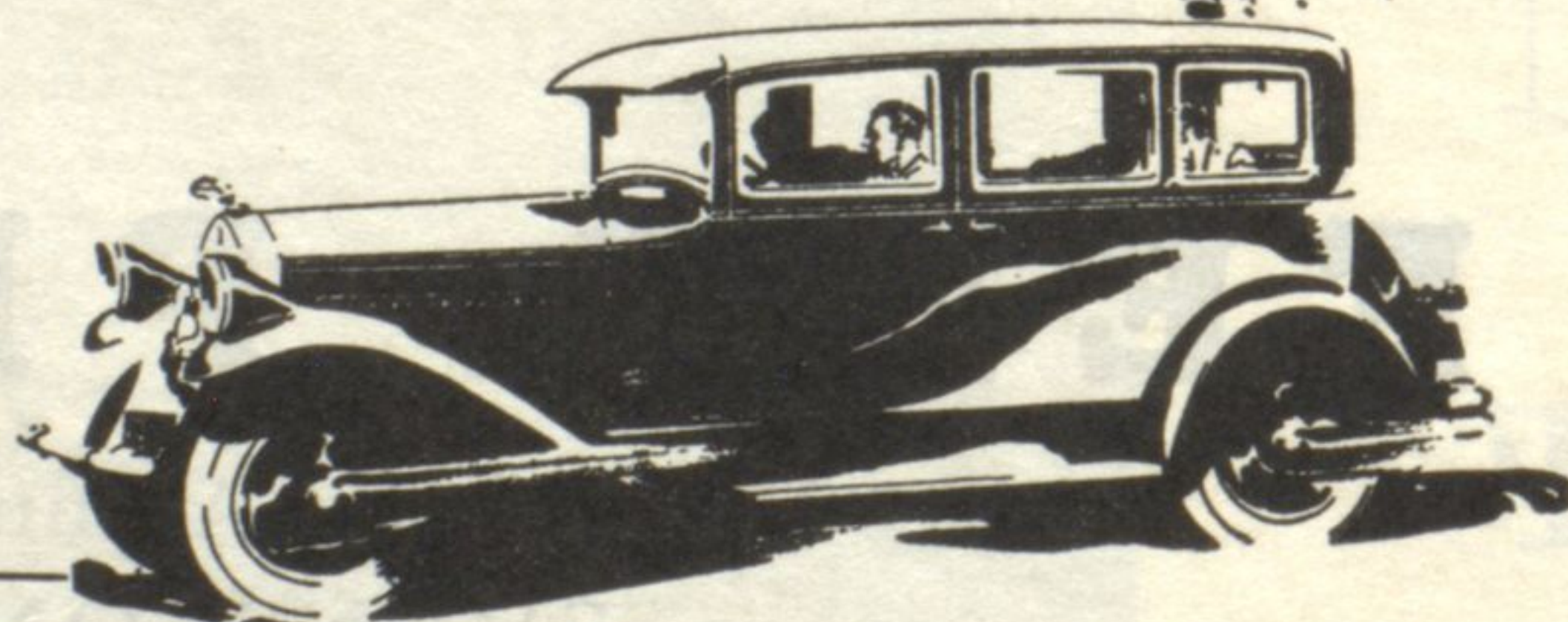
Makers of other fine cars have spent years and millions trying to capture a sentiment which naturally flows to Pierce-Arrow. That sentiment reflects a well-earned faith that *no other car is quite so fine.*

Recently there have been interesting price revisions affecting the entire new Pierce-Arrow line. But there has been no lessening of Pierce-Arrow *quality*—no littlest compromise with the original, modern beauty of design and coloring and appointment.

Each car in today's offering is of *current production.* The complete line, without reservation, is represented.

**\$2475  
to \$7500**  
(AT BUFFALO)

Your present car will be accepted at fairly appraised value. This will apply against down and monthly payments which make Pierce-Arrow ownership surprisingly easy.



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## LAWS FOR COMPULSORY INSURANCE GIVEN TEST

### Motorists Throughout Country Watching Experiment in Mas- sachusetts, Says Si Mayer

The American Motorists' association, comprised of approximately a half-million motorists throughout the country, is "marking time" on the question of whether or not compulsory automobile insurance is a good or bad thing for the motorist. Along with other similar organizations and State legislatures, the organization has considered it wise to watch the working of the Massachusetts law—the first enacted—and give it a chance to prove or disprove its feasibility. After 20 months of troubled operation, the compulsory automobile liability insurance law of that state is now facing its most critical period.

Without either endorsing or disapproving the compulsory insurance idea, Si Mayer, president of the Automobile club and vice-president of the A. M. A., briefly sums up as follows the present status of the Massachusetts act:

"The Massachusetts law, believed by some to be nearing a collapse, is of particular interest to motorists as well as the general public at this time, since the approaching legislative season for other states has been expected to be widely productive of proposals for compulsory insurance, based more or less on the Massachusetts act. Should the law fail, it will mean a serious setback to the legislative programs in many states, while if out of the chaos a workable act can be evolved, it may prove a guiding beacon to other State legislatures.

"The outstanding conclusion at the present time, is that more experience with and study of a plan for compulsory insurance is necessary before its general adoption can be determined feasible.

### Chevrolet Reports a Record Delivery for Cars in 9 Months

Keeping pace with the most insistent demand in its history, the Chevrolet Motor company has delivered more than one million cars into the hands of owners since last January, according to Fred Richardson, Winnetka dealer. This achievement of delivering one million cars in nine months, it is claimed, is without a parallel in the history of the manufacture of gear-shift cars.

How Chevrolet marched to this height may be noted in the fact that within ninety days after the introduction of the new model more than a quarter million new Chevrolets were on the highways in the service of their owners. Two months later, or on June first, a half million cars were in use from Maine to California. Another two months saw 750,000 Chevrolets providing dependable transportation in every city, town and hamlet in the Union. And then came October when the full million mark was achieved.

In order to accommodate the demand, new plants and additions to present ones were made necessary in the many cities across the country where Chevrolet now maintains manufacturing or assembly operations. Foremost among these was the opening in the Spring of a mammoth assembly plant in Atlanta, now the largest automobile establishment in the South.

Despite new plants and factory additions, Chevrolet has been working on a night and day basis since the first of the year. More than 40,000 men, the greatest number ever on the Chevrolet payroll, are employed.