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Gas and Oil Cost Illinois Motorists \$107 During 1929

Each car owner in Illinois spent an average sum of \$107 during 1929 for gasoline and oil. The total amount expended by all motorists in the state during the year for motor fuel and lubricant was \$180,027,000.

These statistics were announced in a bulletin issued by the Chicago Motor club and are based on data furnished by the research department of the American Automobile association. Car owners throughout the country spent the gigantic sum of \$2,914,643,000 for gasoline and oil this year, the bulletin stated.

"This figure does not take into consideration the gasoline tax," the bulletin continued, "which when added to the expenditure for gas and oil brings the total to \$3,229,693,000. The gas tax is now an important part of the price for gasoline and in several states is equal to one-fourth of the retail price per gallon.

"Due to the steady gain in the number of motor vehicles registered and increased use as travel horizons are broadened, gasoline consumption shows a heavy boost each year. Today eighty per cent of all gasoline refined is used by motorists.

"Motorists now use 38,000,000 gallons per day with a revenue to gasoline stations of \$8,000,000 a day, or around \$6,000 a minute.

"The average expenditure for gas and oil by states also reflects highway improvements. In the states where roads are modern the average is lower than in many sections where road-building has lagged. However, this does not hold true in every instance, as in the case of Florida, where the average motorist spent \$203 in 1929, it is due to the large amount of gasoline purchased by visitors.

Auto Show Indicates Pierce-Arrow Progress

Pierce-Arrow's exhibit at the National Auto Show which opens this Saturday at the Grand Central Palace New York revealed that the company is continuing its program of expansion which resulted in a nearly doubled volume of business during 1929.

In addition to an array of Straight Eights of new and larger dimensions the company is introducing a slightly smaller model at a somewhat lower price thus extending its market. This car has a wheelbase of 132 inches, an engine of 115 horsepower and a factory price of from \$2,595 to \$2,750, depending on body models.

A number of notable mechanical developments are present in the new cars principal among which is Pierce-Arrow's new quiet, clashless gear-shift which the company asserts is capable of America's swiftest traffic acceleration.

Indiana 'Pinches' Illinois Motorists Minus Licenses

Illinois car owners who are without 1930 state license plates attached to their car are being arrested and fined in Indiana, according to a statement issued this week by the touring bureau of the Chicago Motor club.

The statement pointed out that the Indiana motor vehicle law provided that no automobile shall be driven in that state unless the license plates for the current year are attached to it. The fact that a car owner has applied for, but not received the plates, is immaterial. Fines up to \$25 are being imposed upon violators, the motor club reports.

The Illinois motor vehicle law provides that application for new license plates shall be made on or before January 1 to the secretary of state, but that the car may be driven until the plates arrive if the owner shall carry proof that he has made such application.

Graham Presents Two New Eights at Gotham Show

Two new medium-priced 100 horsepower Graham eights were unveiled by the Graham-Paige Motors corporation at the opening of the New York automobile show as an addition to the line of two Graham sixes and two larger eights, which share with the new models in distinctive improvements in style and important chassis developments. All models now bear the name "Graham" alone, and are just as completely Graham in engineering and manufacture, for all bodies, engines, and chassis are built in Graham plants, according to the Hanson Motor company, 557 Chestnut street, Winnetka, Graham-Paige dealers.

The outstanding feature of the Graham announcement is that non-shatterable safety plate glass will be used in every window, door, and windshield of all models, so that every car will be completely armored against the hazards of flying splinters and fragments of glass. The Grahams are thus the first line of cars in the medium price class to adopt safety plate as standard equipment throughout.

Other new developments are a strikingly new front-end effect, with redesigned radiators, head-lamps, fender lamps, and bumpers, combined to form a unified ensemble; improved new body frame construction, assembled with bolts so located as to be easily accessible for maintenance or repairs; new type rubber suspension at forward end of front springs of the sixes, and at both ends of all four springs of the new eights.

New Chevrolet Finest in History, Richardson Says

"Climaxing a consistent record of providing its dealers with constantly better cars, Chevrolet now brings to its dealer organization the finest product and the greatest value in Chevrolet history—a smoother, faster, better six—at greatly reduced prices," according to F. T. Richardson, 726 Elm street, Winnetka Chevrolet dealer.

"Fundamentally, this new Chevrolet is the same remarkable car that earned over a million three hundred thousand buyers in 1929," Mr. Richardson continued. "Scores of vital improvements have made it a greater car in every way—in performance, in comfort, in safety, in reliability and in economy.

"The improved 6-cylinder valve-in-head motor has been increased in capacity for fifty horse-power. Four Lovejoy hydraulic shock absorbers are standard equipment on all models. The new four-wheel brakes are fully enclosed, both front and rear, and are dirt-and-weather-proof.

"The beautiful Fisher bodies offer many new factors of strength, comfort and quietness—with wider seats, richer interior appointments and a new non-glare windshield.

"And throughout the chassis are found such improvements as a stronger rear axle, new self adjusting shackles, new bronze bushed pistons, a new clutch and a sturdier transmission."

Exide Battery Product of Specialized Manufacturing

"It's a simon pure battery from case to plates," declared U. C. Abel, of the Abel Battery and Ignition Service, 716 Elm street, Winnetka, as he stepped back to admire the new Exide "44."

"The '44' is not a makeshift battery manufactured out of second rate parts and cheap raw material," he continued, "as only the best grade of material is used in them.

"These batteries are the result of improvements made from time to time in manufacturing and distribution methods."