


**CADILLAC
LASALLE**
*economy is proved
by long years of
low cost service*



**HARMONIZED
STEERING SYSTEM**

**SECURITY
PLATE GLASS**

**SAFETY FOUR
WHEEL BRAKES**

**SILENT SHIFT
TRANSMISSION**

**WIDER DEEPER
SEATS**

**LOWER RACIER
LINES**

LARGER ENGINES

GREATER VALUES

**—owners find
operating expense
surprisingly low**

There's a commonly accepted belief that large, powerful cars must necessarily involve heavy operating expense. Many people think the costs prohibitive—an error that has cost thousands the satisfaction and enjoyment of Cadillac or La Salle ownership.

When you compare the really amazing economy of these cars, you'll find they can be operated at as low cost as cars of much smaller wheelbase and far less power.

If we prove that you can buy a Cadillac or La Salle and keep it operating day by day for about what your present car costs you—you may be ready to consider one of these brilliant new models.

Why not drop in and talk it over?

CADILLAC MOTOR CAR CO.
Highland Park Branch
108 North Third Street

NEW CADILLAC
NEW LASALLE

LICENSE PLATES FOR 1931 ARE DESCRIBED

**Black Figures on Light Green
Background, Illinois Colors
Next Year**

Black letters on a field of light green will be the color scheme of the 1931 Illinois automobile license plates, Secretary of State William J. Stratton announced today.

The contract for manufacture of the new plates was awarded to the W. F. Robertson Steel & Iron company of Springfield, Ohio on its low bid of approximately seven and nine-tenths cents per pair.

This is almost half a cent cheaper than the same company manufactured them for last year.

For the figure stated in the contract price the manufacturer, in addition to manufacturing the plates, must deliver them properly enclosed with copies of the Illinois motor vehicle laws and safety first regulations in patented envelopes to the basement of the state house. Here their handling is assumed by the automobile department of the secretary of state's office. Clerks in this department type the address of the applicant, together with a description of his car, on a small card, slip this card into its place on the envelope, seal the flap and turn the plates over to the postoffice for delivery to their owner.

Cost Is Less

In announcing awarding of the contract, Secretary of State William J. Stratton disclosed that the administration costs of registering motor vehicles in Illinois is less than any comparable state in the Union.

"The Illinois cost per car registration will not exceed 3.5 cents per car whereas in some states it runs as high as \$3.00," he said.

"All of the money collected from the Illinois automobile owners is paid into the road fund in the state treasury and none of it goes toward paying for the administration of the act. The cost of administration is met by legislative appropriation from the general revenue funds of the state."

The first order under the contract is that it provides for constant inspection of the plates at the factory where they are manufactured. This inspection will cover quality of the steel and paint used and other manufacturing phases.

Some Good Horses Are Entered at State Fair

Entries from the leading stables of the country have been received for the first running of the Horse Review Futurities at the Illinois State fair, August 16-23. The three classics—the two-year-old trot, the three-year-old trot and the three-year-old pace—have attracted some of the fastest harness horses in the United States. Purses for the winners total \$14,000 with supplementary awards for the breeders of the champions.