

Car Improvement Due to Motorists, Says T. Hay, Dealer

"If the average motorist were to compare the car of today with the vintage of 1914, the difference would be as great as between day and night — yet, does the average car owner stop to consider the fact that he or she has been fundamentally responsible for the many advances made in modern automobiles?" comments Tom Hay of Tom Hay and Son, Evanston Chandler-Cleveland dealer.

"If one were to delve into the methods of the majority of automotive engineers, it would be found that the revolutionary changes and ideas that finally find their place in today's car, are the result of studying the habits and actions of the average motorist. Of course, it must not be overlooked

that all these ideas are thoroughly tested and proven before final adoption.

"It is an easy matter for anyone to trace this development. As an illustration, take the motorist of a few years ago into consideration. He had trouble starting his car and used his choke to an excess. Shifting gears was a noisy operation. He experienced great difficulty in stopping quickly — the emergency brake was called into service often. Riding comfort was not what it should have been, and bodies were not substantial as they are today.

"Through a close analysis of the average car driver's habits, we have not only been able to improve our line of motor cars materially, but also make it easier for the owner to operate and maintain a Chandler. New developments in manifold design, improved carburetion and thermostatic control of the cooling system have resulted in quick starting, regardless of climatic

conditions. Changes in the power plant, including refinements in the shape of the combustion chamber head, changes in the bore and stroke dimensions, and many others, have given owners power to meet every possible traffic and road need, and have also eliminated gear shifting to a large extent."

OIL FILTER FOR FORD-A

Announcement is made of a new oil filter designed especially for the Model A Ford. The new product of the Cuno Engineering Corporation, Meridian, Conn., has a number of interesting features.

WILLYS-OVERLAND SPEEDS UP

Willys-Overland, at Toledo, is establishing new records up among the leaders. For the three months ending September this plant produced and placed in the hands of dealers and consumers 75,000 units.

Honors Captured by Graham-Paige in Brazil Tests

Graham-Paige cars, setting a remarkable record of consistent performance and reliability, made a clean sweep in Brazil's 1200 kilometer touring test last month, winning first place in every one of the four classes, while a fifth Graham-Paige car took second place in its class, according to Carl Hanson, Winnetka dealer, who has just received the news from the factory.

The "Washington-Luis" touring test is held annually under the auspices of the Sao Paulo Good Roads association and cover from Sao Paulo to Rio de Janeiro to Petropolis and return, a distance of 745 miles. The contest is not a race but a four days' run under touring conditions, each car carrying four or five passengers. The run is closely supervised and checked at the several controls, and scoring is on the basis of economy in fuel consumption and freedom from troubles. The roads for this course are described as being "not too good."

The contestants this year numbered fifteen, of which thirteen were American cars — A Lancia (Italian) and a Mercedes (German) were the European entries. Altogether nine different makes were represented.

The prize for the best performance of all four classes went to Roberto Thiry, who piloted a four-speed Graham-Paige model 614, and finished with the best total score. Thiry, who was in the class for professional drivers with cars of less than 25 rated horsepower, thus won the coveted Washington Luis trophy.

The prize for professional driving cars of more than 25 rated horsepower was won by Jose Armentano, who drove a four-speed Graham-Paige model 619. In the amateur class, A. Nascimento, Jr., was first in the class of the higher powered cars, driving a Graham-Paige 619 model with four-speed transmission. In the class for cars of less than 25 rated horsepower, Jose Zoppeli with a Graham-Paige 610 was victor.

Motorists Spend 5 Million to Keep Cars Fit for Year

Motorists of the nation spend the staggering sum of over five billion dollars annually with service stations and repair shops, according to figures furnished by the Research Department of the A. A. A.

In 1927 more than five and a quarter billion dollars was spent with service stations and repair shops by car owners. This gigantic sum, was divided as follows: Parts and service supplies, \$950,000,000; tires for replacement, \$925,000,000; fuels and lubricants, \$2,350,000,000, and service labor, \$1,092,000,000. In 1919 the total amount was \$2,125,000,000, while in 1926 it reached \$4,815,000,000.

The large amount of money spent in this way, does not include the sum chargeable to depreciation and garaging.

United States Supplies Most Tires to the Swiss

The United States has supplanted France as the leading supplier of automobile tires to Switzerland, the tire sales keeping pace with increased sales of American cars, the Department of Commerce states.

The increase in the sales of American tires in Switzerland has kept pace with the increased sales of American cars. In 1924 France supplied one-half of all tires imported into Switzerland, while the United States furnished barely more than 8 per cent. The high point in French sales was reached in 1925, with a total of 52 per cent, but since that time there has been a rapid decline and a corresponding increase in the sales of American tires.

NO GEAR CLASHING at ANY SPEED

One of the **8** fundamental
improvements

For years there has been no major improvement in transmissions. Gear changing has been difficult and frequently noisy. But Cadillac engineers have finally found a solution in the Syncro-Mesh transmission.

Even a novice can now shift gears silently and instantaneously at any speed.

Ask for a Cadillac or La Salle demonstration. Test the Syncro-Mesh for yourself.

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Evanston Branch

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