

COUNTRY MILLS PUSHED BY FORD PLANT PROGRAM

Shops Afford Bridge for Farm-Industry Gap.



An experiment in decentralized manufacturing operations is being conducted by Henry Ford, founder of the Ford Motor company, in the countryside within a 50 or 60 mile radius of Dearborn, Mich. Ford is moving many specialized operations from the Rouge plant to the peace and quiet of small mills or factories in small communities.

Ford has established 15 of these small village industries, located on water power sites. They form a link in his efforts to bridge the working gap between industry and farm. Many workers employed in the small plants work on farms in the off seasons.

Some Mills Reconstructed.

Both men and women are employed in these plants, many of which are located in scenes of unusual rural beauty. Some of the plants are in reconstructed country mills.

Articles made include welding points, lamps, drills, valves, taps, generators, starter switches, and similar light products. In some cases an entire operation at the main Rouge plant has been transferred to the country.

"The idea for these plants came to Ford in his frequent drives around the country as he visited places where the early settlers established their little mills run by water power," said W. J. Cameron of the Ford company.

Water Power Used.

"His first experiment began in 1918 with an old grist mill known as Nankin mill on the Rouge river. Since then other small plants have been built on the Rouge and on the Raisin, Huron, and Saline rivers in rural Michigan. Most of them obtain at least a part of their power from water driven turbogenerators, because one of Mr. Ford's purposes is to show how even a small stream can be utilized profitably for industrial purposes.

"Four of these mills were established in rehabilitated grist mills—at least one of which is 100 years old—and all are in romantic surroundings. The plants, instead of bringing a clashing industrial note in the countryside, fit harmoniously into the landscape. These little village and country industries are things of beauty."

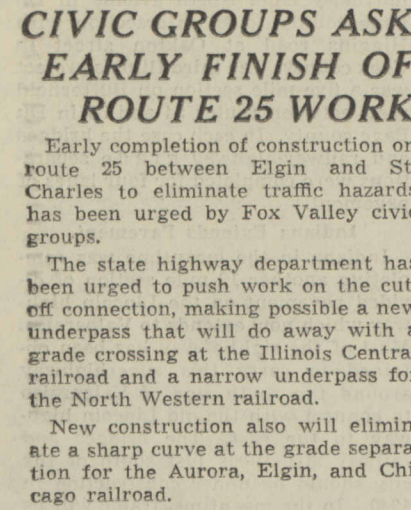
CIVIC GROUPS ASK EARLY FINISH OF ROUTE 25 WORK

Early completion of construction on route 25 between Elgin and St. Charles to eliminate traffic hazards has been urged by Fox Valley civic groups.

The state highway department has been urged to push work on the cut-off connection, making possible a new underpass that will do away with a grade crossing at the Illinois Central railroad and a narrow underpass for the North Western railroad.

New construction also will eliminate a sharp curve at the grade separation for the Aurora, Elgin, and Chicago railroad.

Chassis Design for Plymouth's Ride



The above diagram shows how weights have been redistributed in the 1940 Plymouths for a better ride. It shows the different location of the wheels with respect to the chassis, which places passengers closer to the center of car weight. Rear seats are approximately 8 1/2 inches farther forward from the axle.

BY D. S. EDDINS.

Unqualified approval of the auto industry for the exceptional setting of this year's show was given without a dissenting voice as the 1940 displays were unveiled for the first time at the International Amphitheater.

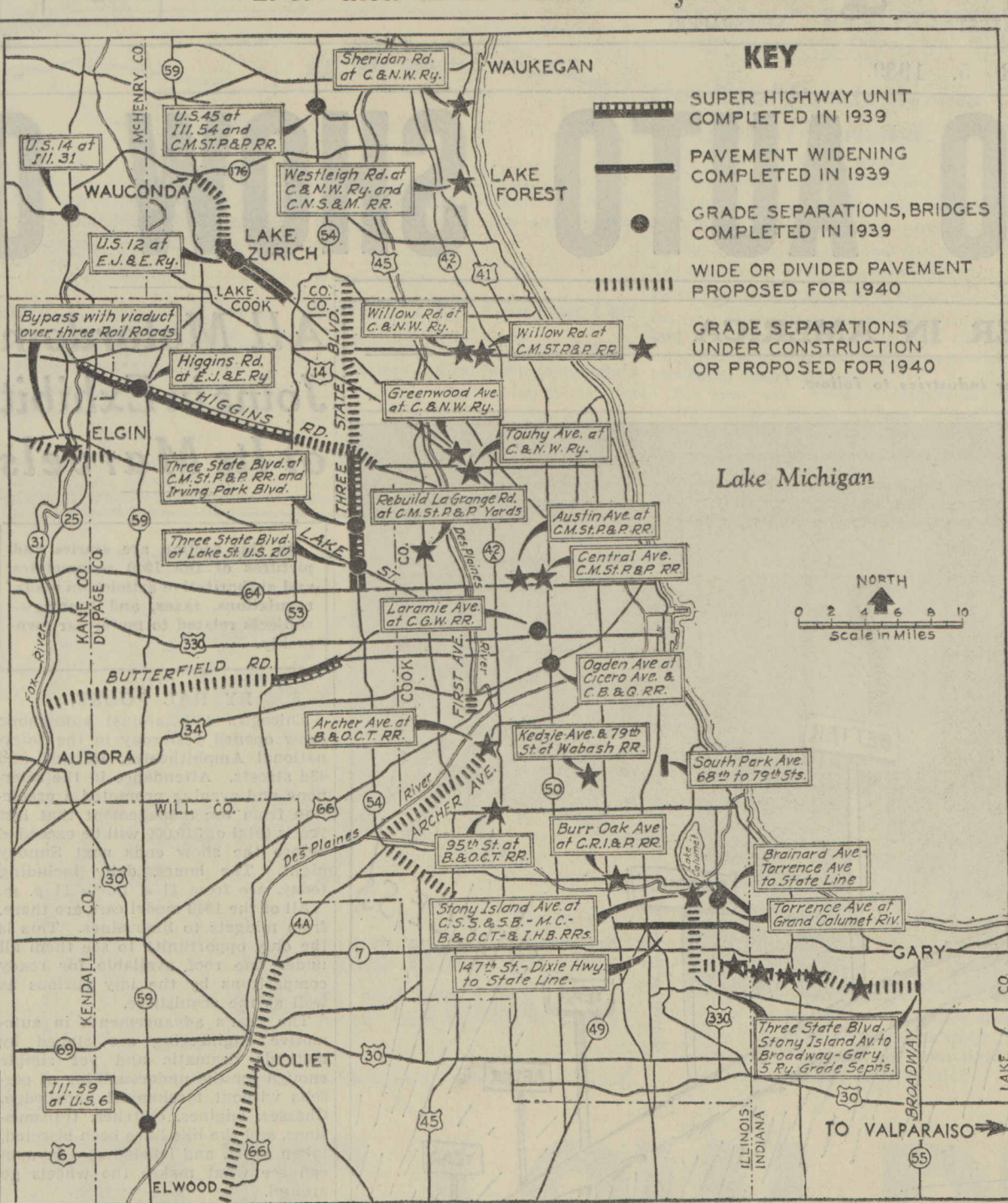
I know that other manufacturers join me in sincerely complimenting the management and all the members of the committee in charge of Chicago's show for this year.

The public knows that the leading producers spared no expense this year to make the new cars more attractive and better in every way.

Outstanding Attractions.

Therefore, it is especially gratifying to us to see that for Chicago motorists the committee has created not only a beautiful automobile show, but

1939 and 1940 Road Projects



On this map, prepared by the Chicago Regional Planning association, are located 1939 highway improvements costing \$10,470,000 and improvements scheduled for 1940 to cost \$10,950,000. Encompassing much detail, the legend is unavoidably complicated, but it will be found worth of study by readers with special interest in particular projects.

AUTOIST GETS 16C OF TAX DOLLAR BACK IN ROADS

Sixteen cents of the gas and license tax dollar to be paid in 1940 by the Illinois motorist will come back to him in new state highway facilities, according to an analysis prepared by Taylor G. Soper, executive secretary of the Illinois Road Builders association. In addition, the automobile owner will benefit directly from 12 cents spent for upkeep of state roads and some city streets and from most of the 29 cents which goes to cities and counties as their shares of the motor fuel tax.

The state has estimated 1940 receipts as: License fees, \$21,500,000; motor fuel tax, \$40,000,000; or \$51,500,000 total highway funds. Each dollar of those receipts will be expended, according to Soper, approximately as follows:

Collection, administration, engineering, and other overhead [\$7,119,287] equals 11c.

Refunds to counties, for past construction [\$1,718,834]; for state automobile department [\$802,957] total equals 4c.

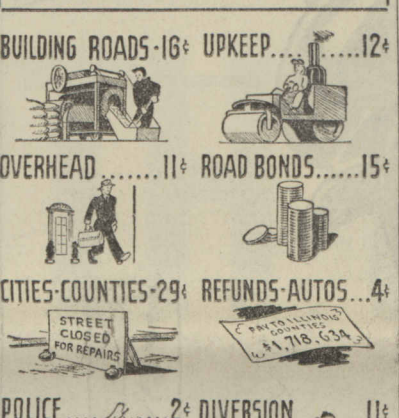
Payment of principal and interest on road bond issues, which financed much of present state road system, [\$59,670,260] equals 15c.

Upkeep or repairs and maintenance of state roads [\$6,103,174] and upkeep of city street extensions of state roads [\$500,000] equals 12c.

State highway police and radio stations [\$1,377,184] equals 2c.

Diversion to Chicago city education-

Spending Tax Dollar



This chart shows the disposition of the 100 pennies in each of the \$1,500,000 dollars that motorists will pay for state licenses and gasoline tax in 1940.

ILLINOIS PUSHES SECONDARY ROAD BUILDING PLANS

Springfield, Ill., Nov. 4.—Secondary road building activities in Illinois since 1933 have resulted in the construction of 4,760 miles of highway, 22 railroad grade separations, and 197 bridges completed at a cost of \$20,144,996, state engineers announced today.

Funds are available and construction is planned for improvement of 92 additional miles at an estimated cost of \$1,650,000. This work, when completed, will bring the 1939 total to a near record figure of 260 miles.

Greatest year for secondary road building, engineers said, was 1936, when with the aid of an unprecedented federal emergency allocation, 476 miles were constructed.

Increased emphasis on secondary type of construction is due to the fact that Illinois has reached "saturation point" for primary highway mileage and is concentrating on modernizing and replacing existing main highway network and building up all weather outlets for residents of rural areas and outlying communities.

Expect New Traffic Lights to Reduce Accident Toll

Installation of traffic signals at 87th street, Pulaski road, and Southwest highway, timed with warning signals for the Wabash railroad crossing at this point, is expected to eliminate a number of serious accidents.

AUTO INDUSTRY'S UPSWING TRACED TO FIRM FOOTING

Not 'War Boom,' in Opinion of Buick President.



BY HARLOW H. CURTICE (President, Buick Division, General Motors.)

Uncertainties arising from a year of war threats have been cleared by the grim reality of war. Paradoxically, whereas the threats of war acted as a brake on business, the actual outbreak of the conflict served as an immediate stimulus to a broad recovery movement in this country.

Altho the war threats which the world has had for more than a year had excluded the business horizon, we had seen some recovery start in our own country in the months immediately preceding the European conflict. Most observers are agreed that a genuine moderate recovery in our country had set in prior to Sept. 1. The groundwork for this had been laid earlier in the year.

Opposed to War Profits.

Apart from the unwanted stimulus of another European war—and I am convinced that American business wants no part of the controversy abroad—our national economy is on the upgrade. Barring any adverse influences resulting from the foreign situation of an unexpected domestic difficulty, this trend is likely to continue.

We had reached a situation where American inventories had become depleted, production of manufactured commodities ran behind consumer requirements, and there developed a stiffening of the whole economic structure along the lines of sound improvement.

The automobile industry is in a position to accomplish one of the most successful years in its history. Eliminating the war factor, the trend of business in our own recovery indicated a reasonable expectation of a 20 to 25 per cent increase in volume during the 1940 model season. This places the domestic market in the neighborhood of 3,250,000 passenger cars.

Product at Its Peak.

With new best cars ever produced, representing an extraordinary dollar value and heretofore unequalled advances in design and engineering, the motor manufacturers are well equipped to accomplish that volume. I believe that the automobile industry—spurred by competitive requirements which always have brought forth improvement both in design and value, and public demand for beauty as well as utility—has reached a new high in the quality of its product.

The 1940 models are considerably improved from an appearance standpoint. The trend toward practical streamlining, developed last year, is more nearly fulfilled in the new cars now being shown, embodying functional qualities which at the same time have true esthetic value. By functionally streamlining the 1940 automobiles, the industry's engineers have provided greater room, comfort, and safety for the passengers.

NEW CHEVROLET ENGINE REFINED FOR DURABILITY

Valve System Improved in 1940 Models.

BY C. E. WETHERALD (General manufacturing manager, Chevrolet.)

Numerous refinements have been made in Chevrolet's six cylinder valve-in-head engine for 1940. In their aggregate, they contribute to smoother, quieter operation and greater durability, in addition to assuring good performance and economy.

The engine has not been changed in its fundamental characteristics. It is of 3 1/2 inch bore and 3 1/2 inch stroke, with a piston displacement of 216.5 cubic inches.

Among the 1940 improvements is an increase in the oil pump capacity, designed to assure more than adequate oiling not only for cold starts but also at the lowest speeds at which the engine will be operating.

Hard Contact Surfaces.

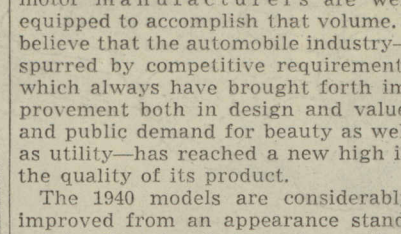
Among changes made with specific aims in view, those affecting the valve system are among the most important. Moving parts of that system now have file hard contact surfaces of extreme smoothness and long life.

Of special interest this year is the electrical system. Its general unit is the entirely new heavy-duty ventilated generator, with voltage and current regulators.

Generator Capacity Increased.

Generator capacity has been stepped up so its peak is reached at a car speed of approximately 20 miles an hour and is uniform to the top speed of the car. There is a new wiring harness, and a newly designed battery which fits at the right of the engine, under the hood.

For convenience, the oil filter intake, radiator intake, and battery are located on the same side of the engine. The gasoline filler neck at the rear of the car also is on that side.



C. E. Wetherald.

USED CAR SALES IN YEAR TOTAL BILLION DOLLARS

Every year a billion dollars worth of used automobiles are sold at retail, according to officials of the Pontiac division of General Motors.

There are about 26,000,000 passenger car owners in the country, these officials report, and in a normal year about 10,000,000 cars—new and used—are sold. Roughly about 40 per cent of all car owners buy a car each year. Of this number, some 7,000,000, or 70 per cent, are used car buyers.

"But what a difference there is in the good used car of today and the so-called good used car of yesterday," the Pontiac officials say. "Almost any one, two, or three year old used car in a reputable dealer's stock has more good unused mileage left in it than most new cars of 20 to 25 years ago."

LIGHT VEHICLES BELIEVED SAFER IN AUTO CRASHES

Automobile safety problems are being solved with increasing frequency by advances in car design and construction, says C. Scott Fletcher, sales manager of The Studebaker corporation. Fletcher says that weight alone does not mean safety in motoring. This is particularly true, he declares, in several types of accidents, including skidding, sidwiping, the roll over and, most serious of all, the head-on collision.

When two cars come together at a fairly high speed, the front pillar posts often must stand the brunt of the strain. Fletcher says he believes that in the light vehicle these posts are better able to withstand impact without buckling because the proportionate strength is greater than in heavy types of motor vehicles.

Within the last few years the safety factor in automobiles has increased almost 30 per cent, says Fletcher. Not only does this gain apply to body, chassis, and machinery, but also to the various materials so essential to the operation of the car.

Reinforced Frame Bridge to Be Built in Rockford

Rockford, Ill., Nov. 4.—A reinforced concrete frame bridge on Jefferson street over Kent creek, is to be constructed here at a cost of \$25,500.

Buick's New Generator

Gives increased Output

Adequate current for all electrical equipment is assured with the adoption of Buick's new generator. The generator provides considerably more output at low speeds and has a maximum output of 33 amperes hot and 42 amperes when cold.

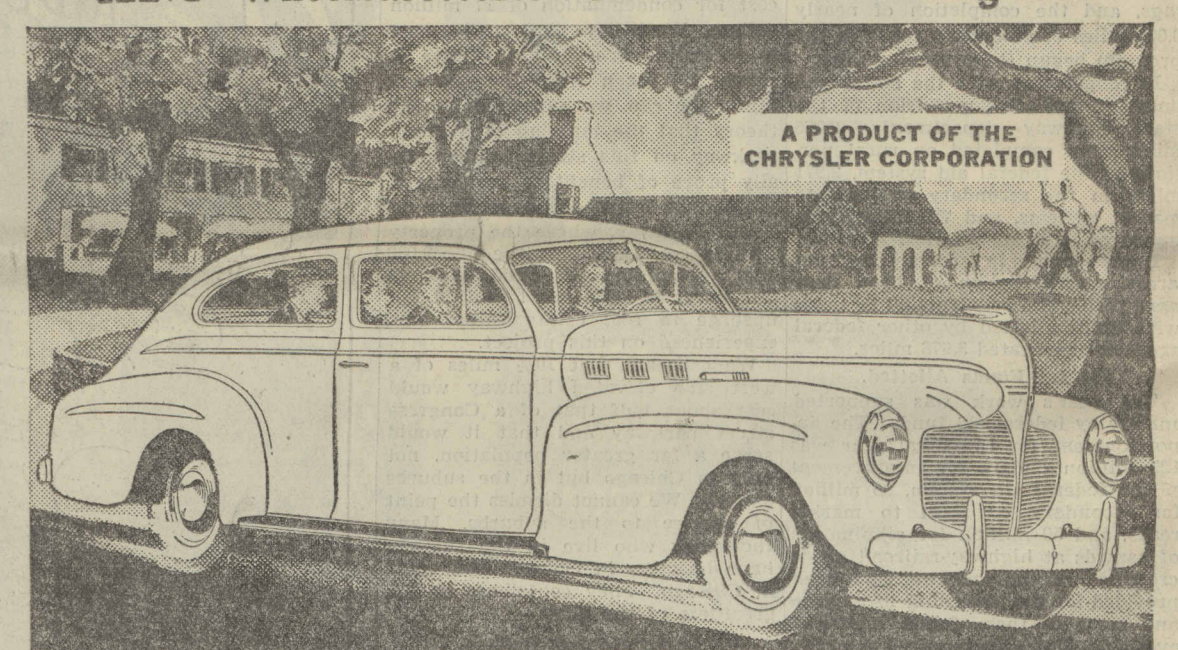
29 Per Cent of Horsepower Used for Persons and Goods

Of the one billion six hundred and seventy million installed horsepower in use today in the United States, 29.7 per cent is used to propel persons and goods by automobile, bus, train, truck, and plane, according to an engineering survey.

LOWER-PRICED NEW DE SOTO

Bigger—More Powerful—

New 1940 De Soto... 100 Horsepower Engine... New Style... 122 1/2" Wheelbase... New Room... New Floating Ride



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Look—Ride—then Decide!

HAVE YOU SEEN the bigger, more powerful, low-priced car America wanted... the exciting new De Soto—value car of 1940!

Its new room will amaze you. Seats are wider. Rear doors full width at bottom for easier entrance. Windows are bigger; visibility increased! New Sealed Beam Headlight System gives 50 to 65% greater road light.

Look—Ride—then Decide. Drive De Soto before you buy any car. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

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Advanced Styling • 100 Horsepower Engine • 122 1/2-In. Wheelbase • New Floating Ride—All Passengers Cradled Between Axles • Perfected Handy-Shift • Sealed Beam Headlight System (50 to 65% Greater Road Light) • Bigger Windows—Increased Visibility • Rear Doors Full Width at Bottom • Wider Seats • Warning Signals on All Dash Gauges.

DE LUXE COUPE \$845 **DE LUXE SEDAN \$905**

Delivered at Detroit, Michigan, including Federal taxes. Transportation, state and local taxes, if any, extra. Standard equipment includes: bumpers, bumper guards, spare tire and wheel, two tail lights, dual windshield wipers and safety glass.

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- CENTRAL AND WEST (cont.)**
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 - Edwards Motor Sales, Inc., 4140 Irving Park Blvd., Chicago, Ill.
 - Roy E. Garland, Inc., 2630 Milwaukee Ave., Chicago, Ill.
 - M. & C. Motor Sales, 2143 Lawrence Ave., Chicago, Ill.
 - Motor Sales, Inc., 6715 Northwinds Highway, Northbrook, Ill.
 - 1019 N. Clark St., Chicago, Ill.
 - M. J. Schmidt, Inc., 3638 Southport Ave., Skokie, Ill.
 - Sunovide Automobile Co., Inc., 4513 Lincoln Ave., Chicago, Ill.
 - Norman C. Truett, Inc., 5139 Broadway, Chicago, Ill.
 - 1182 Diversey Plwy., Chicago, Ill.
 - Bernard & Lee, Inc., 1063 Chicago Ave., Evanston, Ill.
 - Skolde Motor Sales, 8011 Lincoln Ave., Niles Center, Ill.
 - Winnetka Motor Car Co., 874 Green Bay Road, Winnetka, Ill.
 - Lake Forest Garage, Lake Forest, Ill.
- CENTRAL AND WEST**
- Arrow Motor Sales, 1201 Chicago Ave., Chicago, Ill.
 - Daves Motors Corp., 3547 S. Michigan Ave., Chicago, Ill.
 - Markus Motor Sales, Inc., 2177 Ogden Ave., Chicago, Ill.
 - Phillips Motor Sales, Inc., 3528 W. Roosevelt Rd., Chicago, Ill.
 - Ross, Young & Conroy, 4650 Washington Blvd., Chicago, Ill.
 - Sandra Motor, Inc., 711 W. Jackson Blvd., Chicago, Ill.
 - Harold A. Sims Motor Co., 2520 N. Cicero Ave., Chicago, Ill.
 - Beverly Motor Sales, 6631 Ogden Ave., Berwyn, Ill.
 - Aron Motor Sales, 8094 W. Cermak Rd., Cicero, Ill.
 - Beardow-Watt Motor Co., 181 W. First St., Elmhurst, Ill.
 - C. J. Eck Motor Sales, 7243 Roosevelt Rd., Forest Park, Ill.
 - Herman Y. Miller, 97 N. York Rd., Bensenville, Ill.
 - 546 Duane, Glen Ellyn, Ill.
 - Nodek Motors, 741 Madison, Oak Park, Ill.
 - Bonsenville Motors, 1539 Halsted, Chicago Hts., Ill.
 - Light Motor Sales, 10 W. Chicago Ave., Hinsdale, Ill.
 - Hoyes Motors, Inc., 112 W. Burlington Ave., LaGrange, Ill.
 - Lombard Sales, 120 W. St. Charles Rd., Lombard, Ill.
- SOUTH**
- Proner Motor Sales, 12216 S. Western Ave., Blue Island, Ill.
 - Harry G. Herdstrom Sales & Service, Inc., 812 W. 99th St., Chicago, Ill.
 - Brough Motor Sales, 2420 Stony Island Ave., Chicago, Ill.
 - Burke Motor Sales Company, 6105 S. Western Ave., Chicago, Ill.
 - Canfield Motor Sales, 8051 S. Halsted St., Chicago, Ill.
 - Charleston Motor Sales, 1057 Archer Ave., Chicago, Ill.
 - Dorchester Motors, 1373 E. 67th St., Chicago, Ill.
 - Fulack Motor Sales, Inc., 3529 Archer Ave., Chicago, Ill.
 - South Chicago Motor Sales, Inc., 9220 South Chicago Ave., South Side, Chicago, Ill.
 - Van Mattson Motor Sales, 3530 S. Ashland Ave., Chicago, Ill.
 - 10920 S. Michigan Ave., Chicago, Ill.
 - S. & H. Motor Co., 1639 Halsted, Chicago Hts., Ill.
 - Sibley Motor Sales, 115 N. 157th St., Harvey, Ill.
 - John Smith Motor Company, 8609 Archer Ave., Summit, Ill.

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