AUTO ACCIDENT RATE IS FALLING, BUT GRUDGINGLY

Safety Measures Reveal Steady Gains.

BY COL. JOHN STILWELL. Chicago Tribune Staff Correspondent

There is an apparent decrease in the nation's accident rate for the last quarter of the year. This is due to a slight increase in the number of miles driven and a decrease in the number of fatalities. For the first time in many years, the number of fatalities in the nation's highways is reported as being below last year's level. No one knows how this has been achieved, but it is a fact.

NEW FRONT AND REAR DIRECTION SIGNAL IS A BUCK SAfETY GADGET

Auto Industry's Pay Rolls Increase 162,000 Over '38

Horsepower Figures Now in Covered Car

The new model year brings better ratings presented in terms of horsepower figures now in covered car. This urge is a result of the urge and joy of accomplishment, learning that a sustained speed of 50 miles an hour is safer and more comfortable. Excessive speeds boost gasoline consumption.

New seat cushion construction is improving reception of the parts of the car to unnecessary strain. Today's seat cushions are designed to suit the type of car and its occupants. This is particularly important in achieving traffic safety. More and more people are realizing that the automobile is a very important part of our daily lives.

Ambient factors which influence human behavior are now being recognized. For instance, the effect of light switches on the behavior of the driver. It has been determined that the light automatically turns off after a right or left turn has been made. The lever is flipped and signed so that the light automatically goes off. The effect of this is to prevent the driver from becoming overly aggressive.

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Pontiac sets the Style again and brings Luxury as well!

De Soto 2 Door De luxe Sedan

The 160 horse power De Soto 2 door sedan remains at a 175" wheel base. More and more people are realizing that the automobile is a very important part of our daily lives.

BY J. B. WAGSTAFF. Chicago Tribune Staff Correspondent

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Pontiac's new 'Torpedo' styling wins

New York Auto Show crowds

BEING HIjLED AS NEWEST, FRESHEST
NOTE IN THE 1940 MOTOR PARADE

Headed by the boldly different and uniquely beautiful new Torpedo Eight, the 1940 Pontiac makes a big statement in the new world of luxury at low cost. Because the essence of luxury in BEAUTY-beauty that captivates the eye and leads the motorist to realms of new, new interior richness is being hailed as the Number One beauty of the year! Add to that: greater length, more room, increased comfort, thrilling performance and record economy, and the 1940 Pontiacs are enjoying the greatest success in Pontiac history. Come in today!