

AUTO ACCIDENT RATE IS FALLING, BUT GRUDGINGLY

Safety Measures Reveal Steady Gains.

BY COL. JOHN STILWELL. [President, National Safety Council.] The battle against traffic accidents is not spectacular. It is a long and painstaking struggle.

Just when it seems that the enemy is in full retreat and that the weakness in the accident front has been discovered, something happens and the safety forces are thrown back.

There is nothing to do then but roll up our sleeves and start all over again. Beginning in November of 1937, traffic accidents declined for 18 consecutive months.

6% Decrease in August. America got back on the road to traffic safety in August with a 6 per cent drop in fatalities. For the first nine months of the year traffic deaths are running 2 per cent under last year.

Can we hold this gain and perhaps increase it, or will the last quarter of the year wipe out this narrow margin and send the traffic toll soaring above last year's level? No one can tell.

Despite the untiring work of engineers, educators and enforcement officials, there are myriad intangible factors which influence human behavior.

However, there is room for gratification at the success so far attained. This success is the fruit of seed sown long ago, the inevitable result of the passionate interest of thousands of persons in making our streets and highways safer.

Newspapers Lend Support. There has been a slow but steady buildup of official and public interest in achieving traffic safety.

Auto Industry's Pay Rolls Increase 102,000 Over '38. Workers directly employed in the automobile industry averaged 403,000 during the first six months of 1939 as against 301,000 in the same period last year.

De Soto 2 Door De Luxe Sedan. The 100 horse power De Soto de luxe sedan mounted on a 122 1/2 inch wheelbase.

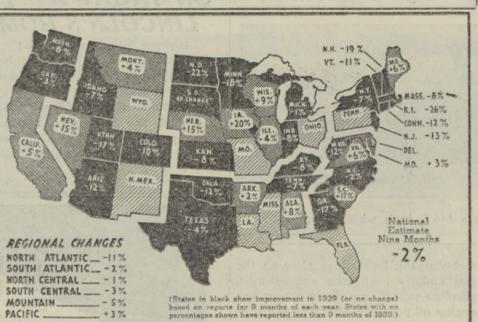
BY J. B. WAGSTAFF. This year's De Soto is an entirely new automobile, says J. B. Wagstaff, general sales manager, De Soto division of the Chrysler corporation.

Riding qualities have been improved thru a redistribution of weight. The rear axle is now 11 inches back of the rear seat, giving rear seat passengers a better ride.

In addition to its many mechanical improvements, the 1940 De Soto has been made a better looking car, says Wagstaff. From its forward-leaning chrome edged nose to the outward flare at the bottom of its rear body panel, there isn't a line or contour in the 1940 De Soto that has been carried over from 1939.

The frame of the car has lower side rails, which reduces both the center of gravity and the overall height of the entire car.

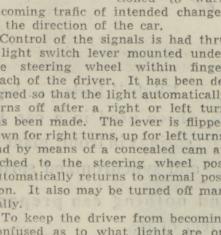
Nation's Auto Toll Shaved



Here are shown by states and by sections the percentage changes in motor fatalities during the first nine months of 1939 as compared with the same period a year ago. Note that Illinois fatalities are up 4 per cent, while the national figure is down 2 per cent.

NEW FRONT AND REAR DIRECTION SIGNAL IS A BUICK SAFETY GADGET

BY O. L. WALLER. Buick's Advertising Manager. The new front and rear direction signal is one of the outstanding safety features of the 1940 Buicks.

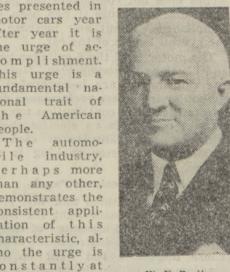


Belleville to Construct Subway for Pedestrians. Belleville, Ill., Nov. 4.—A pedestrian subway on West Main street, near 25th street, is to be constructed here.

IMPROVED AUTOS CREDITED TO ONE AMERICAN TRAIT

It's Urge to Create, Says Hudson President.

BY W. E. BARIT. [President and General Manager, Hudson Motor Car Company.] If there is one factor that is responsible for the ever mounting values presented in motor cars year after year it is the urge of accomplishment.

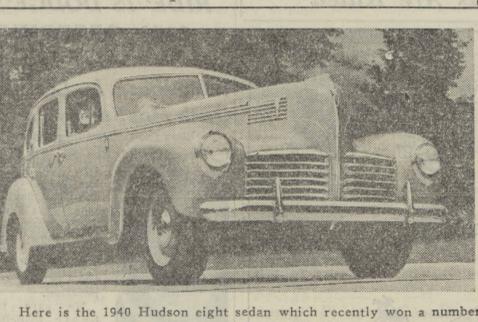


and the trade alike is the natural outcome of the workings of this principle within our organization. Because markets unerringly respond to greater value, we are actively planning for a very considerable increase in our business for 1940.

Moderate Speed Called Best for Safety, Thrift. A moderate driving speed is urged by H. J. Klingler, general manager of Pontiac, both in the interest of safety and economic car operation.

Value Means Sales. The gratifying reception of the new 1940 Hudson cars by the public

128 Horsepower 1940 Hudson



Here is the 1940 Hudson eight sedan which recently won a number of speed records held under the rules of the American Automobile association.

WANT TO SAVE GASOLINE; HERE ARE THREE TIPS

Motorists are given three tips on how to save gasoline by L. K. Marshall, general service manager for Pontiac. Heat expands gasoline, says Marshall. Most motorists probably have noticed that a full tank will run over after a short time.

STATE HIGHWAY FORCES PREPARE FOR SNOW, ICE

BY C. W. ROSS. [Maintenance Engineer, Illinois Division of Highways.] When the paralyzing grip of winter makes itself felt on Illinois highways not less than 800 snow and ice removal units of all sizes and types will be ready for instant operation over the state's 13,300 mile primary system.

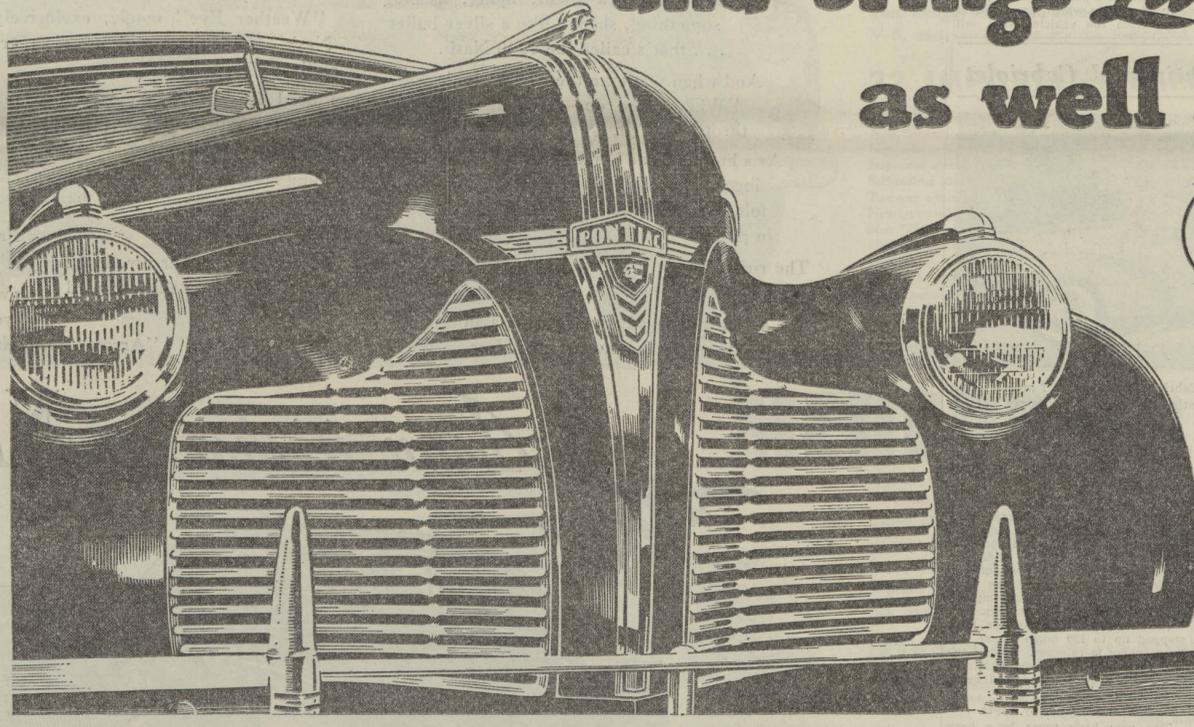
HEWITT ASKED TO ACT AGAINST SUBWAY FLOODS

South side civic groups have urged Oscar Hewitt, commissioner of public works, to arrange for pumping out subways which are flooded during heavy rains.

According to Roy F. Healy of the Ridge Civic council, the following underpasses are among those which become impassable after serious storms: 89th street and Vincennes avenue, 83d to 85th street on Vincennes avenue, 79th street and Lowe avenue, 75th street and South Chicago avenue, 82d street west of Woodlawn avenue, 79th street west of Woodlawn avenue, 67th street and South Park avenue, 63d and State streets, and 59th street and Stewart avenue.

Advertisement for Cadillac and LaSalle cars, featuring 'Again Cadillac Takes All Honors!' and 'Five New Cadillacs Two New LaSalle's'.

Pontiac sets the Style again and brings Luxury as well!



Pontiac's new 'Torpedo' styling wins New York Auto Show crowds. BEING HAILED AS NEWEST, FRESHEST NOTE IN THE 1940 MOTOR PARADE.

HEADED BY THE boldly different and uniquely beautiful new Torpedo Eight, the 1940 Pontiacs open up a whole new world of luxury at low cost!

Pontiac for Pride and Performance. \$783 and up delivered at Pontiac, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

YOUR NEW PONTIAC WILL RUN BETTER... LAST LONGER WITH QUAKER STATE MOTOR OIL.

- List of Pontiac dealerships across the country, including Chicago, North, Northwest, South, West, and Suburban locations.