

AUTO INDUSTRY TURNS EMPHASIS TOWARD STYLE

Reaches Third Step in
Business Transition.

BY H. J. KLINGLER.
[General Manager, Pontiac Motor Division.]
The automobile industry, although only 40 years old, has become America's greatest industry—one that has changed the entire American way of living. Like other comparatively young businesses, it still is undergoing change. Its development has reached the desk of the designer, after having passed thru two former evolutionary phases—engineering and manufacturing.



That is not to say that the engineer and manufacturer are not important today. Rather, it means that the first important job to be licked was the engineer's. Then, the manufacturing man was paramount and his was the essential job. Today, both these jobs have been well done and now the attention is being given to appearance—to the car's style and dress.

Logical Transition Marked.
The transition from the early days to 1940 has been logical. At first people asked only that a car would run. They cared nothing about color, size, or comfort. Economy never had been heard of. A car was a luxury, and the mere fact that a self-contained machine could take them anywhere and get them back was in itself enough of a marvel to allay any thoughts of thrills or comfort.

Before many years the motorist found he no longer needed a tow rope, spare parts, or a shovel to insure a trip. The engineer had his job well in hand.

When the automobile became a reliable piece of mechanism, the manufacturer went to the fore. Every motorist wanted to get his hand on a steering wheel as soon as he signed an order. Factories were put under terrific pressure to turn out cars.

Lacquer Shows Progress.
An important example of manufacturing development is the adoption of lacquer finishes. Before this it took upward of 45 days to finish a car. Duco finish, which dried immediately, solved a storage problem.

Then the stylist advanced to the front. I believe that it is no exaggeration to say that in the last decade the motor car designers have made America style conscious. Today we wouldn't think of buying a stove, a refrigerator, or even a typewriter if it did not have style, no matter how perfectly and efficiently it performed its job.

Although the engineer and the manufacturer still are much on the job, it is the stylist whose work is more in evidence. Style and beauty are responsible more than anything for selling cars.

'AUTO DEALERS' CASH POSITION IS HELD FAVORABLE

BY A. H. BELFIE.
[Bulck's Director of Merchandising.]
The automobile industry appears to have made the transition from one model year to another this year with a better "clean up" than at any time in recent years. This applies to both new and used cars. Such a favorable condition places the dealer's capital in liquid form, adding to the flexibility of his operation.



The present situation should enable the dealer to make profitable sales which he could not handle were his capital tied up in excess stocks on hand. Dealer operations generally are much more flexible today than formerly. They are better rounded and better balanced.

In the early years, dealers concentrated upon the sale of new cars and paid little attention to the by-product business generated by those new car sales. Today most dealers are equipped to furnish not only the new car, but most of the goods and services required by the owner after the sale.

The industry has recorded instances where dealers, without any new cars to sell, operated well in the black by building up their service departments. Today service volume pays for most of the fixed overhead of many dealers.

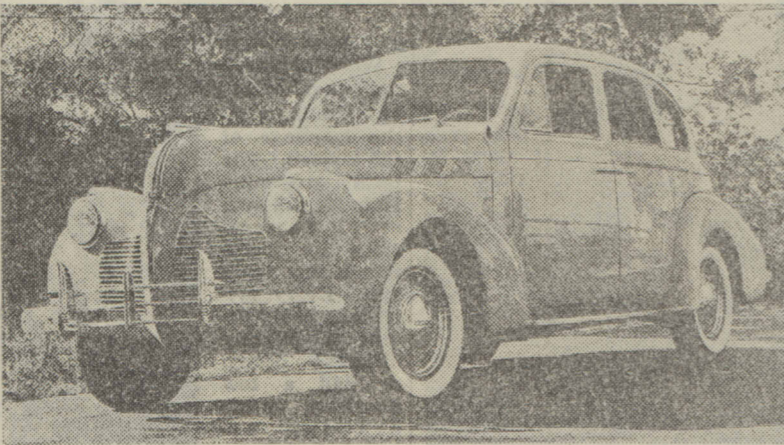
Sidewalk Is a Boulevard at Your Driveway—Stop!

Make the intersection of your driveway and the sidewalk a "boulevard stop." This advice is given by safety experts in warning motorists of the danger of hitting pedestrians, particularly children, when driving from the garage to the street. A stop long enough to make certain that no one is in your path or walking into it before crossing, will help in preventing many tragedies.

Off-Street Accommodations Urged for Parking Autos

A survey of opinion among traffic engineers throughout the nation finds them almost unanimously of the opinion that the parking problem can be solved only through provision of adequate off-street facilities.

Pontiac De Luxe 6 Touring Sedan



This 1940 Pontiac touring sedan has a 120 inch wheel base and 87 horsepower engine. Pontiac has increased the size of the bodies in the 1940 line. All cars are equipped with the sealed beam for safer night driving. Gear shifting lever placed on the steering post cleans up the front compartment.

INDIANA GRADES AND PAVES 286 MILES OF ROADS

Divided Lanes Built on Main Routes.

BY T. A. DICUS
[Chairman, Indiana highway commission.]
Construction of dual and divided lane pavement on cross-country routes and elimination of grade crossings have been highlights in the program of the Indiana highway commission during the last 12 months. Contracts awarded include construction of 286 miles of grading and paving, 53 bridges and grade separations, and 180 miles of resurfacing. These totaled \$3,844,230. Total cost of the department of operations was \$21,794,446. This included expenditures for the 286 miles as well as contracts which were carried over from the preceding year. The balance involves maintenance cost, betterment cost, supervision, testing, highway planning, traffic survey, etc. Less than 50 per cent of the federal

funds available are now under contract, but a large part of this will be allotted in the near future. This delay was in part due to a 37 per cent reduction in personnel forced by the last session of the Indiana general assembly, which slowed down preparation of plans and specifications.

On Jan. 1, 1938, the maintenance division assumed charge of approximately 400 miles of state routes thru cities of more than 3,500 population, with the exception of Indianapolis. During the fiscal year funds were available for resurfacing of these routes in 48 cities, making smooth pavements out of those that were not in suitable condition for state highway traffic.

The construction department was engaged in the supervision of 232 separate contracts for highways and bridges, as well as 31 contracts for the rebuilding of important county roads and bridges. During the busiest part of the construction season more than 4,200 men were employed by road and bridge contractors as well as many others who obtained direct employment from material companies working on these contracts. Indiana's highway system has tri-

pled in mileage since 1920 and the mileage of high type surface is five times as great as it was 20 years ago. When the original state highway system was established it included 3,191 miles of roads. At the first of the present year the system included more than 10,000 miles.

The program for the calendar year of 1940 will include more dual and divided lane pavement and building safety into other roads by elimination of sharp curves and grades and widening the surface. The highway commission is building each year more roadside parks, usually an acre or two in size, at scenic or historic spots, and these now total 46. Shelters, ovens, and tables have been installed in these. In addition are 123 driveways, where tables and benches are provided for the convenience of tourists.

Average Price of Gasoline 5c Under Ten Years Ago

The average price of gasoline thru-out the nation on July 1 was 13.40 cents a gallon, compared with 14.16 cents on the corresponding date last year, and 18.52 cents on July 1, 1929.



SUBSCRIBE FOR THE CHICAGO TRIBUNE

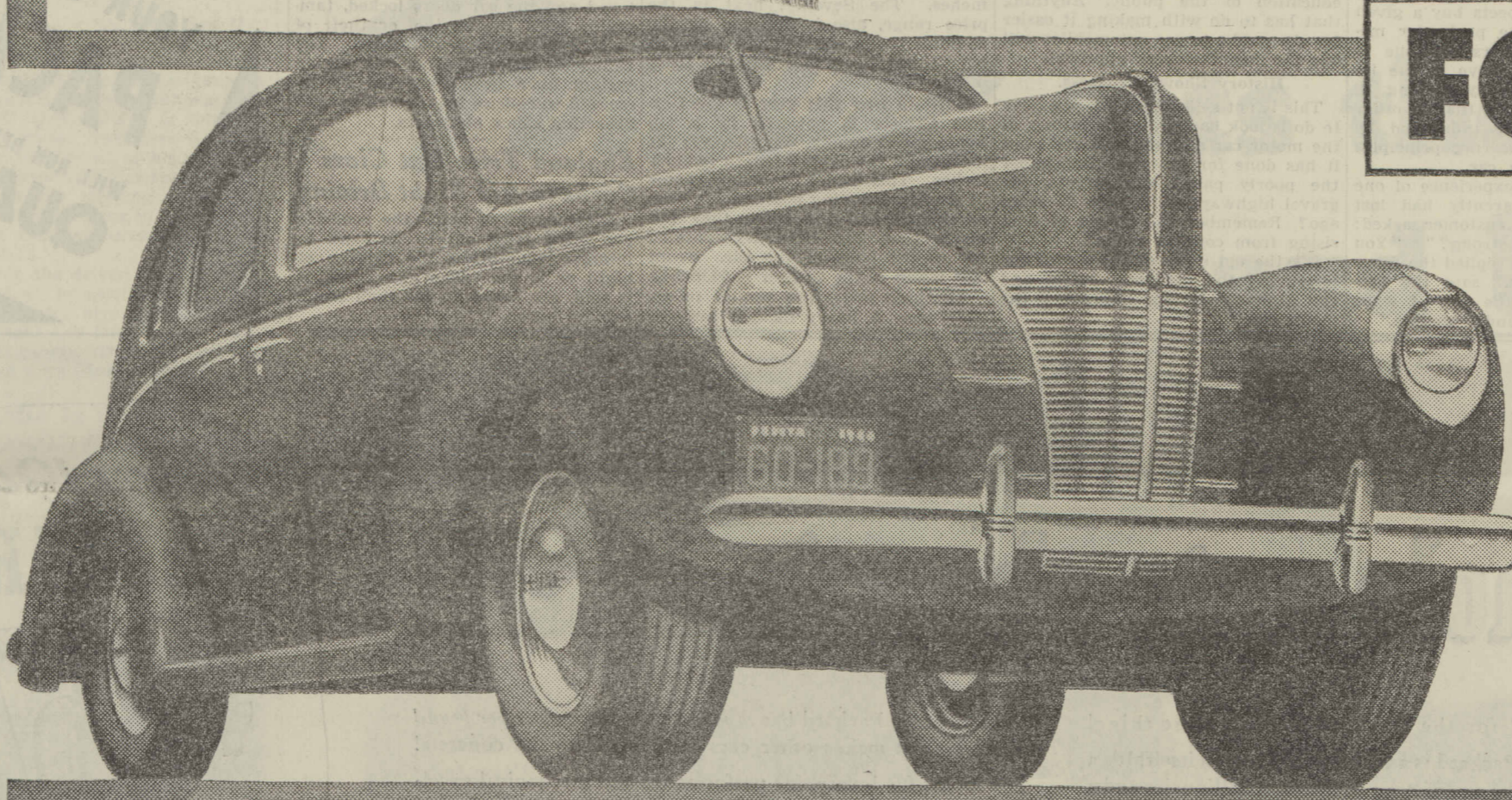
WHAT'S NEW FOR 1940 in these quality cars?

"What has Ford done?" That's always the question at Auto Show time. And the answer is always *news*. This year there are many important improvements in the Ford, Mercury and Lincoln-Zephyr cars for 1940. Before you buy any car, come to the Auto Show and discover these great new motoring values!



SEE THEM AT THE
AUTOMOBILE SHOW
NOVEMBER 4th to 12th Incl.
AT THE
INTERNATIONAL AMPHITHEATER
W. 42nd and 50. Halsted Sts.

FORD V-8



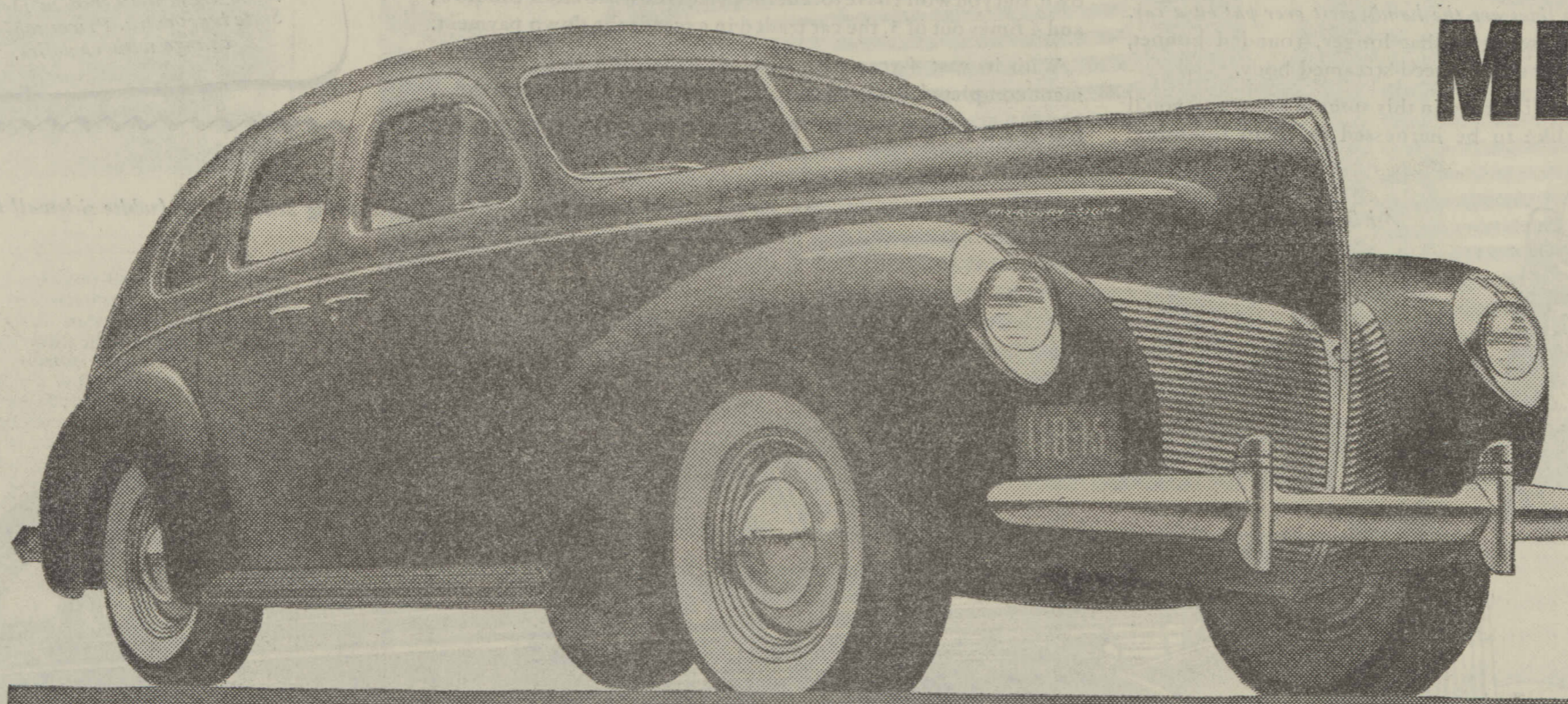
Only your own eyes can reveal the newness of the Ford cars for 1940. *Twenty-two important improvements!* Plus the basic Ford advantages—including V-8 engine, quality materials, proved Ford design, all-around economy and dependability. See the Ford V-8, and you'll agree it's the low-priced car for 1940.

22 IMPORTANT IMPROVEMENTS

- More room inside
- New Controlled Ventilation
- New torsion bar ride-stabilizer*
- Improved spring suspension*
- Self-sealing shock absorbers
- Two-way adjustable driver's seat
- New-type resilient front seat backs
- New "Floating-Edge" Seat Cushions
- New Finger-Tip Gearshift
- Engine more accessible
- Two-spoke steering wheel
- New exterior beauty
- New interior luxury
- New instrument panel
- Improved soundproofing
- "Easy-shift" transmission
- Curved disc wheels
- Improved drums for big Ford hydraulic brakes
- Sealed-Beam Headlamps
- Dual windshield wipers at base of windshield
- Larger battery and generator
- Battery Condition Indicator on all models

*On 85-hp models only

MERCURY-8

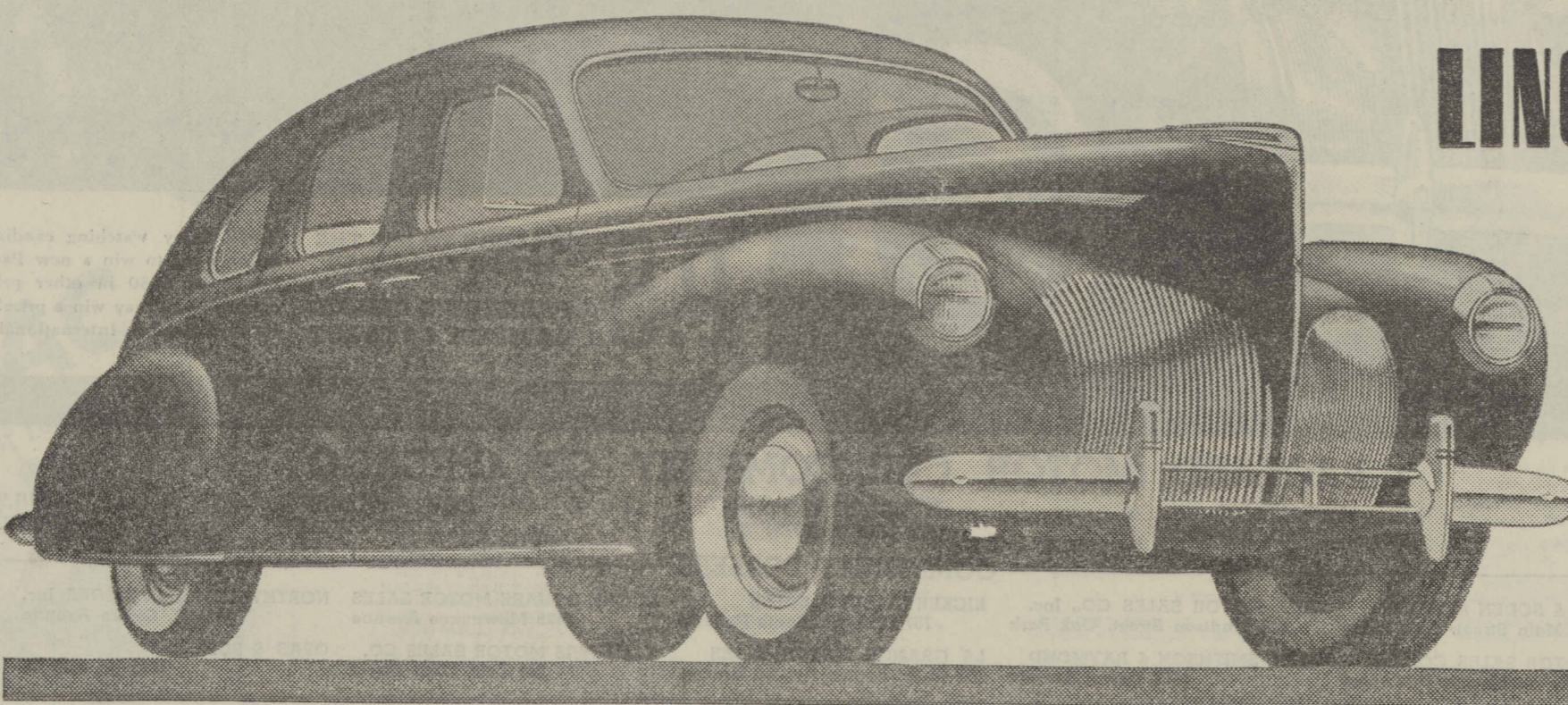


The success car of 1939—with nearly a score of important improvements for 1940! A big car, cleanly streamlined, and generous in its roominess. The Mercury handles with amazing ease, and there's a welcome reserve of power and speed in its V-type, 8-cylinder engine. With all the advantages of a really fine car, the Mercury has something more: *Economy* surprising in a car of any size!

MERCURY HIGHLIGHTS FOR 1940

- Finger-Tip Gearshift mounted on the steering column—standard in all body types.
- 5-hp V-type, 8-cylinder Engine—for outstanding performance and economy. (Owners report up to 20 miles per gallon!)
- Big Hydraulic Brakes—easy, quick, sure. Hand brake operates rear wheels mechanically.
- New Controlled Ventilation—for all-weather comfort.
- New Blue-and-Silver Tone Interiors—8 beautiful body colors.
- Wide, Roomy Bodies—unusually wide seats. Exceptionally quiet and comfortable to ride in.
- New Sealed-Beam Headlamps for greater comfort and safety in night driving.

LINCOLN-ZEPHYR V-12



Always the Style Leader, the 1940 Lincoln-Zephyr is even more beautiful. It is newly designed—a new car—bigger both outside and inside, with more horsepower.

This is the *only* car with the unit-body-and-frame. It is the *only* car in its price class with a 12-cylinder engine. Its modern streamlines set today's styles.

Other features: Finger-Tip Gearshift on steering post. Panorama Windshield. Controlled Ventilation. One-piece rear window of curved glass. Sealed-Beam Headlamps, safer, stay bright longer. Hydraulic brakes for smooth, even stops.

Yet the 1940 Lincoln-Zephyr offers you, at medium price, an outstanding value not to be matched in any car at any price.