

KEEPING IN TUNE WITH DEMAND IS KEY TO CAR SALES

Success Depends Largely on Balanced Supply.

BY FOREST H. AKERS.
[Vice President and Sales Director, Dodge Division of Chrysler.]

One essential to the maintenance of successful operations by an automobile company is ability to maintain a balance between a supply of automobiles and the demand for them. It is a tribute to the industry that year after year it does succeed in basing its output on previously ascertained requirements of the market.

Many years ago the automobile industry realized that its prosperity is intimately related to the country's general well being and that any fluctuations in our economic setup must have corresponding reflections in the sales records of the automobile companies.

Indexes Close Together.

A comparative study of the records prepared by the federal reserve board and the sales figures of the automobile business show clearly how retail car sales fluctuate in tune with industrial production.

In 1932, for example, when the board's index of general industrial production stood at 65, car sales had reached an index of 63. Five years later, after an upward movement, both attained a level of 215 in 1937.

It is easy to understand that industry has ways of plumbing business conditions with fair accuracy—frequently long before conditions take definite shape—it could not lay out its mass production schedules on a basis that would keep manufacturing costs from colliding with selling prices and dealers' profits.

4,000 Report Weekly.

The task of keeping close touch on the pulse of American business affairs requires continuous study, analysis, and interpretation—not merely the automobile manufacturers' own sales curves, but of variations in general economic factors.

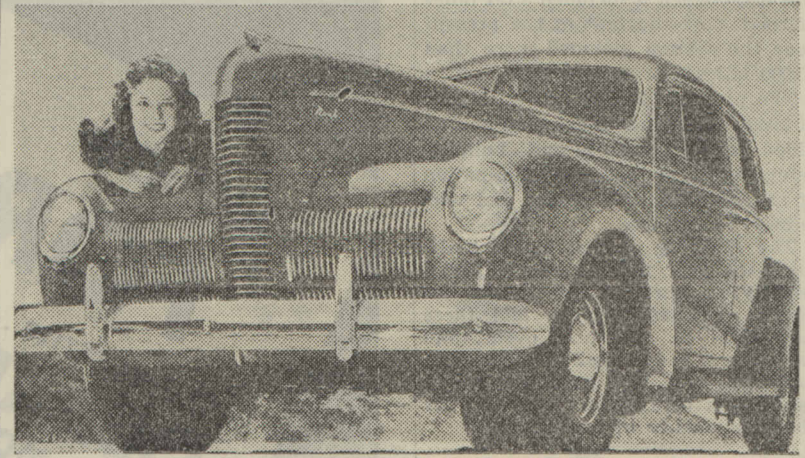
In our own case—that of Dodge—we get a considerable part of our information from more than 4,000 retailers. These retailers voluntarily report once a week to regional headquarters and the regional offices communicate with the central sales administration.

By noon of each Tuesday we in Detroit usually know precisely how many new and used cars have been delivered during the preceding week, how many unfilled orders our dealers have, and how many new and used cars remain in their stock.



Forest H. Akers.

Nash Lafayette for 1940



Here is the Nash Lafayette, the lowest price series in the Nash line for 1940.

The 1940 Nash line of automobiles consists of three series in eighteen models covering a wide price range. W. A. Brees, general sales manager, states, Nash's lowest price car is the 99 horsepower de luxe Lafayette on a 117 inch wheelbase. Next is the six cylinder Ambassador with a 105 horsepower engine and a 121 inch wheelbase. The most expensive series is the Ambassador eight with a 115 horsepower engine and a 125 inch wheelbase.

Numerous features have been built into the new cars, which are on display at the auto show, according to Brees. The most stressed points are the "arrow flight ride" and the air conditioning system which was pioneered by Nash.

Brees says that the new ride is the result of a new method of springing—the combination of long, synchronous springs and super sized shock absorbers in the rear, and soft, individual coil springing on the front wheels. Another development is a new steering arrangement which is said to make steering easier and surer, and to hold the car on its course even on the roughest roads.

Another improvement consists of the "overtake," says Brees. He describes this as an advancement of the automatic fourth speed forward. To use it, the driver presses the throttle to the floor and the full power and pull of the engine in conventional third gear is at his command for passing cars and getting out of tight spots. The return to automatic fourth speed is made by lifting the



W. A. Brees.

foot from the accelerator for a moment.

This year the control of the "weather eye" for the control of the interior car temperature is on the top of the instrument panel near the windshield.

MANY REASONS PROMPT AUTO BUYERS' TASTES

Why does one person go on buying the same make of car year after year, while his neighbor just as steadfastly buys a car of another make? Emerson J. Poag, assistant manager of Dodge, discussing this matter, pointed out that the choice of some purchasers is dictated by their pocketbooks. He said, however, that in the majority of other cases the specific reasons for the preferences of Emerson J. Poag buyers are too numerous to tabulate.

While many prospects buy a given car because of some particular mechanical feature, others continue to buy because they believe in the integrity of the company making it, he asserted, and added that in other instances buyers are influenced by the advanced engineering principles incorporated in the car.

Poag related the experience of one salesman who apparently had lost the sale until the customer asked: "Are the fenders strong?" "You can jump on them," replied the salesman. "That's fine," said the customer. "I'll take the car. I want one that's free of fender trouble."



Emerson J. Poag.

CALLS FOR HALT ON DIVERSION OF AUTO TAX MONEY

Studebaker Head Urges Spending to Aid Trade.

BY PAUL G. HOFFMAN
[President, The Studebaker Corporation.]

Diversion of motor tax money to purposes other than enlargement and improvement of our highways and other activities related to the automobile is a matter of public concern. The Automobile Manufacturers Association recently stated that no less than 150 million dollars of highway users' money was diverted from regular channels last year. That means that 13.5 cents of every highway tax dollar went for projects remote from motor vehicle use.

The average motor manufacturer is as eager to improve his business, therefore his own well being, as the manufacturer of any other product. We want our business to get ahead and we will put up a vigorous battle against anything that slows it down.

Let All Pay Own Way.

The motor manufacturer cannot see how it helps to sell automobiles to spend money on airports, seawalls, or oyster beds. Each activity should take care of itself. The motor car builders want vehicle tax money spent where it should be spent, on plans and projects that will further the use of the motor car. It may be improvement in traffic laws, it may be improvement in highways, it may be education of the public. Anything that has to do with making it easier for the public to use automobiles will win the manufacturer's approval.

History Shows Progress.

This is not selfishness. All you have to do is look back over the history of the motor car and you will see what it has done for America. Remember the poorly paved city streets, the gravel highways of 30, even 20 years ago? Remember the clouds of dust rising from country roads?

It's the old story of the motor car improving the highway system and the highway system improving the motor car.



Paul G. Hoffman.

It's a 1940 Oldsmobile Six



Newly designed front of the Oldsmobile Six for 1940.

Oldsmobile enters its 43d year with two outstanding developments according to D. E. Ralston, general sales manager for the Oldsmobile division of General Motors.

First is the hydro-matic drive, which does away with clutch and clutch pedal; shifts gears automatically, back and forth thru four speed ranges, and confers the flexibility of steam or electricity upon the gasoline engine.

Second, Ralston says, is the size and roominess of all models in the 1940 line. All three series—two sixes and an eight—appear bigger and better.

The Six is the lowest priced car in the Oldsmobile line. It is powered by an engine that has been stepped up to 95 horse power. Its overall length has been increased to 197 1/2 inches. The Seventy, next in the price range, also is powered by the 95 horse power engine and its overall length has been increased to 199 1/2 inches.

Entirely new this year is the Custom Cruiser 8, powered by a 110 horse power engine. Wheelbase is 124 inches and the overall length is 210 1/2 inches. This model has a low center of gravity. Running boards have been eliminated and the space formerly taken up by them has been incorporated within the body of the car. Front seat width of the Cruiser is 60 inches.

All three series are similar in appearance. A heavy die-cast radiator



D. E. Ralston.

grille, with wide horizontal bars of chrome, serve to materially brighten the front view. The hood line is long and level and its height is emphasized by an ornament of glistening chrome and lucite.

Chromed grilles, vertically placed below the headlamps, contain parking lights of a new design. The massive bumpers of each of the three cars are flared at both ends to give greater car protection.

Headlamps, which are of the new sealed beam type for safer night driving, are nestled in the tops of the fenders. Fenders and the side wall of the hood are one piece—the "valley" that formerly existed has been eliminated.

In addition to their added roominess, the 1940 models show improvements in interior styling, Ralston says. In the sedan models, deep comfortable divan type seats are used, providing ample room for three passengers in both front and rear seats. A new club coupe easily seats six passengers, three in front and three in the rear.

A new feature this year is a lock in the front compartment which controls the hood. With this lock fastened and the car doors locked, tampering with the engine, or theft of battery or horns, is prevented. The riding qualities of the coil spring system have been improved by increased wheelbase length and by double-acting shock absorbers.

England Tries Out Glass Curbs to Aid Night Driving

Glass curbs to mark the roadside are being tried out in England to improve visibility while driving at night or in fog. The new curbs, it is said, are easier to see than white painted curbs.

'STREAMLINING' ENTERS THE FIELD OF TRUCK DESIGN

BY TOM MOSS.
[Director of Dodge Truck Sales.]

When engineers coined the expression "horizontal design" they placed streamlining in the language of the laymen. The term streamlining has been much abused since its inception a few years ago. Every artist who could devise a slightly different design or add a few flourishes to his drawing announced that he had perfected streamlining.

Today experts agree that effective streamlining is essentially and simply a horizontal motif. In other words, streamlining about the grille, speed lines in the fenders and louvers have the horizontal motif to lessen wind resistance and to enhance the appearance of the vehicle. We are streamlining our trucks to a considerable degree.



Tom Moss.

VACUUM GEAR SHIFT STANDARD EQUIPMENT ON NEW CHEVROLET

BY BEN BRADY.
[Chicago Zone Manager for Chevrolet.]

Each year automobile values increase as improvements once rated as extra equipment at additional cost become standard equipment. An example is the vacuum power gear shift with steering column control which was brought out by Chevrolet in 1939 at extra cost on certain models. For 1940 this convenience is standard equipment on all models.

The vacuum mechanism, and the controls mounted on the steering column, have been refined in the 1940 version. Operation has been improved thru a new mounting on the side of the transmission housing, where the actuating unit is readily available for inspection.

Chevrolet engineers describe the vacuum power shift as a power actuated booster which relieves the driver of 80 per cent of the effort once required to shift gears. The driver simply selects the gear desired, by means of the lever at his fingertips, and the vacuum actuated mechanism does the rest.

The mechanism has been designed so the gears can be shifted by hand in case a depleted battery makes a push start necessary.



Ben Brady.

Buick Raises Boiling Point in Its Cooling Systems

The cooling system has been placed under pressure on the new Buicks. By maintaining a pressure of approximately 7 pounds in the cooling system, the boiling point of the cooling water is raised. This means that if outside air temperatures and driving conditions should cause the solution to hover around an extremely high temperature, it is less likely to boil.

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

EL PASO IS TEXAS' ACE IN DIMMING OF HEADLIGHTS

AUSTIN, Tex., Nov. 4 (Special)—In Texas you have to travel westward to escape that bright light. In a state-wide survey just completed by state police they found that generally only 80 per cent of drivers lowered their headlight beams in approaching other cars, but of greater interest to the officers were the variances in the ratios in different sections of the state.

For example, they learned that only 4 per cent of drivers observed in the vicinity of El Paso failed to dim their headlights, while in the lower Rio Grande valley on highways near Hartlingen the patrolmen computed that 69 per cent of the drivers refused to observe the dimmer courtesy rule.

Because of no existing laws governing the raising or lowering of headlight beams on motor vehicles there was nothing the officers could do except compile these statistics as they patrolled the heavier used highways over Texas. Of little surprise to state police was the fact that only 3 per cent of the truck drivers thruout the highway system failed to respond to dimmer signals from the officers' cars. All motor buses responded. Chief Fred Hickman of the highway patrol said.

A whole auto show in itself!

MAKE A BEE LINE for the Packard exhibit first thing! For the new 1940 Packard is a whole auto show in itself! It's a car guaranteed to make an artist, an engineer, a millionaire and a family-on-a-budget all throw their hats in the air and cheer as one!

Those gorgeous new lines are the handsomest ever put on a car. Look at the graceful sweep of that longer, rounded bonnet, the tapered beauty of the new speed-streamed body.

And when you take to the road in this stunning new car, you'll know what it feels like to be harnessed to chain lightning!

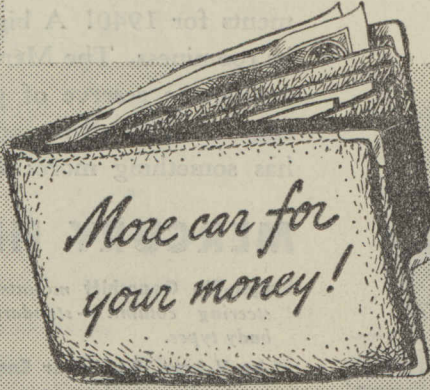
This handsome Packard has so much more horsepower per pound of car weight it makes other cars seem glued to the concrete!

For looks, for luxury, for performance and mechanical excellence—this dream of a car is well worth stretching your budget to own. But you won't have to! For the price is down to an all-time low, and 4 times out of 5, the car traded in exceeds the down payment.

With its vast 4-year plan of plant expansion and rearrangement completed, Packard can offer you its new 1940 cars at the... **LOWEST PRICES IN PACKARD HISTORY**

New 1940 PACKARD \$867

AND UP, *delivered in Detroit, State taxes extra. Prices subject to change without notice.



Ask The Man Who Owns One

Model illustrated—1940 Packard One-Ten Touring Sedan \$975* (white sidewall tires extra)



P.S. BE SURE TO SEE THE HIT OF THE SHOW! PACKARD'S CANDID CAMERA CONTEST

You'll enjoy watching candid camera fans in action—out to win a new Packard Convertible Coupe or \$650 in other prizes. Bring your camera—you may win a prize! Entry Blanks at Packard Exhibit, International Amphitheatre.

PACKARD MOTOR CAR COMPANY OF CHICAGO

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AT THE AUTO SHOW

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