

# NASH PRESIDENT PREDICTS GREAT GAINS IN TOURING

## Mason Says War Will Aid American Travel.

BY GEORGE W. MASON.  
[President, Nash-Kelvinator Corporation.]  
If present indications are fulfilled, next year should be one of the greatest touring years in the history of American automobile touring. There are many reasons for this. Among others, I might mention the following:



George W. Mason.

1. Europe, deadlocked in what appears to be a long war, is closed to the thousands of Americans who heretofore vacationed there annually, and, incidentally, a great many millions which if spent here would contribute greatly to our prosperity. These citizens probably will stay at home.

2. There are 3,068,919 miles of main highways and usable roads in the United States today.

3. Eating, sleeping, and service places abound in all states and the majority have been standardized on a high efficiency and low cost level in the last five years.

4. Greatly increased police facilities help assure the safety of tourists. Besides enforcing traffic regulations, state, and county police are cooperating to help motorists.

5. Automobiles have reached what only a few years ago was an undreamed of state of perfection. The new cars, as the public is learning at the Chicago show, are perfect servants. They are not only easier to drive, but they are fun to drive. Car comfort rivals that of any club lounge or home living room.

# RIDING COMFORT IN FLEETWOOD BODIES EXCELS

BY V. C. P. DREISKE.  
[General Manager, Chicago Cadillac Branch.]  
The craftsmanship and quality that have kept the name of Fleetwood as an outstanding name in custom coachwork for 28 years again are manifest in the all-steel structure of the new Fleetwood bodies which Cadillac is offering in its 1940 lines.



V. C. P. Dreiske.

An interior advance that appreciably improves riding comfort is a new seat cushion construction. A base of Marshall springs is covered by sponge rubber and woolen pads. The cushions are cooler in warmer weather, yet possess a soft resiliency afforded by no other design.

Fleetwood 72, 75, and 90 instrument panels are finished in French burl walnut, with plastic parts in harmonizing shade. Chrome parts and plastic inserts mark the hardware. Luxury items such as tonneau clocks, assist straps and grips, hassocks and foot rests are supplied as standard equipment, dependent upon body styles.

Notable among many chassis improvements is a new steering gear on the 72 that is an aid to driving in heavy traffic.

# FORD'S EXHIBIT FEATURES NEW LINE OF TRUCKS

Officials of the Ford Motor company state that 40 important developments feature the 1940 Ford V-8 trucks and commercial cars which are being demonstrated to visitors at the Chicago show. The Ford exhibit includes cab-over-engine, regular, one-ton, three-quarter ton, and commercial car body types.

One feature is a cutaway truck chassis showing many of the changes that have been incorporated in the new models. Chassis representative of the 19 types specially designed for mounting bodies made by outside manufacturers will be featured.

The 1940 Ford line of trucks and commercial cars consists of 42 body and chassis types, six wheelbases, and three V-8 engines. Hydraulic brakes are standard on all models. New in the line is the 158 inch wheelbase chassis available in both conventional and cab-over-engine types. Considered one of the greatest automotive lighting developments in many years is the new sealed beam headlamps which will provide better light for night driving.

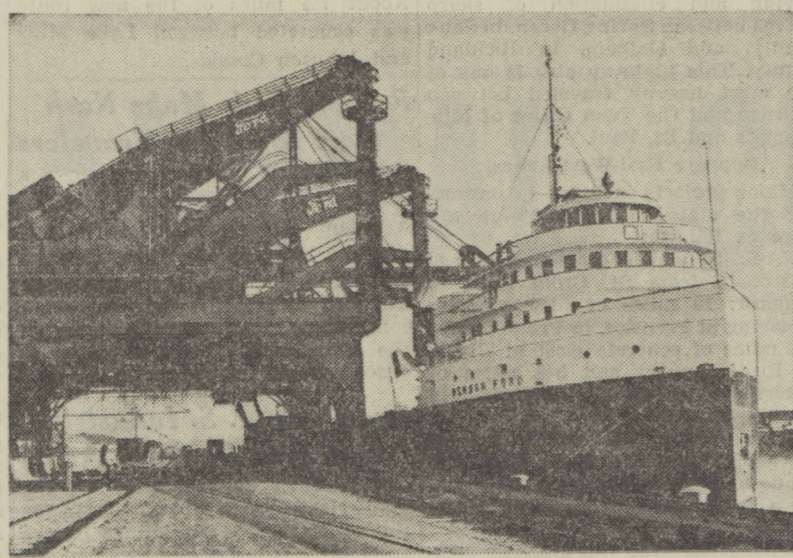
# TRAFFIC IS USING RELOCATED ROAD NEAR MARENGO

Marengo, Ill., Nov. 4.—Traffic is now using a relocated section of U. S. highway 20, one and one-half miles east of Marengo in McHenry county.

The relocation, constructed to eliminate a stretch of roadway embodying sharp curves and steep grades, was completed at a cost of \$63,000. It consists of 4,000 feet of 22 foot concrete pavement.

The relocation, on a heavily traveled portion of U. S. 20, is expected to result in a material reduction of the accident rate between Marengo and the Boone-McHenry county line.

# From Iron Ore to Autos



Iron ore is brought directly by ship to the Ford Motor company's huge River Rouge plant at Dearborn, Mich. There the ore is converted into steel and in a short time the steel becomes the 1940 Ford automobile.

Many new features have been built into the 1940 Fords that are now being displayed at the Chicago Automobile show, according to John R. Davis, general sales manager of the Ford Motor company. Both the Ford V-8 and the De Luxe Ford V-8 have undergone a number of marked changes in design, he says.

Low radiator grilles and long hoods are the outstanding characteristics of the distinctively modern front end designs. Tailored interiors are roomy.

**Gearshift on Steering Post.**

One of the new features is a finger-tip gearshift mounted on the steering column under the two-spoke steering wheel. This provides increased room for driver and passengers in the front compartment. There is also a new controlled ventilation system. For safer night driving, the newly developed sealed beam lights are used.

The Ford V-8 consists of four models powered either by an 85 or 60 horsepower engine. The De Luxe Ford, which is powered by an 85 horsepower engine, is available in five models, including a convertible club coupe with top that lowers and raises automatically as standard equipment. Three color choices are available in the standard line and six in the de luxe line.

**Improve Spring Suspension.**

The 85 horsepower cars include an improved suspension with a longer, more flexible front spring, and a torsion bar ride-stabilizer. These provide an exceptionally comfortable and steady ride. The front stabilizer also provides firmer, easier steering. Front and rear springs of the de luxe cars are equipped with metal covers. Large double acting shock absorbers with self-sealing construction are fitted on all cars.

The seats have been improved for greater comfort. The front seat backs are of a new resilient type. Drivers' seats are adjustable two ways—they rise as they move forward. Bodies have been scientifically soundproofed to shut out road noises.

**Remarkable For Quietness.**

The 1940 Fords are remarkable for their quiet operation. Contributing to this are the "easyshift" transmission which permits speeds to be changed quietly, newly designed curved disc wheels and improved drums for the quick stopping hydraulic brakes.

New decorative schemes are employed in the car interiors. A color treatment in maroon and sand is used in the standard line. In the de luxe cars window frames are finished in dark mahogany, hardware in maroon, knobs and escutcheon plates in sand, with striped mohair or broadcloth also in sand.

Instrument panels harmonize with the interior styling. Gauges are grouped in front of the steering wheel. A grille for the installation of radio speaker, glove compartment with lock, two ash trays and a cigar lighter are provided on the panel. Numerous items are included as standard equipment which in former years constituted extra equipment at extra cost.

# DUDE RANCHING RIVALS CATTLE RAISING IN WEST

Offering Vacations Now Big Business.  
BY JOHN E. MILES.  
[Governor of New Mexico.]  
Santa Fe, N. M., Nov. 4.—The history of dude ranch development in New Mexico and Arizona is another chapter in the transition of the rip-roaring cattle country of an earlier day into a new era, in which six shooters and bar-room brawls play no part.

Dude ranching, like everything else, had its pioneers. A few business men from "back east," looking for a place to pacify jangled nerves, began a half century ago to come into the west and to spend their vacations on regular cattle ranches.

The practice grew, by word of mouth, until ranch owners realized they had a commercial proposition. Some of them gave up running cattle to devote their whole time to entertaining the eastern visitors, who earned the title "dudes" by their flashy clothes.

**Reason for Big Hats.**

Today the accepted dress on a dude ranch is denim trousers, boots, a heavy shirt, and jacket, and, preferably, a wide brimmed hat. And that hat isn't worn to look like a cowboy. It's practical against a high altitude sun.

Dude ranching had its start in Montana and Wyoming, but development rapidly moved south along the Rockies because of a short season in the north. In the southwest dude ranching is now a year around business.

The climate diversification of scenery, the extreme interest of the native people, all join to make New Mexico and Arizona the ideal all-year playground for those who would vacation on a dude ranch.

**Riding Chief Entertainment.**

Riding is the common denominator of all dude ranch entertainment. The horses are furnished to "dudes" according to their riding ability. Pack trips which include at least one night's camping out in the high country may be taken. Big game season affords fine fall sport. New Mexico boasts fine trout fishing streams.

Practically all New Mexico and Arizona dude ranches are based on the American plan, and the costs, ranging from \$15 upward, frequently include transportation to and from the station, if you are traveling by rail, and horses and guides.

In 1940 New Mexico will celebrate the Coronado Cuarto centennial, an event four centuries in the making. This state-wide festival is expected to stimulate tourist travel, and New Mexico and Arizona are anticipating even greater popularity than ever as the vacation land strangely different.

# Luggage Compartments in Dodges Well Arranged

The luggage compartments in the 1940 Dodges have been much improved, Dodge officials say. In sedans as well as coupes spare wheels and tires are mounted in a novel way, upright and on the right side of the luggage compartment, where the presence of the luggage does not interfere with the easy removal of the tire.

# 1940 Nash Easier to Park; Ladies Find It Convenient

Nash engineers say that 1940 steering features make parking much easier, especially for the women. This is because the steering wheel is easier to turn and the wheels have a much shorter turning radius.

# A Whole Motor Show in Themselves!

1940 CADILLACS AND LASALLES

BE MODERN

Also On Display At Your Cadillac-LaSalle Dealer's

# BUICK OFFERING SIX SERIES; TWO ADDED THIS YEAR

## List 70 Refinements and Improvements.

Two new series of automobiles bring the Buick 1940 line to six series, with wheelbases ranging from 121 to 140 inches, says W. F. Hufstader, general manager of the Buick division of General Motors.

The Special and the Super are 121 inch wheelbase with 107 horse power; the Century 126 inch wheelbase with 141 horse power engine, and the Series 80 and 90 Limiteds on 133 and 140 inch wheelbase, respectively, with 141 horse power motor.

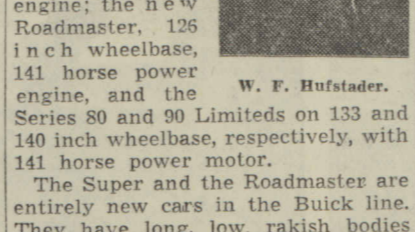
The Super and the Roadmaster are entirely new cars in the Buick line. They have long, low, rakish bodies in which the streamlining is emphasized. Unusually wide, they easily seat three persons in the front compartment, and if the riders are thin four can be accommodated.

**More Powerful Brakes.**

Hufstader says that there are more than seventy improvements and refinements in the 1940 Buicks, some of them minor, but all contributing to a better car. Among the more important structural and design features are: Improved torque tube drive; new angle in the independent front wheel suspension and improved rear ride; more powerful hydraulic brakes and improved lighting and electrical equipment.

Hufstader lists numerous other improvements and refinements, such as improved front and rear direction signals; better seat cushioning; sealed beam lights for safer night driving; new engine mounting; new carburetor; addition of oil filters on all engines; more direct steering linkage

# A Newcomer to Buick Line



Here is Buick's Super—a new car to its line of automobiles. It has a 121 inch wheelbase, has a 107 horsepower engine, and is highly streamlined.

and improved gear shift.

One improvement in the engine is stressed by Buick. That is balancing the engine after assembly by an electrical process to a fraction within an inch-ounce which is said to result in the delivery of power virtually without a trace of vibration.

**Provide Improved Ride.**

Changes in the coil spring suspension have resulted in an improved ride. The angle of suspension of the knee action front wheels has been rotated four degrees backward, providing cushioning effect against road thump and preventing noise or vibration from this source reaching the passenger compartment.

Another development in ride control, particularly in connection with coil rear springs, is a new rear sway stabilizer.

The cooling system for the engine has been improved. By maintaining a pressure of approximately seven pounds in the cooling system, the boiling point of the cooling system is raised, reducing the tendency toward vaporization in high altitudes.

**New Automatic Choke.**

A new aero-type carburetor affords constant fuel feed to the intake manifold under all conditions. Aiding quick starting are a newly designed automatic choke, which regulates the operation of the choke according to the engine temperatures, and a new device which automatically positions the accelerator pedal for starting.

Gear shifting on the new cars is accomplished by a greatly improved remote control mechanism. The entire linkage is completely redesigned to create a positive, quiet, easy gear selection that at the same time feels solid and substantial.

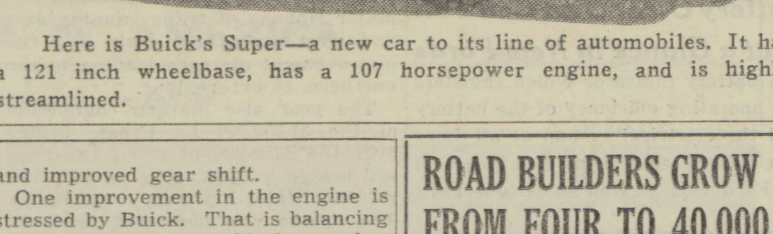
Contributing to safer driving are front and rear direction signals which warn drivers approaching from the rear or at right angles of a contemplated turn.

# CHEVROLET ADDS NEW SAFEGUARDS TO 1940 MODELS

BY G. I. SMITH.  
[Great Lakes Regional Manager of Chevrolet.]  
A look at the 1940 Chevrolets discloses marked advances in safety and comfort as well as in style. Like the exterior of the car, the interior is completely transformed. Luxury and great roominess are apparent the moment one enters. The front compartment is wider, accommodating three persons in comfort.

Complete elimination of the conventional gearshift from all models permanently clears the front floor space, which has been further enlarged by moving the dash slightly forward. Rear seat width is increased, leg room in rear is lengthened, and head room, both front and rear, is increased.

Outstanding among new instruments is the speedometer dial, which has a red safety line indicating speeds of 50 miles an hour or more. Included in the refinements which make for added safety are the soft roll back of the front seats and the use of new high test safety plate glass in the windshield.



Complete elimination of the conventional gearshift from all models permanently clears the front floor space, which has been further enlarged by moving the dash slightly forward.

# ROAD BUILDERS GROW FROM FOUR TO 40,000 MEMBERS IN 37 YEARS

BY TAYLOR G. SOPER.  
[Executive Secretary, Illinois Road Builders' association.]  
Four men conferring in Detroit in 1902 were the first road builders to meet and discuss mutual problems and aspirations. Not automobiles, but bicycles were creating a demand for more and better roads. Then and there the men formed the American Road Builders' association.

Today this association embraces members in all 48 states and many foreign countries. More than 40,000 road builders will attend its convention and road show to be held in Chicago Jan. 29-Feb. 2.

The 1940 road show, to be held in Chicago's International Amphitheater, will feature over 400 exhibits covering nearly eight acres of floor space; all the latest road building machinery under one roof at one time.

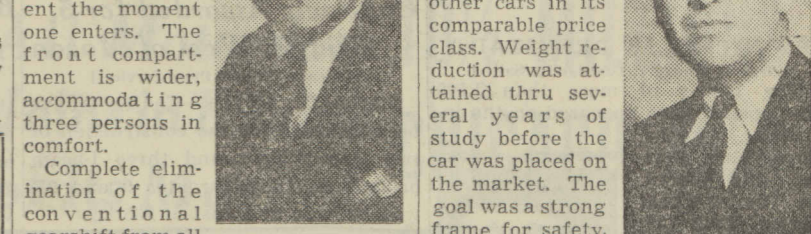
The Illinois Road Builders' association will be host to the Chicago convention and will hold its annual convention at the same time.

# Ford Chassis Exceptionally Steady on Sharp Curves

Ford engineers say that the 1940 Ford chassis is unusually steady on sharp curves, rough roads or in strong cross winds because it has been stabilized by a unique combination of engineering features. These include torque tube drive, radius rods, flexible transverse springs, double acting hydraulic shock absorbers and a torsion bar ride stabilizer.

# NO EXTRA WEIGHT CUTS EFFICIENCY OF STUDEBAKER

By R. H. KEELING.  
[Vice president, Studebaker Sales company of Chicago.]  
In the Champion for 1940 Studebaker has retained all the efficiency with a minimum of weight that so focused attention on it when it was brought out last spring. This car weighs about 600 pounds less than other cars in its comparable price class. Weight reduction was attained thru several years of study before the car was placed on the market. The goal was a strong frame for safety, with excess parts removed and weight removed.



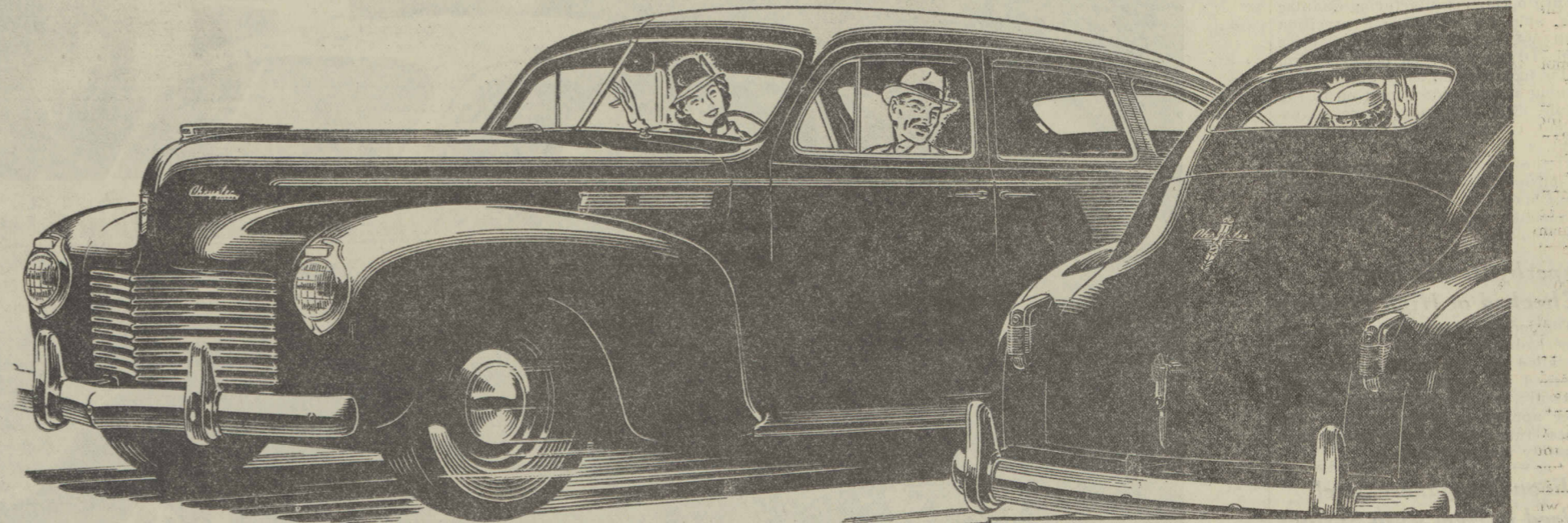
R. H. Keeling.

The Champion has made two remarkable records—one a round trip across the continent during which it averaged 40 miles an hour and delivered 27 1/2 miles to the gallon of gasoline. The other was a 15,000 mile run on the Indianapolis speedway during which it averaged 62 miles an hour and delivered 19.34 miles to the gallon.

This car has an overall length of 188 1/2 inches and has a six cylinder engine which develops 78 horsepower.

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