

COMPETITION IN MOTOR INDUSTRY BRINGS PROGRESS

Manufacturers Build Improved Autos.

BY BYRON C. FOY.
 [President, De Soto Division, Chrysler Corp.]
 Competition in this country refuses to stand still and for that reason we have as an unwritten law for success: "Go Forward or Fall." Any individual or company that may rest on his laurels is soon left behind. This fundamental truth has been recognized by the leaders of the automobile industry. It is why they are leaders. And it is the reason for the amazing progress which the industry has made in its comparatively short life.



Byron C. Foy.

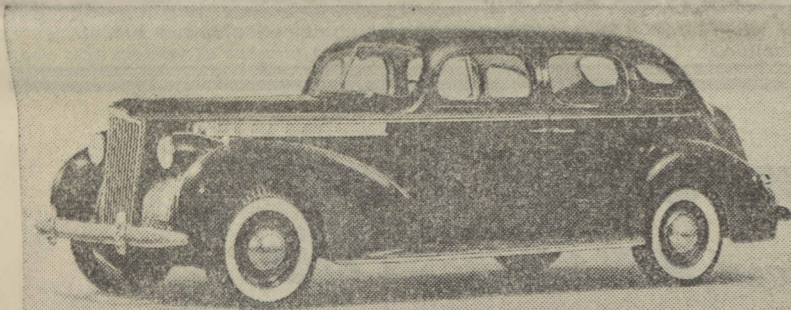
Comparatively few people would be enjoying the pleasure of an automobile now if the automobile manufacturers at any point in the development of their business, had become satisfied that they had as perfect a product as it was possible to build. It has been the constantly improved product, presenting an irresistible appeal, which has widened the market. This made possible volume production. And this resulted in bringing prices down to levels attainable by the people.

LOW PRESSURE TIRES ON OLDS ADD TO SAFETY

Improved roadability and safety in the 1940 Oldsmobile are attributed, in part, by the manufacturers to the use of large low pressure tires with an entirely new nonskid tread. Increased traction also is a factor. The company says that actual tests have proved that this new tread makes stopping even on wet or slippery pavements, quicker and safer thruout the life of the tire.

In addition the improved traction afforded by the new tire tread makes steering easier and steadier. It is said. Tire sizes on the series Sixty are increased to 16x7.00; series Seventy tires are increased to 16x8.50, and on the Custom Cruiser Eight they are 15x7.00.

The Packard One-Twenty Sedan



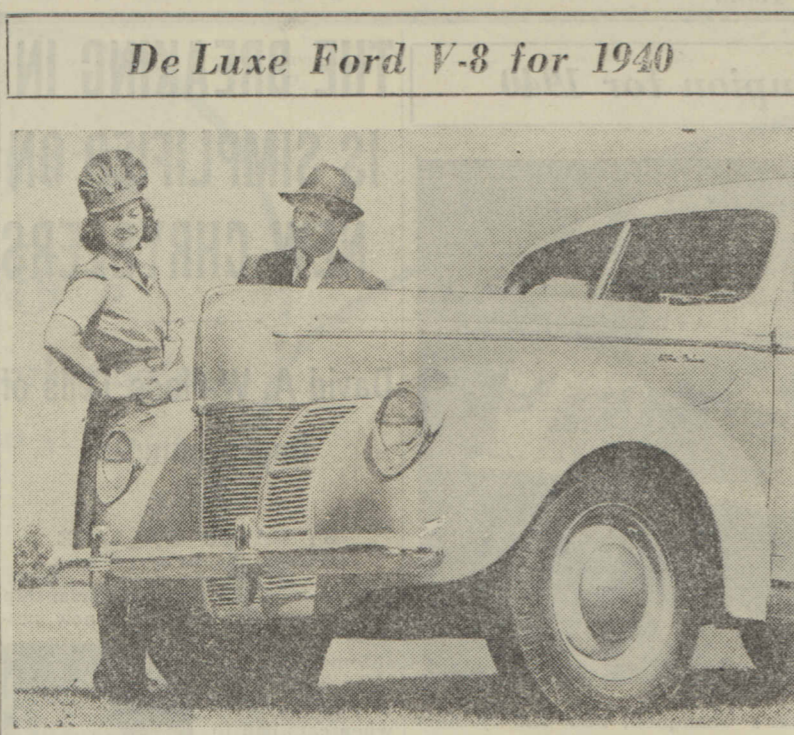
Here is the Packard One-Twenty touring sedan equipped with a 120 horsepower engine.

BY W. R. BELLOW'S.
 General Manager, Packard Motor Car Company of Chicago
 The first air cooled car to be placed on the market is a feature of the 1940 Packard line. Cooling is obtained by means of a refrigerating plant much the same in principle as that of any home mechanical refrigerator unit. The Packard system filters the air. It provides heat in the winter and in the summer dehumidifies and circulates air at the coolness desired by the riders. The device is available at extra cost.

The refrigerating coils for the cooling system are in an air duct back of the rear seat, and the heating coils are in another compartment of the same duct. An electrically driven fan forces air thru either set of coils at the will of the passengers. The cooling system has a cooling capacity of one and a half tons of ice at 60 miles an hour. The refrigerating compressor is mounted on the top of the engine and is driven from the radiator cooling fan.



W. R. Bellow's.



De Luxe Ford V-8 for 1940

Here is the front end of the De Luxe Ford V-8 for 1940, showing the substantial change in appearance from the predecessor model.

DEALERS' SONS ARE SCHOOLED BY CHEVROLET

One action that has been taken by Chevrolet for the improvement of relations between factory and the public has been the establishment of training schools for the company's intermediary—the Chevrolet dealer. In connection with this, Chevrolet now is operating the seventh session of the post graduate school of modern merchandising and management for sons of Chevrolet dealers.

The purpose of the school is to provide for sons of dealers who plan to follow in their fathers' footsteps, a practical, well rounded training in the fundamentals of operating a dealership.

W. E. Holler, general sales manager for Chevrolet, was responsible for founding the school, said to be the only one of its kind in the country. Headquarters are in Detroit, but various courses take the students to factories and assembly plants elsewhere.

Gearshift on Plymouth Cars Faster, Clashproof

An improved steering post gearshift is standard at no extra cost on all 1940 Plymouth models. Roadking as well as the de luxe. Faster shifting without clashing results from the use of an entirely new transmission of the improved blocker type. In this device the shifter mechanism is mounted at the side, instead of the top of the transmission, thus permitting a lower floor in the front compartment of the car.

NEW PLYMOUTH MUCH LARGER; STEERS EASIER

Weight Distribution Also Improved.

Plymouth is offering more automobile for the 1940 motor dollar than ever before in its history, says L. D. Cosart, general sales manager for the Plymouth Motor corporation, in telling about the cars on exhibit at the Chicago show.

The 1940 Plymouth is mounted on a 117 inch wheelbase, and the interior contains 10 cubic square feet more than the predecessor models. Numerous new improvements are included in the car. Among them are the sealed beam for safer night driving, a more luxurious ride attained thru a redistribution of weights, wider vision thru the use of new safety glass that also reduces eye fatigue.

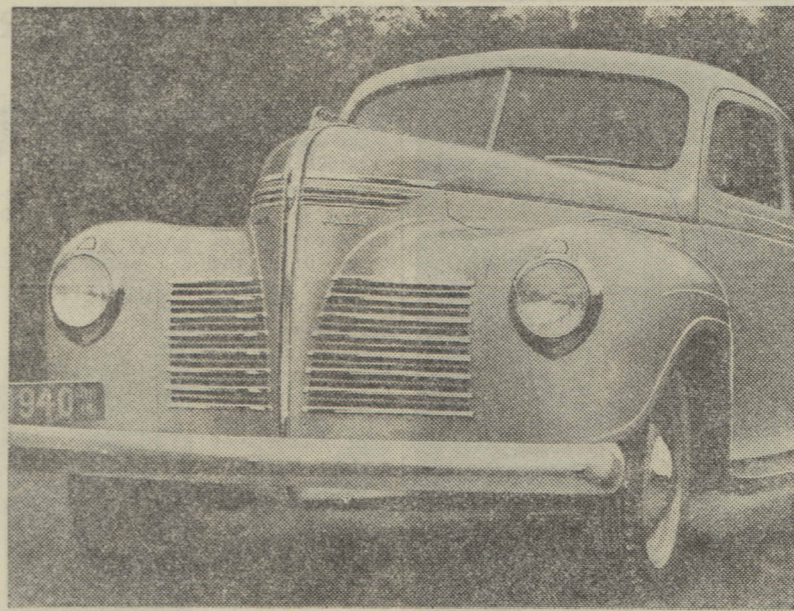


L. D. COSART.

New Overpass to Avert 30 Accidents a Year

[Chicago Tribune Press Service.]
 La Salle, Ill., Nov. 4.—Nearly 30 accidents a year will be avoided by the recently completed overpass carrying U. S. 51 over the Illinois Central tracks near its junction with Illinois 71 north of Oglesby, Ill.

Front End of the 1940 Plymouth



Numerous changes have been made in the front end of the Plymouth for 1940. The new sealed beam lights for safer night driving are streamlined into the fenders.

shifting. Reminder safety signals are included on all instruments.

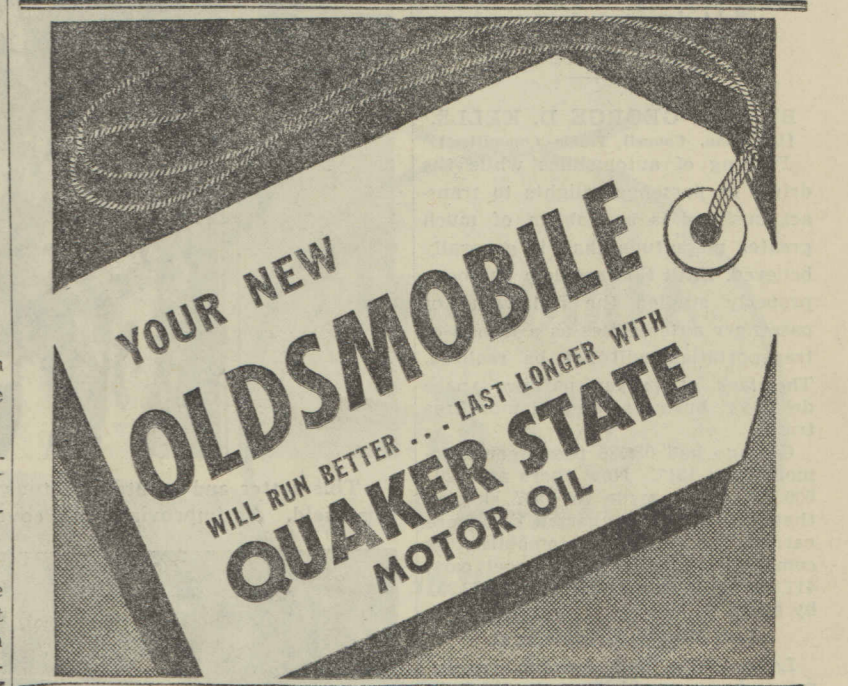
This year's body is placed on a lower, stronger frame. All body styles for the first time come with or without running boards. They are replaced, if desired, by fender guards and a chrome decorated

moulding beneath the doors to emphasize the bottom flare.

Fenders, Hood Larger. Fenders, both front and rear, are larger and more massive. The front fenders curve inward and up to form the sides of the larger hood. Stream-

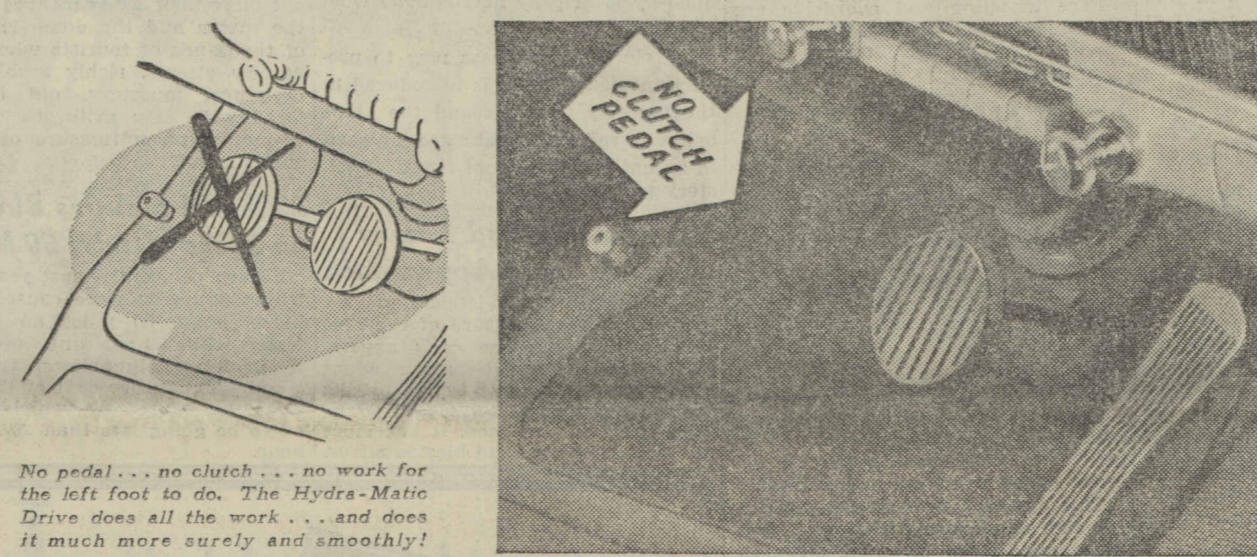
PARADE TO MARK WRIGHTWOOD AV. VIADUCT OPENING

On receipt of word from Ald. Walter J. Orlikoski [35th] that the Wrightwood avenue viaduct over the Milwaukee tracks would be finished and that the paving would be in by Dec. 1, civic leaders announced a parade to celebrate the opening of this project. The parade will be Dec. 6 at 7:30 p. m. It will begin at Logan Square and will go to Kelyvn Park.



SEE IT AT THE SHOW!

THE CAR WITHOUT A CLUTCH PEDAL!



No pedal... no clutch... no work for the left foot to do. The Hydra-Matic Drive does all the work... and does it much more surely and smoothly!

THINK of it... a car without a clutch for you to press... a car with an engine that cannot stall... a car that accelerates like lightning and glides through four forward speed ranges entirely automatically... a car that you control perfectly all day long with accelerator, steering wheel and brake pedal only! For years it's been coming and now it's here! It's the 1940 Oldsmobile with Hydra-Matic Drive—now on display at the Show! The Hydra-Matic Drive is the one BIG new motoring feature for 1940—a combination of liquid coupling and fully automatic transmission—the greatest engineering advancement since the self-starter. See it! Try it! There's nothing else like it! And it's optional at only \$57 extra cost on all Olds models for 1940—the Sixty, Seventy and Custom 8 Cruiser!

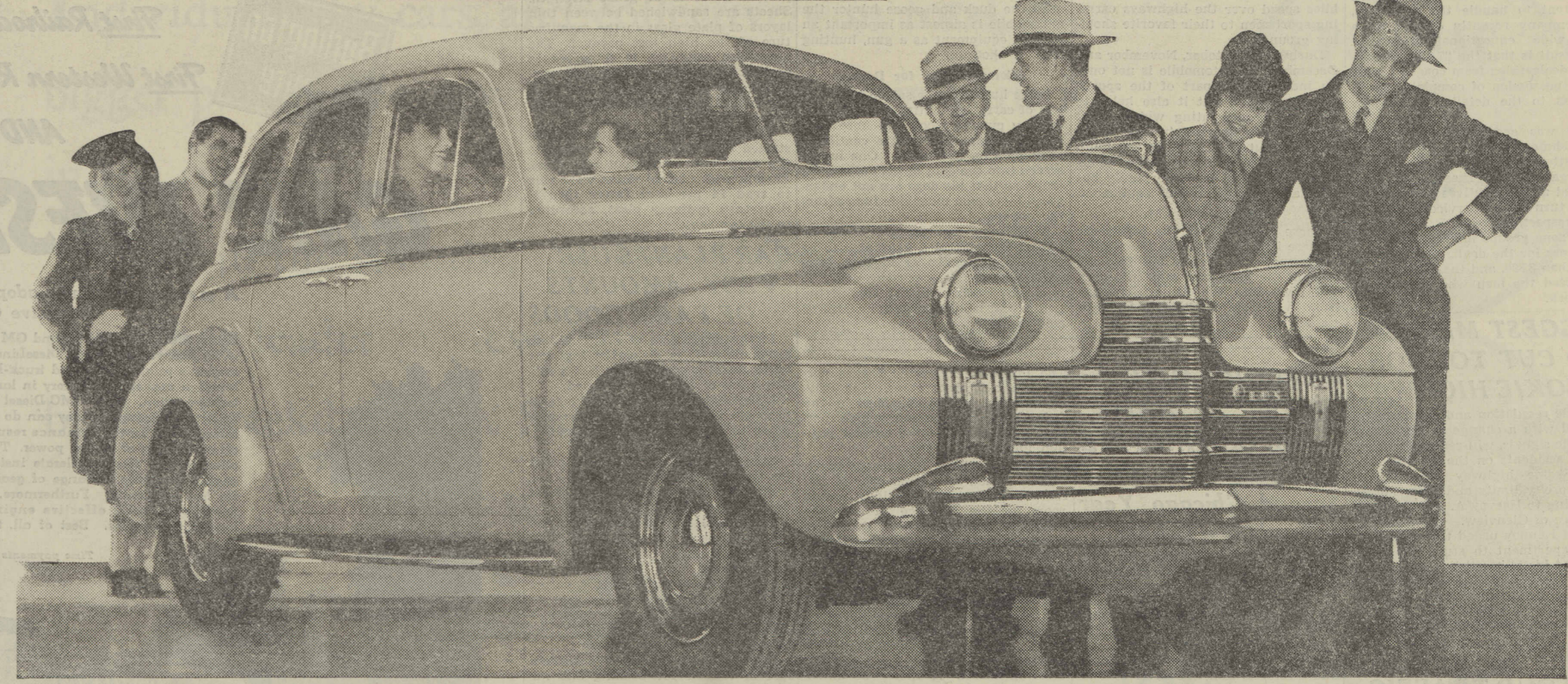
AN EXCLUSIVE OLDSMOBILE FEATURE

DE KALB COUNTY'S BLACK TOP ROAD PROGRAM HAILED

[Chicago Tribune Press Service.]
 De Kalb, Ill., Nov. 4.—De Kalb county now has what is reported to be the longest black top secondary road program in the country, recently completed except for the shoulders. The program includes 38 miles of 20 foot bituminous surface highways. One section extends from Sycamore, the county seat, south to Sandwich and Somonauk, a distance of 26 miles, intersecting U. S. highways 330, 30 and 24, and also connecting with Illinois 64 and 23 at Sycamore. Another 12 mile section extends north from route 330 at De Kalb, over what is locally known as Annie Glidden road, to route 72 just west of Kings-ton and across route 64 west of Sycamore. The program was made possible by a PWA grant of \$169,363 and a \$200,000 county bond issue.

56 Countries Send 297 Items to Help America Make Autos

Tin, aluminum, bauxite, asbestos, kapok, sisal, wool, and tung oil are only a few of the 297 different materials imported into the United States from 56 foreign countries for automobile manufacture.



OLDSMOBILE WITH Hydra-Matic Drive!

NO GEARS TO SHIFT!... NO CLUTCH TO PRESS!

- ON DISPLAY AT THE CHICAGO AUTOMOBILE SHOW, INTERNATIONAL AMPHITHEATRE, NOV. 4-12, INCLUSIVE, AND AT THE FOLLOWING OLDSMOBILE DEALERS'
- | | | | | | |
|---|---|---|--|---|---|
| NORTH
DIVERSEY MOTOR SALES
801 Diversey Parkway
KAILER-YOUNGQUIST, INC.
5045 Broadway
LaSALLE-ERIE MOTORS, INC.
681 North LaSalle
NORTHMORE MOTORS
3090 Lawrence Ave.
Blue Island...WARD AUTO SALES
12259 Western
Chicago Heights...A. G. MOTOR SALES
1008 Chicago Road
Des Plaines...W. J. LADENDORF
1424 Road Road | NORTOWN AUTO SALES
6501 N. Western Ave.
SHEAIR-WEHMAN MOTOR SALES, INC.
4315 Lincoln Ave. | WEST
E. J. FILLINGER MOTOR CO.
4709 Washington Blvd.
LAWDALE AUTO SALES CO.
3550-54 Ogden Ave.
Glen Ellyn...DICK CARLSON CO.
499 Pennsylvania Ave.
Hammond...LEO P. KNOERZER CO., INC.
5804 Hobman Ave.
Harvey...OTTO'S MOTOR SALES, INC.
15307 Broadway | SOUTH
AJAX AUTO CO.
7800 Stony Island Ave.
CADILLAC MOTOR CAR DIV.
General Motor Sales Corp.
2015 E. 71st St.
Highland Park...NELSON MOTOR SLS.
139 N. Second St.
La Grange...MAHONEY MOTOR SLS.
209 Hillgrove Ave.
Lombard...CARLSON CHEV. CO., INC.
109 St. Charles Road | CADILLAC MOTOR CAR DIV.
General motor sales
2250-52 S. Michigan Ave.
CHICAGO AUTO BODY & MTR. SLS.
801-3 S. Western Blvd.
MARTINO MOTOR SALES
8609-19 Commercial Ave.
HEBERT-MORGAN MOTOR SALES
6044 S. Cottage Grove Ave.
Lyons...RENN MOTOR SALES
2808 S. Harlem Ave.
Maywood...STATES MOTORS, INC.
215 Madison St.
Merrillville...WALTER & LEMBERTZ
Oak Park...CADILLAC MOTOR CAR DIV.
General Motors Sales Corp.
820 Madison St. | MARQUETTE PARK MOTORS
6115 S. Western Ave.
MAY MOTOR SALES
7406 S. Halsted St.
NORTH MOTOR SALES
6901 Anthony Ave.
NORTH ROSELAND MOTOR SALES, INC.
10555-60 S. Michigan Ave.
W. A. MACK, INC.
1500 W. 95th St.
Park Ridge...BURKITT'S SER. STA., INC.
112 Meacham Ave.
Wheaton...CARLSON CHEV. CO., INC.
122 N. Main St.
Winnetka...CHAPIN MOTOR SALES, INC.
655 Greenbay Road |
|---|---|---|--|---|---|

