De Luxe Ford V-8 for 1940

NEW PLYMOUTH
MUCH LARGER:
STEERS EASIER

Weight Distribution Also Improved.

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

DEALERS' SONS
ARE Schooled
by CHEVROLET

New Overpass To Avert 30 Accidents a Year

When the new bridge over the Oak Street bridge is opened, a year will be saved in the annual toll road high price, according to an estimate made by a U.S. ten the Illinois Central station near the junction with Dearborn Street and Euclid Avenue.

Front End of the 1940 Plymouth

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

Your New
OLDSMOBILE
WILL COST LESS... BUY LONG WITH WITH QUAKER STATE

See it at the show!
The Car without a Clutch Pedal!

THERE'S IT ... a car without a clutch for you to press ... a car without a gear-shift lever for you to manipulate ... a car with an engine that cannot stall ... a car that accelerates like lightning and glides through four forward speeds entirely automatically ... a car that you control perfectly all day long with automatic 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—more on display at the Show! The Hydra-Matic Drive is the one big new motorizing feature for 1940—a combination of liquid coupling and fully automatic transmission—the greatest engineering advance- ment since the anti-skid. See it at the Show—nothing else like it! And it's optional on only $17 extra cost on all Oldsmobile models for 1940—the Slant, Seventy and Custom Cruiser!

AN EXCLUSIVE OLDSMOBILE FEATURE

With Hydra-Matic Drive!

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

On Display at the Chicago Automobile Show, International Amphitheatre, Nov. 6-17, Inclusive, and at the Following Oldsmobile Dealers:

EAST ENTRANCE:
Burrage Motors, 2307 S. Western Ave.
Green's, 3300 S. Western Ave.
M. E. Hansen, 2600 S. Western Ave.
C. E. Palmer Motor Co., 4411 S. King Drive

SOUTH ENTRANCE:
J. L. Lungy Motors, 3700 S. Western Ave.
Burrage Motors, 2307 S. Western Ave.
Green's, 3300 S. Western Ave.
M. E. Hansen, 2600 S. Western Ave.
C. E. Palmer Motor Co., 4411 S. King Drive

SOUTH ENTRANCE:

JOHN E. BAUMAN

1940 OLDSMOBILE

INTEGRAL STEERING WHEEL—EASY-TO-FOLLOW MARKS

STABILITY MINIATION

NO GEARS TO SHIFT!

NO CLUTCH TO PRESS!

QUAKER STATE

SUN煉

THE CAR WITHOUT A CLUTCH PEDAL!

Parade to Mark Wrightwood Ave Viaduct Opening

On account of work done on this Ave at 2.400 S. 1st October 1940 that the road was turned over to the public the parade would be held at 6 o'clock. A 500-pounder was just landed at Logan Avenue and will go to Wrightwood.