

## BUSINESS AREA PARKING SPACE A BIG PROBLEM

### Solution Urged to Add to Value of Auto.

BY ALD. GEORGE D. KELLER.  
(Chairman, Council Traffic Committee.)  
Parking of automobiles while the driver or passenger alights to transact business is a problem of much greater magnitude than is generally believed. Until this problem has been properly studied the full value of passenger automobiles as a means of transportation will not be realized. The lack of proper parking space destroys business and demoralizes traffic.

Chicago had 58,486 passenger automobiles in 1937. Now there are 820,000. A study made in 1937 showed that 3,000,000 passengers a day were carried by private automobiles, as compared to 1,983,252 by street cars, 417,369 by elevated trains, and 152,351 by buses.

Local, state, and federal governments have provided ample roads to carry the great motor traffic. But provision for parking has been overlooked and in most part has been left to the individual.

Many cities have sought a solution to the parking problem in the parking meter, with varying degrees of success. Pay parking lots and garages have sprung up. They have relieved the situation but their charges are often necessarily higher than the motorist can afford.

The charges are based largely upon the high cost of license and other fees which the operators are required to pay the city. The almost prohibitive ordinances tend to stifle the extension of existing garages or the erection of new ones. In Chicago the land value per car space of the property used for parking ranges from \$400 to \$12,000. This explains the major factor of the high cost of parking.

### Other Centers Get Trade.

Suggestions have been made to change the building code so that more attractive garages with simpler construction can be built economically. It is evident that if safe and easy parking is not provided in the existing business centers the trade will flow to new centers where parking has been given attention.

The problem may become so acute that municipal parking lots will be necessary. It is desirable that this does not happen, but that a fair charge for parking service can be arranged between parking lot owners and a governing commission of the city. This could be accomplished by the city's modifying its fees and building and zoning regulations.

### SCHOOL 27,000 MECHANICS ON '40 CHEVROLETS

In order that purchasers of 1940 Chevrolets may be serviced by men competent to handle the new cars, the company recently carried on a nation-wide educational campaign. The result is that the 27,000 mechanics in dealerships from coast to coast are in possession of complete knowledge as to the details of the new cars.

This was accomplished thru the establishment of four schools which were attended by executives thruout the organization. These in turn instructed zone executives and the latter in turn set up service schools in their respective areas.

### DETOUR TRAFFIC FOR RESURFACING ON U.S. HIGHWAY 20

Traffic on U. S. highway 20 is being rerouted over detours to avoid construction now under way between the junction with U. S. 35 southwest of Michigan City and Indiana No. 2, and between Bass Lake and South Bend, Ind.

A new road bed is being filled on the first section and resurfacing is under way on the eastern section. Traffic now turns southeast on a county road west of the junction between 20 and 35 to Indiana No. 2 at La Porte, which it follows to South Bend.

### SNAPPY NAMES ONCE VOGUE IN AUTO INDUSTRY

In the 40 odd year life of the automobile business a few manufacturers tackled some amusing names on the machines they turned out. Here are some of the snappiest automobile names found in the archives of automotive history: Anger, Crow, Daring, Imp, Kidder, Pneumobile, Red Bug, and Zip.

More than 1,500 motor car manufacturing companies have been incorporated in this country, but less than 25 are in operation today.

## Genial Back Seat Motorists



This setter and pointer are tour companions of their owner on fall trips afield. An improvised seat cover protects upholstery.



Bob Becker snapped a fishing companion, James E. Coston, in this informal pose, proving that big baggage compartments are used to full advantage by outdoorsmen.

## One of Outdoor Sportsman's Best Friends: His Automobile

BY BOB BECKER.

Right now the highways leading to the Mississippi river bottoms, the famous Illinois river duck country, and the wild goose hunting areas around Cairo and Miller City, Ill., are seeing considerable extra traffic. Most of it is made up of automobiles carrying the waterfowl to their duck and goose blinds.

To the duck and goose hunter the automobile is almost as important an item of equipment as a gun, hunting coat or shotgun.

Some hunters have solved the problem of carrying hunting dogs in their cars by putting wood and fibre composites built a ventilator partitions into their cars. One ingenious screen into the door of his automobile trunk so that his dogs are not endangered by carbon monoxide fumes from the exhaust.

A Chicago manufacturer recently put on the market a ventilator to be installed in trunks or luggage compartments for transporting dogs. It is a vent leading out the side of the trunk, and is adjustable for warm or cold weather.

The improved hydraulic brakes permit quick straight stops. The driver's comfort is also enhanced by the front seat construction which permits adjustment to the correct position for restful riding.

There is a large luggage compartment, reached by a wide door in the rear deck, which provides ample room for the baggage of a family taking a long vacation tour. The compartment is lighted automatically when the door is lifted. The spare tire is carried vertically against the front wall.

The instrument panel is finished in blue and silver tone. A new straight line speedometer, gages, and head lamp beam indicator are grouped in front of the two-spoke steering wheel. A choice of upholstery is offered—blue gray bark weave broadcloth or two tone Bedford cord in closed cars, and saddle brown or red antique finished genuine leather in convertibles.

The Mercury is offered in five body types. These include a new convertible sedan, town sedan (four doors), sedan (two doors), sedan coupé, and club convertible. The first four are six passenger cars. The club convertible seats five. Its top raises and lowers automatically. There is a choice of eight body colors.

The 1940 Mercury includes a wide variety of equipment which is supplied without extra cost. This equipment includes spare wheel, tire and tube; speedometer with trip mileage indicator; snap out type cigar lighters; foot head lamp beam control; and an exceptionally large battery and generator with increased output.

Installation of a new controlled all-weather ventilation system permits draftless circulation of air. The "tilting wing" front section of window glass may be swung outward. The rear half, together with the metal support bar, can be lowered, permitting better vision and unobstructed air signals.

New Lights Lessen Fatigue.

Use of polished plate safety glass and the new sealed beam head lamps is said to lessen the fatigue of driving. The new lights give 50 per cent improvement in night driving vision.

## SMARTER, SAFER LINES OFFERED BY STUDEBAKER

### Glass Areas Bigger; Sealed Beam Lights.

The Studebaker cars being displayed at the International Amphitheater consist of three lines, the 78 horse power Commander, 90 horse power President, George D. Keller, vice president in charge of sales of the Studebaker corporation, states. Many refinements and improvements have gone into the building of these cars.

The Studebaker engineers have paid special attention to safety features, Keller adds. One step in this direction has been an increase in visibility. Styling, too, has received much study. In the 1940 models, styled by Raymond Loewy, practically all protruberances have been removed from the interior, resulting in clean, modern, smooth flowing body contours.

Windshields and windows have been broadened and heightened. The Commander and the President each has 2,321 square inches of exposed glass area, and the smaller Champion, brought out last March, has 2,058.

Considerable comfort has been added to both the Commander and the President by increasing the rear seat width to 49½ inches.

All models are equipped with the sealed beam light brought out this year as a contribution to safer night driving. This illumination provides 50 per cent more light than present equipment. All the 1940 models are equipped with a new hood lock that is operated by a lever on the column beneath the steering wheel.

Air Conditioning Available.

Studebaker's "climatizer" method of conditioning the air in the car continues to be offered as optional equipment at extra cost. The heat is distributed evenly thru the whole car from vents beneath the driver's seat.

Free wheeling and overdrive are available on all models. The overdrive is designed to cut in at 30 to 35 miles an hour.

## NEW HIGH TEST GLASS IS BOON TO CAR DRIVER

Use of the new high test safety glass generally in the 1940 automobiles will be a boon to motorists, the Libbey-Owens-Ford Glass company asserts. It was explained that the new glass is made by combining two important scientific developments which reached six years of research work—fabrication of precision polished plate glass less than an eighth of an inch thick and a new synthetic material called polyvinyl acetal resin.

This material, unlike most plastics, remains elastic and pliable at all temperatures. It is of great strength. Sheets are sandwiched between thin layers of plate glass in the manufacture of the high test product. The assembled sandwich is subjected to high pressure with intense heat, rendering the plastic invisible and causing it to adhere to the glass permanently.

Tests with the new glass demonstrated that it is much less tiring to the eyes than is conventional glass. Persons with normal vision were able to read 14 per cent faster thru it than thru ordinary glass, according to the company.

## CAR PLANTS USE VAST AMOUNTS OF FARM GOODS

In the production of every million automobiles it is estimated that the agricultural products from half a million acres of farmland are used.

Listed below are some of the farm products used for cars and the purposes to which they are applied:

For every million cars:  
Sixty-nine million pounds of cotton for tires and brake linings.  
Five hundred thousand bushels of corn for alcohol and starch.

Three million two hundred thousand pounds of wool for upholstery, floor coverings, lubricants, and antirust preparations.

Two million pounds of turpentine for paints and adhesives.  
Sixty-nine million pounds of rubber for the several hundred parts it forms in every car.

One hundred and twelve million feet of lumber for packing and numerous other purposes.

## OFFER PROPOSAL TO EASE TRAFFIC IN LOGAN SQUARE

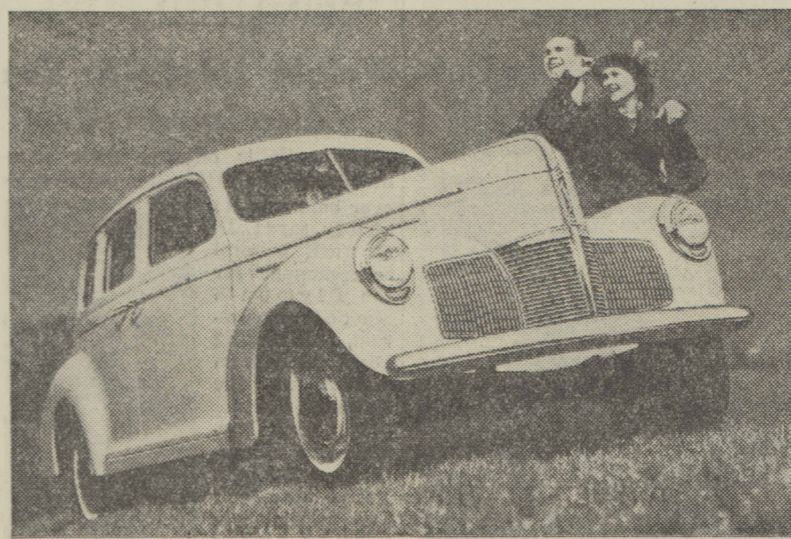
A plan to eliminate traffic congestion at Logan square has been proposed by Frank Harmon, civic leader on the northwest side, and supported by Harry G. Weimer of the Logan Square Kiwanis club. The proposal involves moving the Logan monument eastward and cutting Kedzie avenue thru the grass plot now surrounding the structure, and permitting Wrightwood avenue to connect with Logan boulevard.

Mr. Weimer says present arrangements make for complications and cause inconvenience to both motorists and pedestrians because of angular traffic flow into the main traffic arteries. Further trouble will come when the Wrightwood avenue viaduct is opened to travel in December, he says, because the increase in traffic thru the Logan square region, due to this opening, will cause additional congestion.

## Majority of Pedestrians Killed Are Nondrivers

No less than 95 per cent of all pedestrians above the age of 15 killed in traffic have never driven a car, according to accident statistics.

## Studebaker Champion for 1940



Three-quarters view of Studebaker's Champion, new six cylinder contender in the lower brackets price class. Brought out last spring it has already made a notable sales record.

## IT'S THE STYLE IN AUTOS THAT WOMEN LIKE

BY W. E. BUTLER.  
(President, Butler Motors, Inc.,  
Chicago Distributor for Hudson.)  
Women continue to show an ever increasing interest in the styling of our motor cars.

In our own observation a new revolution in the styling of our motor cars. In our own observation a new revolution in the styling of our motor cars. In our own observation a new revolution in the styling of our motor cars.

Before Christmas echoes have faded sports enthusiasts will be surging upon New Orleans for a week of sports, culminating with the Sugar Bowl football classic New Year's day. This year the stadium, seating 75,000, will overflow.

Twelfth Night—Jan. 6—ushers in the carnival season. Brilliant carnival balls will tread one another's heels for a month, until Mardi Gras, Feb. 6, rings down the curtain. Two hundred thousand strangers will join the town's populace of 500,000 in greeting Rex with mad frenzy.

Thruout the winter New Orleans' quaint Vieux Carre (Old Square), laid out more than 200 years ago becomes the mecca and the domicile of tens of thousands of tourists who find its narrow streets, richly architected buildings, museums, old balconies faced with lacy grillwork of hand-wrought iron a treasure of delight and interest.

## New Buick Hood Lower Adds to Car's Appearance

A combination hood lower and hood latch handle is a feature of the 1940 Buick, enhancing the car's appearance. The chrome bars are wider spaced and longer, and instead of the space between them being painted the same color as the hood, it has more the appearance of sand blasted silver.

## MOTORISTS FIND A TRAVEL MECCA IN NEW ORLEANS

[Chicago Tribune Press Service.]  
New Orleans, La., Nov. 4.—New Orleans, "America's Most Interesting City," which is different, charming, enthralling, seductive; old in history, tradition, and many ways of life, is one of the newer discoveries of the American touring public.

New Orleans will be hostess this winter to hundreds of thousands of visitors. Hotel men, travel agencies, and the association of commerce start their estimates at 600,000. The tide will be well set by Thanksgiving, when the winter racing and hunting seasons start.

Behind the fine appearance of the 1940 automobile lie a mechanical competency, a riding ease, a roominess, and a comfort that exceed anything produced up to this year.

The riding qualities of 1940 models have been improved to an amazing extent, largely thru an extension of our well established principle of scientific weight distribution. Longer wheel bases are contributing to riding ease as well as to added room in the body of the car.

Many Drive-Aways.

## 89% of Fatalities Blamed on Speeds Under 50 M.P.H.

Eleven per cent of last year's fatal traffic accidents were caused by vehicles going 50 miles an hour or faster, while 89 per cent were caused by vehicles going slower than that speed. Thirty per cent of the fatalities were caused by vehicles reported to be going less than 20 miles an hour.

## THE BREAKING IN IS SIMPLIFIED ON NEW CHRYSLERS

### David A. Wallace Tells of Improvements.

BY DAVID WALLACE  
(President, Chrysler Sales Division,  
Chrysler corporation.)  
Because of the finer craftsmanship and closer tolerances it is now possible to break in automobiles much more easily than in years gone by when cars had to be driven at slow speeds for considerable mileage. Using ordinary good judgment, an owner can take a new Chrysler out on the road and drive it in the same way that he would an old car.

Also we are proud of the additional beauty that has been put into the 1940 models, we are just as pleased by the numerous mechanical and body improvements.

Qualities Improved.

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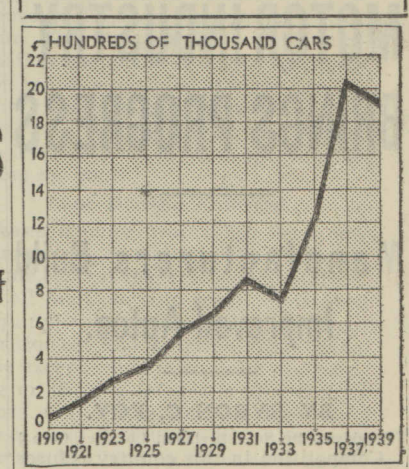
Following the presentation meetings of our distributors and direct accounts in Detroit this autumn, more than 400 of our 1940 models were driven home. These drive-aways in some cases covered 2,500 miles, and the new cars were in the hands of the men whose success in business depends upon having good merchandise.

Without a single exception, reports from these men who wanted to know the bad qualities, if any, as well as the good, were highly complimentary.

## MOTORISTS USE MORE CARS, BUT COST IS LESS

Although the average automobile owner uses 45 per cent more gasoline than he did in 1926, the price of motor fuel has decreased continually during the last 13 years so that today the average motorist spends approximately \$2.60 less each year than he did when he used three-fifths as much gasoline.

## At National Parks



In this chart showing the number of private automobiles entering national parks, note the 300 per cent increase from 1929 to 1937.

## ATTENDANCE DIPS UNDER NATIONAL PARK FEE RULING

Washington, D. C., Nov. 4 [Special].—Tourist travel to the national park areas declined during the travel year ended Sept. 30, reflecting the effect of admission fees imposed by the department of interior last spring.

Critics of the fee system for admission to federally owned parks and memorials call attention to the fact that attendance at parks where general admission, automobile, motorcycle, compulsory guide, or other fees were imposed for the first time this year, dropped 7.3 per cent, while travel to other national parks was increasing.

Following is the year to year change in private automobiles entering national parks from 1919 to 1939:

Year	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939
Count	71,721	138,074	175,873	197,103	271,482	315,916	368,212	417,386	557,079	595,636	97,721	138,074	175,873	197,103	271,482	315,916	368,212	417,386	557,079	595,636	1,036,162

Some of the national parks remain open all year round and will beckon winter tourists. These include: Abraham Lincoln in Kentucky, Carlsbad caverns in New Mexico, Crater Lake in Oregon, General Grant in California, Grand Canyon in Arizona, Great Smoky in North Carolina and Tennessee, Hawaii, T. H. Hot Springs in Arkansas, Mount Rainier in Washington, Olympic in Washington, Rocky Mountain in Colorado, Sequoia in California, Shenandoah in Virginia, Wind Cave in South Dakota, Yosemite in California, and Zion in Utah.

## Visitors to Lincoln Shrines on Increase During Year

Widespread interest in Abraham Lincoln caused by the recent series of motion pictures portraying his life has reflected in increased attendance at shrines in Illinois dedicated to Lincoln. Lincoln's old home in Springfield, his tomb in Oak Ridge cemetery, and New Salem state park, which depicts his early life, all report a record number of visitors this year.

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fuel savings, averaging as high as 60%, are all-important in these days of mounting costs. If you operate medium or heavy duty trucks, it will pay you to investigate GMC Diesels.

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