

### NEW FORD AUTO RADIO DESIGNED IN A SINGLE UNIT

#### Improvement in Reception Reported in Tests.



Engineers for the Ford Motor company have developed a method for combining the radio speaker, chassis, and antenna into a single unit instead of building an automobile radio in three separate units.

A. S. Hatch, manager of Ford operations in Chicago says, "Radio engineers consider this to be one of the most important advances in the car radio field in a number of years."

Hatch declares, "The assembly of both speaker cone and antenna directly with the chassis reduces the number of wire connections to a minimum and gives vastly improved reception. Tests show the new radios give a quality of reception practically equal to that of home sets."

#### Safety Controls Designed.

With safety of car operation in mind, the radio controls have been located for easy operation. They may be adjusted without the driver's attention being diverted from the operation of the car, according to Hatch.

The control panel is placed just above the radio grille in the center of the instrument board, and an automatic selector operated by a push button gives instant choice of five pre-tuned local stations. There is also a manual control for dialing other than pre-tuned stations.

#### Antenna Sits in Chassis.

The antenna consists of a stainless steel shaft that is fitted at its base directly in the radio chassis. It runs upward thru a hole in the car instrument panel in line with the windshield divider. The antenna extends thru the roof and, when collapsed, projects only a few inches above the roof line.

The antenna is adjustable and may be extended another 16 inches without getting out of the car. For especially good reception the antenna can be extended to 45 inches thru an outside adjustment.

#### FORD IMPROVES DEFROSTING AND HEATING DEVICES

As an aid to winter driving, Ford has developed two new improved combination heaters and defrosters, using hot water or hot air. Both heating units are equipped with double defrosters located behind the instrument panels. The defrosters are controlled separately from the heater proper and send heated air against the windshield to keep it free from frost, snow, or sleet.

In the hot water heater, with automatic vent, the heating register is located near the center of the dash. This heater supplies both direct and indirect heat. The direct heat is for warming the interior quickly and the indirect supplies sufficient heat for comfort while driving.

The hot air heater is so designed that it delivers an even flow of warm air to any position desired by driver or passenger. This is accomplished by two deflectors, individually controlled, located underneath the center of the instrument panel. Air is filtered before entering the heating core, which is installed around the engine manifold. Heat before entering the car is over 100 degrees.

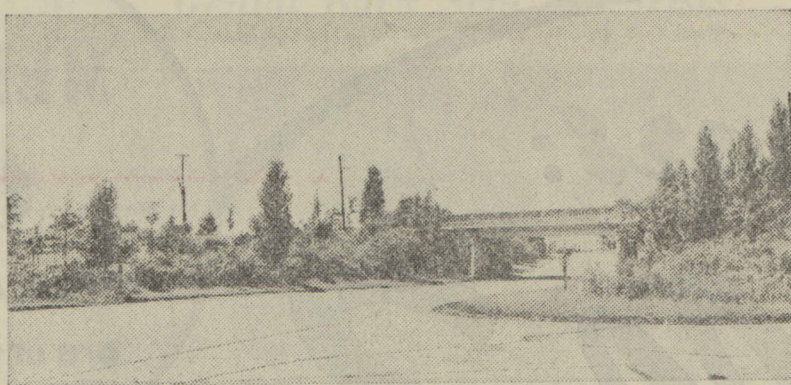
#### Center Point Action Gives Hudsons Steering Stability

Center point steering is employed in all the 1940 Hudson models. Said to be new in the lowest priced field, this system is described as providing correct steering geometry, which assures steering stability on all types of roads. The combination of center point steering with the principles of auto pole control in Hudson's front wheel coil suspension is said to provide good control at the steering wheel.

#### Oldest Pontiac Craftsman in Same Employ 38 Years

Joe Frechette, oldest employe at the Pontiac plant, went to work as a blacksmith in 1901 at the old Pontiac Buggy company, which subsequently grew into the present Pontiac organization. He has been employed by Pontiac and its predecessors 38 years. The parent company of Pontiac was incorporated in 1907.

### Ornamental and Utilitarian



This typical highway department landscaping, at the grade separation at Northwest highway and Dundee road, is designed to curb erosion as well as to please the eye.

BY ALBIAN GRIES,

[Highway Landscape Engineer.] Illinois' program to beautify highway roadsides, which has resulted in the planting of 3,000 miles of trees, shrubs, and vines, serves the double purpose of reducing highway maintenance costs and adding to the pleasure most highway users take in their surroundings.

Maintenance costs are slashed by proper planting, which controls soil erosion, prevents the right of way from washing out under pavement, and eliminates unsightly, dangerous patches of mud which frequently wash onto highways.

In addition to planting a quarter of the highway system since 1934, the state has landscaped 178 intersections, developed 95 roadside picnic areas along main traveled highways, planted banks on 28 grade separations, and landscaped eight state police radio stations.

Last spring a federal aid and state program embodying 45 miles of roadside planting and 305 miles of erosion control was carried on with 7,000 trees and 413,000 shrubs and vines. The 1939 fall program, now in progress, embodies the use of 63,000 trees, plants and vines along 295 miles of highway.

Designs for roadside development follow a naturalistic pattern, utilizing trees and plants indigenous to the areas involved. Care is exercised to locate plantings in such a manner as not to interfere with sight distances.

### AN EXHAUST PIPE IS A TAIL PIPE TO YOUR BRITISHER

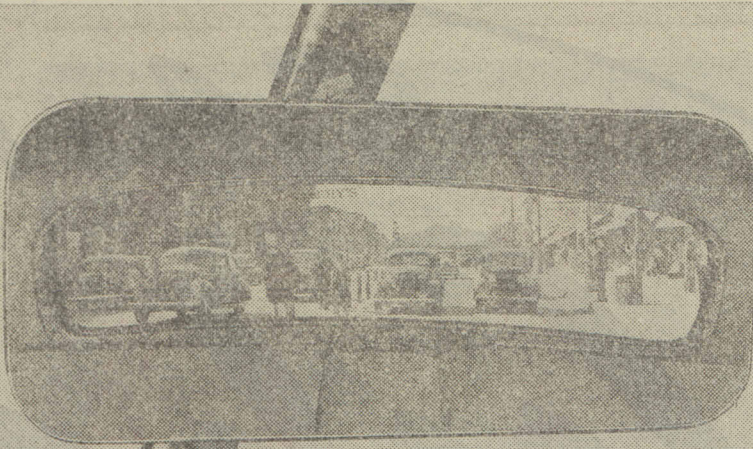
Americans say windshield and the British say windscreen, we say exhaust pipe and he says tail pipe. Windscreen, windshield, exhaust pipe, tail pipe—it's all the same.

What is known to U. S. motorists as the "windshield" of an automobile is known to the British as the "windscreen." The "exhaust pipe" is known to them as the "tail pipe"; the engine "hood" is called a "bonnet"; "gasoline" is called "petrol"; "fenders" are called "wings."

Instead of using "pounds of pressure" in auto tires, Londoners use the expression "atmosphere of pressure." "Tire" is pronounced the same as in the United States but is spelled ty-re.

"Liter" instead of "gallons," "atmosphere" instead of "pounds" and "petrol" instead of "gas" are common expressions thruout all the states of Europe.

### More Vision at the Rear of the Car



Increases of from 10 to 18 per cent in the glass area of the back windows, plus the fact that many of the windows are of single panes, provide greater vision and are a contribution to safety. This is what one sees in looking at the rear vision mirror in one of the 1940 automobiles equipped with a Fisher body. The cars appear to be traveling on the wrong side of the street, but that's what a mirror does.

### MICHIGAN PUTS REVISED TRAFFIC LAWS IN EFFECT

#### Regulations Improve Highway Safety.

BY OSCAR M. GUNDERSON

[Traffic engineer, Michigan state police.] Traffic regulations on Michigan highways are now in almost entire agreement with national recommendations and are essentially the same as those in effect in Illinois. This was brought about thru a large number of revisions made in the traffic laws at the last session of the legislature. The result should be pleasanter and safer touring thruout the state.

One of the most important changes is that right turns on the red light are no longer permitted.

Must Wait for a Signal. In the future, unless a green arrow is shown with the red light, or unless there is a flashing red arrow, vehicles must wait for the green light before turning. The flashing red arrow when shown with the red light requires a stop before turning right.

The speed limit in business and residence districts is now 25 miles an hour. This limit applies regardless of whether the business or residence section is inside or outside a city. In all other locations one must drive at a careful and prudent speed. House trailers are limited to a speed of 50 miles an hour.

Lane Driving Enforced. Lane driving, which has been emphasized successfully in the Michigan traffic control zones, is being enforced on all multiple lane roads. It is now required that vehicles maintain their position in the extreme right hand lane except when overtaking and passing or turning left; it is unlawful to cross the center line on four lane roads; and it is unlawful to drive in the far left lane on three lane roads. Different from Illinois regulations is the one pertaining to signaling. Michigan still retains the one position signal. The hand or arm straight out may mean a stop or a turn to either the right or left. Final interpretation of what the driver ahead is going to do is dependent upon the position of the car on the highway.

# Want to Feel like a Big Shot?

PROBABLY you're a big shot already to someone, so you know something of how good it feels.

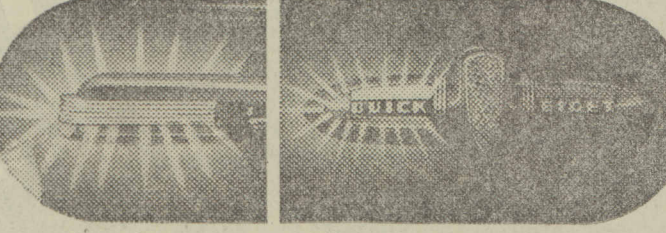
What we mean is, how'd you like to feel like you used to think a big shot must feel, cruising along in his big brawny Buick, envy of every youngster in town?

Fact is, a big brawny Buick—this year's beauty of a Buick—is within your reach right now, if you just put your mind to it.

A husky headlong 107-horsepowered giant valve-in-head straight-eight can be yours to command—you can roll around town in the staunch and steady carriage that's sure big, beautiful and a bearcat in action when its boss gives the word!

Yes, you can ride in the gentle lap of Foamtex-cushioned luxury—shift gears with a flip of your finger, take bumps without notice in Buicoil Springing's "full float" comfort, even signal your turns by a touch on a lever that shuts itself off when you're through with it.

And what do you pay for all this—budget-bursting prices?



FORE-N-AFT FLASH-WAY DIRECTION SIGNAL flashes turn warning both forward and rear, automatically shuts off after turn is made.

ix-nay! On the contrary, you can buy a Buick for less than some sixes! And you'll find when you look into what's included in these prices that they cover many an item that you will be asked to pay extra for elsewhere.

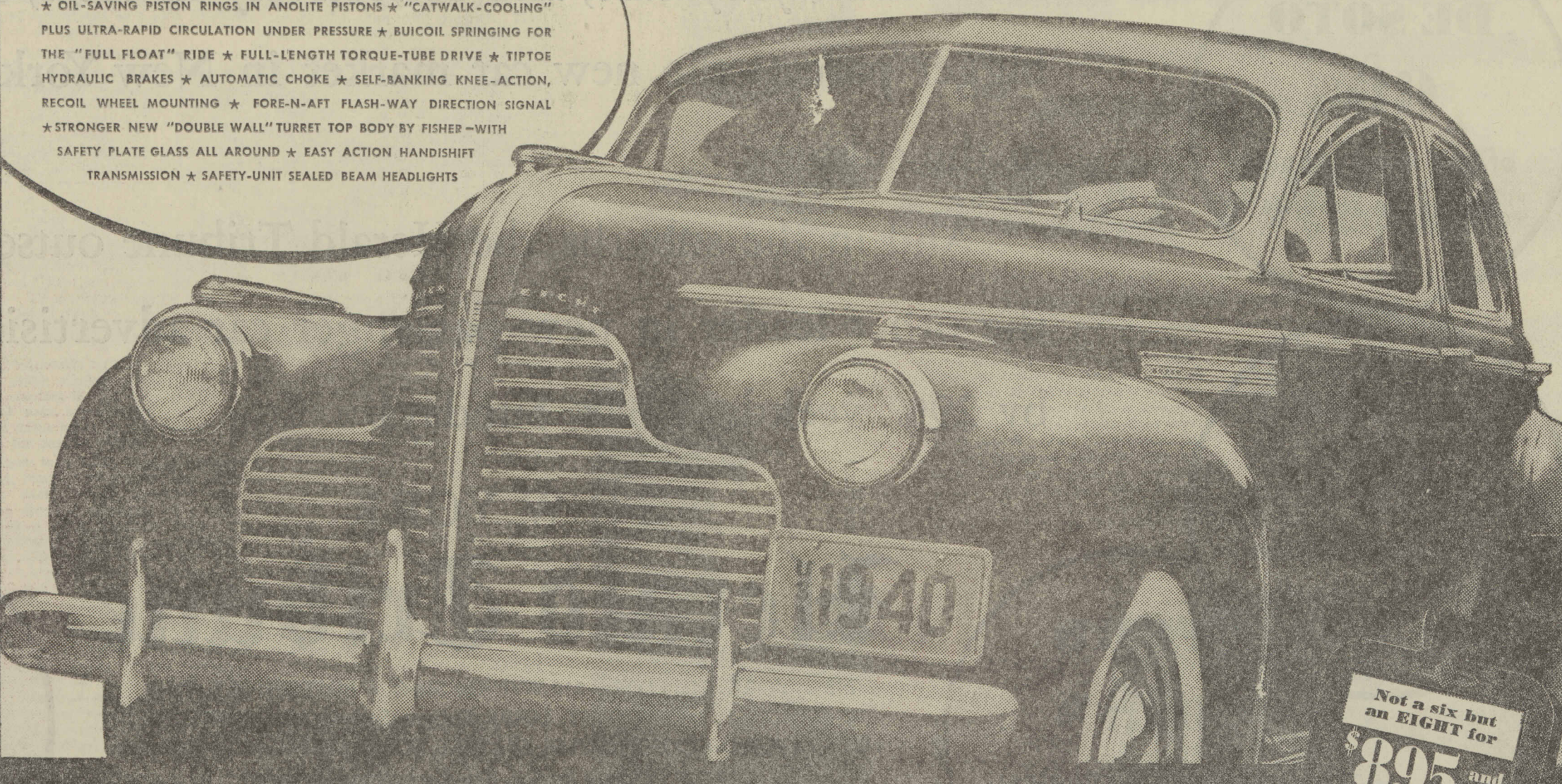
All it takes, really, is the imagination to step up to the car you've really wanted—and once you've made that step, there's no real problem, for this Buick retains its extra first cost in the extra trade-in value it has when you come to buy again.

So lift your sights. Quit grading yourself down. This year, go after the car you really want—which means talking delivered prices and trade-in terms with your nearest Buick dealer.

Only car in the world with all these features

- \*MICROPOISED\* DYNAFLEX VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE
- \*OIL-SAVING PISTON RINGS IN ANOLITE PISTONS\*
- \*CATWALK-COOLING\*
- PLUS ULTRA-RAPID CIRCULATION UNDER PRESSURE \*BUICOIL SPRINGING FOR THE "FULL FLOAT" RIDE \*
- FULL-LENGTH TORQUE-TUBE DRIVE \*
- TIP-TOE HYDRAULIC BRAKES \*
- AUTOMATIC CHOKE \*
- SELF-BANKING KNEE-ACTION, RECOIL WHEEL MOUNTING \*
- FORE-N-AFT FLASH-WAY DIRECTION SIGNAL
- \*STRONGER NEW "DOUBLE WALL" TURRET TOP BODY BY FISHER—WITH SAFETY PLATE GLASS ALL AROUND \*
- EASY ACTION HANDSHIFTS
- TRANSMISSION \*
- SAFETY-UNIT SEALED BEAM HEADLIGHTS

The model illustrated is the Buick Super model 51 four-door touring sedan \$1109 delivered at Flint, Mich. White sidewall tires additional. No extra charge for the two-tone finish shown.\*



# "Best buy's Buick!"

EXEMPLAR OF GENERAL MOTORS VALUE

See the 1940 Buicks at your nearest Buick Dealer's or at the Chicago Automobile Show, International Amphitheatre, November 4-12.

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

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