

## Presenting Your 1939 Auto!

By PHILIP HAMPSON

**B**EAUTY. Comfort and Convenience. Safety. These are the qualities on which the automobile industry is depending for the success of its 1939 models.

It is true there are mechanical and engineering improvements in the 1939 cars over the preceding models. But these improvements are largely refinements in existing devices and parts. There are few great changes in the engines, in the method of operating the 1939 cars, or in their equipment.

Exceptions to this may be the almost universal placing of the gear shift lever on the steering wheel post or the instrument board and the increased use of air conditioning systems. But these conveniences already have been in use on several makes of cars.

So it is to "eye appeal," to attention to the creature comfort of the motorist, and to his safety that the industry looks this year for success in selling its cars. How well the industry has succeeded may be seen at the Chicago Automobile show now in progress at the International Amphitheater.

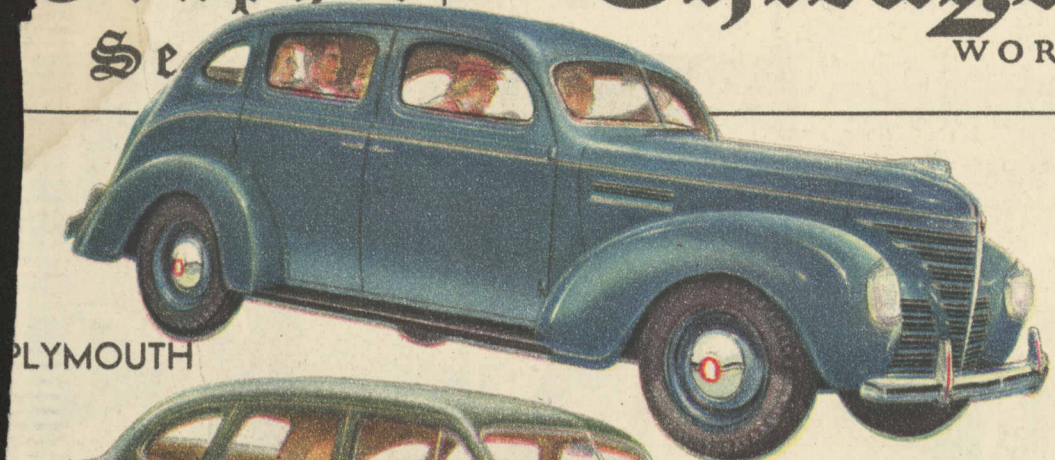
Helpful in making sales may be the fact that price reductions are general throughout the industry this year.

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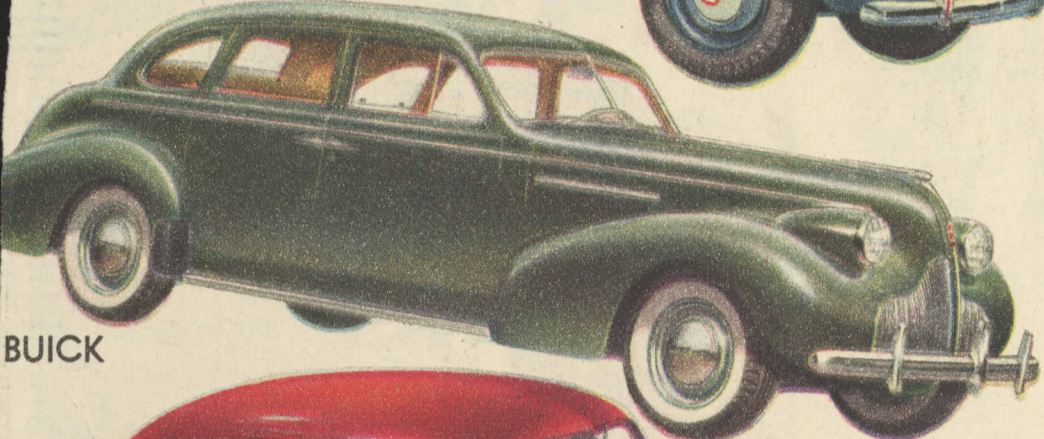
The 1939 models differ considerably in appearance from the preceding models. The trend this year is toward streamlined, racier appearing cars. Fronts of the cars are broad at the base. In some makes the tops of the hoods narrow toward the front. Running boards are optional on a number of makes. The conventional wide running board may be retained, or it may be replaced with a narrow decorative strip. Window area, including the windshield, is greatly increased in most cars.

Many of the 1939 cars have eliminated the rear trunk; others have retained it. A considerable number have alligator hood tops—that is, tops that lift in one piece for access to the engine. Convertible cars continue to be gaining in vogue. People, especially the younger folk, appear to enjoy riding in the open air.

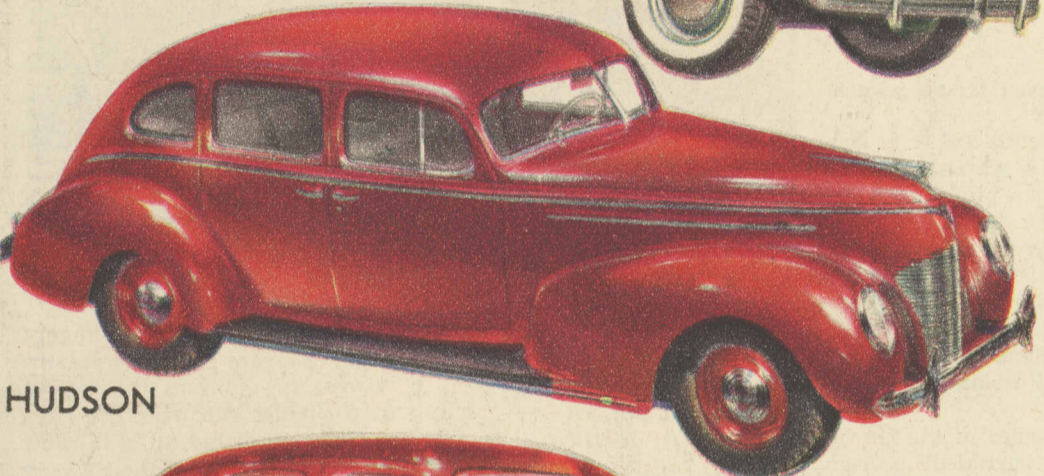
The streamlined motif, about which everybody is talking, again dominates design in the 1939 models. Streamlining as applied to automobiles is somewhat intangible. But it may be said to mean the designing of a car so that all its parts, such as (Continued on page five.)



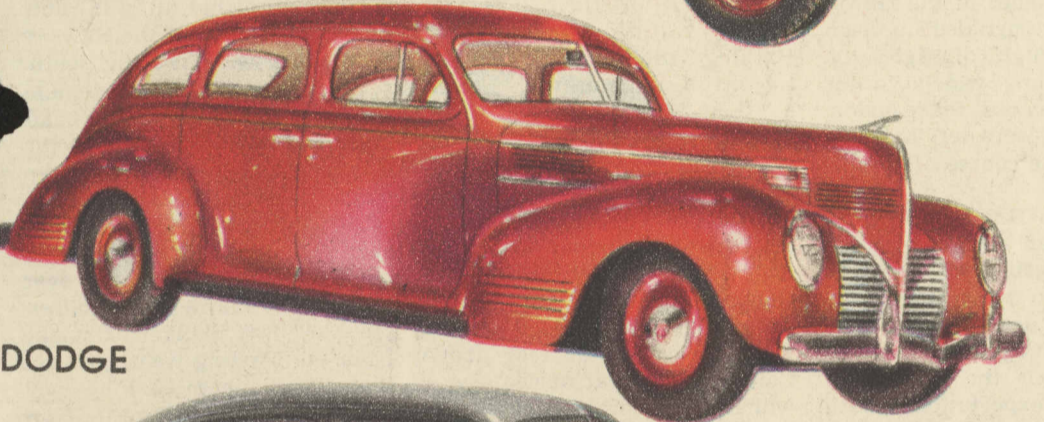
PLYMOUTH



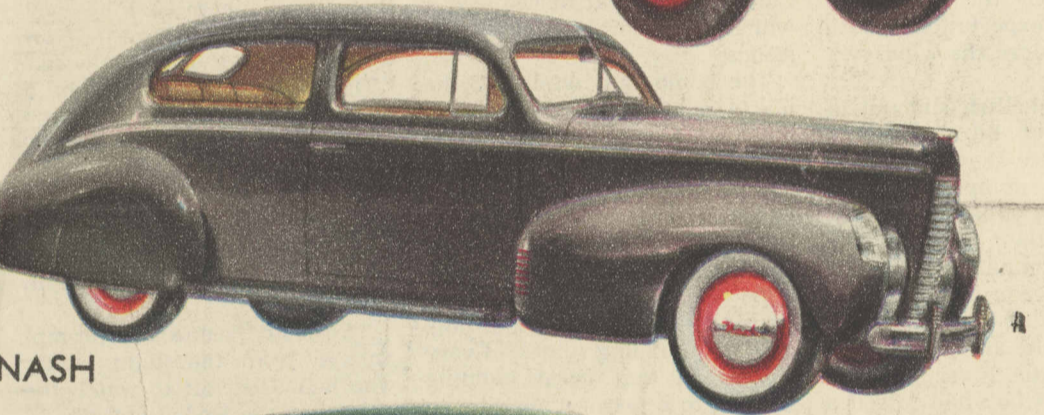
BUICK



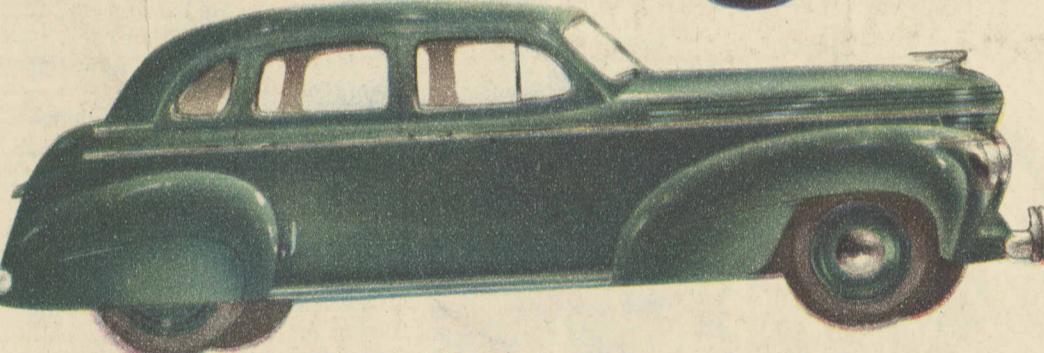
HUDSON



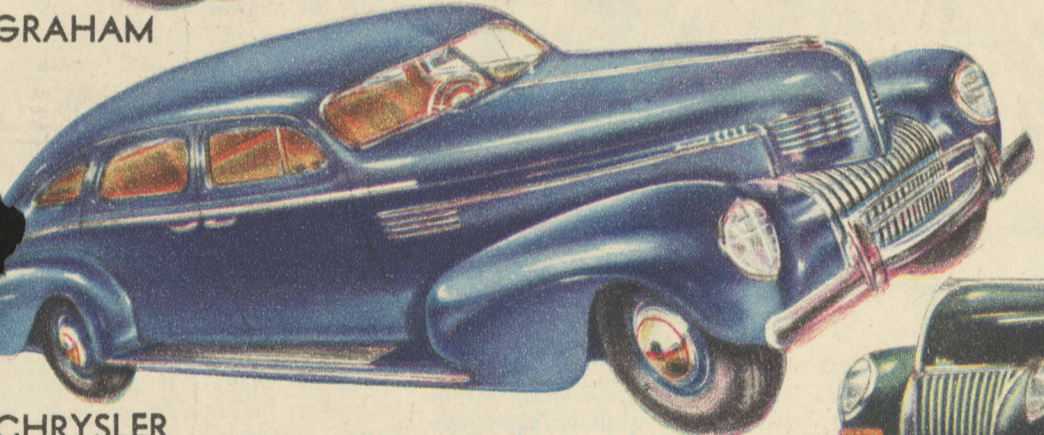
DODGE



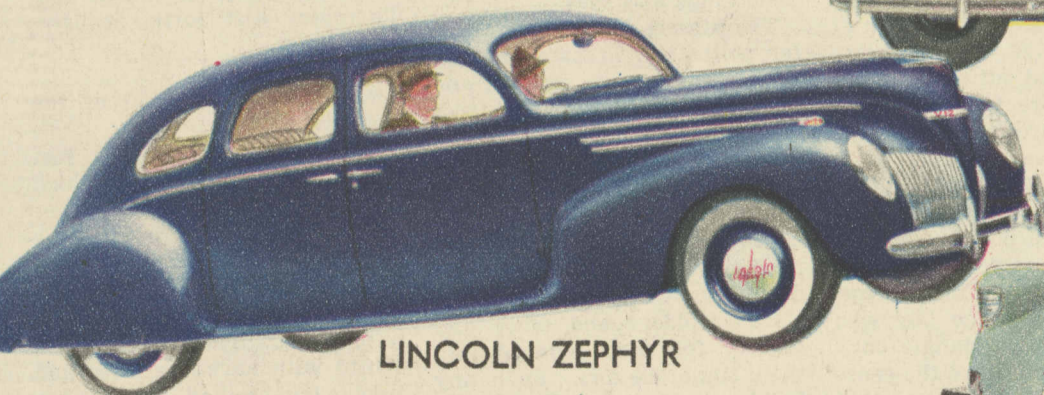
NASH



GRAHAM



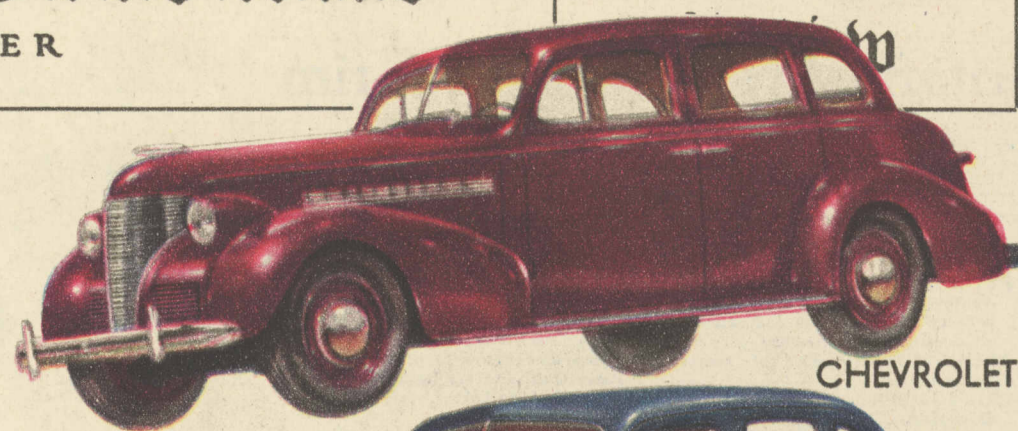
CHRYSLER



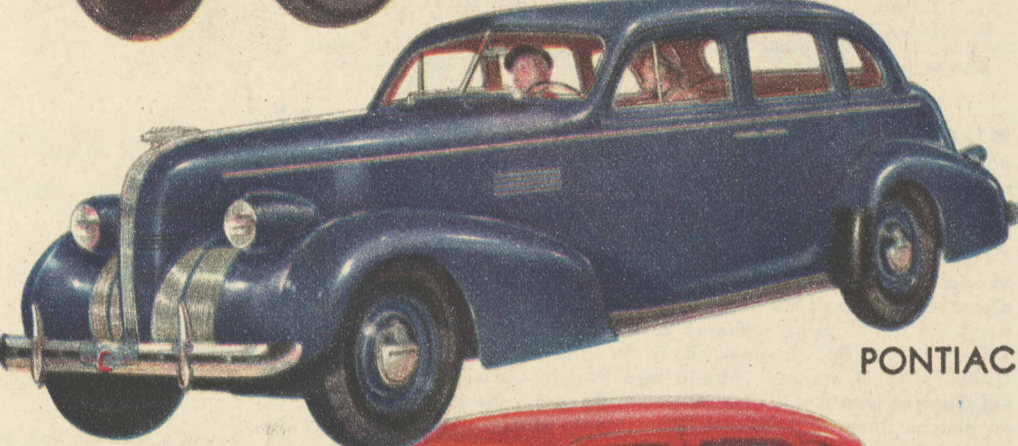
LINCOLN ZEPHYR



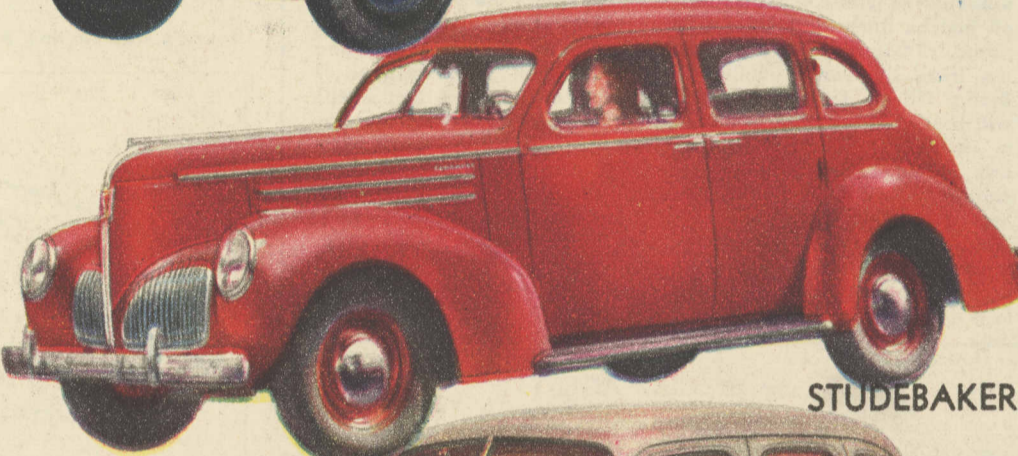
MERCURY



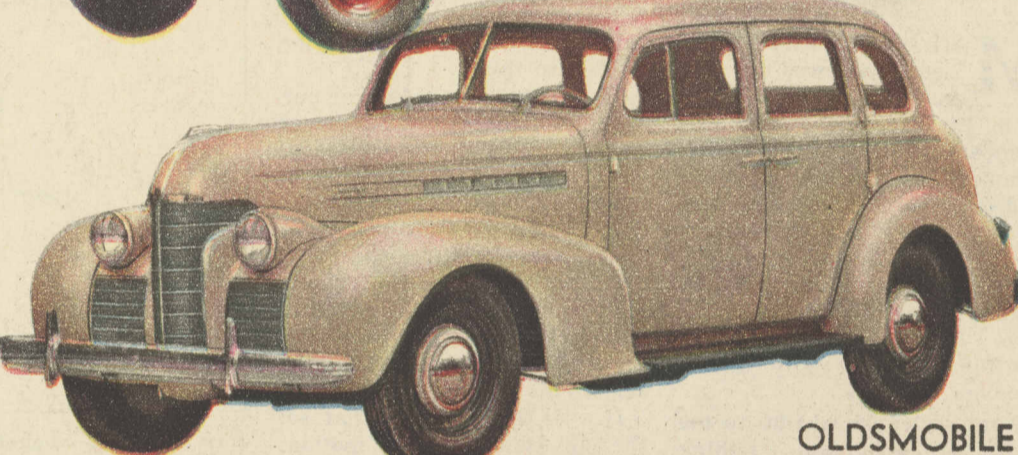
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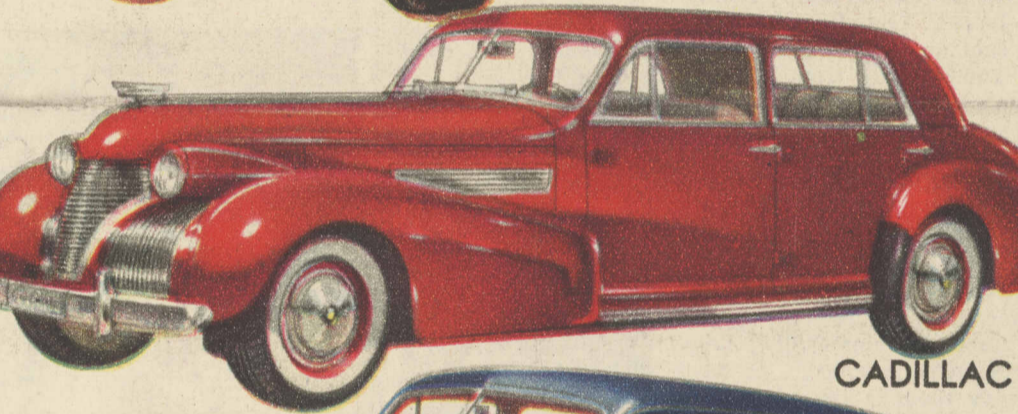
PONTIAC



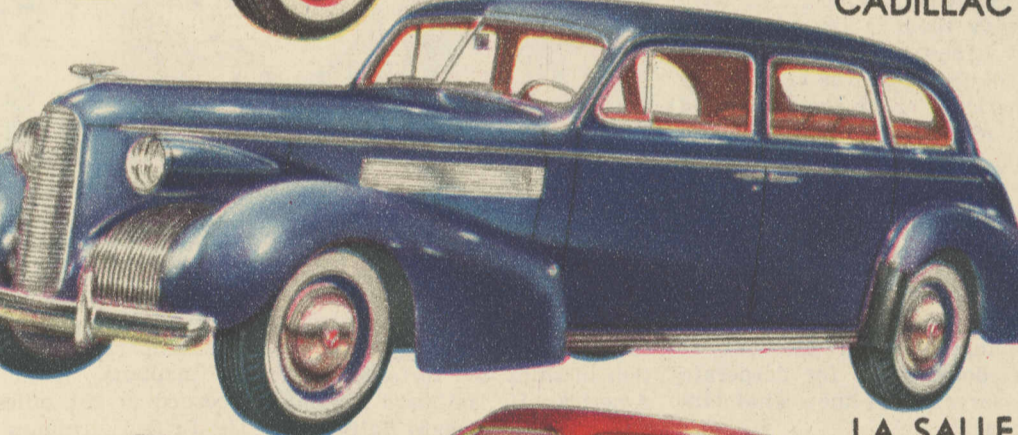
STUDEBAKER



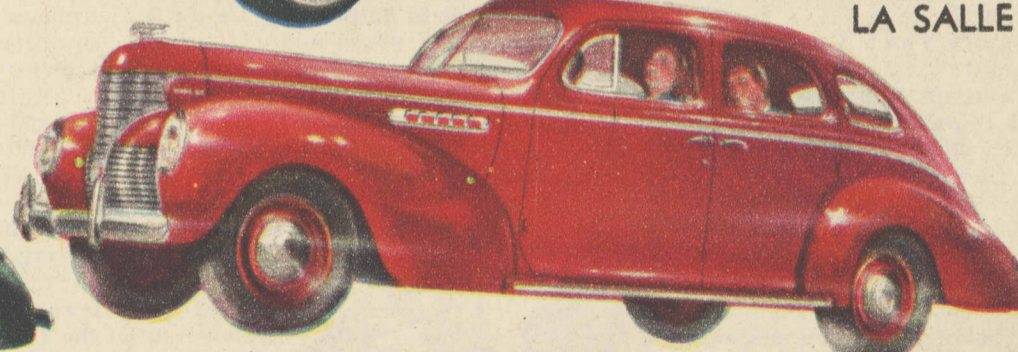
OLDSMOBILE



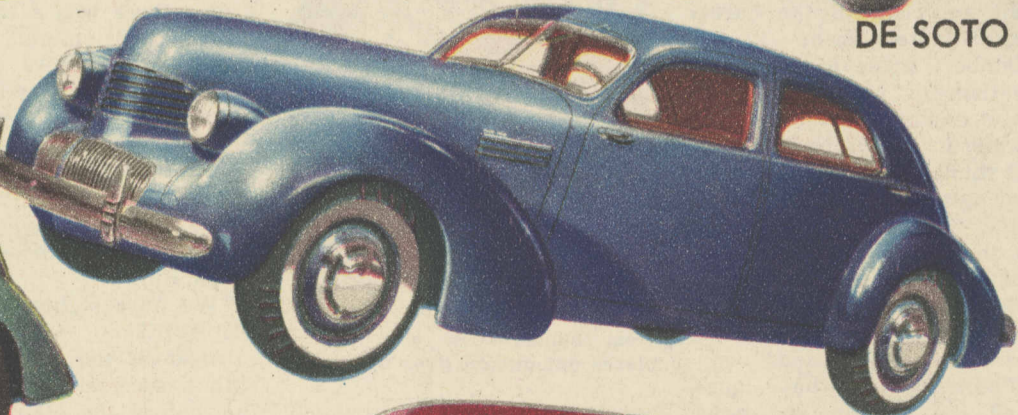
CADILLAC



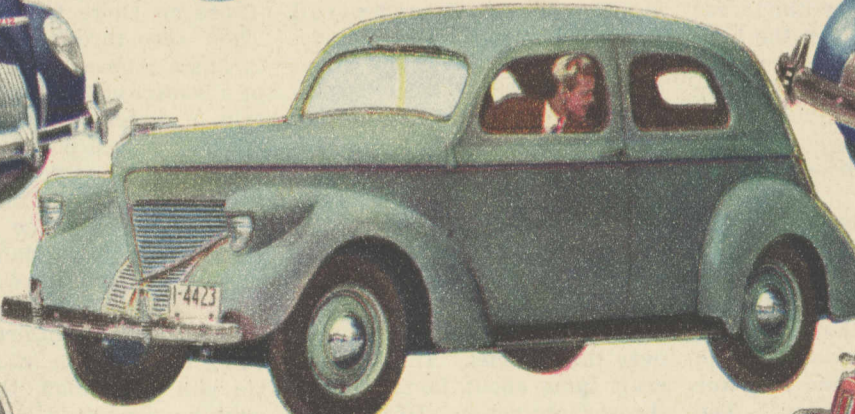
LA SALLE



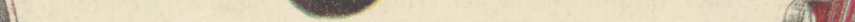
DE SOTO



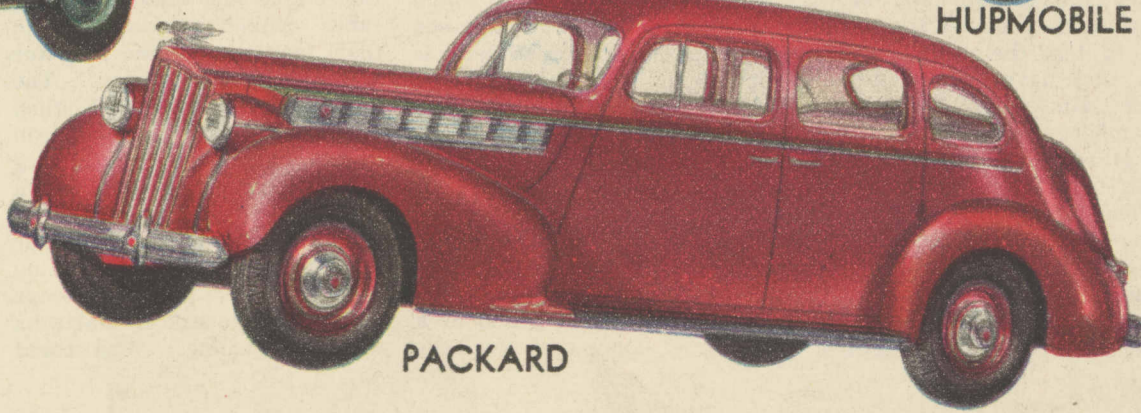
HUPMOBILE



FORD



OVERLAND



PACKARD

For identification of the particular models of the various 1939 automobiles pictured here see page five.