

PACKARD MAKER PREDICTS BANNER YEAR FOR AUTOS

Four Million Car Output
Seen by Gilman.

BY M. M. GILMAN
[President and general manager, Packard Motor Car company.]

Indications on every hand promise a good year for the automobile industry in 1940. Just a continuation of the present healthy acceleration along all lines of business in this country would be enough to insure a banner automobile year. A boom is not needed. We can have a 4,000,000 car year without it.

Sales now are at a rate far ahead of last year. The industry is working at practically its full capacity to meet the public's demand for the 1940 models. This big increase in production is having a decidedly stimulating effect on a great many industries.

Values Greater than Ever.
A fine job of designing and engineering has been done in the American motor car for 1940 and a splendid job of manufacturing is now following it up. Never before has there been so much value for the money.

Conditions in Europe have curtailed export sales. However, betterment of the domestic market can more than offset any sales losses which we will have abroad.

May Gain Neutral Nations.
It is also possible that our trade with other unaffected countries may be so stimulated as to bring total export sales up to a normal volume. In all our planning for Packard's 1940 model year we carefully weighed all the indications present in early summer. They showed clearly business conditions were better and were likely to improve more. We find now that despite major increases in the cost of materials we still cannot meet the public demand for cars.

BUICK INCREASES EYE APPEAL AND ROOMY COMFORT

BY C. C. EDMONDS

[Chicago Zone Manager for Buick.]

Two of the most interesting developments in Buick's 1940 line are the new Super and Roadmaster series. In eye appeal the new bodies represent the next logical refinement of the streamline style achieved last year on Buick cars. Over six inches wider in the front seat, two and a half inches wider in the rear seat, and with total width at the highest point nearly six feet, the new body structure produces a wide car with unusual roominess and long sweeping external lines.

Further, the bodies in these two series are unusually strong. The chief structural elements of the body comprise the roof trusses and sill, skilfully joined into an integral framework which, in turn, reinforced and supplemented by other structural members.

The body shell is made of "doubled walls" construction. In this the rear quarter panels, the sections at the sides of the rear seat, and also the doors, consist of strong steel outer panels reinforced with corresponding steel inner panels. A dual wall is formed which serves the function of solid bracing as well as safety for passengers in the event of an accident.

NEW CARS COME IN WIDE RANGE OF BRIGHT HUES

In line with the increasing favor shown by the public for brighter hues, Oldsmobile is offering a wide range of body colors this year as well as many different upholstery patterns and materials. This gives the car owner an opportunity to individualize his car to a marked extent.

In the lighter body colors are autumn gold, Catalina gray, vagabond blue, Shirvan green, Egyptian ivory, and Cherbourg blue.
Included in the darker shades are black, Prospero red, Tittian maroon, and Lorado gray. Lending especial distinction to the new Custom Cruiser eight is a two color scheme, with the upper portion of the body finished in Sierra gray and below it the darker tones of Lorado gray.

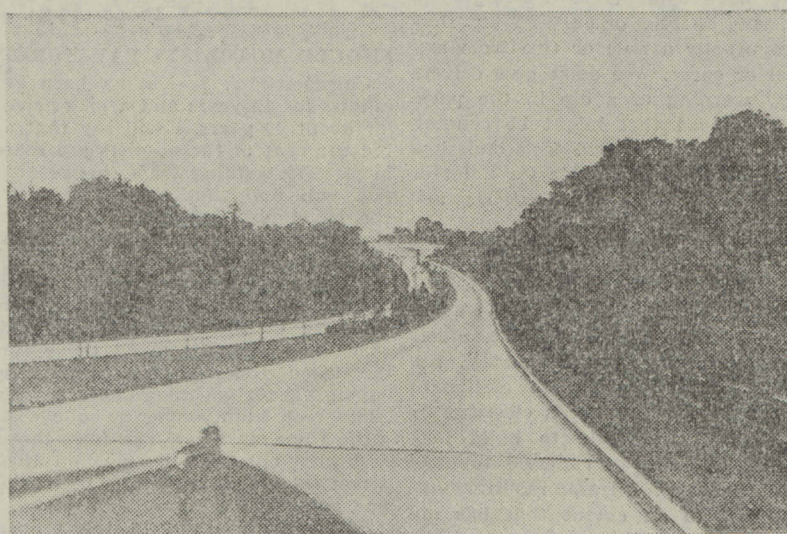
Use Transparent Plastic on Interior Auto Finish

Lucite, a new transparent plastic which is said to be actually clearer than glass or crystal, is used on the interior finish hardware of the Oldsmobile Custom Cruiser Eight for 1940. It is said to give a sparkling touch to car interiors. It harmonizes with any color used outside or in.

Oldsmobile Uses Circuit Breaker Instead of Fuses

Instead of fuses, the electrical system of the 1940 Oldsmobile employs a thermostatic circuit breaker. Should an overload occur anywhere in the electric system, the heat generated causes the unit to break the circuit. The breaker closes itself automatically when the temperature lowers.

A Model for Cook County



This typical section of Merritt parkway in Connecticut—artistic, safe, and expeditious—is of a design contemplated for construction in Cook county forest preserves as rural extensions of Chicago's projected superhighways.

COUNTY AT WORK ON NEW SCENIC HIGHWAY PLANS

Visions Forest Roads 300 Feet Wide.

BY DANIEL RYAN

[Cook county commissioner.]

Cook county has for many years contemplated a system of Forest ways to be built through the county which might serve as carriers of a large volume of traffic and as pleasurable scenic drives.

Preliminary plans for several such improvements now are being prepared by highway department engineers with the cooperation of county forest preserve officials.

Such highways would provide a distribution and sorting system for the traffic which will be brought to the city limits from the central business district by the superhighway contemplated within Chicago.

No Stop Lights.
Forest ways would be built on wide right of ways, possibly 300 feet wide with separated pavements for traffic moving in opposite directions. There would be no grade crossings or stop lights on such roads, all cross traffic being separated by over or under passes, with the only access to the highways at important roads where the entrances to the Forest ways could be smoothly effected on accelerating or decelerating lanes.

The wide right of ways would be landscaped with trees and shrubs so that the highway would be screened from the adjoining property.

Service drives would be provided on either side of the right of way for access to the abutting land.

To Connect Preserves.
In addition to serving as a distribution system for city traffic, the roads also would connect the many county forest preserves, winding in and out on gentle curves to increase the pleasurable of the drives.

An outstanding example of this type of highway is the Merritt parkway being completed by the state of New York and the state of Connecticut. A portion has been in operation for 13 months, handling over a million cars with but one fatality and that caused by the driver falling asleep while driving.

The construction of such roads should open up and make available large areas of the county for suburban homes development, as the system will bring practically the entire county to within 30 to 45 minutes traveling time to the central business district of Chicago.

Problems of early radio installations in automobiles are recalled by W. A. Houser, general parts and service manager of Cadillac-La Salle. He says that the size of radios was an original handicap. Batteries had to be included with the first sets. Lack of sensitive receivers was another stumbling block. Reception faded a few miles from a broadcasting station.

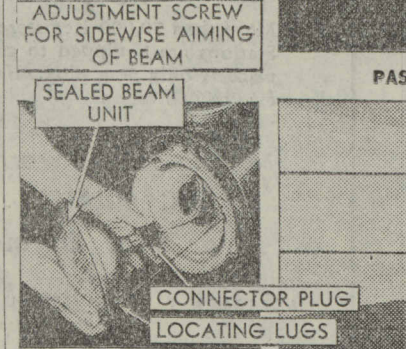
"Cadillac-La Salle engineers were troubled at first by interference from the car's ignition," Houser says. "However, all these problems, as well as others, were solved to give a compact, extremely sensitive radio set."

Houser said that all sets this year are equipped with vacuum operated, telescopic antenna. The push button method of station selection is being continued.

82 Pct. of State Highways Surfaced in Some Manner

Of the 454,841 miles of highways in state systems 359,639 miles, or 82 per cent, are provided with some type of surfacing.

How Sealed Beam Light Works



COUNTRY BEAM
Buick prepared the above diagram to illustrate how the new sealed beam light—hailed as a contribution to safer night driving—operates and the way in which globes are replaced or adjusted.

SALE OF CAR BENEFITS ALL OF NATION, SAYS PONTIAC ZONE CHIEF

BY W. J. MOUGEY

[Pontiac's Chicago Zone Manager.]

Every time a new car is bought—and that is three to four million times a year—the motorist acquires almost innumerable products of the farm and industry. Almost every state and foreign country are benefited most every state agriculturally or industrially.

Based on the annual production and sale of 2,000,000 cars, Pontiac owners obtain the agricultural products from an estimated 100,000 acres of land.

These products include: 13,500,000 pounds of cotton for tires, batting, cloth, and brake lining; 100,000 bushels of corn for butyl alcohol and starch; 500,000 gallons of molasses for solvents and antifreeze and numerous other items.

Products of mine and factory run into equally large figures and include 270,000 tons of steel, 3,300 tons of copper and brass, and 200 tons of tin.

NASH IMPROVES "WEATHER EYE" IN 1940 CREATION

BY H. T. HOLLINGSHEAD

[President Nash Sales, Inc., Chicago.]

One thing of which Nash is proud is its improved "weather eye" system of conditioning.

For years, it has been a problem for states to obtain the costly right of way necessary to the widening and making safe of approaches to our main centers of population. Our association feels sure this legislation will receive earnest consideration in the next session of congress.

Senator Carl Hayden of Arizona, chairman of a roads subcommittee, has proposed that right of way be obtained by the federal government; that the Reconstruction Finance corporation lend funds on a 40 year retirement basis to states and municipalities seeking to acquire the right of way from the federal government.

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Ford's New De Luxe Coupe for Business Is Different

A new addition this year to the body types offered by Ford is a de luxe business coupé. It differs from the regular de luxe Ford coupé in interior arrangement. A divided seat back pivots forward for easy access to a large compartment behind it. Auxiliary seats fold down from each side for use of extra passengers.

Barriers Used to Block Crossings in Mid-square

Barriers to prevent pedestrians from crossing the street at points other than intersections are being more extensively used by cities in attempts to curb the number of pedestrian accidents. Most pedestrian deaths result from crossing the street in midblock.

PROSPECTS GOOD FOR NATION-WIDE SUPERHIGHWAYS

Works Program and War
Needs Speed System.

BY MURRAY D. VAN WAGONER

[President, the American Road Builders' Association.]

The prospect for an integrated, inter-regional system of express highways through the nation has been brightened during the last few months by several major developments.

The time is coming when these new motor cars of ours will pass swiftly from city to city at nearly the top speeds for which they are built—a sustained speed of 75 miles an hour is not improbable.

Recent events have convinced the American Road Builders' association that rapid developments in this system of express inter-regional highway system, recommended to congress, are at hand. We road builders have talked about them for years.

Plan Military Road Work.
In October the American Association of State Highway Officials met in Richmond, Va. They learned that the war department is awake to the need of bringing up to a minimum standard some 60,000 miles of so-called military roads, roads connecting the great centers of population and industry.

Representative Cartwright of Oklahoma, chairman of the house roads committee, was almost positive in his belief the next session of congress would provide funds for improvement of this network in which the war department displayed so deep an interest. Any such expenditure could only coincide with those we have sought for an express superhighway system. If nothing else could, the war budget is teaching our government the bitter lesson that swift transportation is necessary.

Man 25,000 Mile Program.

The bureau of public roads, before its incorporation into the Federal Works agency as the public roads administration recommended a nationwide system of some 25,000 miles of interregional express highways.

The recommendation was forwarded by the president to congress. There can be no question it received favorable attention.

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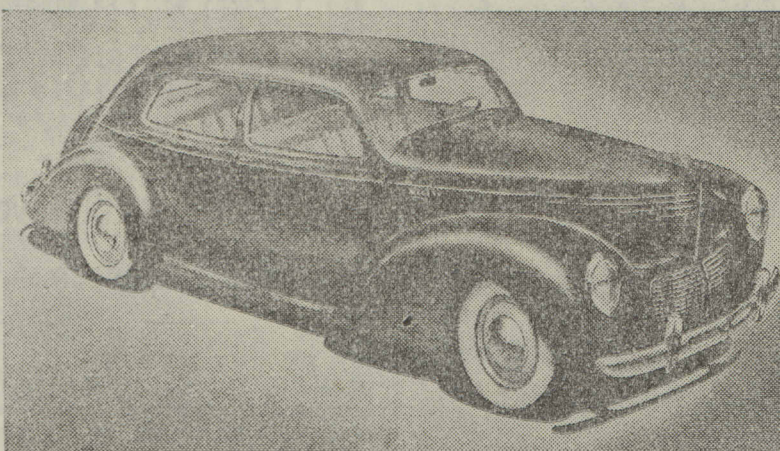
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1940 De Luxe Willys Sedan



Here is the 1940 edition of the Willys de luxe sedan.

SEES GREAT MARKET FOR MANUFACTURERS OF LOW PRICE CARS

By J. W. FRAZER

[President Willys Overland Motors, Inc.]

For many years I have had a growing conviction that automobile manufacturers have been building cars for too small a group, overlooking a great potential market.

I refer to those 24,000,000 Americans who earn \$2,000 or less annually and to the hundreds of thousands of families who would have two cars in their garages, instead of one, if such cars were put within their price range.

Approximately 30 per cent of the cars produced in America last year were purchased by less than 6 per cent of the American families. The remainder, of course, were exported.

The trouble I believe, is that the average manufacturer has been building automobiles in the last 10 years for this market alone. Those other millions of families want to own a car, but feel they cannot do so because of the initial cost. That is why I see success for makers of lower priced cars.

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SHOW VISITORS EXAMINE CARS FOR COMFORTS

BY GEORGE W. MALCOMSON

[Chicago Regional Manager for Dodge.]

Chicago's 1940 automobile show is one of the most impressively different motor car exhibitions ever held in this city.

Never has the public seen such beautiful cars, such brilliant engineering, and such gleaming expanses of chrome. Never has so much genuine value been offered at such low prices.

I have noted that present day show visitors display a keener interest in matters that have to do with riding comfort than in engine and running gear details. They compare cars by feature, with an understanding differing vastly from the more casual attention of the show visitors we used to know. The present day motorist is taking for granted the mechanical features in which he formerly showed such an interest.

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HUDSON OFFERS SPEED, COMFORT IN REAL SAFETY

New Braking, Steering Are Features.

Altho the 1940 Hudsons are being presented at the Chicago automobile

show with numerous speed records made this year to their credit, safety is being stressed for the line, says G. H. Pratt, general sales manager of the Hudson Motor Car company.

The safety devices which have been refined and improved on the 1940 models, says Pratt, include a dual braking system in which a mechanical brake functions should the hydraulic brake fail, a device called the auto-poise control which keeps the front wheels in line even in the event of a tire blow-out and a lock for the hood which insures that it will not blow open.

Number of Improvements.
Among the speed records made were a 20,000 mile endurance record at an average speed of 70.53 miles an hour made by the 82 horsepower six and a 83.89 miles an hour record made by the eight.

Numerous improvements are being shown in the cars including new independent front wheel springing; vertical mounting of the front shock absorbers within the silico manganese coil springs; new five foot soft action rear springs; and deeper and more comfortable seats.

Available in Three Lines.
The Hudson consists of three lines, the 82 horsepower Hudson Six; the 128 horsepower Hudson Eight; and the 102 horsepower Hudson Super-Six. All models are available in a wide range of colors.

All models also are equipped with the new sealed beam headlamps for safer night driving; driving vision has been increased by 17 per cent. Altho the engines deliver greater power this year, Pratt says, they actually are more economical in the use of gasoline. A new overdrive is available at moderate extra cost.

Holds America Will Have
Enough Oil Despite War
Despite demands of the warring nations, America will have a plentiful supply of lubricating oil for its automobiles. This statement was made yesterday by J. W. Koch, sales director of the Quaker State Oil corporation. He said that all the crude oil his company uses comes from the vicinity of its four refineries.

Hudson has made further improvements in its dash-locking safety hood, the company states. The 1940 design is of one piece construction and extends over to the fenders, including the whole cat walk section. The hood has its hinges at the front so the wind cannot blow it open. By locking at the dash when the car is locked, the hood offers protection against theft of engine parts.

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