

AUTO ACCIDENT RATE IS FALLING, BUT GRUDGINGLY

Safety Measures Reveal Steady Gains.

BY COL. JOHN STILWELL, [President, National Safety Council.] The battle against traffic accidents is not spectacular. It is a long and painstaking struggle. Just when it seems that the enemy is in full retreat and that the weakness in the accident front has been discovered, something happens and the safety forces are thrown back. There is nothing to do then but roll up our sleeves and start all over again.

Beginning in November of 1937, traffic accidents declined for 18 consecutive months. But in June of this year the drive stalled. July also saw a slight increase in the nation's traffic toll.

6% Decrease in August. America got back on the road to traffic safety in August with a 6 per cent drop in fatalities. For the first nine months of the year traffic deaths are running 2 per cent under last year.

Can we hold this gain and perhaps increase it, or will the last quarter of the year wipe out this narrow margin and send the traffic toll soaring above last year's level? No one can tell. Despite the untiring work of engineers, educators and enforcement officials, there are myriad intangible factors which influence human behavior.

However, there is room for gratification at the success so far attained. This success is the fruit of seed sown long ago, the inevitable result of the passionate interest of thousands of persons in making our streets and highways safer.

Newspapers Lend Support. There has been a slow but steady buildup of official and public interest in achieving traffic safety. More and more is being learned about effective court procedure, highway patrols, school child education and the potentialities of engineering revision.

Auto Industry's Pay Rolls Increase 102,000 Over '38. Workers directly employed in the automobile industry averaged 403,000 during the first six months of 1939 as against 301,000 in the same period last year. Wages for the same period amounted to \$12,000,000 a week, an increase of 56.9 per cent from the first half of 1938.

De Soto 2 Door De Luxe Sedan



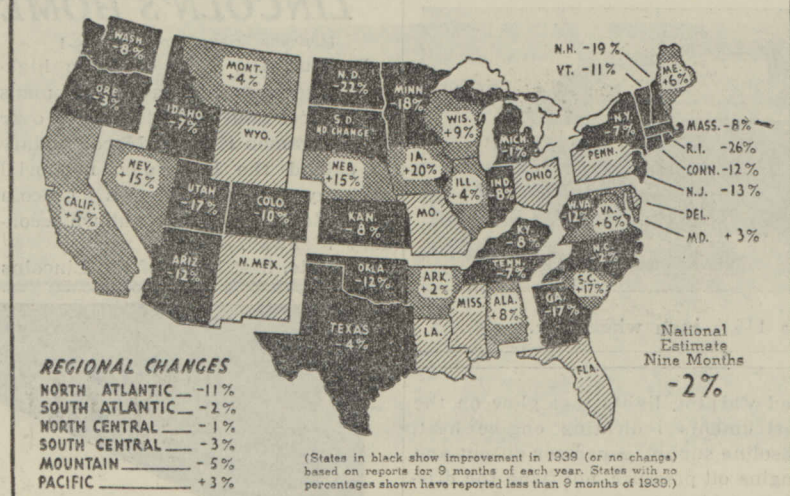
The 100 horse power De Soto de luxe sedan mounted on a 122 1/2 inch wheelbase.

BY J. E. WAGSTAFF. This year's De Soto is an entirely new automobile, says J. B. Wagstaff, general sales manager, De Soto division of the Chrysler corporation.

Mounted on a 122 1/2 in. wheel base, the car has a 100 horsepower engine with ordinary cylinder head and 105 horsepower with a high compression head.

The frame of the car has lower side rails, which reduces both the center of gravity and the overall height of the entire car. The frame is said to be about 30 pounds lighter this year, but it is more rugged because of structural changes.

Nation's Auto Toll Shaved



Here are shown by states and by sections the percentage changes in motor fatalities during the first nine months of 1939 as compared with the same period a year ago. Note that Illinois fatalities are up 4 per cent, while the national figure is down 2 per cent.

NEW FRONT AND REAR DIRECTION SIGNAL IS A BUICK SAFETY GADGET

BY O. L. WALLER, Buick's Advertising Manager. The new front and rear direction signal is one of the outstanding safety features of the 1940 Buicks. Engineered into the car, the signal has been designed for convenient use by the driver to indicate con-templated right or left turn.

It consists of flashing direction signals mounted on the rear trunk monogram in the form of modified arrows and in the streamlined front fender lamps where they are properly positioned to warn oncoming traffic of intended changes in the direction of the car.

Control of the signals is had thru a light switch lever mounted under the steering wheel within finger reach of the driver. It has been designed so that the light automatically turns off after a right or left turn has been made.

De Soto's engineers have extended the super-finish process this year. Wagstaff says to include use on brake drums as well as crankshafts, pistons, flywheels, camshafts, valve stems, and tappet heads.

In addition to its many mechanical improvements, the 1940 De Soto has been made a better looking car, says Wagstaff. From its forward-leaning chrome edged nose to the outward flare at the bottom of its rear body panel, there isn't a line or contour in the 1940 De Soto that has been carried over from 1939, explains Wagstaff.

Numerous comfort items have been incorporated in the interior. Sealed beam lights are standard equipment. The rear window is of one piece for better vision. There are square bottom rear doors in which the windows can be lowered all the way to the level of the sill. The glass area has been increased by 71 square inches.

Belleville to Construct Subway for Pedestrians. Belleville, Ill., Nov. 4.—A pedestrian subway on West Main street, near 25th street, is to be constructed here.

IMPROVED AUTOS CREDITED TO ONE AMERICAN TRAIT

It's Urge to Create, Says Hudson President.

BY W. E. BARIT, [President and General Manager, Hudson Motor Car Company.] If there is one factor that is responsible for the ever mounting values presented in motor cars year after year it is the urge of accomplishment.

This urge is a fundamental national trait of the American people. The automobile industry, perhaps more than any other, demonstrates the consistent application of this characteristic, although the urge is constantly at work in other fields throughout the land.

Each new model year brings betterments that mean increased owner satisfaction. New trends appear as the cycle of forward thinking continues. Values grow, and still the spirit of the industry keeps on trying to increase them.

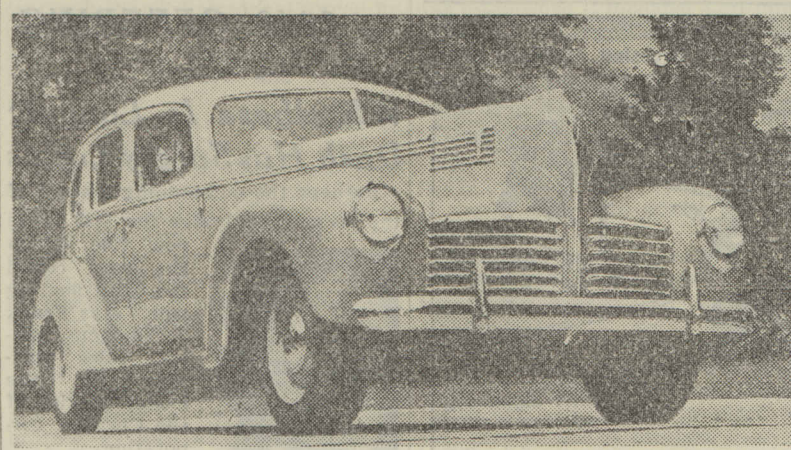
This spirit stems directly from the urge and joy of accomplishment, which, in this country, is as strong an influence as the desire to accumulate wealth. It is the will of the engineers and the workers to create and to build better than ever before.

The gratifying reception of the new 1940 Hudson cars by the public



W. E. Barit.

128 Horsepower 1940 Hudson



Here is the 1940 Hudson eight sedan which recently won a number of speed records held under the rules of the American Automobile association.

and the trade alike is the natural outcome of the workings of this principle within our organization. Because markets unerringly respond to greater value, we are actively planning for a very considerable increase in our business for 1940.

MODERATE SPEED CALLED BEST FOR SAFETY, THRIFT

A moderate driving speed is urged by H. J. Klingler, general manager of Pontiac, both in the interest of safety and economic car operation. He says a cruising speed of 50 miles an hour can be maintained with safety and comfort.

Excessive speeds boost gasoline consumption and subjects running parts of the car to unnecessary stress, according to Klingler.

WANT TO SAVE GASOLINE; HERE ARE THREE TIPS

Motorists are given three tips on how to save gasoline by L. K. Marshall, general service manager for Pontiac. Heat expands gasoline, says Marshall. Most motorists probably have noticed that a full tank will run over after a short time. This happens because the heat expands the gasoline. Room should be left at the top for this expansion.

Gasoline evaporates from the automobile tank, according to Marshall. Tests show that as much as 20 per cent of the gasoline in a partially filled tank may evaporate during two days of driving. The best way to overcome this is to keep the tank filled within a few inches of capacity. This leaves less room for the gasoline to slosh around in and reduces excess evaporation.

STATE HIGHWAY FORCES PREPARE FOR SNOW, ICE

BY C. W. ROSS, [Maintenance Engineer, Illinois Division of Highways.] When the paralyzing grip of winter makes itself felt on Illinois highways not less than 800 snow and ice removal units of all sizes and types will be ready for instant operation over the state's 13,300 mile primary system.

Maintenance forces now are engaged in the erection of 300 miles of snow fences, conditioning of highway trucks and snow plows, attaching plow frames to trucks, and assignment of equipment and personnel to locations and definite road sections.

Under arrangements just completed the operators of snowplow equipment and supervising personnel will know definitely what duties they are to perform when snowstorms occur, and will be able to go into operation on an hour's notice without confusion.

For reducing the hazards caused by ice formations, many thousands of tons of cinders or other abrasive material are being stockpiled along the highways for use at railroad crossings, road intersections, sharp curves, and steep grades. Chemicals for making the abrasive material more effective are being purchased. Motorists also should be prepared for emergencies. The best policy is not to venture on highways after a storm until receiving word from the division of highways or the Illinois state police that the route to be taken is open to traffic.

New Pavement to Help Traffic in Peoria Area

[Chicago Tribune Press Service.] Peoria, Ill., Nov. 4.—One and three-quarters miles of newly widened and modernized pavement from Bartonville south to Terminal on U. S. highway 24, will be open to traffic soon, according to the Illinois division of highways. The new pavement, replacing an obsolete strip of concrete, will facilitate movement of traffic in and out of Peoria. It was constructed at a cost of \$220,000 by the North American Engineering company, Peoria.

HEWITT ASKED TO ACT AGAINST SUBWAY FLOODS

South side civic groups have urged Oscar Hewitt, commissioner of public works, to arrange for pumping out subways which are flooded during heavy rains.

According to Roy F. Healy of the Ridge Civic council, the following underpasses are among those which become impassable after serious storms: 89th street and Vincennes avenue, 83d to 85th street on Vincennes avenue, 79th street and Lowe avenue, 75th street and South Chicago avenue, 82d street west of Woodlawn avenue, 79th street west of Woodlawn avenue, 67th street and South Park avenue, 63d and State streets, and 59th street and Stewart avenue.

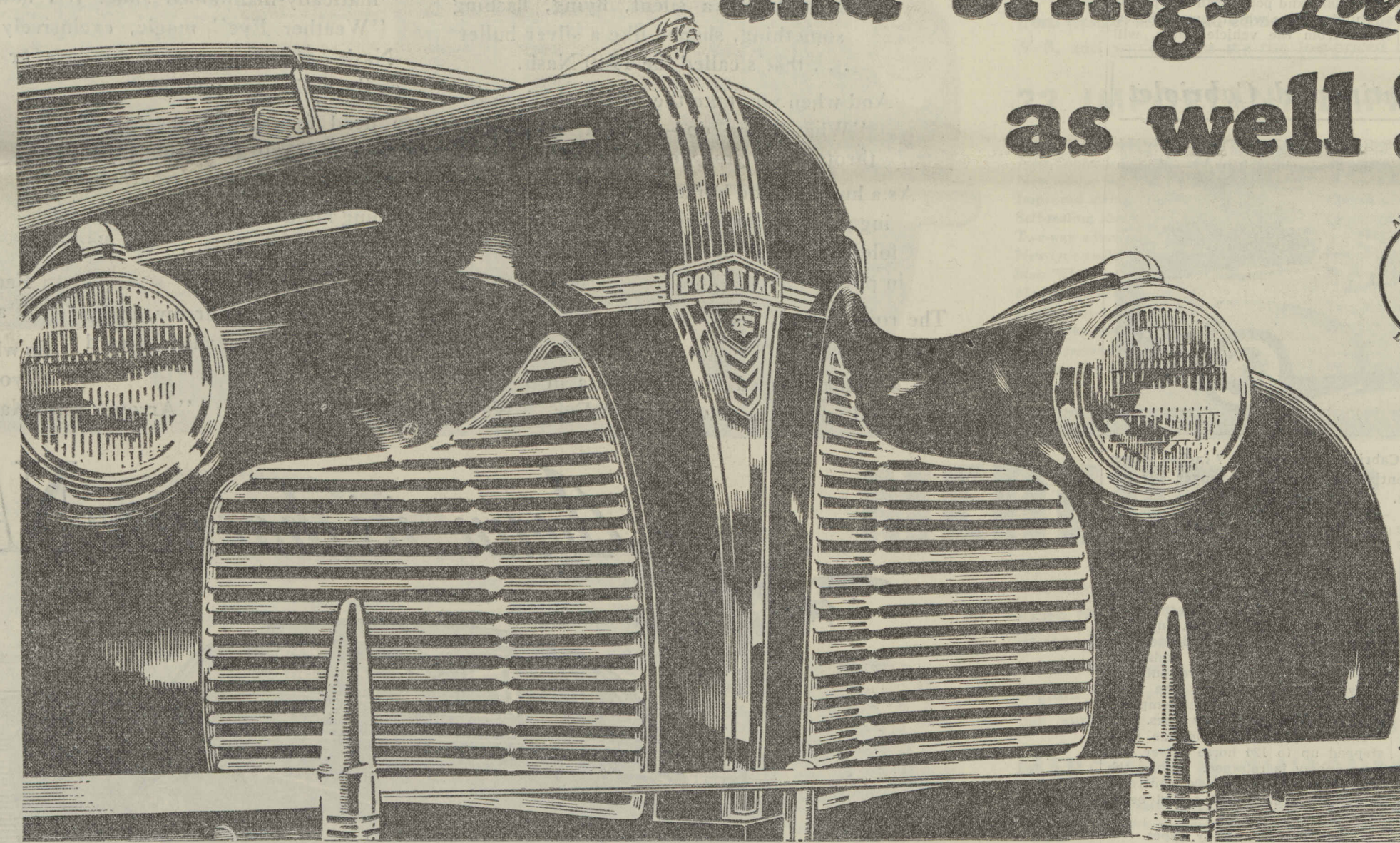
Again Cadillac Takes All Honors!

FIVE NEW CADILLACS TWO NEW LASALLES

AT THE AUTO SHOW

Also On Display At Your Cadillac-LaSalle Dealer's

Pontiac sets the Style again and brings Luxury as well!



Pontiac's

new "Torpedo" styling wins

New York Auto Show crowds

BEING HAILED AS NEWEST, FRESHEST

NOTE IN THE 1940 MOTOR PARADE

HEADED BY THE boldly different and uniquely beautiful new Torpedo Eight, the 1940 Pontiacs open up a whole new world of luxury at low cost! Because the essence of luxury is BEAUTY—beauty that captivates the eye and leads the motor parade. And already Pontiac with its eye-stopping style and new interior richness is being hailed as the Number One beauty of the year! Add to that: greater length,

more room, increased comfort, thrilling performance and record economy, and you'll know why the 1940 Silver Streaks are enjoying the greatest success in Pontiac history! Come in today!

\$783 and up delivered at Pontiac, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. General Motors terms to suit your purse.

Pontiac for Pride and Performance

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

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| NORTH | EDGAR FITZPATRICK, INC., 7277 S. Ashland Ave. | 7277 S. Ashland Ave. | CHICAGO AVE. MOTOR SALES, 2412 W. Chicago Ave. | R. C. WEHRMAN MOTOR CO., 125 E. 14th St., Chicago Heights, Ill. | SUPERIOR SERVICE GARAGE, 18162 Harwood St., Homewood, Ill. |
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SEE THE NEW PONTIACS—ON DISPLAY AT THE AUTO SHOW, SPACE No. 5, INTERNATIONAL AMPHITHEATRE, NOVEMBER 4-12