

# 1939 AUTOMOBILE SHOW EDITION 1939

## RHYTHMIC RIDE COMFORT IN NEW OLDS 1939 CARS

For 1939 Oldsmobile's "sixty," "seventy" and "eighty" series present the rhythmic ride, the ultimate in riding comfort, made possible by a combination of "quadri-coil" springing, four-way stabilization and knee-action front wheels.

Large coil springs are located at each of the four corners of the new Oldsmobiles. This arrangement insures perfect balance between front and rear springs at all times. Unlike leaf springs, Oldsmobile's coil springs are not affected by the degree of lubrication or temperature or weather. Friction and lubrication points are eliminated. Positive control of Oldsmobile's coil springs entirely eliminates any forward or backward, side to side, or up and down motion. Oldsmobile's development of the four-way stabilization system with quadri-coil springing gives to the new "sixty," "seventy" and "eighty" the finest possible riding comfort.

Oldsmobile's four-way stabilization system controls movements of all four springs. In the front, the knee-action wheels — and in the rear, sturdy dual stabilizer arms — prevent fore or aft motion. The rear stabilizing arms absorb all driving and braking forces, thus relieving the springs of all functions but springing the car.

Lateral, or side to side movement of car frame and axle is controlled by a sturdy lateral stabilizer bar; one end of which is securely fastened to the frame and the other to the axle, and by the extreme rigidity of the dual stabilizing arms at the rear. Roll or sway on curves is entirely eliminated in the new Oldsmobiles by a spring steel side stabilizer bar at the front and by the rear dual stabilizing arms.

Vertical movement of the frame and body of the new Oldsmobiles is controlled by double-action hydraulic shock absorbers of a design and capacity that heretofore has been found only on heavier and more expensive cars.

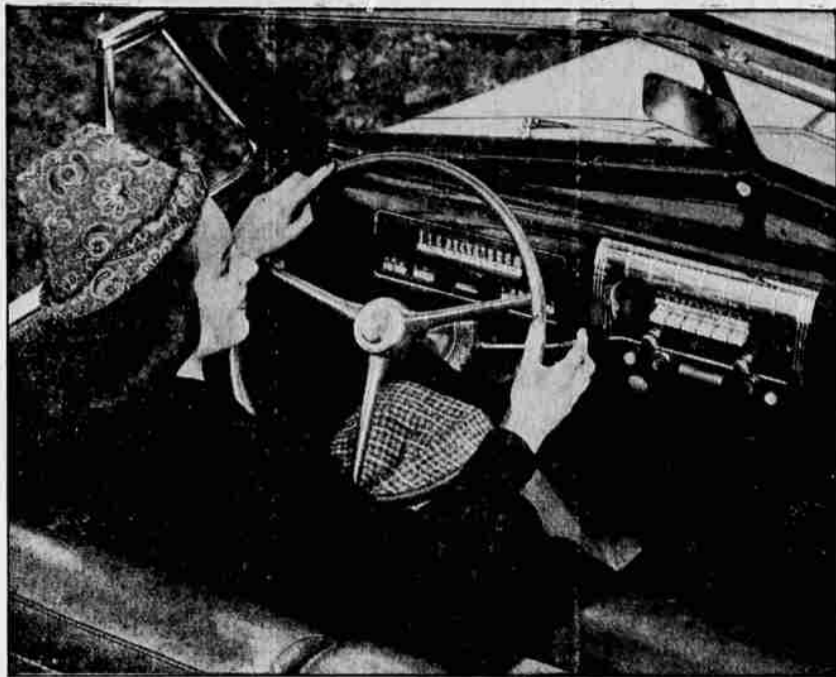
## SLOW DRIVER AND 'ROAD HOG' FOUND GREATEST MENACE

WASHINGTON, D. C., Dec. 8.—In perhaps the first use of automatic voting machines to secure public opinion on motoring questions, the American Automobile association has found that "road-hogs" and slow drivers constitute the greatest highway nuisances, and there is overwhelming sentiment for compelling pedestrians to obey traffic lights.

The "motoring referendum," which was a highlight of the recent National Automobile show in New York, brought opinions from more than 10,000 visitors, and the result announced today by Burton W. Marsh, AAA director of safety and traffic engineering, showed some almost surprising facts as regards public thinking on such questions as inspection laws, speed limits, horn-blowing and traffic safety activities.

"The results are a further indication that the average motorist has

## Automatic Safety Transmission Improved



Oldsmobile's Automatic Safety Transmission, offered again as optional equipment, is available this year at a reduced price. New improvements and refinements have been introduced to give even greater ease of operation and fuel economies to buyers of the 1939 Oldsmobile "Sixty," "Seventy" and "Eighty." The shifting lever is conveniently located on the right side of the steering column and can be effortlessly operated without removing the hand from the steering wheel. Photo also shows Oldsmobile's Super-Deluxe radio with push-button tuning, another optional accessory.



C. L. McCuen  
Oldsmobile General Manager

received by far the largest vote, with speed limits past 60 miles per hour receiving scant approval. The question: "If there is to be a rigidly enforced maximum speed limit on the open highway, what do you think it should be?" The answers: 45 m.p.h., 1,001 votes; 50 m.p.h., 3,777; 55 m.p.h., 1,430; 60 m.p.h., 1,770; 65 m.p.h., 467; and 70 m.p.h., 513 votes.

"Voters favored the prohibition of all horn-blowing except that necessary to prevent an accident, by a vote of 4,793 to 3,381. However, they disapproved the idea of prohibiting horn-blowing in cities from 11 p. m. to 5 a. m. Vote on the latter question was 4,144 in favor of such prohibition, with 4,680 against it.

"Safety educational activities led in balloting on the factors responsible for new public interest in the traffic problem with 4,570 votes. Personal accident experiences was second with 2,391 votes. Police enforcement activities was third, with 1,738 votes. The question was worded: "Which one of the following has been most effective in making you

## An Eye-ful—Not a Trunkful



The gal doesn't begin to fill the capacious 1939 Studebaker luggage compartment. Incidentally ALL the luggage you see fits in the capacious compartment with ease.

think seriously about accident? Personal accident experiences—safety educational activities."

"New York and New Jersey residents, who made up the bulk of those voting at the AAA exhibit, indicated by a three-to-one vote that the construction of express highways and other modern traffic facilities in that vicinity encourages them to use their automobiles more," asserted Mr. Marsh. A total of 6,622 voted yes on

the question. "Have express traffic facilities in New York and vicinity encouraged you to use your automobile more?" No votes were 2,132.

"Three pet peeves of motorists, 'failure to signal' received highest votes, almost equal in number: the first two further serving to point to the so-called 'Sunday driver,' 'Horn tooting' in traffic, and 'cutting' also received high votes; while 'careless pedestrians' came in for a share of criticism. 'Back-seat driv-

ing' the brunt of many a family joke, was far down the list of annoyances. The vote in order of 'peeviness' was: slow drivers, 2,000; road hogging, 2,065; failure to signal, 2,033; horn tooting, 1,881; cutting in, 1,477; careless pedestrians, 1,198; back-seat driving, 886; turning from wrong lane, 550; double parking, 285."

## Pollution Bill Is Hit by Mine Head

PORTLAND, Dec. 8.—(UP)—Loverett Davis of the Cornucopia Gold Mines, temporary chairman at a meeting to organize Oregon mine operators, criticized the anti-stream pollution bill today because "it strictly enforced it could close almost every mine operation in the state."

He informed fellow miners there were about 100 operations underway with gold mining's annual production of about \$3,000,000 leading the list.

## Landlady Stabs Man In Quarrel

SPOKANE, Wash., Dec. 8.—(UP)—Prosecuting Attorney Ralph E. Foley said Mrs. Maxine Millican, 35-year-old landlady of a lower class hotel, confessed last night she fatally stabbed Dan Morgan, 39, an iron worker, in the kitchen of her hotel.

The woman said she had known Morgan since 1928, and that he had beaten her several times during quarrels. Foley quoted her as saying she plunged a butcher knife into Morgan's heart when they quarreled again while drinking beer yesterday morning.

## SALEM CHERRIANS NAME GROCER AS 'KING BING'

SALEM, Ore., Dec. 8.—(UP)—Harold Busick, grocer, was elected last night as King Bing of the Salem Cherrians for 1939, succeeding Tom Hill. Other officers elected were: Lord Governor Wood, Carl Abrams; Marquis of Maraschino, Keith Brown; Duke of Lambert, Harry Weinstein; Queen Anne's consort, Elmer Lindstrand; archbishop of Rickwall, Charles Claggett; king's jester, J. McNeil; chancellor of the rolls, Fred D. Thiesen; keeper of the orchard, Dewey Greiner; Earl of Waldo, Dr. A. A. Keene.

## OUR FELLOW DRIVERS

By Mueller



So I see, "You can't fool a guy who keeps his eyes open . . ."

sound viewpoints on the many problems faced in efforts to assure greater highway safety," said Mr. Marsh, "and are highly significant in showing that traffic safety activities, including newspaper and radio co-operation, are bringing about a greater public consciousness of methods of avoiding traffic crashes." He continued:

"Foresadowing the further spread of regulations to require pedestrians to obey traffic signals was the heavy nine-to-one affirmative vote on the question, 'Should pedestrians be compelled to obey stop and go signal lights?' Yes, 8,422; no, 954. A recent AAA survey on pedestrian accidents, one of the most extensive studies of this phase of traffic yet undertaken, reveals that 84 cities reported ordinances requiring pedestrian observance of traffic signals. The survey has also further emphasized that four out of five persons killed in motor vehicle accidents in

the 13 largest U. S. cities last year were pedestrians, many of whom were failing to observe traffic regulations.

"That safety inspection of motor vehicles is favored by motorists participating in the referendum is indicated by the nearly ten-to-one affirmative vote on the question, 'Should motorists be required to have their headlights and brakes inspected periodically at official inspection stations?' Yes, 7,428; no, 770.

"Opinion has always varied as regards speed limits. In the poll, a speed limit of 50 miles per hour re-

PRICE SENSATION OF THE SHOW!

OLDS "SIXTY" ONLY \$777★ AND UP

REDUCED PRICES ALSO ON STUNNING NEW OLDS "SEVENTY" AND "EIGHTY"

SEVEN SEVENTY-SEVEN is the price to remember! Seven seventy-seven and up is the price of the new Olds Sixty\*,... and the new Olds Sixty, with its flashing new Econo-Master Engine and new Rhythmic Ride, is the price sensation of the Show. Amazing, too, are the values offered by the new Olds Seventy and Eighty, available for 1939 at prices that are reduced. Both feature new Observation Bodies by Fisher and both offer the Rhythmic Ride—the finest ride in any car at any price. See the three new Oldsmobiles at the Show. Check their prices against the field. In what you get for what you pay, you'll certainly find that . . . "This Year It's Oldsmobile!"

\* Delivered price at Lansing, Mich., subject to change without notice. Price includes safety glass, bumpers, bumper guards, spare tire and tube. Transportation, state and local taxes, if any, optional equipment and accessories—extra. General Motors Installment Plan. ★ A GENERAL MOTORS VALUE.

"YOU OUGHT TO OWN AN OLDS"

AMERICA'S NEWEST LOW-PRICED CAR!

Which car's got most for '39?

Studebaker by a mile!

STUDEBAKER OFFERS YOU ALL THESE FEATURES:

- Steering Wheel Gear Shifter—Provides clear front compartment with ample room for three. Shifts like old-type floor lever, but more easily.
- Independent Planar Suspension—Responsible for Studebaker's famous Miracle Ride.
- Climatizer—A revolutionary new fresh air heating, filtering and ventilating system. Supplies both front and rear compartments equally with clean, filtered air. Prevents windows frosting or fogging.
- Gas-Saving Overdrive—Saves gas and oil—prolongs engine life. Driver can change to direct drive at will.
- Hill Holder—No rolling back when you stop on an upgrade—no bumping into cars behind.
- Non-Slam Rotary Door Latches—World's strongest steel body. More usable trunk space than any other car.
- Twin tail lights, windshield wipers, sun visors.

ALL over the nation, smart car buyers are saying: "It's Studebaker all the way for '39!" Studebaker for all the way... for luxury, for exclusive features, for unexpected innovations, for solid structural soundness! Unexpected innovations, for gas, oil and maintenance economy, for safety, for handling ease, for flashing performance! Studebaker gives you planar suspension and Hancock rotary door latches—the world's strongest, Hancock rotary door latches—the world's strongest, safest steel body—steering wheel gear shift lever—and, at slight added cost, the new central Climatizer.

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