

1939 AUTOMOBILE SHOW EDITION 1939

RECEPTION 1939 PONTIACS BRINGS PRODUCTION RISE

By H. J. KLINGLER
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With the fourth quarter of 1938 making the best showing of any period of the year in comparison with similar periods of 1937, I believe that business factors are sufficiently clear to make it quite certain that 1939 will be a much better year than 1938.

Pontiac dealers and the public have given our new cars the most enthusiastic reception that has been accorded any series of new models since I joined the company five years ago. This is all the more significant with respect to future business because there are practically no 1938 cars left in dealers' stocks to dispose of and because used car inventories are the lowest they have been during that five year period. This is quite a different situation than the one which existed a year ago when large stocks of previous model new cars and huge used car inventories helped to slow down business.

Following the first splendid reception that greeted our new cars on every hand this fall, we immediately took steps to increase production schedules for the balance of the year. Previous commitments and schedules covering certain materials and parts that we buy on the outside made it impossible to step up our factory output as rapidly as we wanted to. However, we succeeded in adding about 17,000 cars to the number to be built up to January 1. This will bring the total 1939 model production to slightly over 57,000 by the end of the year.

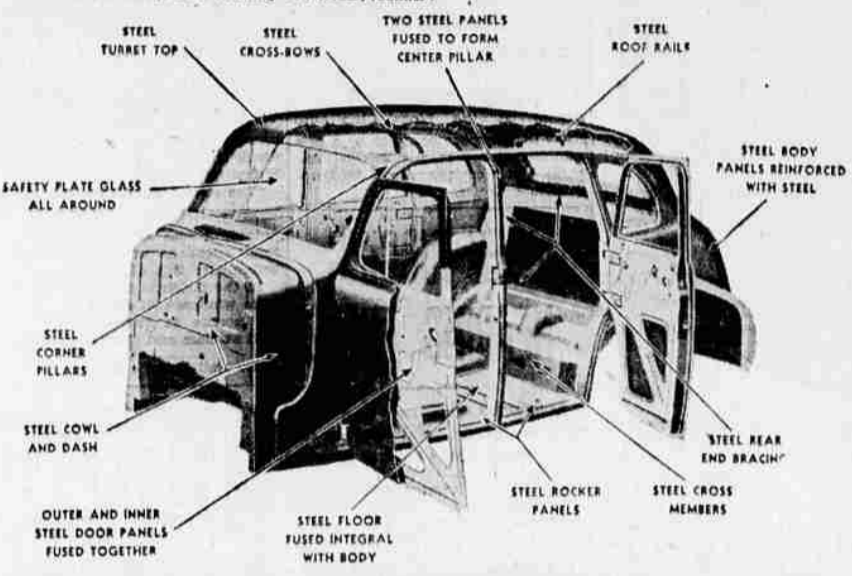
Other general and basic factors, I believe, justify the expectation for substantial increases in 1939 when compared with the fall of 1937. It has already been noted that dealer stocks this fall are extremely low throughout the industry while last year they were exceptionally high. Where public interest last year was quite cool, this year it is very pronounced. General buying power is ascending now while during the waning months of 1937 it was declining.

New car model changes for 1939 are major which of itself is sufficient to whet public interest. Last year changes were minor. Because of their good condition from an inventory standpoint car dealers generally are believed to be in a much sounder position financially than they were at the beginning of the 1938 model year.

With the elimination of some of the important disturbing and fear producing elements from the economic picture, particularly the European war scare, public confidence is returning. This has had its effect on the stock market during the last month of '38.



1939 Pontiac De Luxe Six Four-Door Sedan... Styled in the modern manner with or without running boards... Silver Streak... Remote control gear shift standard equipment... New clutch... Duflex rear springs, newest Pontiac feature, that give one passenger the same easy riding comfort as six passengers.



1939 Pontiac Unisteel Fisher Body. This steel shell is greatest safety factor against highway accidents.

STATE PREPARES TO ATTRACT MORE TOURISTS IN 1939

Highway Commission Travel Department Plans Large Advertising Campaign to Lure Exposition Patrons

SALEM—Through the program just adopted by the Oregon state highway

commission intensified effort will be made through 1939 to bring added tourists to Oregon, particularly motorists who, through the gasoline tax, help to build and maintain the state's highways. Newspapers, magazines and motion pictures will be employed to carry the story of Oregon's attractions to the nation.

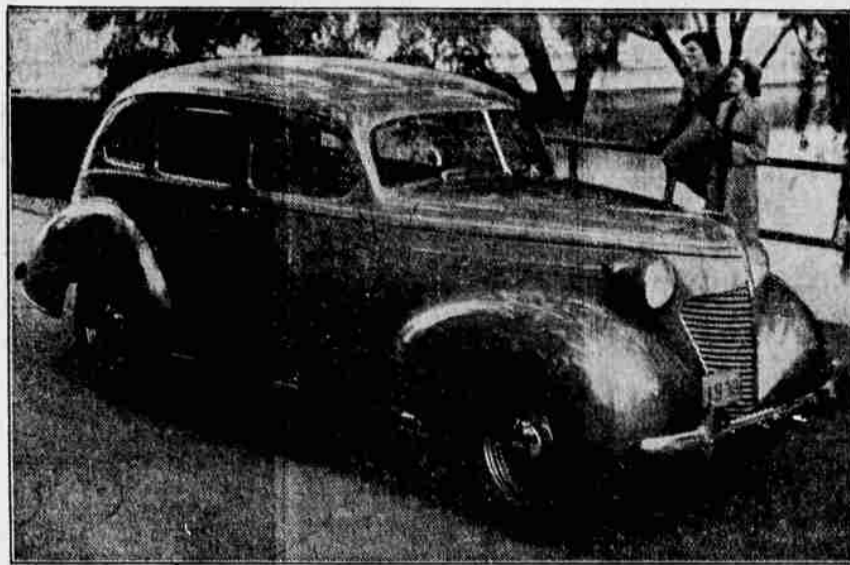
According to the best estimates available to the travel and information department of the highway commission through which motor tourist traffic promotion is carried forward, about 4,000,000 persons (exclusive of California residents) will attend the Golden Gate international exposition at San Francisco in 1939. Special effort will be made to reach as many as possible of these 1939 travelers before they start for San Francisco with the object of inducing them to include Oregon in their western itineraries.

In the leading magazines of the

Advertising Mapped nation the state's premier attractions, such as its seacoast, mountains, lakes, forests and other gifts that nature gave Oregon, will be presented in compelling advertisements, all using photographs some of which will be in natural color. More than two score major newspapers in the western section of the United States and Canada will tell the same story. The advertisements will not only be designed to fill the reader with a yearning to see this state but will invite him to send for the detailed, comprehensive booklets on Oregon prepared by the highway department.

A two-reel motion picture, "The New Oregon Trail," now nearing completion, will be shown throughout the United States to selected audiences totaling a minimum of 500,000 persons. The picture, which covers all major scenic and recreational areas of the state, is accompanied by out-

New 1939 Hudson 112 De Luxe Touring Sedan



New 1939 Hudson 112 De Luxe Touring Sedan for six passengers, mounted on 112" wheelbase with 86 horsepower. Many new advancements in safety, luxury and riding comfort are incorporated in this new Hudson car in the lowest price field, now on display at the Auto Show.

AIRFOAM HUDSON COMBINES BEAUTY, SAFETY FEATURES

Featuring major advancements in safety and riding comfort and new luxury and styling throughout, three new 1939 Hudson cars are being displayed at the auto show by the Chapman-Cooksey Motor company. The display consists of the Hudson 112 deluxe with 86 horsepower and 112-inch wheelbase; the new Hudson six with 96 horsepower and 118-inch wheelbase; and the new Country Club Series six and Country Club 101 and 122 horsepower respectively, mounted on 122-inch wheelbase; and an eight-cylinder Country Club Custom sedan mounted on 129-inch wheelbase. The complete range of body models is shown on each of the three lines which are distinctly grouped in the lowest, low and moderate price fields.

All three new lines of Hudson cars are newly styled throughout and are featured as the most luxuriously appointed in Hudson's 30-year history. The treatment of the front grille is in the latest modern manner and gives each of the three lines a low, long, sleek appearance. In the new Hudson 112 the two-tone chrome grille carries out the present vogue for wide, low horizontal treatment. The Hudson six and Country Club models have die-cast center grilles and two die-cast grilles in the cat-walk section with headlamps mounted flush in the front fenders. Parking lamps are contained in an ornamental band of chrome moulding on the side of the hood giving a distinctive ornamental touch and in addition a safety advance in that the lights can be seen from the side as well as the front.

Important engineering advancements in riding comfort, safety, roadability and car control make their appearance for the first time in the industry in all three new Hudson cars. Outstanding among these developments is an entirely new mechanical invention known as Auto-Poise control. This new principle of car control, discovered by Hudson engineers, causes wheels to hold their course automatically over any road and at any speed, even in heavy side winds, and also minimizes the danger of swerve in case of a tire blow-out.

See Mail Tribune Want Ads.

"Reactometer" Is Auto Show Feature



Perhaps you have never attempted to translate your thoughts and nerve impulses into terms of distance, but—

That is what happens to persons who have their braking ability and reaction time checked on the Aetna reactometer, which is being exhibited at the Lions' Club Auto Show Friday and Saturday in the Medford armory, under the direction of George Hen-

standing dialogue and mutual background. It will be run continuously in the Oregon exhibit at the San Francisco fair.

During 1938, the travel and information department of the highway commission has distributed more than 200,000 of its folders and maps and about 100,000 additional pieces

selman, Aetna representative of this city.

The reactometer, a unit of the widely-known safe driving demonstrations sponsored by the Aetna Casualty and Surety Company of Hartford, Connecticut, was developed by scientists at Yale University. The test proves that no person can act instantly to stop his car when the danger looms up ahead. He must

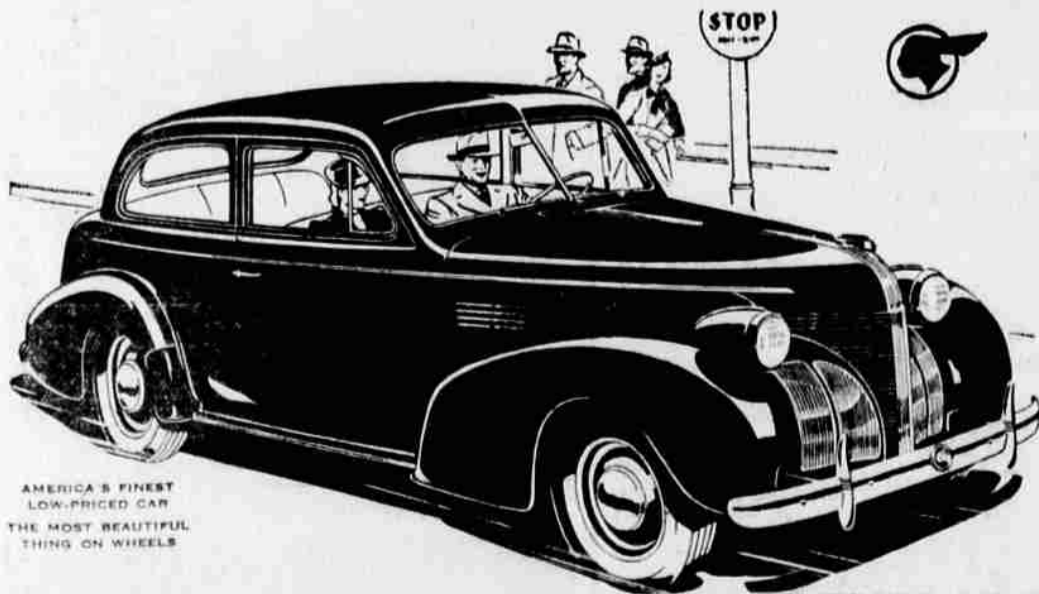
first see the danger then transmit a stopping impulse to the foot that operates the brake. The interval during which the danger message is flashing from eye to brain to foot is known as reaction time, and varies with the individual from one-fourth of a second to a second or longer. During this interval a car operating at a given speed will travel a surprising distance before it can be stopped. If the subject finds that his reaction time is slower than the average motorist, it means that he should drive at a proportionately lower rate of speed.

Operating parts of the test consist of a dummy foot throttle, a brake pedal, miniature automobiles on a moving runway, a traffic light and a score recording device.

While not the only essential to safe driving, it is believed that prompt reaction to danger signals does play an important part in traffic safety, particularly when a sudden stop is required while driving at a high rate of speed. On such occasions a split second may mark the difference between safety and disaster. The reactometer demonstration will offer local motorists an opportunity to learn more about their driving ability, and at the same time find out how they rate in competition with other drivers met on the streets and highways.

A TRIPLE ACHIEVEMENT IN QUALITY AND PRICE!

3 Great New Pontiac Silver Streaks 3 Great New Value Standards 3 New lower price levels that mean good news to millions



HERE, MR. AND MRS. AMERICA, is just what you've been waiting for! Three dazzlingly new Pontiacs styled with an eye for tomorrow—powered to rule the road—literally packed with all the things that win an owner's heart—and priced so close to the lowest that you now can own a top-flight car and never miss the dollar-difference!

Whether you select the Quality Six, the De Luxe Six or the De Luxe Eight, you'll have a car of which you can really be proud. Proud of its distinctive beauty. Proud of its fine-car luxury. Proud of its heart-warming performance and amazing new comfort. Proud of its really remarkable economy and long life. And remember... no matter what model you choose: You pay less for a Pontiac this year and GET MORE—more that's new... more that's good... more that saves you money!

You Can't Match All These Features in Any Other Low-Priced Car

- Distinctive New Silver Streak Styling • New-rear Ride with Duflex Springing • Lower, Wider Bodies with Curb-High Floors • Improved Safety Shift at No Extra Cost • Improved Knee-Action • Thrilling L-head Engine Performance with Record Economy • 25% More Window Area • Safety Glass All Around • Extra Large Trunk Space at No Extra Cost • Multi-Seal Hydraulic Brakes • New Self-Cushioning Clutch

*De Luxe models only

YOU'LL BE PROUD TO OWN A PONTIAC! P. T. "Jerry" YOUNG

31 So. Riverside

Phone 159

Here Today A REAL HUDSON PRICED AMONG THE LOWEST HUDSON One-Twelve

WITH HUDSON'S REVOLUTIONARY NEW AUTO-POISE CONTROL AND NEW SALON INTERIORS

86 H.P. 112 IN. W.B.



NEW HUDSON 112 De Luxe Touring Sedan—\$979, delivered here, ready to drive, fully equipped; including transportation and Federal taxes. Price does not include state and local taxes, if any.

Beautiful Beyond Belief

HUDSON PRICES START AMONG THE LOWEST and mean what they say

Even in the Hudson 112, these things do NOT cost extra: Bodies finished in costly hand-rubbed lacquer; Fenders in body color; 7 color options (including 4 opalescent colors); Handy Shift (at steering wheel); Auto-Poise Control; Front and rear arm rests; Bumpers and bumper guards; Safety glass all around; Spare wheel, tire, tube; Door-locking package compartment; Front window ventilating wings; Headlight beam indicator; 2 assist straps and 3 ash trays in sedan; Sun visor; Thermostat; Carry-All Luggage Compartment, "concealed trunk"; tire removable without disturbing ordinary load of baggage.

\$911

and on for the new 86 H.P. Hudson 112 De Luxe, \$1017 and up for the new Hudson Six; \$1125 and up for new Hudson Country Club models.

Delivered here, ready to drive, fully equipped; including transportation and Federal taxes. Price does not include state and local taxes, if any. For delivered price in your locality, see your Hudson dealer. Attractively low time payment terms, with Hudson-C.I.T. Plan.

CHAPMAN-COOKSEY MOTOR CO.

27 South Riverside

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