

Automobile News—

# 'Wholly to Please Ladies' Accounts for Rakish Trends in New Models, Warnock Says

50 Per Cent Increase in Output Shown by Wards' Reports.

The new trend in auto design as noted in the 1939 models now in the showrooms is "wholly to please the ladies."

C. O. Warnock, Indianapolis Auto Trades Association president, is sure of himself when he says this.

Women have the dominant part in the purchase of automobiles despite what "any particular man or group of men may say to the contrary," he said.

"And women buy for appearance—they want classy, rakish lines while the men's first consideration is economy and performance," he added.

All designers are copying features of the "zephyr train" in their appointments, he said. An example, Mr. Warnock said, is the incorporation in many of the new models of the "cat walk cooling system" with the low lying "vent louvers." He said the new vents below the front fenders give the car a longer, lower appearance.

The "under cooling" system now being used has little advantage except to improve the streamlined appearance of the car, Mr. Warnock believes.

All of the new models will be slightly cheaper than last year, he predicted.

## Auto Output Expected To Hit 50,000 Next Week

DETROIT, Oct. 7 (U. P.).—Ward's Automotive reports announced today that auto production this week was 50 per cent greater than during the previous week.

The trade publication said production totaled 37,665 cars and trucks as compared with 25,405 last week. In the corresponding period a year ago, 71,958 units were produced.

Production of more than 50,000 units for the first time since May was predicted for next week. The publication forecast a continuance of the production increases which have been recorded for the last three weeks.

Manufacturing of 1939 models started today at the Graham factory. Approximately 1000 men were called to work in the body department. Officials said shipment of new models would start about Oct. 17.

## Cadillac-La Salle Calls Detroit Parley

DETROIT, Oct. 7.—Cadillac-La Salle dealers first view of the 1939 models will be had Tuesday at a sales convention to be held here.

More than 1500 retail representatives from all parts of the country are expected. Meetings and a banquet with General Motors officials will climax the event. Wednesday has been designated as "the million dollar driveaway" day.

## Buick Price Cuts Are Announced

FLINT, Mich., Oct. 7.—Buick's price reductions on the 1939 models will range from \$51 to \$102 on the standard sedan and coupe models, Harlow H. Curtice, Buick president has announced.

In the lower price range, Series 40 and Series 60 cars, the reductions are \$51 on standard sedan and coupe models. In the higher range, Series 80 and 90, the reductions are \$102 on the six-passenger standard sedans.

## Hupp to Produce Low-Priced Six

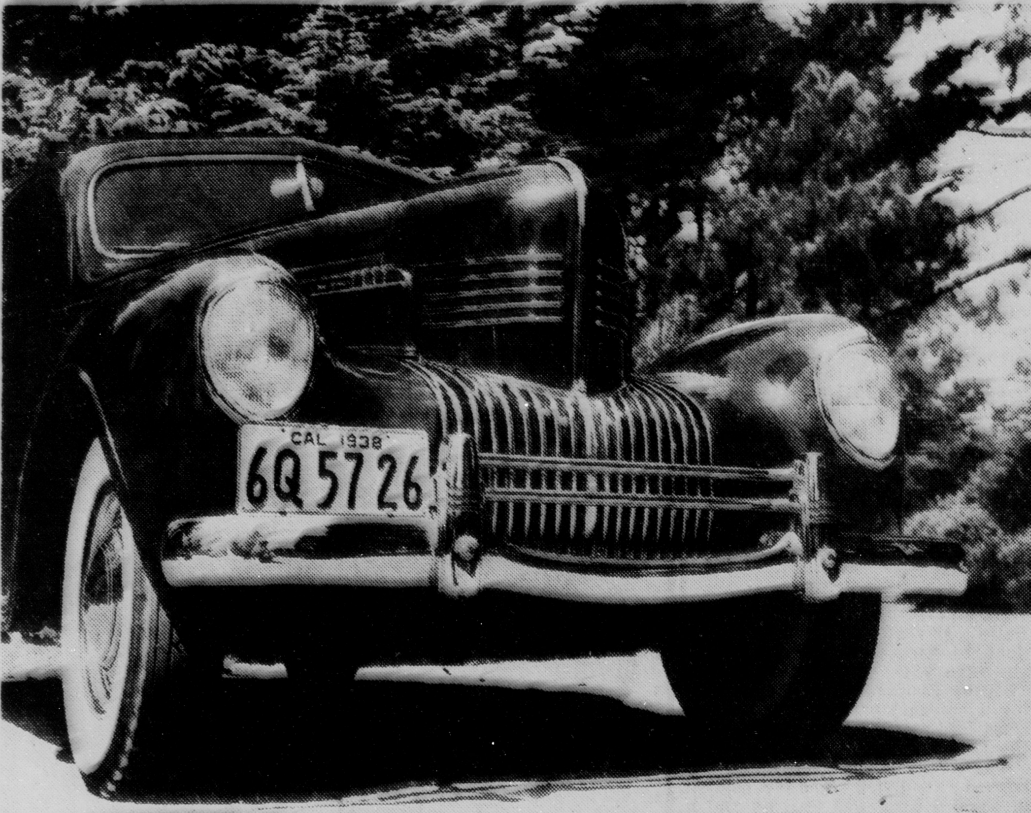
DETROIT, Oct. 7.—A new low-priced six-cylinder automobile will be introduced by the Hupp Motor Car Corp. at the New York and Chicago automobile shows.

The car will feature a 115-inch wheelbase and ultra-modern body lines new to the low price field, company engineers assert. The model will be an addition to the Hupp Senior Six and Eight.

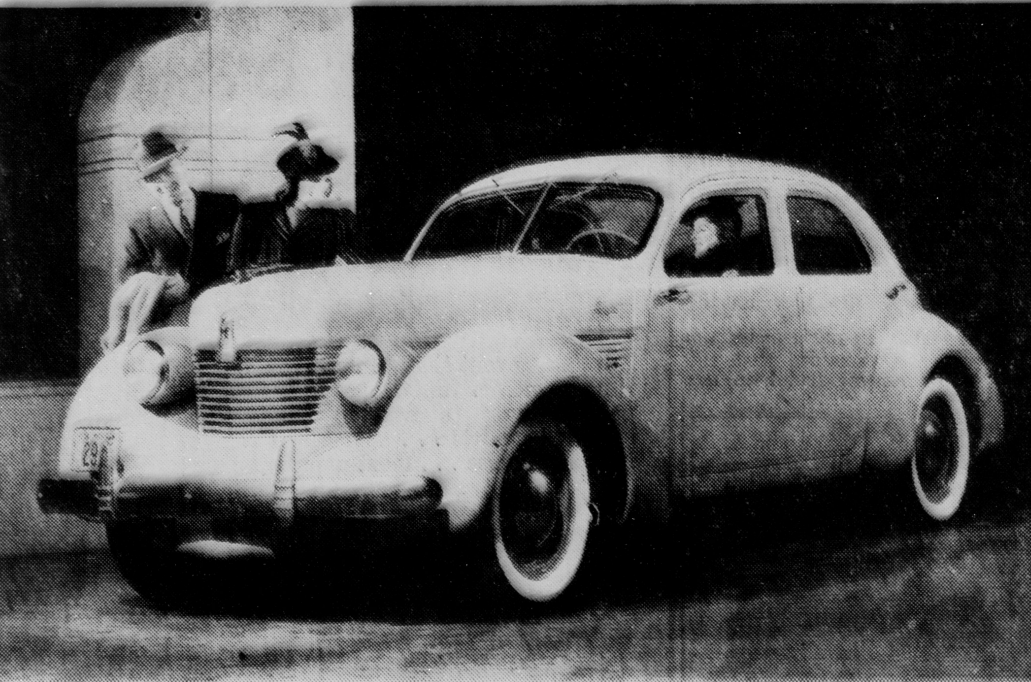
## Pak-Age-Car Corp. Plans New Model

CONNEERSVILLE, Oct. 7.—A new truck, designed especially for businesses that require frequent delivery stops such as dairies, bakeries and laundries, was announced today by H. Faulkner, president of the Pak-Age-Car Corp.

The new car, a rear engine drive,



A front view of the 1939 Chrysler "New Yorker."



The 1939 Hupmobile 6-cylinder, 5-passenger sedan.

is the successor to the Stutz Pak-Age-Car which has been in production for several years. The tools have been purchased from the Stutz Co. and moved to Conneersville.

Production is to start Oct. 15 and new models of the truck will be displayed at the National Motor Truck Show at New York next month.

## Hudson Dealers at Detroit Preview

Executives of Ace Motors, Indiana distributor for the Hudson Motor Car Co., were in Detroit this week to attend the preview showing of 1939 cars.

Three new cars, priced in the lowest, low and moderate price ranges, will be announced by the company, according to W. H. Schmelzel.

## Truck Show to Feature Diesel-Powered Units

NEW YORK, Oct. 7.—The widest range of Diesel-equipped commercial motor vehicles ever assembled at one time anywhere in the U. S. will be a feature of the fifth annual National Motor Truck Show, John F. Winchester, president and general manager, announced today.

The show, which will cover 160,000 square feet of space, is to be held Nov. 11 to 17 in the Port of Authority Building.

## Larger DeSoto Viewed by Dealers

DETROIT, Oct. 7.—A larger, roomier DeSoto was previewed by dealers at 21 regional meetings this week as factory officials released first details of the 1939 model.

The new body is four and one-

half inches wider across the front compartment than the 1938 model. Both front and rear seats are said to be as wide as living room sofas.

Streamlining, a V-type windshield, more luggage space, gear shift on the steering post and other features are listed.

## Theme Announced For New York Show

NEW YORK, Oct. 7.—The theme of the national Automobile Show opening Nov. 11 for eight days in Grand Central Palace here will be "Turning Man Power Into Horsepower," it was announced today.

The setting for cars was created and executed by Ival, New York, designer of settings for the last two national Automobile Shows.

## 2500 at School In Ford Plant

DEARBORN, Mich., Oct. 7.—Nearly 2500 students, ranging in ages from 19 to 70, are going to school daily in shirt sleeves and overalls at the Ford apprentice school.

Students are Ford Motor Co. workmen who are ambitious to qualify as foremen and specialty men

by learning more about the theory, design and maintenance of the machines with which they work.

The company's 1000-acre River Rouge plant is their campus. Courses range from elementary shop mathematics to metallurgy, physics and trigonometry.

## Pontiac to Invade Lowest Price Field

PONTIAC, Mich., Oct. 7.—H. J. Klingler, general manager of Pontiac, today revealed Pontiac's invasion into the lowest priced field.

A lower priced quality six line has been added to the company's existing deluxe six and deluxe eight lines. Based on factory delivered prices, the new quality six two-door touring sedan model will sell for \$70 less than Pontiac's corresponding 1938 model. List price reductions on the new deluxe six models range from \$20 to \$25.

**New Fall Hats**  
Full Silk Lined  
**\$2.85 and \$3.50**  
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## BROWN COUNTY DETOUR IS LIFTED BY COMMISSION

Closed Portions of Roads 27 and 56 Also Opened During Week.

Elimination of a Brown County detour in the interest of the heavy tourist traffic expected in Southern Indiana this fall was announced today by the State Highway Commission.

This 26-mile detour lifted by the Commission was on Road 46 between Bloomington and Nashville. Other detours lifted during the past week were on Road 27, from Road 124 to Decatur, and on Road 56, from Vevay to East Enterprise.

No new detours were established during the past week, the Commission reported. The complete list of detours now in effect follows:

- Ind. 1.—Just north of Connersville, 1 1/2 miles over county gravel and oil mat.
- Ind. 2.—From Charlestown north 29 miles over Roads 62 and 64.
- Ind. 3.—About 8 miles north of Muncie, 3 miles over county gravel and oil mat.
- Ind. 4.—Just south of U. S. 40, 3 miles over county gravel, pavement and U. S. 40.
- Ind. 5.—From Ellettsburg to Nashville, 21 miles over city streets, and Roads 31 and 32.
- Ind. 6.—From Mazon to Buffalo, 8 miles over Ind. 43 and county gravel.
- Ind. 7.—From Brookston east, 3 1/2 miles over county gravel.
- Ind. 8.—West of Ind. 39, 5 1/2 miles over county gravel.
- Ind. 9.—From 8 miles east of U. S. 35, to U. S. 31, 10 miles over county gravel.
- Ind. 10.—From Allen-Whitley county line to U. S. 24, 18 miles over county gravel and Ind. 14, Trucks follow Roads 9 and 14 from Huntington to U. S. 24.
- Ind. 11.—From 1 mile south of Ellettsburg, 12 miles over Roads 6 and 13.
- Ind. 12.—From about 3 miles north of Ind. 18 to Patton, 7 miles over county gravel and pavement.
- Ind. 13.—Closed east and west of Stillersville, Trucks and through traffic detour, 33 miles over Roads 43 and 36. Local traffic 41 miles over Roads 43, 36 and 39. (Thru-truck load limit on Road 39, north of U. S. 40.)
- Ind. 14.—From Batesville to Sunman, 12 miles over county gravel and oil mat.
- Ind. 15.—From Thonington to Boone-Hamilton county line, 38 miles over county concrete, U. S. 52 and county gravel.
- Ind. 16.—From Aurora to Lawrenceburg, 11 miles over Roads 148 and 48.
- Ind. 17.—U. S. 52—At east edge of Indianapolis, about 3 miles over county road and city street.
- Ind. 18.—From Junction Roads 54 and 57, about 7 miles over Roads 54 and 57, 2 1/2 miles over county gravel road.
- Ind. 19.—Northwest of Ind. 111, 30 miles over Roads 111, 150 and 235.
- Ind. 20.—From 2 miles west of Leavenworth to Connersville, 24 miles over county gravel and Roads 66, 64 and 131.
- Ind. 21.—From Rockport to Connellton, 34 miles over Roads 45, 70, 245, county road and Ind. 39.
- Ind. 22.—Near Whitaker, 10 1/2 miles over narrow county gravel. (Dangerous in wet weather.)
- Ind. 23.—South of Mooresville, Local traffic 14 miles over Roads 39 and 42. Through traffic and trucks follow Road 39 to Martinsville and Road 37 to Indianapolis.
- Ind. 24.—South of Mount Vernon, 8 miles over county gravel.
- Ind. 25.—From 1 mile north of New Boston to Fula, 6 1/2 miles over county gravel.

## TWO MARION COUNTY WPA JOBS APPROVED

WASHINGTON, Oct. 7.—Two Marion County WPA projects have been approved by President Roosevelt. Appropriations of \$15,000 were made for cleaning and renovating the Center Township office building, and \$45,540 for rehabilitating and cataloging county administrative records dated prior to Jan. 1, 1936.

# Rink's DOWNSTAIRS

Not in Months Have We Planned Such a Hit!

## COAT DAY

SATURDAY, Featuring Dress Coats

AT **\$16**

16.<sup>98</sup> to 19.<sup>98</sup> Values!

Fur trims that will amaze you at this small price! A thrilling parade of the newest styles and fabrics. Sizes 14 to 44.

AND **\$28**

29.<sup>95</sup> to \$35 Values!

FUR Sleeves FUR Tuxedos  
NEWEST FUR COLLARS

Their lavish trims have the earmarks of much more expensive models! Mink-dyed Marmot, Beaver-dyed Rabbit, Pony, Skunk and American Fox.

## Sport Coats

10.<sup>98</sup> to 19.<sup>98</sup> Values!

Reefers, swaggers and belted styles. Of Tweeds, Fleeces, Plaids and plain fabrics. 14 to 44.

**\$10**

**FUR COATS \$44**

Sealine-dyed Rabbit, Lapin-dyed Rabbit and Beaver-dyed Rabbit. Sizes 14 to 44.

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RINK'S—Downstairs

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WHILE THEY LAST!

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**\$18<sup>95</sup>** EASY TERMS

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UNUSUAL 1939 VALUE only **\$59<sup>95</sup>**

OTHER CONSOLE MODELS **\$29<sup>95</sup>** UP

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