

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 1938 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 1000 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 driveway" day.

Buick Price Cuts Are Announced

DETROIT, Mich., Oct. 7.—Buick's price reductions on the 1938 models will range from \$51 to \$102 on the standard sedan and coupe models, Harlow H. Curtiss, 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.

Hup to Produce Low-Priced Six

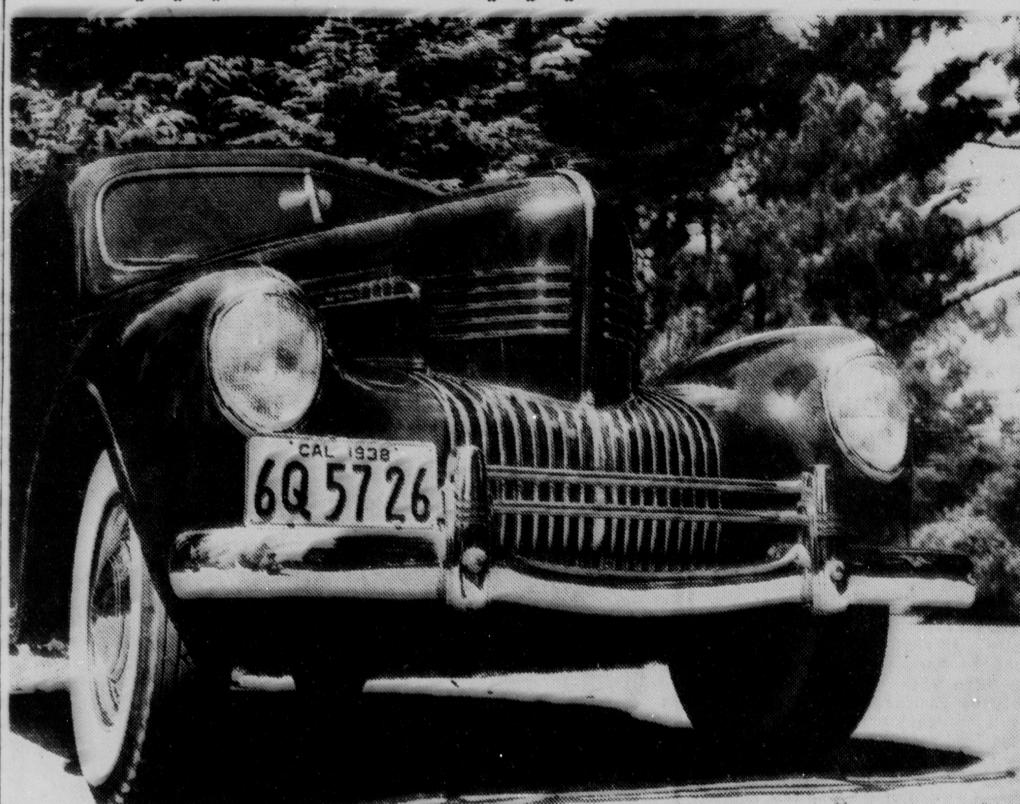
DETROIT, Oct. 7.—A new low-priced six-cylinder automobile will be introduced by the Hup Motor Car Corp. at the New York and Chicago automobile shows.

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 Hup Senior Six and Eight.

Pak-Age-Car Corp. Plans New Model

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

The new car, a rear engine drive,



A front view of the 1938 Chrysler "New Yorker."



The 1938 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 Connersville.

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.

Theme Announced For New York Show

DETROIT, 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

DETROIT, Oct. 7.—Nearly 2500 students, ranging in ages from 19 to 70, are going to school daily in shirtsleeves 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 1096-acre River Rouge plant is their campus.

Courses range from elementary shop mathematics to metallurgy, physics and trigonometry.

Pontiac to Invade Lowest Price Field

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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—From north of Connersville, 11½ miles over county gravel and oil roads.

Ind. 3—From Charlestown north 29 miles over Roads 10 and 11.

Ind. 3—About 6 miles north of Munroe, 3 miles over county gravel, pavement and U. S. 40.

Ind. 10—From Argos east, 25 miles over Roads 31, 30 and 19.

Ind. 11—From Indianapolis to Noblesville, 27 miles over city streets, and Roads 31 and 32.

Ind. 13—From Monon to Buffalo, 8 miles over Ind. 43 and county gravel.

Ind. 14—From Brookton east, 3½ miles over county gravel.

Ind. 18—West of Ind. 39, 5½ miles over county gravel.

Ind. 18—From 8 miles east of U. S. 35, to U. S. 21, 1½ miles over county gravel.

Ind. 21—From Allen-Whitley county line to Ft. Wayne, 18 miles over county gravel.

Ind. 21—From Indianapolis to Marion, 14 miles over county gravel.

Ind. 33—From 1 mile south of Ligonier north to U. S. 40, 10 miles over county gravel.

Ind. 33—From 1½ miles south of U. S. 40, 7 miles over county gravel and pavement.

Ind. 40—Closed east and west of St. John, 3½ miles over county gravel and U. S. 33.

Ind. 40—From Indianapolis to Lawrenceburg, 11 miles over Roads 138 and 40.

Ind. 52—At east edge of Indianapolis, 3 miles over county roads and city streets.

Ind. 52—From Indianapolis, 54 and 57, about 6 miles over Roads 54 and 57.

Ind. 58—Two miles east of Odon, 3½ miles over county gravel road.

Ind. 60—From 1½ miles west of Leavenworth to Corydon, 38 miles over county gravel and Roads 34 and 35.

Ind. 60—From Rockville to Cannington, 34 miles over Roads 45, 70, 245, county road and Ind. 22.

Ind. 67—Near Whitaker, 10½ miles over narrow county gravel. Dangerous in wet weather.

Ind. 67—South of Mooresville, 1½ miles over county gravel.

Ind. 67—From Indianapolis to Marion, 20 miles over county gravel.

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