

GEORGE ANGERSBACH

A lighter body and frame result in a more economical car that is easier to handle (if sprung right) with better road-holding qualities. An overall lower and wider body structure could be made possible by placing the engine in the rear or using a flat (opposed cylinder) engine in front. With passengers cradled in lower seats between the axles,

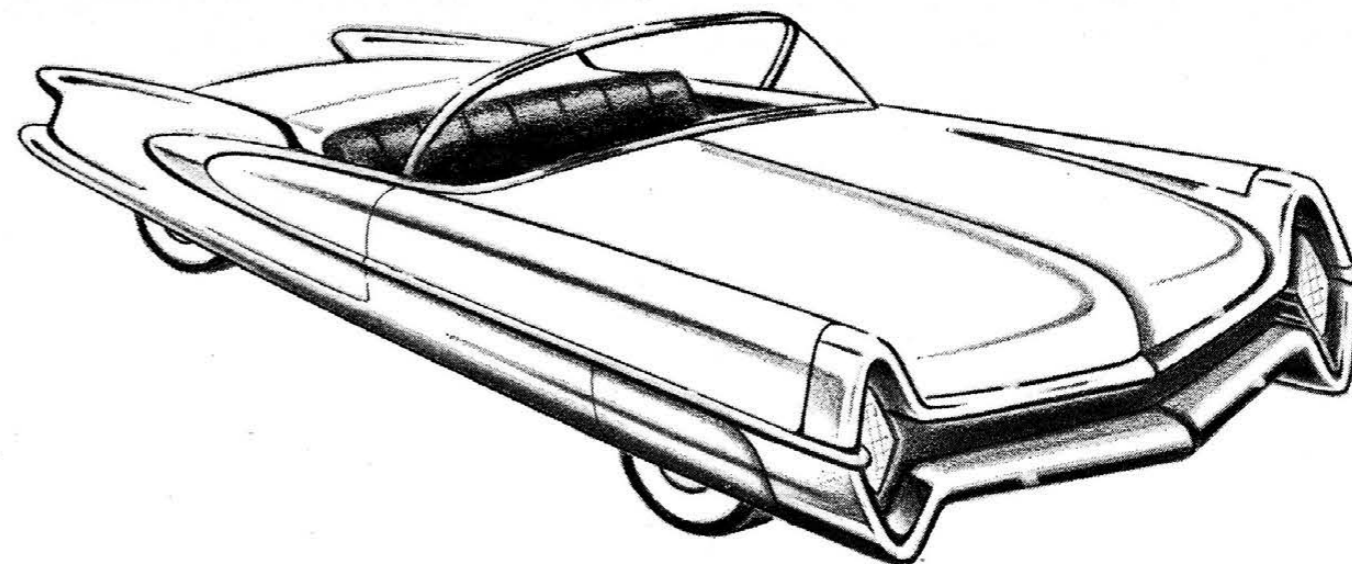
AUTO DESIGN CONTEST WINNERS

FIVE months ago MOTOR LIFE magazine announced the Automotive Design Contest. Its purpose was to award \$11,000 in Art Center of Los Angeles scholarships to the five entries showing the greatest talent. This talent was expressed in sample drawings and sketches, along with a 500-word written statement describing the design features which would most improve American automobiles.

The contest was open to anyone, with no strings attached. The response was overwhelming and far exceeded advance estimates. The burden of hundreds of carefully prepared entries kept the judges working overtime at the mountain of material piled before them. The inevitable result was a short delay in naming the five top entries.

These winners, it should be emphasized, are not ranged in 1-2-3-4-5 order. All will share equally in the scholarships, each receiving a full four-year, tuition-free \$2,200 award for training in the Art Center School's automotive design course. Graduates will be awarded the degree of Bachelor of Professional Arts, with exceptional opportunities to make automotive design their career. In addition, MOTOR LIFE magazine will present each with a suitably inscribed plaque.

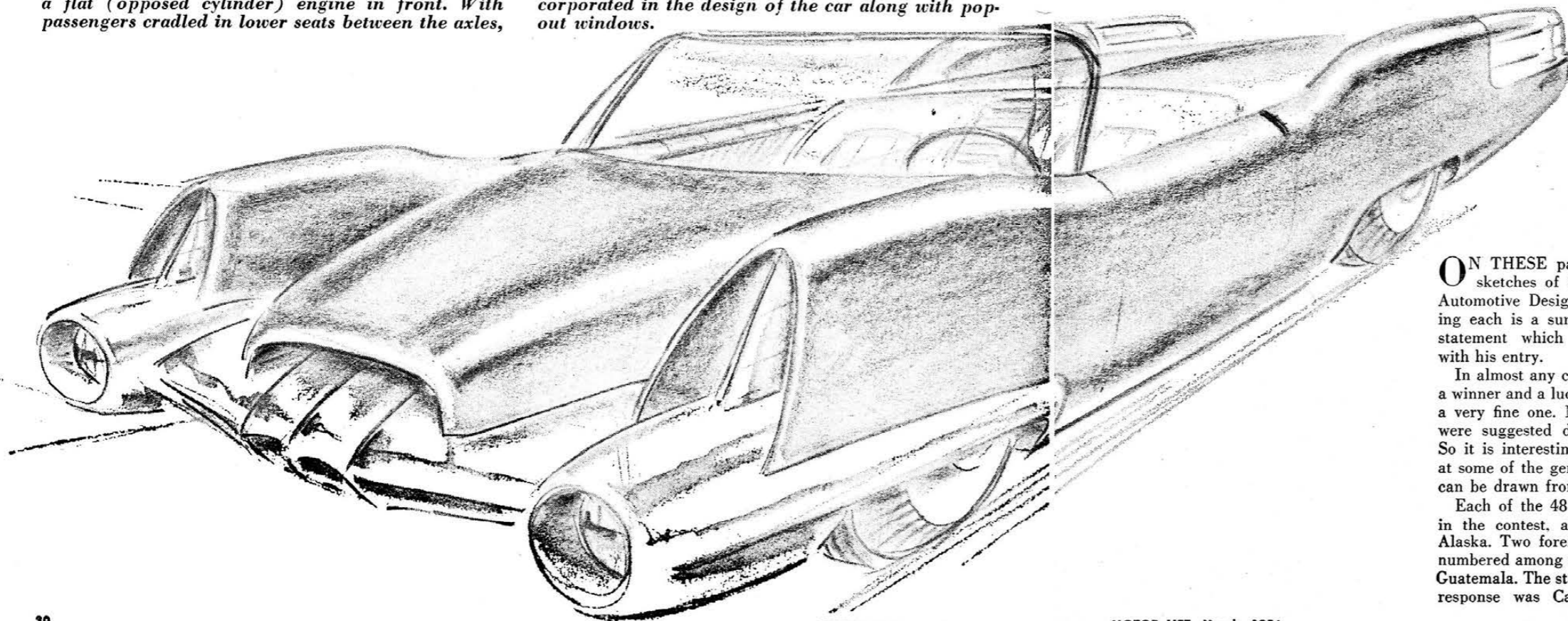
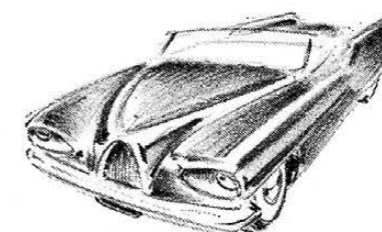
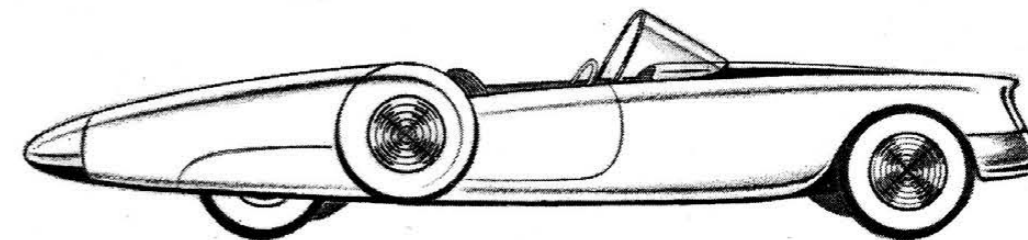
a comfortable ride can be achieved. Padding alone will not result in making the interior of the car safer. Bucket type seats with safety belts would be one step forward. The steering wheel should be of the telescopic type so that in case of a severe crash it would not pin the driver. Roll bars should be incorporated in the design of the car along with pop-out windows.



ROBERT A. FLOYD

When model changeover time rolls around in Detroit, millions of Americans anticipate something new and exciting in next year's car . . . a lower, longer, more powerful car than its predecessor. But they expect the wonder car to incorporate greater visibility, comfort and safety along with its flowing lines. All American designs seem to be working toward this goal. Padded dash, stepdown body, front

elevator seat and large glass area are featured in today's product to make it a safer, more pleasant car to drive. There are several design features that will improve vision. Elimination of corner posts would be the biggest step. The average car should be lower, but not so low that it makes entering and exiting difficult. It would be good to see some of the heavy, protruding chrome obstacles recessed, relocated or eliminated.



ON THESE pages will be found the sketches of the five winners of the Automotive Design Contest. Accompanying each is a summary of the 500-word statement which was submitted along with his entry.

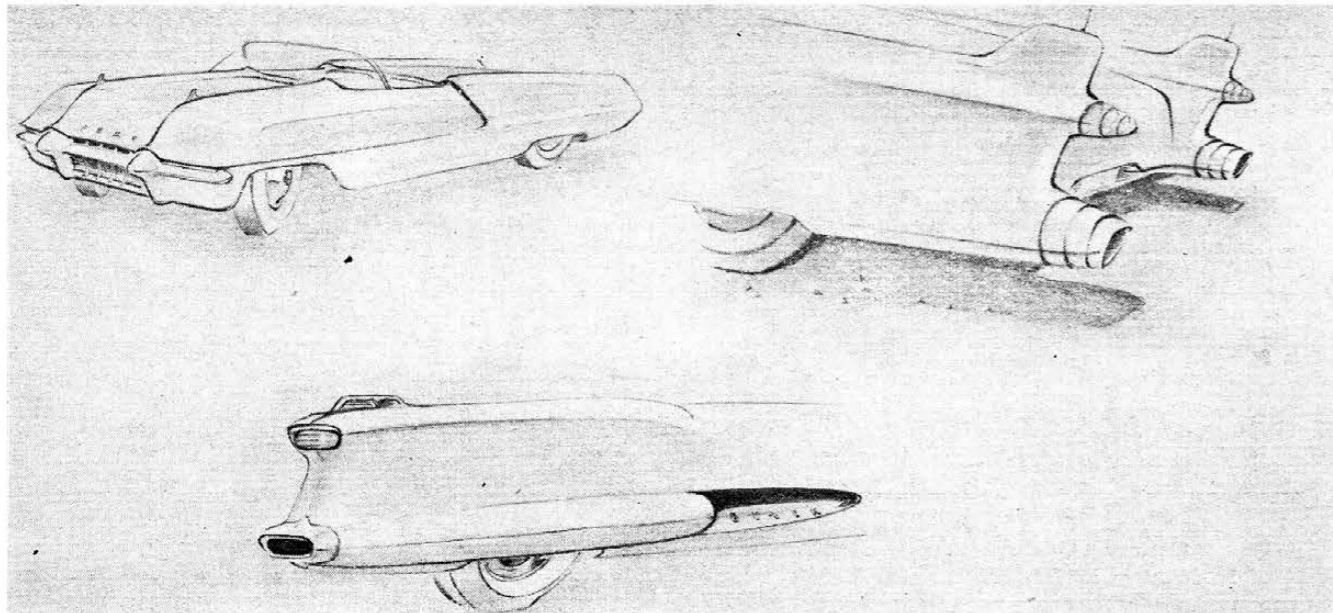
In almost any contest, the line between a winner and a luckless candidate is often a very fine one. Many remarkable ideas were suggested during the competition. So it is interesting to take a quick look at some of the general conclusions which can be drawn from the contest.

Each of the 48 states was represented in the contest, along with Hawaii and Alaska. Two foreign countries were also numbered among the entries, Canada and Guatemala. The state showing the greatest response was California, with a total

more than double its nearest competitors, New York and Michigan. The winners were one each from Oklahoma, Kentucky and Indiana, with two from California.

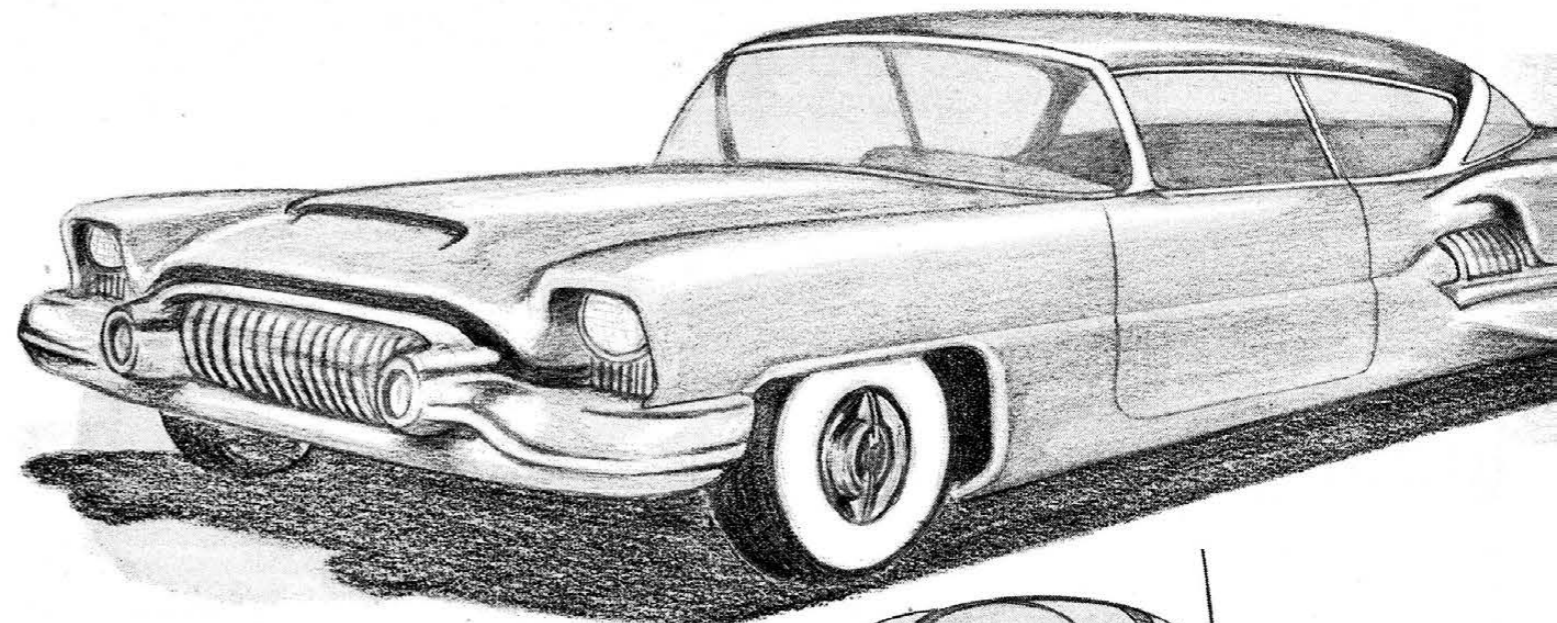
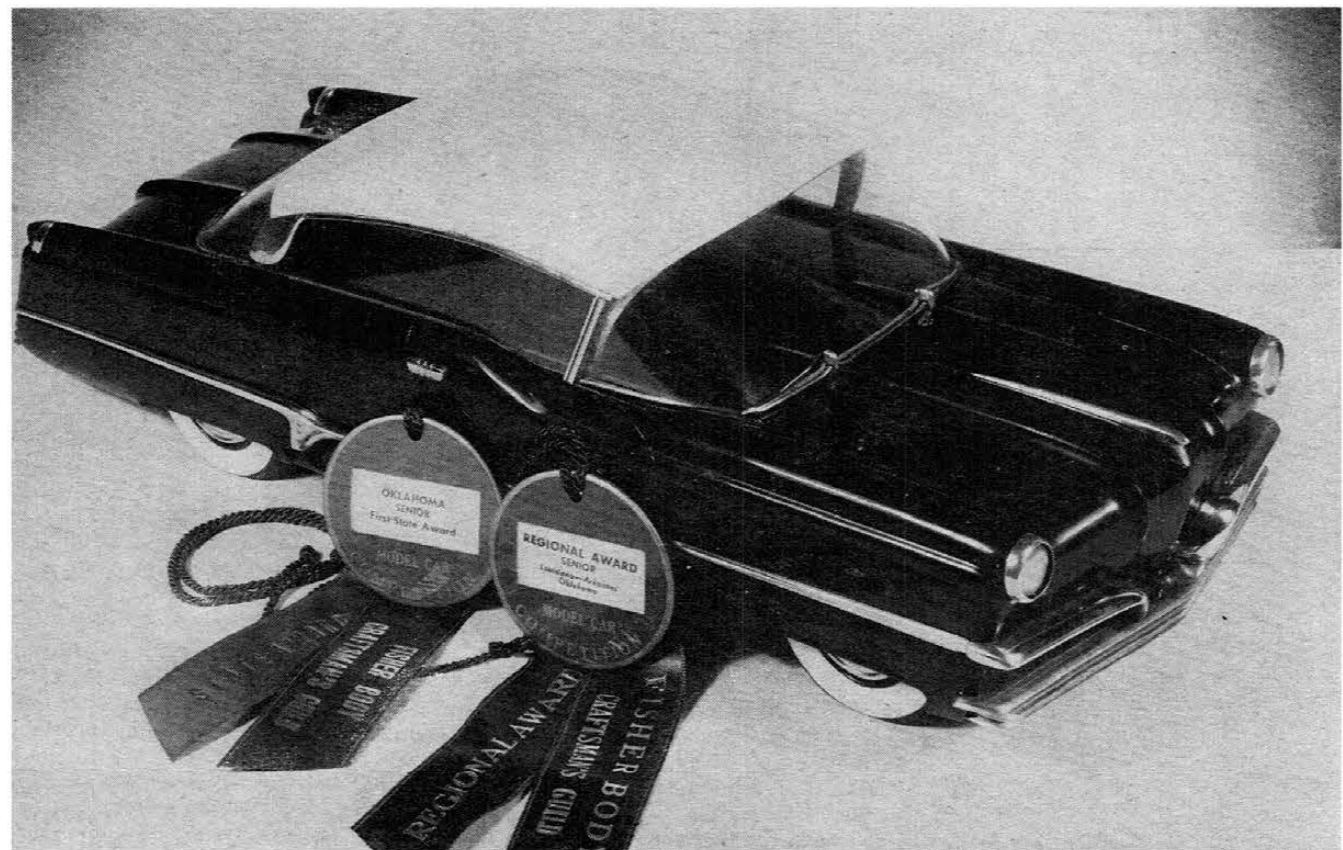
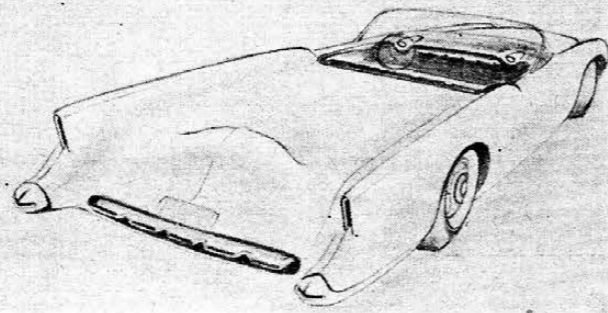
A glance at the ideas of the five winners shows few points of specific agreement. True, most of them sought improvement in safety, power, handling and style. But when it actually came to suggesting the ways in which these objectives could be achieved, the variety of items mentioned was amazing.

MOTOR LIFE magazine found that the contest was most interesting and helpful. If you feel that you would like to comment on what the contest winners have to offer, your letters will be welcome and in an early issue a cross-section of your opinions will be printed.



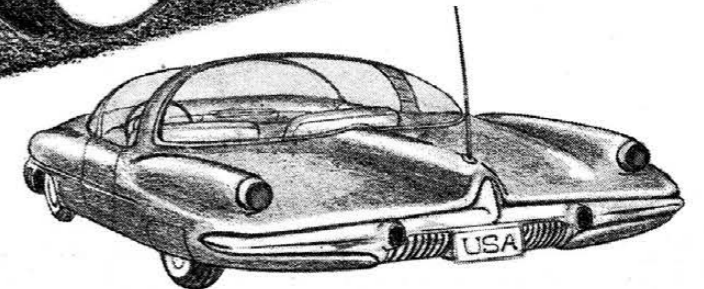
EDWARD F. TAYLOR

Transportation needs can be supplied by more and cheaper cars—not by big expensive ones. The future depends upon a motor that uses far less fuel when driven at the high speeds that have been attained. Economy in speed will necessitate a more streamlined, lightweight car that will still ride comfortably. An improvement in running gear would be placing of the transmission in the rear. And the instrument panel must be replaced with a safe type that will protect the passengers. Headlights should be reduced in size and increased in power, while polarized windshields are needed to eliminate glare.



EDWIN T. KITASAKO

The most important factor is safety in car design. A great improvement would be more padding in the interior of cars. Protruding objects should be kept at a minimum . . . better vision all around could be accomplished. The source of power can be greatly improved, with the goal efficiency. Body design should help the car be more stable at high speeds. The use of chrome on bodies should be kept functional. Automobiles could also be improved structurally by using lighter and stronger materials for



the shells. An up and coming material is Fiberglas which could cut cost tremendously and body styles could advance more rapidly.

ROBERT H. RIESELMAN

The more glass area added, the weaker the top becomes. A roll-bar should be incorporated in the design for safety. Simplicity is another feature lacking in nearly all American autos. They possess too many useless lines and curves which add nothing to the looks of the car. The practice of simply adding a chrome strip to the side of the car without any particular point of origin is poor. The boxlike trunk also tends to suppress originality. A common theme

should be expressed at both the front and rear of any single vehicle. The whole idea of modern design is to cause a person to imagine a stationary automobile in fast motion. If the lines, curves and glass area were carried out to express one theme for one car with simplicity, all the (specific) design features would take care of themselves.

