

ROAD WIDTH HELD STRONG FACTOR

Tremendous Increase in Number Cars Causes Highway Advances

By H. M. STEPHENS
(General Sales Manager, Cadillac Motor Car Company)

More arterial highways, super-highways, city streets of adequate width, elimination of bottlenecks almost regardless of expense, and making available the year around many roads which today are serviceable only during favorable weather, are foremost and vital factors in the improvement of good roads and traffic conditions in the United States.

The year 1929 will witness the addition of 1,000,000 to 1,250,000 more motor vehicles within our boundaries. Provision must be made not only adequate to cars for them but to provide better facilities for the 25,000,000 already in use.

Downtown merchants must see that sufficient parking facilities are provided accessible to their stores or find more and more business moving to the suburbs.

Roads Pay Costs.
The public rapidly is realizing that proper roads more than pay their cost in enhanced value of surrounding property alone. Were that not true the public would still be entitled to facilities enabling it to move quickly, comfortably and safely from one place to another by means of individual and mass transportation.

How the increased value of adjacent property more than offsets the cost of road improvements is vividly illustrated in North Carolina, which today has some of the finest through roadways in America. The living standards of its people have been vastly bettered, hundreds of millions of dollars in tourist trade have flowed consistently into the state, better homes have replaced poorer ones, and the entire state has become a foremost exponent of how improved city streets and highway roads have contributed back directly to the greater well being of its entire people.

Land Values Raised.
Westchester County, New York, located just north of New York City, has found that its highway system has been more than paid for by the increase in land values. From 1924 to 1927 it expended \$8,750,000 on highway work. During the same period its land value increased \$50,000,000.

The superhighway is the most efficient roadway yet known for

1929 Pontiac Big Six Offers Greater Value



stature; upper right, the coupe with beautiful new Fisher body; lower left, the 4-door sedan; lower right, the distinctive new radiator cap and tire cover emblem.

Combining a new order of beauty with many features of convenience and mechanical excellence, usually found only in cars of much higher price, the new Pontiac Big Six for 1929 is now being shown for the first time by Pontiac dealers. Upper left shows the interior of the new sedan and the simplicity of adjusting the driver's seat to conform with a person of any stature; upper right, the coupe with beautiful new Fisher body; lower left, the 4-door sedan; lower right, the distinctive new radiator cap and tire cover emblem.

The rapid, safe transport of traffic volume. This day is not far distant when superhighways will furnish the accepted method of fast travel between our great metropolitan areas. As each roadway accommodates only one-way traffic, the superhighway immediately obviates those types of accidents caused by one car cutting out of line and crashing into an on-coming car, and those in which the pedestrian is caught between two opposite moving traffic lines. It also permits the use, in times of extraordinary traffic flow, of a greater percentage of the total available road space, since no lanes need be kept open for traffic moving in the opposite direction.

The superhighway would not deserve the attention it is bound to secure if its only advantage were the facilitation of inter-city traffic. Protruding along superhighways already constructed and in operation has grown enormously in value. Property values three miles or more away from the road itself have also appreciated greatly.

Regard for Pedestrian.
The superhighway also has regard for the pedestrian. Because of its island in the center, the pedestrian need cross but one side of the highway before again reaching safety. Traffic lights may be spaced at necessary intervals both for pedestrian safety and for crossing traffic. They need to handle traffic moving only in one direction and in many instances, can be so synchronized that the bulk of motor traffic can be continuously moving.

There are, in all, some 3,000,000 miles of roads in this country—good, bad and indifferent. If all were usable the year 'round there would be little or no cause for complaint. But some 71 per cent of them are unimproved in any way. Another 10 per cent have been graded and drained. Seventeen per cent have some sort of permanent surfacing. About two per cent are year-round, all weather roads, made from base to crown according to dictates of the most thorough scientific highway engineering.

Those two per cent are the roads that carry the nation's traffic. The bureau of public roads' survey showed that 85 per cent of the country's entire highway traffic is carried over six per cent of its total highway mileage.

For many years mileage has been the major goal in road building. Adequately to meet the situation at present, it is necessary to think in four terms. Width, capacity and proper location come first. Roads must be built to withstand the punishment inflicted by the heavy traffic of motor buses and trucks. To these physical properties of length, width and thickness another dimension, time, must be added. And time is something which can be determined only by the factors of traffic volume, directness of route and the impediments which may be encountered along that route.

America's future in highway construction depends largely on the intelligence of public officials in planning new highways and revising the old. Rights of way must be secured which will permit widening as traffic increases. Bridges should be constructed that can easily be enlarged. Adequate facilities for the future depend upon scientific planning and construction.

A liar is hard to cure. If he gets religion he'll even exaggerate about the joys of heaven.

BEFORE THE MINE

SUNDAY PROGRAMS

The National Broadcasting company program for Sunday night follows: 6:15, A. K. hour; 7:15, Champions.

The American Broadcasting company program for Sunday night follows: 6:15, violin recital; 8, humorous sketch; 8:30 to 10, Salon orchestra; 10 to 11, showboat frolic.

KPRC—San Francisco (610kc) 6, varied music; 10, Amos and Andy; 10:10, orchestra.

KGW—Portland (620kc) 6:15, NBC; 10, little symphony.

KOMO—Seattle (920kc) 6:15, NBC; 8, varied program.

KOA—Denver (830kc) 6:15, NBC; 7:45, light opera.

KFI—Los Angeles (640kc) 6:15, NBC; 8, story hour; 9, variety, dance music.

KJR—Seattle (970kc) 6 to 11, ABC program.

KNN—Los Angeles (1050kc) 6, talk, Dr. Cable; 7, word and music; 8, church service; 9, violin.

KEX—Portland (1130kc) 6, ABC program; 7:15, American hour; 8, ABC.

KGO—Oakland (790kc) 6:15, NBC.

KSL—Salt Lake City (1130kc) 6:15, NBC.

KPO—San Francisco (690kc) 6:15, NBC; 8:30, concert orchestra.

KOIN—Portland (940kc) 6, dinner concert; 7, orchestra; 8, Christian Science services; 9 to 10, orchestral concert.

MONDAY PROGRAMS
NBC—6:30, Family party; 7:30, G. N. program; 9, voice, plantation echoes; 11, slumber hour.

ABC—6:30, jubilee, orchestra; 7:30, stringed trio; 8, Hour on Broadway; 9, woodwind ensemble; 9:30, dance time; 10, musical gems; 11, popular music.

KJR—6:30, ABC program.

KEX—6:30, ABC program; 12, weather, news.

KPRC—6, varied program; 10, Amos and Andy; 10:10, dance music.

KOMO—6:30, NBC, varied program.

KGW—6:30, NBC, varied program.

KOA—6:30, NBC; 8:05, G. E. hour; 9, NBC.

KFI—6, Edison program; 6:30, NBC; 8, symphonette; 9, NBC.

KNN—7, feature, one-act play; 8, Tom Brown; 8:30, feature; 10 to 11, dance music.

KGO—6, Edison program; 6:30, NBC; 8, symphonette; varied program; 8:30, G. E. hour, news.

KPO—6, Edison program; 6:30, NBC; 9:30, variety program.

KOIN—6, dinner concert; 7, orchestra; 7:30, studio; 10 to 11:30, dance music.

Oldest Daily Paper Recommends Plan

The oldest newspaper in America published daily, The Hartford Courant, says:

"The plan of The Travelers Insurance company, announced in our news columns yesterday, of selling automobile casualty insurance on the installment plan should appeal strongly to the public."

"Here, it seems to us, is an instance where the inauguration of a new business policy renders the public a very distinct service."

"When an insurance company makes it easily possible for every owner of an automobile to carry personal liability insurance, we have no hesitation in saying that a benefit is conferred upon the entire body of the public."

The company is represented here by Oscar Warnock.

1,500 CARS A DAY SET AS 1929 FRENCH QUOTA

PARIS (AP)—Every twentieth person in France is an automobile prospect, says Andre Citroen, who makes more than a third of the cars sold here. Those 2,000,000 people, he affirms, will buy cars in the next seven or eight years.

Besides these 2,000,000 cars, replacements and exports, he estimates, will run total car sales up near 3,500,000 or about 1,500 cars a day during the seven or eight year period.

France now has a million cars and trucks.

PLAN DOUBLE SERVICE ON WESTERN AIR LINE

SAN FRANCISCO (AP)—With the completion of the beacon system of the department of commerce from Oakland to Salt Lake City, the Boeing Air Transport company is planning the inauguration of double mail service. There will be two flights daily in each direction for mail only while a third will be for passengers.

The twice a day service will be extended to Chicago, eastern terminus of the Boeing lines, as fast as ships are built, officials of the company say.

PRICE REDUCTION
Twice a year, the Western Auto Supply company, said to be the largest retail distributors of automobile supplies in the world, offers automobile owners of the west a week of even greater bargains in automotive equipment than usual.

This sales event, which is declared by the local manager of the company to be one of their most popular, will be in effect at all Western Auto stores from February 16th to February 23rd.

If you place your money on a proposition and win, it is an investment. If you lose, it was a speculation.

DUNLOP TIRES

Finer and Stronger



You people who have never used a Dunlop will agree with us that it is a good-looking tire. Ask those who have used Dunlops and they will tell you that these tires are full of inbuilt mileage. Dunlops are made by the oldest rubber company in the world, with factories in every civilized country. The name of Dunlop has been on good tires ever since the bicycle days.

Come in—let us show you this tire. You will be interested in learning about the very strong guarantee bond that goes with every tire.

Complete Car Service!

- Greasing
 - Washing
 - Tire Repairs
- Texaco Gas & Oil

PLAYLE OIL CO.

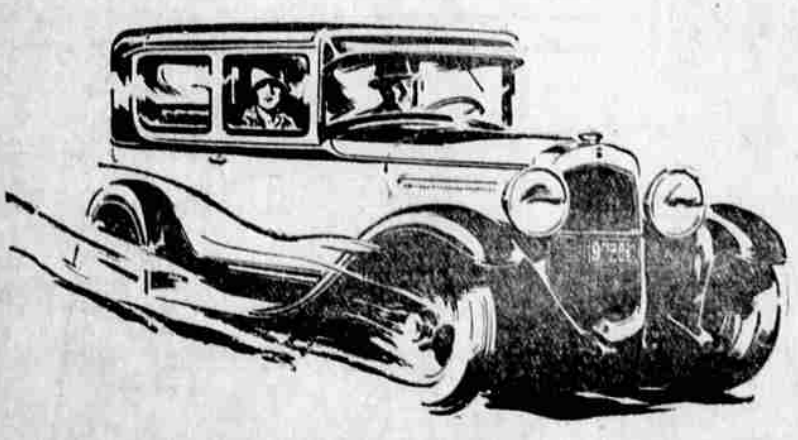
Stalcup & Zimmerman.

WORLD'S LOWEST PRICED CAR

WITH ALL THESE BIG ADVANTAGES

NEW SUPERIOR Whippet

- Silent timing chain**—An adjustable silent timing chain drives the camshaft and auxiliary shaft, for quiet, smooth operation.
- Full force-feed lubrication**—The new Superior Whippet's heavy, rugged crankshaft is drilled for full force-feed lubrication.
- Invar strut pistons**—The Nelson-type design prevents distortion, assures faster pick-up, greater speed and power, smoother operation and longer life.
- Big four-wheel brakes**—In the best engineering opinion, no other kind is more dependable than the new Superior Whippet's positive, mechanical four-wheel brakes.
- Snubbers and oversize balloon tires**—You will enjoy unusual riding comfort, further enhanced by the increased wheelbase and the longer springs both front and rear.
- Mono-control windshield**—Operates by a worm and wheel, so that the windshield may be quickly and easily wound open or shut with one hand.



FOUR-CYLINDER COACH
\$535

World's Lowest Priced Four-Door Sedan
\$595

Four-Cylinder Coupe \$525; Roadster \$385; Touring \$425; Commercial Chassis \$365.

WHIPPET 6 with 7-Bearing Crankshaft
Coach, \$695; Coupe, \$595; Coupe with rumble seat, \$715; Sedan, \$595; Sport De Luxe Roadster, \$750 (with rumble seat and extras); All Willys-Overland parts, f.o.b. Toledo, Ohio, and specifications subject to change without notice.

WILLYS-OVERLAND, INC., Toledo, Ohio

Gettings & Hanks
Jefferson Ave.

The GREATER HUDSON

acclaimed by the smartest buyers the outstanding value above \$1,000

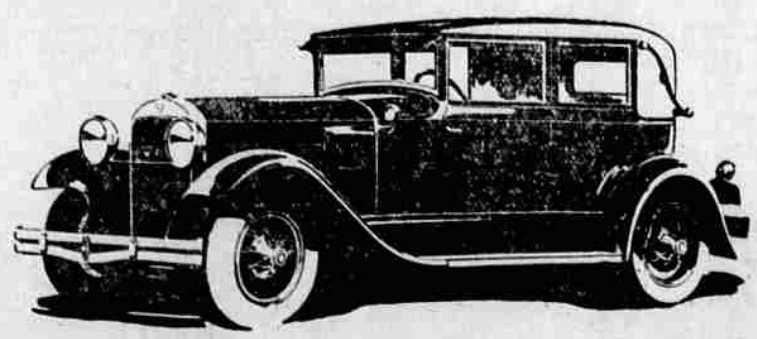
The secret ballot that forecast what all motordom is now saying . . .

fort, fittings, performance and value, and then to cast a secret ballot on which they checked their individual appraisal of every detail.

The vote by these many dealers gave a true indication of public acceptance with the result that twice as many dealers have contracted for Hudson this year as had signed at this time one year ago.

Now by tens and tens of thousands automobile buyers are likewise casting their secret and unanimous vote for the Greater Hudson. You will see the score in 5,000 salesrooms. It is conclusive proof that the Greater Hudson is the public favorite of all cars selling above \$1,000.

Won't you, too, go to the nearest Hudson dealer and make your appraisal as so many thousands have already done.



Ledbetter Garage
Adams Ave.

64 advantages and these astounding prices

Standard wheelbase	Convertible Coupe \$1450
Coach \$1095	Landau Sedan . . 1500
Standard Sedan . . 1175	Victoria 1500
Coupe 1195	Long Wheelbase
Roadster 1250	5-Pass. Club Sedan 1850
5-Pass. Phaeton . . 1350	7-Pass. Sedan . . 2000
Town Sedan . . . 1375	7-Pass. Limousine 2100
	at factory

STANDARD EQUIPMENT

Standard Equipment includes: 4 hydraulic two-way shock absorbers—electric gas and oil gauge—radiator shutters—saddle lamps—windshield wiper—rear view mirror—electrolock—controls on steering wheel—all bright parts chromium plated.

Hear the Radio Program of the "Hudson-Exxon Challenge" every Friday evening.