

# Business News

## Babson Reports:

# 'Awnings' May Cure Congestion of Traffic

By ROGER W. BABSON  
 BARBON PARK, Mass. June 20.—Of two things I am certain, either radical steps must be taken to head off the increasing automobile congestion in cities, or else the sale of automobiles will decline. Either a hundred billion dollars must be expended for road improvements or else readers had better sell their Gen. Motors stocks on the next good day.

Further, I believe that instead of spending money on new turnpikes, it would be better to double the width of our ordinary two-lane roads, making four lanes with a barrier in the middle. However, this would increase the congestion in cities.

Of course the first thing which all cities should do is to keep all trucks off streets during busy hours—with deliveries permitted only between 4 p.m. and 5 p.m. This should be done in every city having a population of over 50,000. The next step would be to eliminate all parking on downtown streets. A start has been made on this but the problem has not been tackled heroically. Parking meters are a step in the right direction but they are not the ultimate solution.

Frankly, if I were a young man today, instead of going into the automobile business, I would purchase land for a good downtown parking lot and gradually build a chain of parking lots. If properly located, I shall watch with interest the new mechanical "pushbutton garages" and note how they fare. I understand that such an open-air four-story garage costs about \$400,000. At any rate my guess is that during the years ahead there may be more money in parking automobiles than in selling automobiles. Wise are the city authorities who now spend money to buy up old buildings and install parking lots. In fact, such parking lots are a city's main hope, combined with proper advertising and service for downtown retail stores. In this connection I repeat a former forecast that all new retail stores will be larger, will be confined to one floor, and that the clerks will be on roller skates.

If parking on streets is eliminated this will speed up traffic and should help the bus companies of each city. On the other hand more traffic lights should be installed at crossroads. The speedier the traffic, the more traffic lights will be needed. The question is how will the waits and congestion at these cross streets be eliminated? This brings me back to Sir Isaac Newton's great basic law of ACTION AND REACTION.

Automobiles will only continue to grow longer for a period, after which a reaction will set in and cars will be made shorter and shorter. Shorter cars, however, will not end the congestion at street crossings. In accordance with the law of ACTION AND REACTION when the sale of cars begins to decline, the sale of motorcoasters, bicycles and roller skates will begin to increase. Now let me give my final forecast on the solution of the traffic problem.

**OVERHEAD THROUGHWAYS**  
 In most cities, awnings are now permissible for retail stores. These provide protection to pedestrians against both rain and extreme sunshine. In most cities there are miles of these awnings replaced by thoroughways for the use of motorcoasters, bicycles, and perhaps foot passengers on roller skates. These thoroughways could be overhanging from the buildings just as the awnings now are, but they would be built by the city authorities and a small toll charge could be made for their use. They would be no wider than the sidewalks and would be elevated over all streets. This would enable a cyclist to go from the city line into the heart of the city without stopping for crossroads or intersections.

These elevated "throughways" would serve also as protection from rain and sun to pedestrians on the sidewalks below. They would have outlets at every building. Just inside each building would be a place to park vehicles. Cities would soon be reaping the benefits of these elevated thoroughways by increased assessments. They would make the second stories as valuable as the first floors.



**Richard M. Page Named Insurance Firm Controller**

PORTLAND, June 20.—Richard M. Page, son of former Supreme Court Justice and Mrs. E. M. Page of Salem, has been named controller of Standard Insurance Company in its home office here.

Page is a native of Salem, attended Willamette University was graduated from Stanford University where he also took a master's degree, served in the Navy during World War II, and formerly was with Haskins & Sells, certified public accountants in San Francisco.

## Portland Produce

PORTLAND, June 20.—Butter—Tentative subject to immediate change—Premium quality delivered in Portland, 60-63 cents per lb. first quality, 57-60, second quality, 53-55.

Butter—Wholesale. Fab bulk cubes to wholesalers—Grade AA 83 score 39 1/2, A grade, 82 score 58 1/2, B grade, 80 score, 57, C grade 80 score 55.

Cheese—To wholesalers—Oregon singles 41-48 lb. Oregon 5 lb. loaf 43 1/2-53 1/2.

Eggs—To retailers—Grade AA large 42, A large, 38-39, AA medium, 34-36, A medium, 33-35, A small, 27-28, Cartons, 1.3 cents additional.

Eggs—To producers—AA large 34-37, A large, 30-33, A medium, 26-28, A small, 21-23, Live poultry—No. 1 quality, 1.00, No. 2 quality, .90, No. 3 quality, .80, No. 4 quality, .70, No. 5 quality, .60, No. 6 quality, .50, No. 7 quality, .40, No. 8 quality, .30, No. 9 quality, .20, No. 10 quality, .10.

**Turkeys—To producers—Live weight fryers, 27-28, broilers and toms 24 on even-day basis.**  
 Rabbits—Average to growers—Live whites 3 1/2, lbs. 23-26, colored 3 1/2, lbs. 23-26, 10-12 lbs. higher, Fresh killed fryers to retailers, 59-64, cut up 62-65.

Wool—Jinnin, clean basis 1/2 blood 115-18, 1/4 blood 125-27, 1/8 blood 140-45, fine 145-55.

**Wholesale Dressed Meats**  
 Beef carcasses—Steers, choice 500-700 lb. 38-40, good, 36-38, 39-50 standard, 35-37, 50-60 commercial, 29-30, 34-40 utility, 27-30, 30-40.

Beef cuts—Choice steers—Hind quarters, 47-50, 51-55, 45-50, 48-50, Full loins, 45-50, 47-50, 40-45, forequarters, 32-34, 34-40, 34-36, 36-40, 33-35, 33-40.

Lamb—Spring choice—prime 40-45, 45-50, good all wts. 37-40, 39-40, 38-40, 37-40, 36-40, 35-40, 34-40, 33-40, 32-40, 31-40, 30-40, 29-40, 28-40, 27-40, 26-40, 25-40, 24-40, 23-40, 22-40, 21-40, 20-40, 19-40, 18-40, 17-40, 16-40, 15-40, 14-40, 13-40, 12-40, 11-40, 10-40, 9-40, 8-40, 7-40, 6-40, 5-40, 4-40, 3-40, 2-40, 1-40, 0-40.

**Investment Trusts**  
 (Zika, Smither & Co., Inc.)

Trust Name	Bid	Asked
Affiliated Fund	9.00	9.10
Canadian Fund	20.00	20.10
Century Shares Trust	17.00	17.10
Chemical Fund	12.00	12.10
Delaware Fund	10.00	10.10
Dividend Fund	8.00	8.10
Investment Shares	2.00	2.10
Raton & M. B. Fund	32.00	32.10
Gen. Ind.	14.00	14.10
Group Income	4.00	4.10
First Nat. City	6.00	6.10
Wilmington Fund	13.00	13.10

## Western Securities

Security Name	Bid	Asked
Bank of America	34.00	34.10
Bank of California	30.00	30.10
Chas. Manhattan	4.00	4.10
First National	42.00	42.10
U. S. National	60.00	60.10

## Portland Grain

PORTLAND, June 20.—Coarse grains, 15-day shipment, bulk coast delivery. Oats No. 2, 45 lb white 49.00, Barley No. 2, 45 lb W 43.00-50.00, Corn No. 2, E. Y. shipment 61.25-50.00.

Wheat bulk to arrive market, has No. 1 bulk delivered coast, Soft White 2.40, Soft White, 2.40, Red 2.40, White Club 2.40.

# New York Closing Stocks

Stock Name	Price
Aluminum Corp.	11 1/2
Am. Airlines	19 1/2
Am. Cyan.	20 1/2
Am. Motors	20 1/2
Am. Tobacco	17 1/2
Am. Sugar	17 1/2
Am. Oil	17 1/2
Am. Paper	17 1/2
Am. Textile	17 1/2
Am. Lumber	17 1/2
Am. Glass	17 1/2
Am. Rubber	17 1/2
Am. Chemical	17 1/2
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