

## Texas Town Finds Solution to Buying Shifts to Centers

Waco, Tex.—This thriving city of 110,000 in the heart of Central Texas believes it has found the answer to the problem of a buying shift to the suburban centers.

A new organization known as Downtown Waco, Unlimited already has sponsored one event that gave cash registers a merry jingle.

Three blocks of Austin Avenue—in the heart of the city—were closed to all but food and emergency traffic for a showing of new automobiles.

The "autorama-m-a-i-l" became a park-like pedestrian's paradise where jaywalking rules did not apply.

Twelve dealers showed 48 new 1958 cars, domestic and foreign, luxury and economic models.

The emphasis, of course, was to attract shoppers, and they came to Waco from a 90-mile radius.

"This idea," said Mickey Lavy, manager of J. C. Penny Co., and president of Downtown Waco, Unlimited, "has turned into an optimistic snowball that has started rolling fast. Everybody's enthusiastic."

DWU, in addition to unified sales promotions, is planning more and bigger mall shows for early spring.

In Two Other Towns

The first big mall showing of new cars was something to see. Each block had its own central park of trees and shrubbery, beach umbrellas,

colorful balloons, and music everywhere.

At least two other central Texas towns, Hillsboro and Mexia, have tested variations

### 1,500 Companies Make 2,500 Autos

San Francisco—More than 1,500 recognized motor vehicle companies have produced some 2,500 makes of cars in the United States since the day of the first horseless carriage.

And, says the California Automobile association, some of the cars they created were real wonders.

There was the Success, which had steel tires, and a two horsepower motor that went 18 miles to a gallon. It sold for \$250.

The Octoauto had eight wheels. The Autocycle had four wheels, one in the middle of each side, one in the front and one in the middle of the rear. It could turn on a dime and tip over just as easily.

The automakers also gave their products tricky names. There was the Dan Patch, Bugmobile, Seven Little Bubbles, Peter Pan, Zip, Steel Swallow, O-We-Go, Klick and Klock.

Not to mention the Beyster Bi-Auto and the Auto-Lo-Steer.

of Waco's autorama as the idea spread.

New mall experiments include a farm equipment showing, a kiddies' Mardi Gras, and even a boat show.

A plan to turn the downtown Austin Avenue area into

a permanent mall, a real Central Park with growing trees, winding paths, grass, fountains, benches, chairs and tables was offered the city by Harland Bartholomew Associates, professional city planners of St. Louis.

The Waco Tribune-Herald, in an editorial said this about the project:

"The mounting wave of nation-wide publicity of Waco's recent downtown autorama, when Austin Avenue was closed off for three blocks

in a sort of rough and ready pedestrian mall, is a surprise extra dividend to Downtown Waco, Unlimited . . .

"The Waco plan, as it is coming to be known, caught the imagination of all who have been wondering what would be done to revive trade and lift the faces of the downtown sections of America's cities . . ."

### Car Dealers Favor Economy of Area

Most Medford area automobile dealers favor a bill sponsored by Senator A. S. (Mike) Monroney (D-Okla.), which would require automobile manufacturers to affix to the windshields of new cars a label disclosing their suggested list prices.

The proposed bill is the truth-in-labeling bill, according to local sources.

Other information which would be required on the label includes:

The suggested factory delivered price of each accessory or appliance physically attached to the automobile; name, make and serial number; the final assembly point; name and location of the place of business of the dealer to whom the car is delivered; the method of transportation used in delivering the

car; amount charged the dealer for transportation from the final assembly point; and the total price accounted for by the car, accessories, and transportation.

SEIZED—Mrs. Edith Finch of Brookline, Mass., screams from back of Secret Service car in Washington after she was dragged from President Eisenhower at the Smithsonian Institute shouting: "I have to get to him." She said she had to see him because another woman was getting her Army corporal husband's allotment check.



**COLLISION CONCEPTION**—This sketch by NEA artist John Lane visualizes the collision of a United Airlines DC-7 and an Air Force Supersabre F-100 over the desert near Las Vegas, at the moment of impact. Forty-nine persons were killed in the disaster.



**FREAK WINDS BLAMED FOR PARATROOPER DEATHS**—A paratrooper of the famed 101st Airborne Division makes vain effort to secure his parachute after hitting ground in Operation "Eagle Wing" at Fort Campbell, Ky. Freak gusts of wind were blamed for the death of five men and injury of 137 others in the mass jump.



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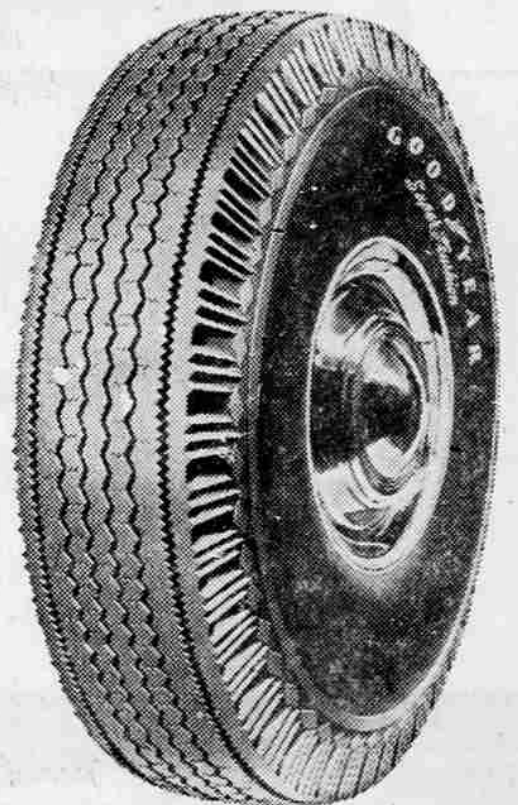
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