

Parking Problem Solution Vital

(From the Rotarian Magazine)

City fathers ponder the city parking problems. Shall parking be forbidden at certain hours in shopping areas? Will parking meters or parking lots solve the difficulty and speed up traffic?

While such questions are being asked, the autos go round and round, says William B. Powell, traffic engineer of Buffalo, New York, in the Rotarian Magazine "seeking that which is not to be found, wasting time and gasoline, increasing traffic density by rolling up needless mileage, turning additional corners to the consternation of unsuspecting pedestrians, and worst of all, doing all this extra traveling with the attention of the driver distracted by the quest for space.

"It is the downtown merchant," he continues, "who seems most oblivious to the dangers of his position. He blandly permits smaller rival establishments in less congested suburbs to flourish on the trade of shoppers who are loath to brave the hazards of downtown traffic. Rare is the downtown merchant who lures trade to his store by free parking in an adjacent vacant lot or free bus transportation for a more distant parking space to the store."

Some cities are experimenting successfully with metered parking, but, according to Mr. Powell, "metered parking is not a final solution to the problem: it awaits a fundamental change in city planning. One school of thinkers, looking far ahead, forecasts a decentralization of industry, with small, airy communities gradually replacing great cities. Another envisions super-cities, with many businesses housed in monumental structures large enough to accommodate motoring tenants and customers."

But, irrespective of the method used, says this traffic authority, rebuilding will be essential. "We'll clear a whole city block! Around it we will construct a fringe of attractive small shops fronting not only on the surrounding streets, but also on an inner court, sheltered from the weather and lighted from a transparent roof. A sidewalk will give a rear entrance access to all the stores, which will have display windows similar to those on the street side. Ample driveway entrances will open on this court from at least two streets. If there's a demand for it, we will erect a garage in this central area. All these will so contribute to the popularity of our enterprise that everybody will wonder why it wasn't done before."

Motorists Kill Many Firemen

Closer cooperation between motorists and drivers of fire engines and other emergency equipment is urged by the Automobile Club of Southern California on the eve of a nation-wide observance of Fire Prevention Week, October 3 to 9.

With more firemen losing their lives going to and from fires than at the scene of the conflagration,

motorists have a year round responsibility for many of these deaths are caused by careless driving on the part of private citizens.

Largely responsible for these fatal accidents are motorists who can't resist the urge to chase a fire engine to the fire. Not only does this peril many lives and violates the law, but it also results in traffic snarls that prevent equipment and men from reaching the blaze. Motorists can assist in curbing a national menace by keeping their cars far away from the fire so that they will not hamper activities.

The state vehicle code provides that the driver of any vehicle upon

hearing a siren shall yield the right of way immediately, drive clear of any intersection and come to a full stop as nearly parallel to the right hand curb as possible, remaining there until the emergency equipment has passed.

Because she backed through a second floor window in a department store in St. Louis while trying on a pair of beach pajamas, Mrs. Charles Heiss won a \$12,500 damage suit.

Mothers will be able to "park the baby" in cars of trained nurses at the 1939 Golden Gate International Exposition.

CHIEF PONTIAC SAYS

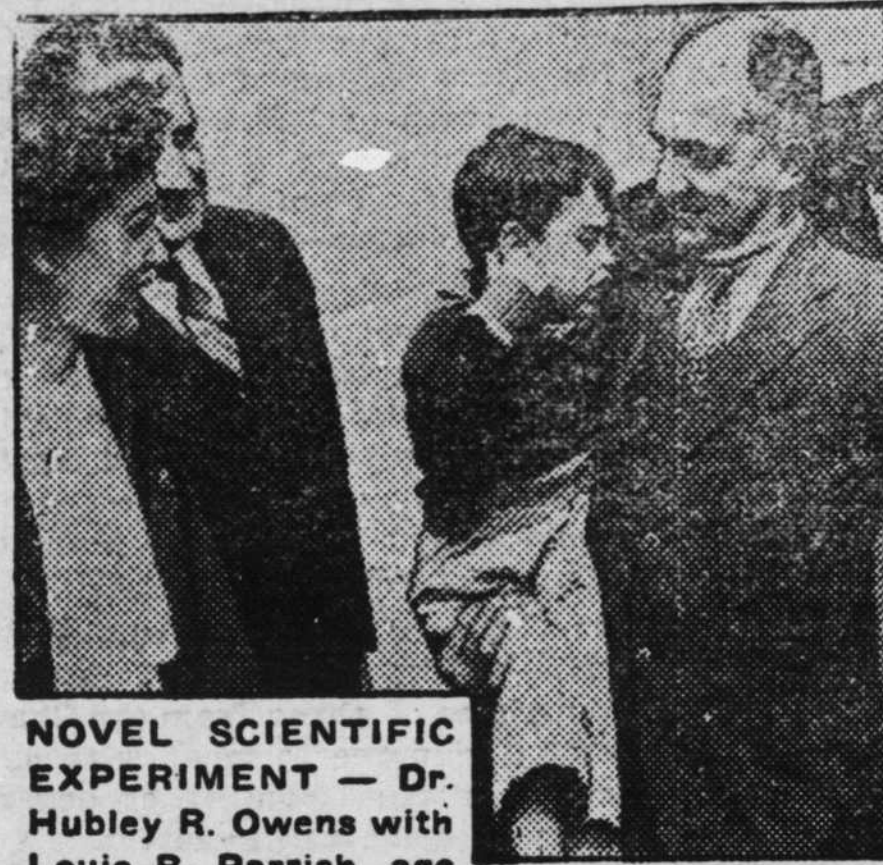
Signal the man behind, when slowing up, when turning corners, when coming to a stop — he is not a mind reader.

Don't count too much on the common sense of the other fellow. No one is 100 per cent alert at all times.

Use more horse sense and less horse power. Don't create hazard by excessive speed.

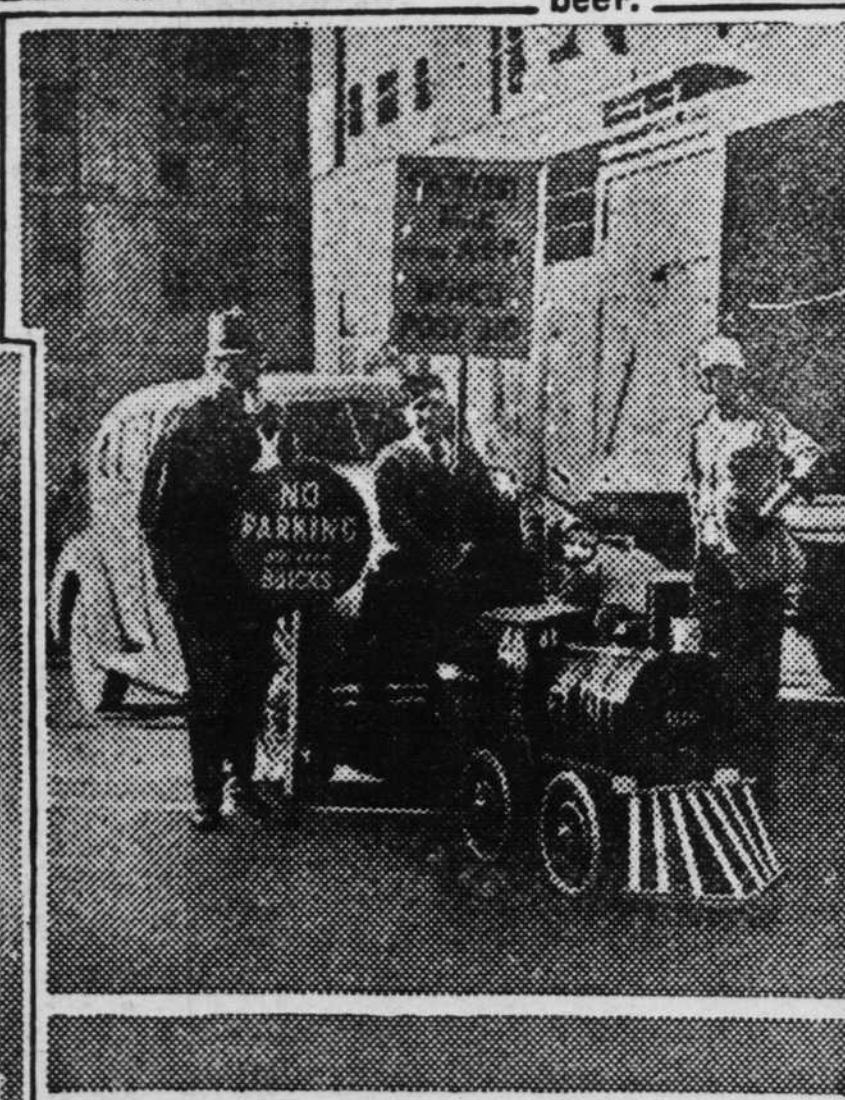
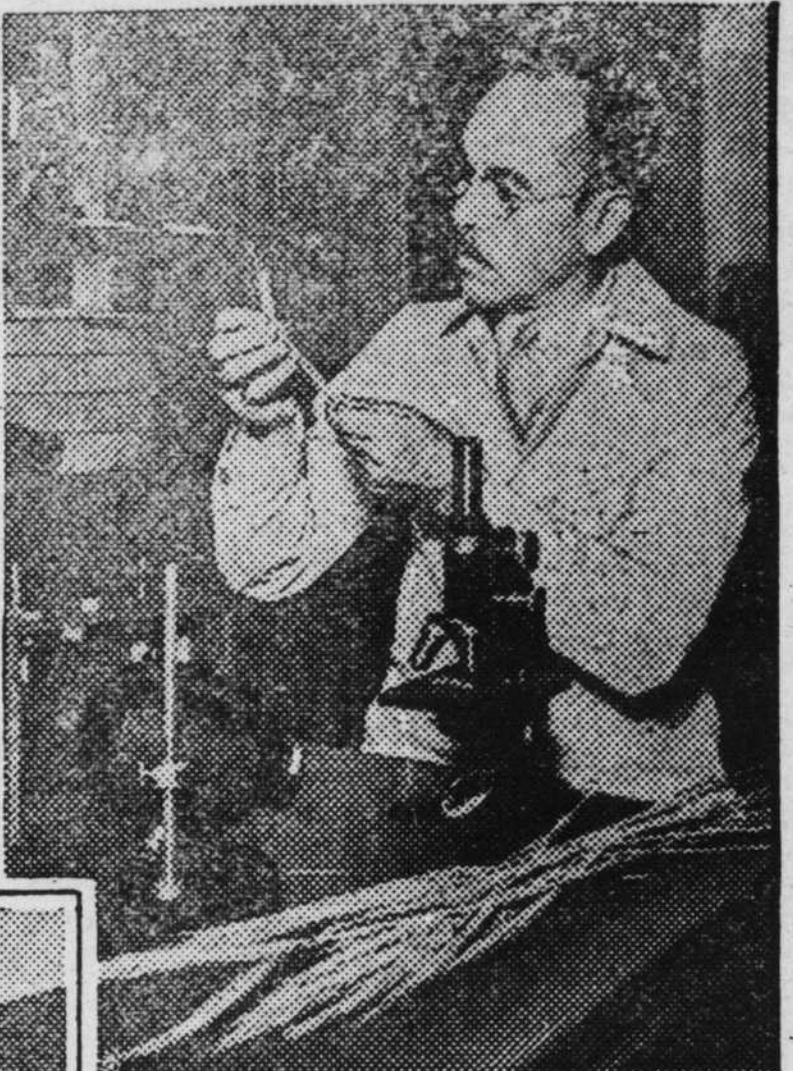
Drivers who think give street cars the right of way. They run on rails only and can't turn out of your way to avoid hitting you. Don't cut in ahead of one.

In The WEEKS NEWS



NOVEL SCIENTIFIC EXPERIMENT — Dr. Hubley R. Owens with Louis B. Parrish, age 3, whom he piloted in a 15,000-foot airplane power-dive at 300 miles an hour in an effort to cure the boy of deafness suffered since birth.

GEORGE B. SIPPEL — Master Brewer of Cincinnati, who described brewing leadership in food sanitation since the days of Louis Pasteur to scientists assembled for the nation's first food technology conference at the Massachusetts Institute of Technology recently. Mr. Sippel is shown examining samples of barley, the basic food constituent of beer.



LEGION'S GREATEST PARADE—Edward Erber, of Buick Post 310, Flint, Mich., whose four feet nine inches makes him the shortest veteran, was the tiniest of 200,000 Legionnaires who marched through New York in the greatest parade in the organization's history.



IDEAL FOR AFTER-NOON—Is this black and white printed crepe frock, with a cowl-like neckline in front and a low-cut V in back. The short sleeves have black and white cuffs and a matching belt worn at the natural waistline.



NOW ROOSEVELT'S BODY-GUARD MARRIES—Thomas Qualters, bodyguard to President Roosevelt, and his bride, the former Miss Arlene Eade, leaving St. Mary's Church, Lynn, Mass., after their wedding.



MAP WORLD SERIES PLANS—Judge K. M. Landis (center), pictured with Ford Frick (left) and William Harridge, presidents of the National and American Leagues, as they discussed details of the approaching World Series.