ENDEAVOR TO UNTANGLE COUNTY TRAFFIC GNARL

Chicago Association of Commerce Survey Points Out Necessary Remedial Steps

If the towns, villages and cities within a forty-mile radius of Chicago's loop district continue to grow and increase the use of the automobile at the present rate there will be 1,281,-700 automobiles operating in the Chicago automotive region by 1950. This fact is brought out in the traffic survey just completed by The Chicago Association of Commerce. The complete report of this survey conducted by the Street Traffic committee of the association will be transmitted to the Chicago City Council in two or three weeks at which time the recommendations of the committee for scientific control of traffic in the Chicago region will be made public.

In making a survey of the congestion and traffic problems of the Chicago area. Miller McClintock; director of the Albert Russel Erskine bureau for traffic research, the engineer in charge of the survey, has made a complete study of traffic flows, street needs, congestion snarls and other features of the street use which may be applied effectively to Chicago and suburban residential communities. Plans for traffic control in urban Chicago cannot be differentiated from a plan for the entire Chicago area, Mr. McClintock points out, because of the constant exchange of vehicular traffic between the big city and the suburbs.

"All users of motor vehicles in the suburbs of Chicago will recognize that there is no distinct line between the streets of these communities and the country highways which are in many cases continuations of crowded city streets. In making our survey we found that only through cooperation between city, county and suburbs can satisfactory improvement be made in traffic relief. Some suburbs are deluged with motor cars on Sundays because arterial highways pass through their boundaries, a fact that emphasizes the relationship between the large city and suburbs in the treatment of the traffic control problem."

That Chicago and her suburban neighbors must get together for a modern traffic control system and reduce motor accidents is evidenced by the Surveyor's report showing the economic cost of automobile accidents last year to be above \$17,000,000. And this figure does not estimate the economic cost of delays caused by accidents as distinguished from delays caused by congestion. It is apparent that on the economic side alone, accidents constitute a material part of the traffic problem in the Chicago area. In substantiating the statement that a modern scientific traffic control system will reduce accidents the Street Traffic Committee of the Association of Commerce points to the result achieved in Los Angeles. After the installation of such a system the western city flow of traffic on some streets was speeded up to as much as 50 per cent while accidents were reduced 30 per cent.

Mr. and Mrs. William F. Benoist, who sold their home on Walden road, and have been spending the summer in Douglas, Mich., have returned to Winnetka and are living at 386 Fairview avenue.

Mrs. Leroy Woodland, Leicester road, Kenilworth, entertained at luncheon Thursday, October 7, in honor of Mr. Woodland's mother, Mrs. George Woodland of Miami, Fla.

Makes Boys Happy With Gifts of Harmonicas

Isabel Richardson Molter of Wilmette mouthpieces to as many boys at the us as a starter Elgin may soon vie must have known through intuition Chicago Junior school at Elgin. On with Philadelphia as the home of the what it feels like to have a harmonica top of that Miss Molter, who has al- harmonica, Miss Molter asserts.

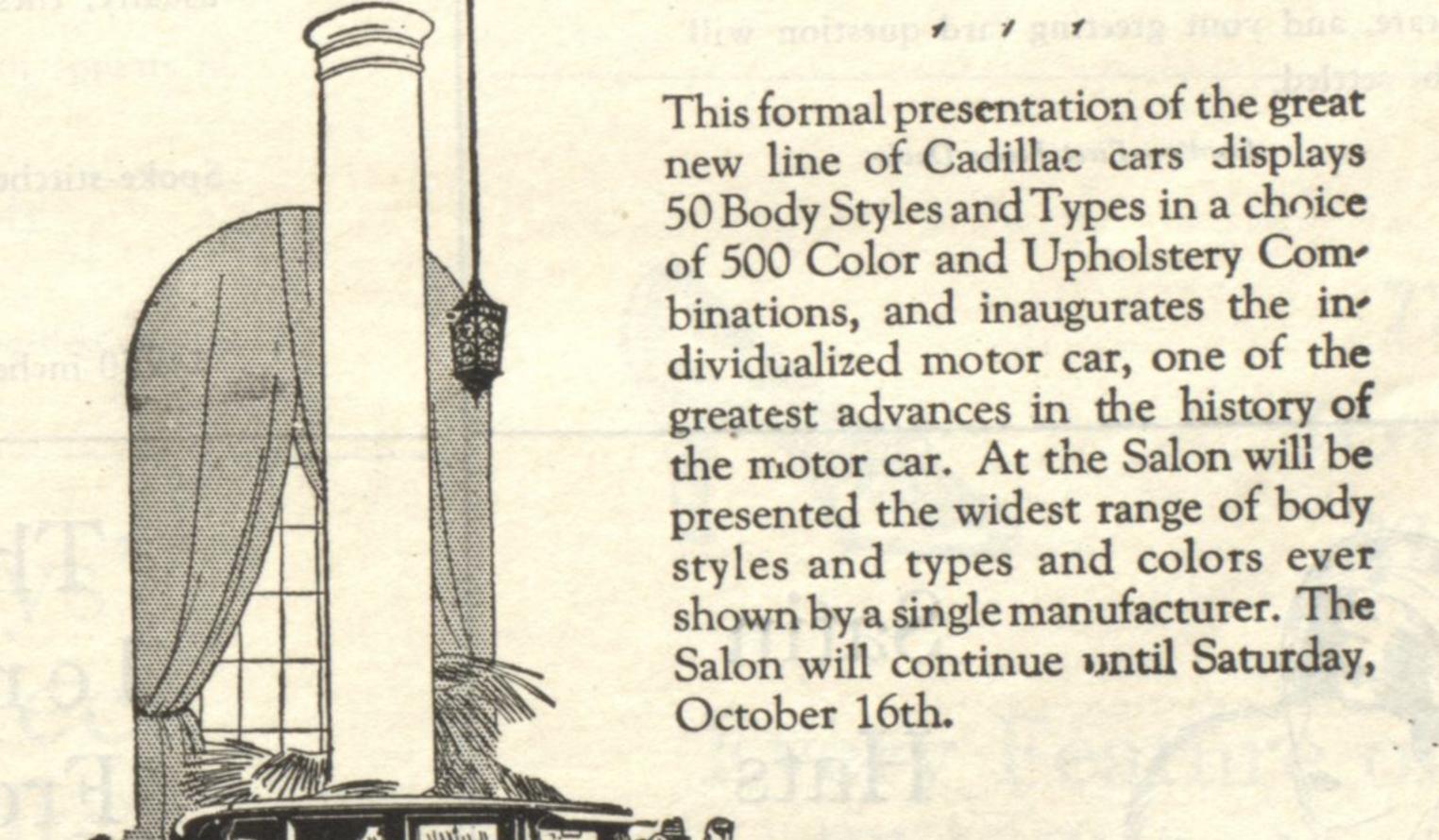
in a convenient trousers pocket, ready ready won distinction as a soprano for any amount of inspiration or any singer, is giving a course in harmonicachance for an exhibition, for she re- playing which these neophytes indorse Though she never was a boy herself, cently gave fifty of these magical with all their lungs. With this nucle-

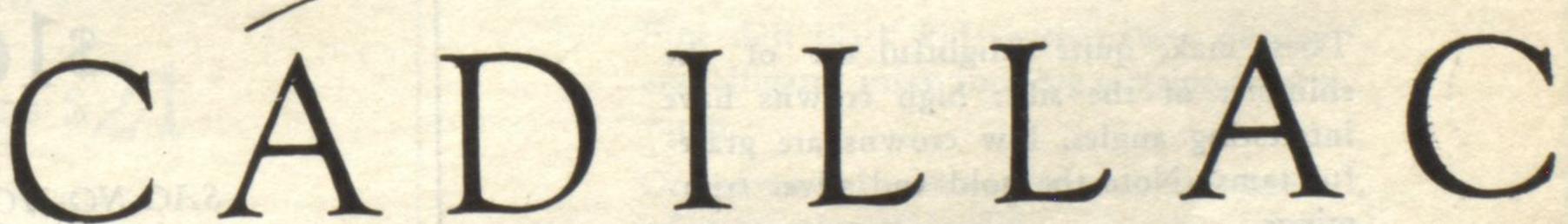


THE BRILLIANT CADILLAC ANNIVERSARY SALON

OCTOBER 10th to 16th

An Exhibition Representative of Cadillac Standard Body Types, and in addition, Custom Bodies by Fisher and by Fleetwood.





DIVISION OF GENERAL MOTORS CORPORATION

North Michigan Avenue Just South of the Drake Hotel

305