

Chandler 75 Coupe Favored by Women; Has Storage Room

"The man or woman of today who buys a motor car wants more than just a smooth running, powerful and beautiful automobile; in addition to providing these essentials it also must be fundamentally a unit of convenience," states Tom Hay of Tom Hay and Son, Evanston, Chandler distributor.

"One only has to check the evolution of today's car to appreciate the importance of the convenience angle with the modern motor car. Chandler body engineers have fully anticipated the vital part convenience features play with the average car owner, so with the advent of the new Royal '75' Coupe, they incorporated a new type of carrying compartment.

"The increasing number of women

who are driving their own cars, as well as salesmen who use a car of this type, will appreciate this storage space, which is directly back of the driver's seat. It is not only commodious, but convenient.

"When Milady has been on a shopping tour, and has many parcels, all she has to do when she gets to her car, is to pull the back of the driver's seat forward, which is easy to do because it operates on a hinge, and a liberal waterproof space is available.

G. E. Willis Is Appointed Pierce-Arrow Executive

George E. Willis has been appointed vice-president in charge of sales of The Pierce-Arrow Motor Car company, Buffalo, according to an announcement by Chairman A. R. Erskine of the Board of Directors.

Motor Briefs

Of 233 highway toll bridges in the United States, 191 are privately owned, according to the Chicago Motor Club.

Motor vehicle registration in the United States increased almost six per cent last year.

Ninety per cent of the automobiles in the world were manufactured in the United States.

Motor vehicle registration throughout the world has increased 63 per cent during the past five years.

Recent studies of the highway accident situation show that the economic loss in this connection runs to \$2,000,000 a day.

ELEVATED HIGHWAYS TO SOLVE SAFETY PROBLEM

Si Mayer of Auto Club Says This Type Road Would Eliminate Dangers at Crossings

Serious thought has been given the elevated highway by traffic engineers within the past few weeks, according to a bulletin just issued by The Automobile Club of Illinois. "The road widening program as contemplated might well answer the solution of solving the traffic problem in the majority of instances, but it remains for the overhead system of highway to actually eliminate the dangers of crossings as well as hazardous spots," declared Si. Mayer, President of the club.

"We are more and more inclined to accept the elevated highway as the ultimate solution in the elimination of these dangers. Widening of roads, it must be admitted, attracts a greater volume, thereby causing opportunity for more accidents, especially at crossings. With roads elevated these crossings are eliminated and greater speed can be attained without additional hazards.

"Children have less chance of getting onto the right-of-way, and it also serves as an injunction against jay-walking. This is the only safe road to build, and the time is not far distant when this form of vehicular roadway will become as popular as the automobile is today."

Pedestrian Is Upheld

President Mayer calls attention to a court decision of prime importance to all motorists, which has just been handed down by the United States District Court of Appeals, upholding a pedestrian's right-of-way at a crossing despite traffic signal shifts. The court holds that the pedestrian has the right-of-way until he reaches the opposite curb, without regard to the change of lights during his passage of the crossing.

The decision is regarded by the Association's legal department as just and is being called to the attention of the motoring public in order that the motorist may have full knowledge of his legal responsibility.

"When a pedestrian steps from a curb to cross the street, having a green signal with him, he does so by way of invitation and he cannot be charged with contributory neglect if the signal switches when he is in the street. Caught in this position, the obligation rests upon the motorist not only to observe the situation, but to wait until the crossing is clear," the decision declares.

"Many automobile drivers," continued the court, "seem to imagine that with the shift of the signal they are given a clear right-of-way against intersecting traffic. In this belief they recklessly start their machines regardless of persons who are already on the intersection. It is the duty of drivers of machines to exercise greatest vigilance and care under such circumstances and not only to have their machines under control, but to stop and wait until pedestrians have had an opportunity to clear the crossing. Failure to observe these precautions constitutes negligence on the part of the driver, which, in case of accident, is chargeable to him," the court's decision concludes.

With the cooperation of state highway departments, 8,184 miles of federal aid highways were improved in the past fiscal year and 2,014 miles miles that had been previously improved by federal aid were given surfaces of higher type, according to the Chicago Motor club.

Emergency Stop with a pedal touch



Fundamental Improvements

Cadillac designed Duplex Mechanical four-wheel brakes reduce still further the physical effort in driving. This tremendous equalized braking power gives adequate control and increased safety for today's speeds and traffic congestion.

Let us arrange a road test for you—of all the 8 fundamental improvements which emphasize Cadillac-LaSalle leadership in motor car development.

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