

May Save Motorists Half Million Yearly

Good Roads to Cut Operating Costs Of Cars Traveling Hundred Billion Miles

By E. E. Duffy
American people are striking out for the open country in motor cars at the rate of more than a hundred billion miles a year.

Their annual driving expense in fuel, oil and car upkeep totals around eleven billion dollars.

The roads over which they travel are mainly in state highway systems, taking the country as a whole, that plete.

Measured by well established tests are not more than one-fourth com-driving expense over roads not yet surfaced to the point where vehicle operating costs may be reduced to bedrock is approximately one cent a mile greater than on substantially surfaced roads.

It is assumed that not more than one-half of the country's hundred billion, a year mileage is over surfaced roads, that is, surfaced to the point of minimum operating costs. Therefore, at least one-half the nation's \$11,000,000,000 driving expenses or \$5,500,000,000, is yet to be cut at least ten per cent, which would mean a saving of approximately \$550,000,000 a year, or \$5,500,000,000 in the next ten years.

This measured in money, is the ultimate goal in road building—to cut motor vehicle operating costs and at the same time add to the life of car investment.

In arriving at the nation's total annual mileage and driving expense, 5000 miles a year is estimated for each of the 22,000,000 motor vehicles now in service, at the established estimate of ten cents per mile, counting all cost such as fuel, oil, upkeep, tire and car depreciation.

These figures, seemingly preposterous at first glance, are not far from the mark. The reduction of driving expense to the extent of more than \$550,000,000 a year is not to be considered within the range of possibility in any short period of time. It may be taken, however, as an ultimate objective to which road build-

ing should come, and this astonishing sum of highway power waste, as exemplified in driving expense, should serve to emphasize the necessity for speeding ahead toward the surfacing of all main traveled arteries in the country.

"When will the pressing need for modern road building close?" some one may ask.

When will the people stop buying automobiles?

When this last question is answered there will be found an answer to the first. Last year the nation's new car investment reach \$4,000,000,000, or four times as much as was spent on roads during the same period, and

not all of that went on surfacing that will cut driving expense to a minimum. With every new car wheeled out on the highway, the nation's total driving expense increases, and there is undisputable evidence to show that the percentage of highway power waste is growing faster than the percentage of road construction designed to permanently check such waste.

Again we sight the ultimate goal in road building—the reduction of highway power waste by forcing the road building job up to somewhat near an even basis with car buying. Road building should exceed car buying until the various state systems are brought into such condition as to permanently cut driving costs.

A Poor Job

A little boy slipped into the parlor and then eyed the visitor up and down.

"Well, little man," said his father's friend, "What are you looking at me for?"

"Daddy said you were a self-made man and I wanted to see what you looked like."

"Quite right," said the gratified guest.

"But why did you make yourself like that for—" said the boy with considerable surprise.

In a Bad Fix from INDIGESTION

"I had suffered with indigestion for 6 years," says Mr. H. C. Dove, R. F. D. 4, Chester, S. C. "I had gotten to the place where I could hardly eat a thing—everything hurt me. I had smothering spells and fell off 20 pounds. I was in a bad fix.

"I read of Black-Draught and decided to try it. I do not believe that I would have been living today had it not been for Black-Draught. I had gotten to where I only ate milk and crackers, but after taking Black-Draught I began to eat and gradually got my appetite back. I gained in weight and felt better. I have not had a bad spell of indigestion in ten months."

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"Yes, Willard Mack is right, Luckies are best," says Paul Berlenbach

Popular pugilist tells his manager, Benedict Sterns, that Lucky Strikes are the finest cigarettes.



Willard Mack, Noted Author, Producer and Actor, writes:

"We people of the theatre are, as a rule, extremists. This is the reflex action from overwrought nerves. When a man smokes forty cigarettes a day, as I do, he must be sure of his brand. I smoke Lucky Strikes because I have found they are soothing to the nerves and at the same time they cause no throat irritation. My voice is always in perfect condition and I am never troubled by any coughing which might be annoying to me in my work as an actor."



You, too, will find that LUCKY STRIKES give the greatest pleasure—Mild and Mellow, the finest cigarettes you ever smoked. Made of the choicest tobaccos, properly aged and blended with great skill, and there is an extra process—"IT'S TOASTED"—no harshness, not a bit of bite.

"It's toasted"
No Throat Irritation—No Cough.

Winning a Gal
I first saw her at a circus,
And knew that I was lost;
I swore that I would have her then,
Regardless of the cost.
I quickly mustered all my strength,
Twice, thrice, I threw the ball;
And the third time, knocked the cat
off;
Now she's mine—that Kewpie doll.
Fair Enough
"Sir," said the maid quite haughtily,
"either take your arm from around my waist or keep it still. I am no banjo"

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"O.K.'d" Used Cars are the Best to Buy!

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- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Feeders
- ✓ Finish

OK



Dodge pitfalls when you build

If you've never built a house before, you'll find much to puzzle over. Design? Contractor? Materials? Financing?

No use worrying blindly about these things. Especially since we're equipped to advise you on your building plans.

For instance—we have all kinds of house plans for you to choose from. Pictures that show just what your house will look like. And we can put you in touch with a contractor who's just the man for the job. Come in. Talk it over with us.

Don't think of us as people from whom you merely buy lumber. Our service covers all your building problems. We show you plans—help you keep costs down—put you in touch with contractors we know are reliable.

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