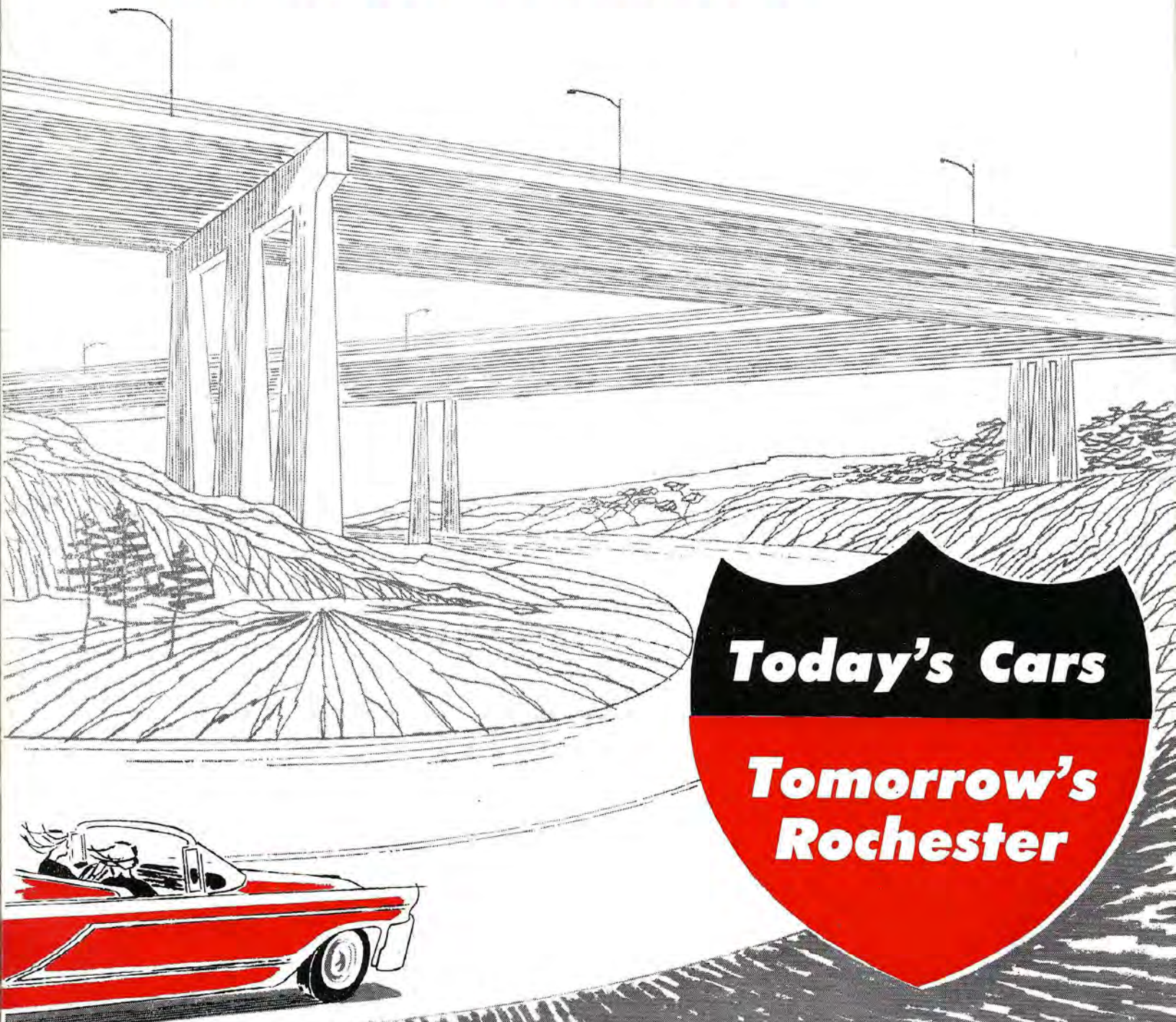


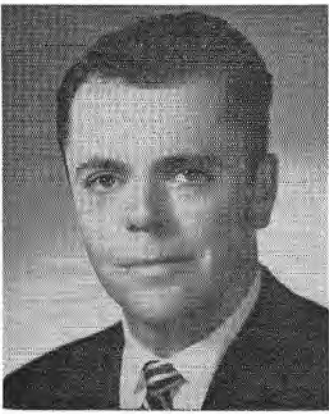
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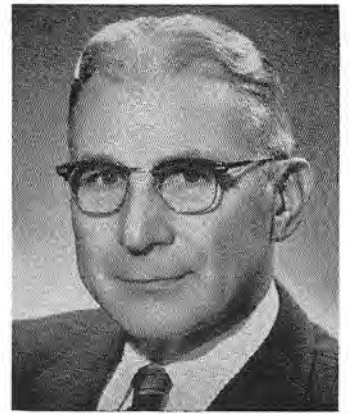
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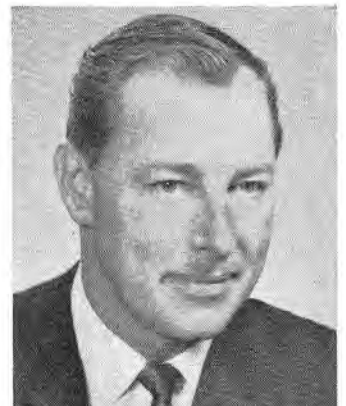
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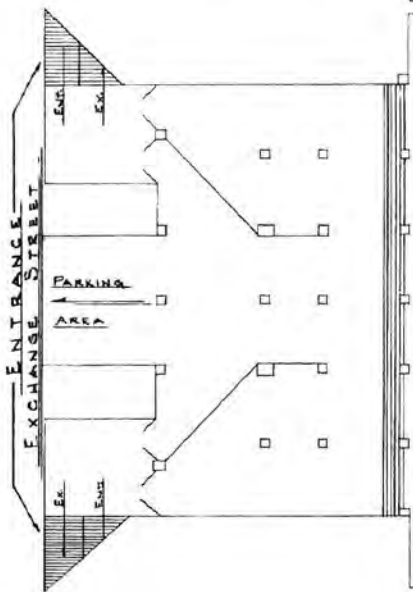
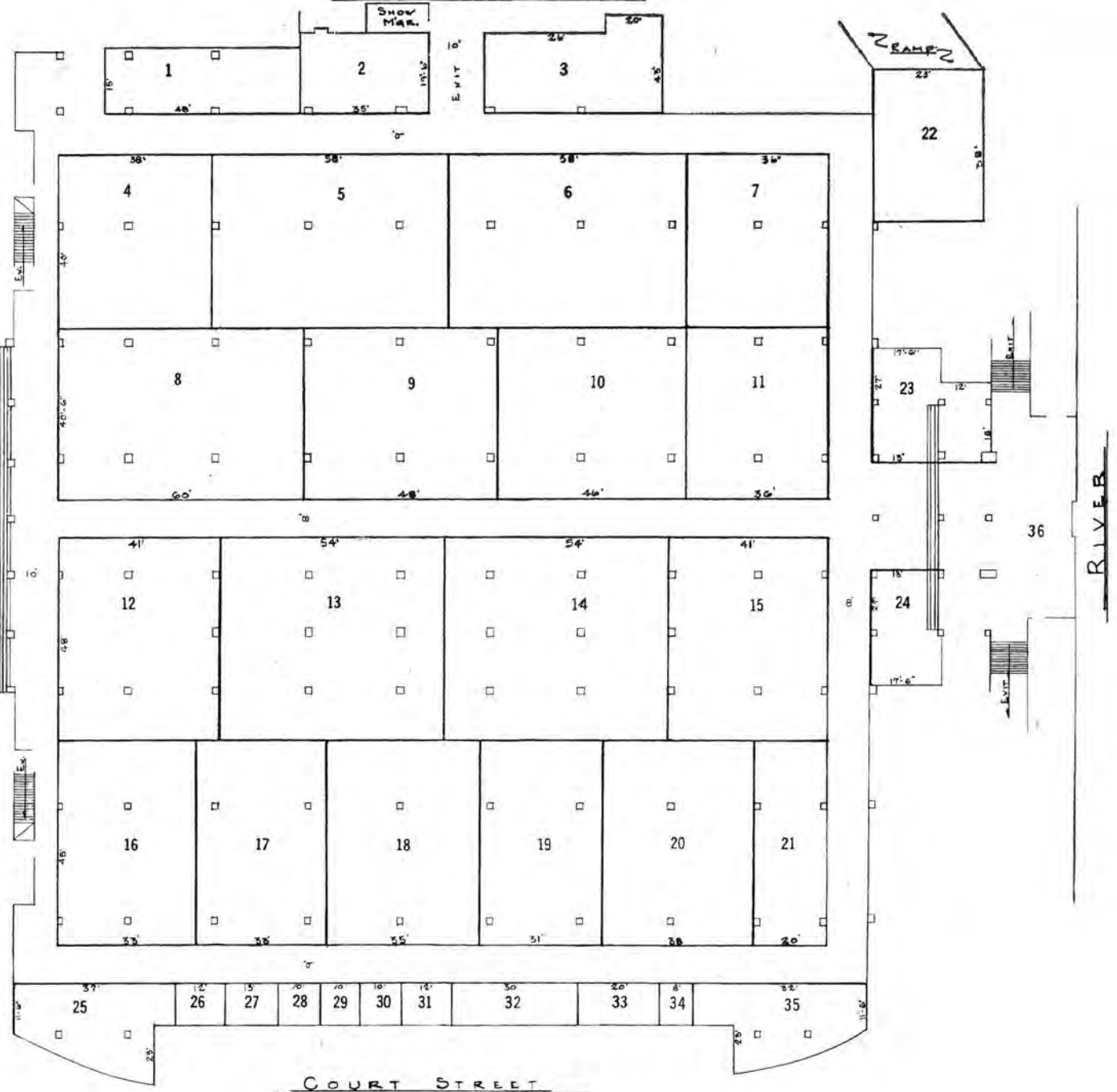
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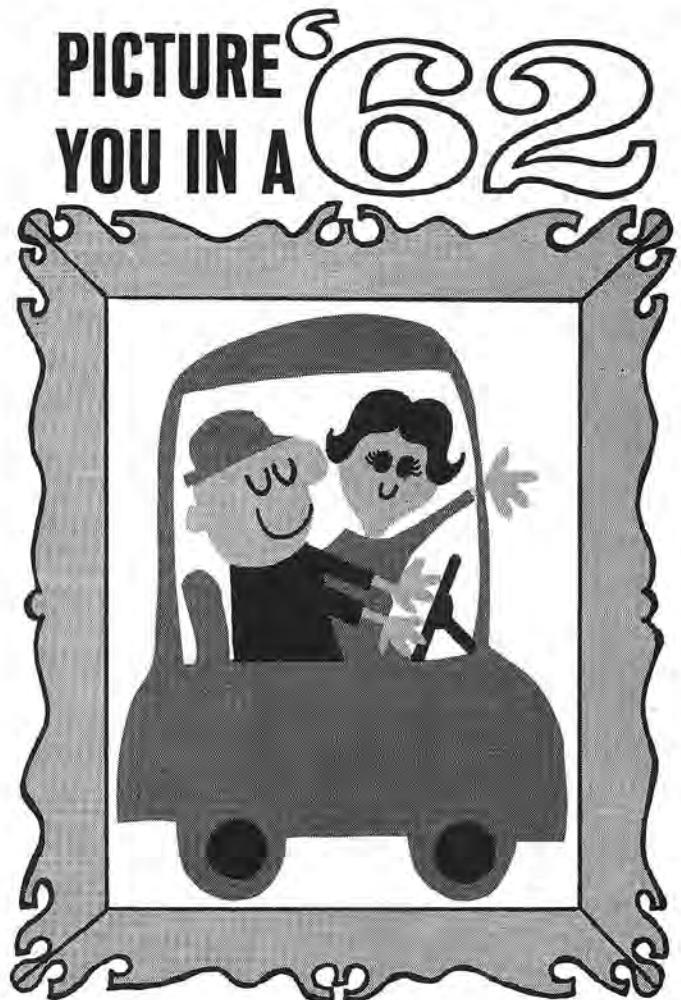
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- NEW ROAD COMMAND FRONT SUSPENSION** gives greater stability, smoother ride on Classic and Ambassador. Easier steering, greater ground clearance on all models.
- NEW LOUNGE-TILT SEAT** gives perfect posture comfort for front seat passenger. Optional with bucket-type or individually-adjustable seats.

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Welcome to Rochester's 45th Auto Show

EDWARD T. MEAGHER, *President*

Rochester Auto Shows, Inc.

Welcome to our 1962 Show! We're very proud that it's the most complete showing of cars, both American models and imports, we've ever gathered under one roof. And we're gratified that city, county, and state officials have helped us assemble for the first time informative exhibits about related motoring interests such as safety engineering, and the new super highways and expressways in our area that have gained nation-wide recognition.

In sponsoring this show, the Automobile Dealers of

Rochester give you a chance to see the unprecedented variety in values and choice of cars, large and small, available to you when you choose your new car for 1962. We urge you to take your time in looking around. Compare the various makes and models at leisure. Feel free to ask lots of questions. We're very glad you came, and we appreciate your interest. Have a wonderful time enjoying "Today's Cars — Tomorrow's Rochester".

1962 Models Reflect a New High in Prosperity, Beauty, and Engineering

by

EDWARD C. SCHOEN, *Manager*

Rochester Auto Show, Inc.

The automobile industry is one of the most important barometers showing the climate of our American economy.

When prosperity is in full swing, Detroit is a bustling boom town. When the economy falters, one of the first signs of trouble comes from Detroit and the many cities throughout the country—including Rochester—in which assembly plants and suppliers to the auto industry are located.

As you inspect the models at this Auto Show, it's worth while to note that one out of every seven Americans depends for his livelihood, directly or indirectly, upon the the automobile industry. The people who manufacture and sell steel, glass, chrome, rubber, mohair, plastics, radios, tires, batteries, gasoline, lubricants, and electrical products—not to mention a million skilled service technicians, salesmen, advertising and publicity specialists, and many, many others—find in the automobile industry a major outlet for their products and services.

In 1895—just two generations ago—there were only four cars registered in the United States. The

million mark was passed in 1913. Today we're in the second 50,000,000. Last year we spent over thirty billion dollars for motor vehicles, tires, accessories, and fuel. It's predicted that within ten years these yearly expenditures will rise to forty-five billion dollars. We Americans drove about 580 billion vehicle miles last year; it's predicted that in ten years we'll be driving 800 billion miles per year.

These astronomical figures remind us—if we didn't already know it—that cars are no longer a luxury for the few; they are a vital necessity in every phase of our private and business life. That's why you see more emphasis each year on dependability and economy, and an unprecedented wide choice in models based not only on price, but on the uses you expect from your car.

Outwardly, the 1962 models you see at this Show are more luxurious and beautiful than ever. Even more important, the engineering under the hood is just as ultra-modern to satisfy our needs in this motor age.

Star of the Show . . . (and after, too)



AFTER HOURS. When day is done and your Skylark calls, get set for wonderful things. The minute you escape into its magic world, you're free of the bonds of the ordinary. As you sit in its inviting bucket seat interiors* or admire the Landau lines of its roof (available with smart fabric overlay*). As you challenge the wind with its exciting Aluminum V-8—the Skylark is pure joy. But it's a limited edition car, so make your move now. Buick Motor Division. *Optional at extra cost.

BUICK SKYLARK



NEW FUNDS BOOST ARTERIAL PROGRESS AS STATE, COMMUNITIES SPEED PROGRAM

A new spurt in urban arterial construction is on the way.

Already at record level, it's getting another boost from a 1961 law which allows cities to borrow their 50 per cent share of right-of-way costs from the State without interest.

The first advance under the new law, amounting to some \$2,100,000, is being made to the City of Rochester, one of the State's leaders in arterial development. Arterial-conscious Utica is reported planning to apply for a \$650,000 loan, and other cities are now showing interest in converting arterial plans to construction more quickly.

State public works officials regard the 1961 act one of the most important contributions to arterial progress in recent years. They pointed out some urban area projects have had to be delayed because of the

reluctance of cities to float bond issues in order to obtain right-of-way funds.

Savings in interest to Rochester taxpayers made possible by the new law have been estimated at \$500,000. Proportionate savings will be experienced by other cities which obtain State advances.

FURTHER ACCELERATION NEEDED

Authorized by legislation toward the close of World War II and launched in 1946, the arterial route program has made good progress in the past 15 years. At the same time, however, traffic in cities and suburbs has virtually mushroomed, making further acceleration imperative.

As of September 30, 324 arterial projects had been

Continued on Page 9

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It's the year's most exciting automotive display. Three completely different lines of cars—Jet-smooth Chevrolets, the new Chevy II, snappy Corvairs—plus the Corvette and a new lineup of '62 Chevrolet Jobmaster trucks. You'll also enjoy the special features that help make the Chevy exhibit a show in itself. . . . Chevrolet Division of General Motors, Detroit 2, Mich.



'62 CHEVROLET *Rich new beauty with Jet-smooth ride!*

Here's all the room, refinement and riding comfort you could reasonably want. Beauty that's built for keeps, right down to new rust-resisting

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Here's price, spice and everything nice. A new line of eleven sparkling new models—sedans, wagons, a sport coupe, even a convertible—built in a new size and with a new kind of sturdy, easy-to-maintain simplicity.



'62 CORVAIR It's the car that puts sport in the driver's seat. There are nine sure-footed, rear-engined models for '62—all with a perky new look, sporty new interior styling, and bigger new brakes.



'62 CORVETTE There's new go from the goingest machine in America, what with a new line of sizzling 327-cu.-in. V8's that give you sports car performance like you'll find in no other car in the land.

How an Arterial Route Gets Built

THE STATE

- 1** Conducts traffic surveys, makes field studies of topography and community planning features, and prepares a general plan together with preliminary estimates of cost.
- 2** Submits legislation to amend the Arterial Law to include the proposed new highway (s) in the State arterial system.
- 3** Prepares preliminary plans for an arterial route and calls a public hearing on the proposal.
- 4** Prepares contract plans and an estimate showing costs of right-of-way acquisition and the amounts (generally 50 percent each) to be paid by the city and State.
- 5** Secures final approval of contract plans by the U.S. Bureau of Public Roads (which pays half the construction costs), lets a contract for construction of the arterial and supervises execution of the contract.

THE CITY

- 1a** Reviews the general plan and, if necessary proposes revisions to the State, which may adopt them or recommend alternatives. City Council then adopts the general plan and sends a resolution of approval to the State Superintendent of Public Works.
- 2a** Furnishes the State Legislature with a home rule resolution approving the proposed amendment to the Arterial Law.
- 3a** Through its officials and citizens, participates in the hearing and, if desirable, suggests changes which may lead to revisions in the plans. City Council then approves preliminary plans.
- 4a** Approves contract plans, adopts a resolution to appropriate its share of right-of-way costs, and deposits the required amount with the State Comptroller. (Just prior to this action the city had, if it wished, applied for an interest-free State advance of its share under a new Arterial Law amendment.)
- 5a** On completion of the arterial, finalizes agreements with the State regarding maintenance of utilities, etc. If the city has agreed to maintain the new highway, reimbursement of costs is made by the State.



New Arterial

Reprinted courtesy "New York Good Roads Association," issue Nov., 1961

completed and 59 others started in a total of 44 cities of New York State. Cost of all the projects exceeded \$480 million, including approximately \$107 million for right-of-way.

The totals are being boosted further this year with new projects in such places as Ithaca, Buffalo, Poughkeepsie, Rochester, Albany, Binghamton, Jamestown, Newburgh and New York City.

In recent years urban area construction has received a shot in the arm from increased State highway appropriations and the Interstate road program. The over-all volume of State-Federal highway activity in and around cities has grown far beyond the records of the early and mid-1950s.

Right now one-half or more of the record State highway program is going for projects, including arterials, in New York's urban areas. In terms of dollars that amounts to over \$150 million — which is more than twice the entire State road program in 1955, only six years ago.

DEMAND CAUSED BY GROWTH

Pressure for more work continues to mount, however, because of increases that have taken place in the past decade in population, vehicles and vehicle miles traveled in the State.

Between 1950 and 1960 population rose by ap-

proximately 13 per cent, to 16,800,000. Concurrently, the total of motor vehicles increased by 36 per cent, to nearly 5,300,000, and the total of vehicle miles traveled went up by 44 per cent, to more than 47 billion.

Most of this growth has been concentrated in the urban areas. The 1960 census showed, for example, that almost 11 million of the State's citizens—about 64 per cent—resided in cities.

These growth factors have weighed heavily in favor of the Arterial Law amendment passed by the 1961 Legislature and signed by Governor Rockefeller.

Under the act, cities have up to 10 years to pay back interest-free loans advanced by the State. A \$20 million appropriation was made to implement the statute—with the implied promise of more funds if needed.

57 CITIES HAVE PLANS

Since June 1946, when the State's first arterial route plan was presented to Buffalo, general plans have been drawn up for 57 of the 61 cities eligible for arterial projects.

Fifty-five of these have approved their respective plans, but for some the problems of right-of-way

Continued on Page 12




*Swift as a rumor...
silent as a secret...
1962 Galaxie/500 by Ford*



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With Thunderbird styling... Thunderbird power... built to a new quality standard... the 1962 Ford Galaxies give you every essential feature of far costlier luxury cars. — Swift as a rumor, silent as a secret, Galaxie '62 has the timeless distinction of the Thunderbird that inspired it—and the Thunderbird's talent for travel. — Every quick quiet mile whispers: here is a new standard of quality. And every luxurious detail confirms it. — This is the car that's beautifully built to be more service-free. Routine service is reduced to a minimum—30,000 miles on many items such as major lubrications, 6,000 miles on the rest. — We suggest you see the new Galaxie and Galaxie/500 for yourself. We are confident you will agree: It's pointless to pay more—or settle for less.

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Lou Holtz	Holtz Buick Inc.	30 N. Union St.	Rochester 5, N.Y.
E. J. Horton	E. J. Horton Inc.	625 Culver Rd.	Rochester 9, N.Y.
Charles W. Hoselton	Hoselton Chevrolet Inc.	161 E. Commercial St.	East Rochester, N.Y.
F. A. Jones	F. A. Jones, Inc.	685 Main St. W.	Rochester 11, N.Y.
J. Judge	Judge Motor Corp.	81 Lake Ave.	Rochester 6, N.Y.
Florian Kilburne	F. J. Kilburne, Inc.	475 Lyell Ave.	Rochester 6, N.Y.
Harold Koerner	Koerner Motors Inc.	1177 Fairport Rd.	Fairport, N.Y.
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Arterial Progress

Continued from Page 9

financing and adopting specific route proposals have proved formidable hurdles. Eleven are awaiting their first project, and several others have not taken final action on furthering the remaining portions of their programs (although in some instances their planning toward that end is now going forward).

Meanwhile, State engineers are being kept busier than ever with the expanded road program—including arterials in cities which have acted promptly—and those who come in late must wait their turn in line.

It generally takes a couple of years to complete all the preliminaries and prepare final plans for an urban arterial. Action by lagging municipalities therefore cannot come too soon if they are to be prepared for the still greater traffic increases predicted for the latter part of this decade and the early 1970s.

6 CITIES IN THE LEAD

As of now, six cities have completed or virtually completed their arterial programs. They are Glen Cove, Johnstown, Gloversville, Ogdensburg, Corning and Norwich. Part of the reason for their progress lies in their speedy approval of the general plan and, later, the detailed plan. In addition, locations of the proposed routes generally necessitated less complicated construction than is required in some communities, thereby enabling early preparation of final engineering designs.

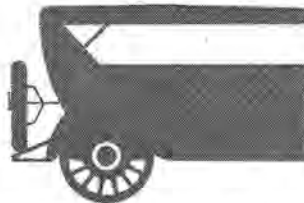
Fifteen other cities are ahead of the field in projects completed or under way. Among them are Batavia, Buffalo, Fulton, Geneva, Lackawanna, New York, Niagara Falls, North Tonawanda, Oneida, Rochester, Rome, Salamanca, Syracuse, Utica and Watervliet. Some others are coming along better than ever, including Albany, Amsterdam, Cortland, Jamestown, Newburgh, Oswego, and Poughkeepsie. These aren't all the leaders, but they indicate that progress is well distributed across the State.

INTERSTATE SYSTEM HELPS

In a relative handful of larger cities, such as Syracuse, Rochester, Schenectady, Buffalo, Binghamton, Albany and New York, new routes which were classified as arterials or serve arterial objectives have been placed on the Interstate System and are now coming into being.

This has constituted another plus for urban area highway development, because under the Interstate program both right-of-way and construction costs are

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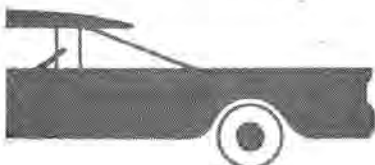
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Continued on Page 14



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paid for from Federal and State funds. The Federal Government puts up 90 per cent of Interstate costs to the State's 10 per cent (whereas with arterials the Federal and State governments each pay 50 per cent of construction outlays and the State and city share land costs).

In some instances the new Interstate facilities have helped relieve some of the pressure for construction of arterials. This is also true with regard to other new highways built in urban areas under the Federal-State urban highway program.

MAJOR JOB LIES AHEAD

Excluding Interstate routes, arterials proposed for construction in cities total 511 miles, of which 175 have been completed or placed under contract. Among the latter is some of the most expensive mileage in the entire arterial system. Considerable work remains, however, in the years ahead.

While projects already finished or under way approach the half-billion dollar mark, the cost to complete the remaining mileage is estimated at approximately \$600 million more. Of this, land is estimated in the vicinity of \$125 million and actual construction at around \$480 million.

In summary, the State has come a long way with its arterial program; but there's still a long way to go on this road to progress.

Questions and Answers about The Urban Arterial Program In New York State

What is the status of the urban arterial program launched by New York State to ease congestion and speed the flow of traffic in and around its cities?

To get the answer to this question, the New York Good Roads Association interviewed officials of the State Department of Public Works:

Here's what we learned:

Q. When was the arterial route program started in New York State?

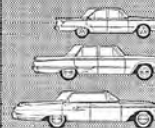
A. The program was authorized by highway law amendments enacted in 1944 and 1945 in preparation for a postwar increase in highway development.

Q. How many cities and towns are considered for arterial route systems?

A. The highway law authorizes arterial highways which pass through cities only, as part of the highway

Continued on Page 18

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Fairlane & 500 6	115.5	2904	34.3	45.2	197.0	71.3	55.5	6.5	57.0	56.0	6 Incl. ohv	8.7	101 @ 4400	170	156 @ 2400	16	8.5	3.50	6.50 x 13	120.5	O	O	39.5
Fairlane & 500 8	115.5	2921	34.3	45.2	197.0	71.3	55.5	6.5	57.0	56.0	90° V-8 ohv	8.7	145 @ 4400	221	216 @ 2200	16	13.5	3.50	7.00 x 13	120.5	O	O	39.5
Galaxie 6	119.0	3851	33.6	44.3	209.3	79.2	54.8	6.9	61.0	60.0	Incl. 6 ohv	8.4	138 @ 4200	223	203 @ 2200	20	15	3.56	7.50 x 14	180.0	O	O	43.6
Galaxie 8*	119.0	3851	33.6	44.3	209.3	79.2	54.8	6.9	61.0	60.0	90° V-8	8.8	170 @ 4200	292	279 @ 2200	20	19	3.56	7.50 x 14	180.0	O	O	43.6
Thunderbird	113.0	4292	34.8	44.9	205.0	76.0	52.5	7.3	61.0	60.0	90° V-8	9.6	300 @ 4600	390	427 @ 2800	20	19.5	3.00	8.00 x 14	198	S	S	40.2
IMPERIAL																							
Custom	129	4805	34.4	47.0	227.1	81.7	56.8	8.2	61.7	62.2	V-8 ohv	10.1	340 @ 4600	413	470 @ 2800	23	16	2.93	8.20 x 15	251	S	S	48.2
Crown	129	4910	34.4	46.9	227.1	81.7	56.8	8.2	61.7	62.2	V-8 ohv	10.1	340 @ 4600	413	470 @ 2800	23	16	2.93	8.20 x 15	251	S	S	48.2
LeBaron	129	4910	34.4	46.9	227.1	81.7	56.8	8.2	61.7	62.2	V-8 ohv	10.1	340 @ 4600	413	470 @ 2800	23	16	2.93	8.20 x 15	251	S	S	48.2
LINCOLN-CONTINENTAL																							
123	5132	33.8	44.8	213	78.6	53.7	7.5	62.1	61.0	90° V-8 ohv	10.0	300 @ 4100	430	465 @ 2000	21	22	2.87	9.00 x 14	227	S	S	45.7	
MERCURY																							
Comet, Custom 6*	114	2577	34.2	43.4	194.8	70.4	54.5	6.9	55.0	54.5	6 cyl. ohv	8.7	85 @ 4200	144	134 @ 2000	14	8.7	3.50	6.00 x 13	114.3	N.A.	N.A.	39.9
Meteor, Custom 6	116.5	3023	34.3	45.2	203.8	71.3	55.8	6.8	57.0	56.0	6 cyl. ohv	8.7	101 @ 4400	170	156 @ 2400	16	8.5	3.50	6.50 x 14	165	O	O	39.5
Meteor, Custom 8	116.5	3181	34.3	45.2	203.8	71.3	55.8	6.8	57.0	56.0	90° V-8 ohv	8.7	145 @ 4400	221	216 @ 2200	16	8.5	3.25	6.50 x 14	165	O	O	39.5
Monterey 6	120	3408	33.6	44.3	215.5	79.5	54.9	6.9	61.0	60.0	6 cyl. ohv	8.4	138 @ 4200	223	203 @ 2200	20	15	3.56	7.50 x 14	180	O	O	41.6
Monterey 8*	120	4010	33.6	44.3	215.5	79.5	54.9	6.9	61.0	60.0	90° V-8 ohv	8.8	170 @ 4200	292	279 @ 2200	20	19	3.56	7.50 x 14	180	O	O	41.6
OLDSMOBILE																							
F-85*	112	2727	34.0	43.9	188.2	71.6	52.7	6.5	56	56	V-8 ohv	8.75	155 @ 4800	215	210 @ 3200	16	12.5	3.08	6.50 x 13	127	N.A.	O	37.0
Dynamic 88*	123	4195	34.6	44.4	213.9	77.9	55.8	6.5	61	61	V-8 ohv	10.25	280 @ 4400	394	430 @ 2400	20	20.25	3.23	8.00 x 14	156.8	O	O	45.7
Super 88	123	4221	33.9	44.1	213.9	77.9	55.8	6.5	61	61	V-8 ohv	10.25	335 @ 4600	394	440 @ 2800	20	20.25	3.23	8.00 x 14	156.8	O	O	46.6
98	126	4425	34.3	44.2	220	77.9	56.6	6.8	61	61	V-8 ohv	10.25	335 @ 4600	394	440 @ 2800	20	20.25	3.08	8.50 x 14	156.8	S	S	46.8
Starfire	123	4350	38.0	44.4	213.9	77.9	54.7	6.5	61	61	V-8 ohv	10.5	345 @ 4600	394	440 @ 2800	20	20.25	3.42	8.00 x 14	156.8	S	S	46.6
PLYMOUTH																							
Valiant V100 & V200 6*	106.5	N.A.	33.6	42.8	189.2	70.4	53.4	6.4	55.9	55.6	30° Incl. 6 ohv	8.2	101 @ 4400	170	155 @ 2400	14	11	3.55	6.50 x 13	153.5	O	O	36.4
Savoy, Bel, Fury 6	116	N.A.	33.6	46.0	202.0	75.4	59.7	6.6	59.4	57.5	30° Incl. 6 ohv	8.2	145 @ 4000	225	215 @ 2800	20	12	3.31	6.50 x 14	195.2	O	O	40.3
Savoy, Bel, Fury 8*	116	N.A.	33.6	46.0	202.0	75.4	54.0	6.4	59.4	57.5	V-8 ohv	9.0	230 @ 4400	318	340 @ 2400	20	20	3.23	7.00 x 14	195.2	O	O	40.3
PONTIAC																							
Tempest*	112	2930	34.0	44.1	189.3	72.2	53.6	6.0	56.8	56.8	45° Incl. 4 ohv	8.6	110 @ 3800	194.5	190 @ 2000	16	12.6	3.31	6.00 x 15	108.9	N.A.	O	37.7
Catalina*	120	3950	34.5	45.3	211.6	78.6	55.9	6.2	62.5	62.5	90° V-8	8.5	215 @ 3600	389	390 @ 2000	25	19.5	3.23	8.00 x 14	173.7	O	O	42.8
Star Chief*	123	4060	34.5	45.3	218.6	78.6	55.9	6.2	62.5	62.5	90° V-8	8.5	215 @ 3600	389	390 @ 2000	25	19.5	3.23	8.00 x 14	173.7	O	O	43.7
Bonneville*	123	4190	34.5	45.3	218.6	78.6	55.9	6.2	62.5	62.5	90° V-8	8.8	235 @ 3600	389	402 @ 2000	25	19.5	3.23	8.00 x 14	173.7	O	O	43.7
Grand Prix*	120	4020	33.8	44.5	211.6	78.6	54.5	6.2	62.5	62.5	90° V-8	10.25	303 @ 4600	389	425 @ 2800	25	19.5	3.42	8.00 x 14	173.7	O	O	42.8
RAMBLER																							
American Del. & Custom 6*	100	2588	35	44	173.1	70	56.1	7.4	54.6	55	Incl. 6 L	8.0	90 @ 3800	195.6	160 @ 1600	20	11	3.31	6.00 x 15	139.5	O	O	36
American "400" 6	100	2666	35	44	173.1	70	56.1	7.4	54.6	55	Incl. 6 ohv	8.7	125 @ 4200	195.6	180 @ 1600	20	10	2.87	6.00 x 15	139.5	O	O	36
Classic 6*	108	2993	36	43.6	190	72.4	57.5	7.9	58.1	58	Incl. 6 ohv	8.7	127 @ 4200	195.6	180 @ 1600	20	10	3.78	6.50 x 15	153.7	O	O	37.5
Ambassador V-8*	108	3361	36	43.6	190	72.4	57.5	7.3	58.6	59.1	90° V-8 ohv	8.7	250 @ 4700	327	340 @ 2600	20	18	3.54	7.50 x 14	167.4	O	O	37.6
STUDEBAKER																							
Lark Deluxe & Reg. 6	109	2795	36.0	44.25	184	71.3	55.75	7.7	57.4	56.6	Incl. 6 ohv	8.0	112 @ 4500	189.6	154 @ 2000	18	11	3.73	6.00 x 15	146.4	O	O	37.6
Lark Deluxe & Reg. V-8*	109	3065	36.0	44.25	184	71.3	55.75	8.0	57.4	56.6	V-8 ohv	8.25	180 @ 4500	259.2	260 @ 2800	18	17	3.07	6.50 x 15	172.8	O	O	37.6
Lark Cruiser V-8*	113	3170	36.0	44.25	188	71.3	55.75	8.0	57.4	56.6	V-8 ohv	8.25	180 @ 4500	259.2	260 @ 2800	18	17	3.31	6.50 x 15	172.8	O	O	39
Hawk V-8*	120.5	3370	34.5	44.25	204	71.3	55.5	8.0	57.4	56.6	V-8 ohv	8.25	210 @ 4500	289	300 @ 2800	18	17	3.31	6.70 x 15	172.8	O	O	41

NOTE: Under power brakes and power steering. "0" refers to optional and "S" to standard equipment. NA means Not Available. *Other engine options available. **Corvair engine is air-cooled.

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Questions and Answers

Continued from Page 14

system. There are 60 upstate cities plus the City of New York for a total of 61.

Q. How many of the upstate cities have had proposals presented by the Department of Public Works?

A. To date, presentations have been submitted to 57 cities in upstate New York.

Q. How many of the proposals have been accepted?

A. Fifty-five cities have approved their respective general plans.

Q. In how many of these cities has construction taken place?

A. Forty-four. In these instances both general and specific plans received approval and details of financing were completed prior to the start of construction.

Q. How many arterial route systems have been completed or virtually completed to date?

A. Those of six cities: Glen Cove, Gloversville, Norwich, Johnstown, Ogdensburg and Corning. A number of others have made substantial progress.

Q. What is the most significant reason why these programs have moved ahead quickly?

A. Generally speaking, when the over-all plan was submitted it received approval of the City Council. In addition the proposed routes required less complicated design than those in larger cities. Finally, the communities readily provided their share of the cost of right-of-way.

Q. How much emphasis is the Department of Public Works placing on urban highway development?

A. Each year one-half or more of the total construction program is devoted to highways in and around urban areas, including arterial routes through cities.

Q. How has expanded Interstate highway construction affected the arterial program?



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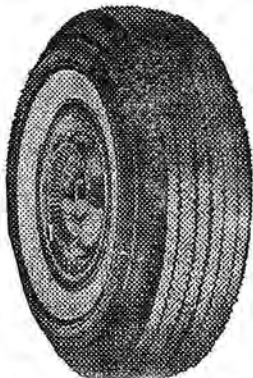
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A. In city after city—Buffalo, Rochester and Syracuse, to name a few—routes which were or eventually might have been classed as arterials were placed on the Interstate System, which is wholly financed by Federal and State funds. Many of these are in use or under construction.

Q. *What recent action has the State taken to expedite the arterial program?*

A. In recent years the State has greatly increased its appropriations for all highway construction and has improved its planning, design and land-acquisition procedures. In addition the Legislature in 1961 enacted a law permitting the State to advance land acquisition funds to cities without interest, with payment to be made over a 10-year period. This was momentarily significant since it helps alleviate the problem of city financing of half the right-of-way cost.

Q. *What is planned for the future with regard to arterial construction?*

A. The already-substantial volume of construction will be increased still further in the years ahead.

Reprint courtesy "New York Good Roads Association"

Families With More Than One Car Increase 78% In 7 Years

More than three million U.S. families moved into the two-or-more car ranks during the past seven years.

A recent national survey showed that the number of multi-car households in the country increased from 4.1 million in 1954 to 7.4 million in 1961—a rise of 78 per cent.

The seven year period saw a 10 per cent gain in the number of single-car households in the nation.

Households with three or more cars rose from 411,000 in 1954 to 750,000 in 1961.

Passenger cars are now owned by 40 million households, or 75.8 per cent of all families. This is a rise from the 34.3 million households owning cars in 1954 which totaled 72.9 per cent of all households.



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Summary of 1961 Auto Industry Developments

High production and sales of new models in the fourth quarter have given the U.S. automotive industry a bright outlook for the year ahead.

The yearly model changeover season began somewhat earlier than usual last fall, and a brisk public demand for the 1962 passenger car lines quickly developed. As a result, retail sales of new cars in the final quarter of 1961 are running at an annual rate of 7 million units, which could result in an all-time fourth quarter sales record.

Passenger car production during the first 11 months totaled 4,875,000 compared with 6,179,000 cars during the same period in 1960. Trucks and motor coaches accounted for an additional 1,019,000 units this year, while 1,114,000 commercial vehicles were produced in the 11-month period of 1960. Motor vehicle output for the year is expected to total 6.65 million units, 16 per cent below 1960. Passenger car production for the year is estimated at 5.55 million units, compared with 6.7 million in 1960. The year's truck and bus output is expected to total 1.1 million vehicles, or 8 per cent below the 1.2 million units produced during the previous year.

Industry leaders are unanimous in their belief that 1962 sales will be significantly higher than 1961. Retail sales of passenger cars to domestic consumers in 1961 are estimated to be nearly 6 million units, including imports. Expectations by industry executives for 1962 range from 6.6 million to 7.25 million passenger cars, or an increase of 10 to 20 per cent above 1961.

The variety of new body combinations offered for 1962 gives the automotive purchaser one of the widest choices in more than three decades.

Reflecting the effect of the smaller wheelbase cars, passenger car imports into the United States during the first 9 months of 1961 were down 49 per cent from the same period in 1960. In contrast U.S. exports of cars declined only 6 per cent during the nine-month period.

The 1961 automotive year set an all-time high for ownership and use of motor vehicles. More than 76 million vehicles are now registered. Passenger car registrations climbed 1.8 million over 1960, bringing the total to approximately 63.5 million cars. Trucks

and buses accounted for another 12.5 million registrations in the nation's motor vehicle total.

A recent study of cars owned by households reported that 40.7 million households, or three out of four families, own at least one car. Multi-car families grew at a greater rate in 1961 than single car owners. Households with two or more cars rose from 4.1 million in 1954 to 7.4 million during the year, an increase of 78 per cent. The growth rate for single car families was 10 per cent during the same period.

The number of licensed drivers also has increased. The total has risen from 64 million 10 years ago, to 87 million during 1961. Two out of every three adults in the U.S. are now licensed to drive.

A further example of increased motor vehicle use is the nearly 750 billion miles driven by U.S. motorists in 1961, up more than 50 per cent from the total motor vehicle travel 10 years ago.

American motorists now drive their cars an average of nearly 10,000 miles a year. They consume 58 billion gallons of gasoline.

Special user taxes paid by motor vehicle owners totaled \$11 billion; trucks alone paid \$3.1 billion, or 28 per cent of the total.

Nearly one-third of the vast 41,000 mile super-highway system has been completed. A total of 5,980 miles have been completed to full or acceptable standards. Another 3,002 miles are adequate for present traffic. By the end of 1961, the Bureau of Public Roads estimates that more than 12,000 miles, including toll roads incorporated into the system, will be open to traffic. When completed, the Interstate System is expected to carry 23 per cent of all U.S. traffic.

There is no doubt that highway transportation in the U.S. will continue its steady pattern of growth in 1962. Economists anticipate a moderate economic growth. An increase in consumer disposable income is expected to provide new purchasing power for automobiles and other durables. The new models are expected to attract new customers from among the non-car-owning and used-car buying groups, as well as from the rapidly-growing category multi-car families.

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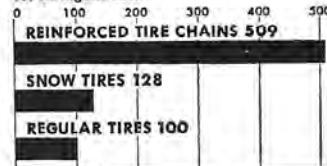
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DRIVING FACTS YOU SHOULD KNOW

STARTING ABILITY ON ICE

Traction ratings, based on hundreds of tests, measure the pulling or hill-climbing ability of tires and chains on glare ice conditions. Index is expressed at 100 for regular tires.



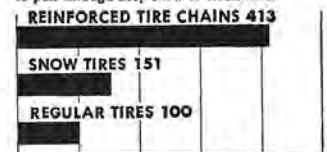
STOPPING ABILITY ON ICE

Average braking distances, based on tests from 20 MPH on glare ice. For comparison, average braking distance of regular tires on dry pavement at same speed is 21 feet, on glare ice 195 feet.



STARTING ABILITY ON SNOW

Traction ratings, based on draw bar pull tests on loosely packed snow, also indicate relative ability to pull through deep snow or climb hills.



STOPPING ABILITY ON SNOW

This shows the comparative stopping ability of regular and snow tires and reinforced tire chains on loosely packed snow, from 20 mph.



EFFECT OF TEMPERATURE
Rising temperatures make ice more slippery. A car with regular tires, moving at 20 MPH on glare ice, requires 114 ft. at 0° and 235 ft. at 30° above. Reinforced tire chains provide consistently shorter test stops, about 77 ft., regardless of temperatures.

STOPPING ABILITY ON DRY PAVEMENT

REGULAR TIRES 21 ft

Above charts, provided by the Safe Winter Driving League, illustrate test results by National Safety Council's Committee on Winter Driving Hazards. For each "braking distance" above you must add 22 feet, which is distance traveled during average "reaction time" needed to think and get your foot on brake after seeing a reason to stop. Skidding and reduced visibility are the major added hazards of winter. Can you see and stop in time? Are your windshield wiper blades giving clear, streak-free visibility? Does your defroster work?

Nearly One-Third of Interstate Highway System Completed

The vast superhighway system that is now taking shape across the nation was only a dream that seemed as remote as a trip to the moon less than 10 years ago.

Today, nearly one-third of that dream has come true.

The Bureau of Public Roads estimates that 12,200 miles of the 41,000-mile Interstate Highway System has been completed during the first five years of the 16-year accelerated federal-aid road program.

This means that 30 per cent of the multi-lane divided highway system is now open to traffic.

Congress lengthened and drew plans to improve the important road system linking all cities of 50,000 or more population in 1956. At the same time, the federal government assumed 90 per cent of the cost of the interstate network.

In 1961 Congress earmarked additional taxes for the Highway Trust Fund to keep the road program on schedule. Completion date is 1972, but inflation and other pressures had threatened to deplete the highway fund and delay scheduled construction.

In addition to the completed roadways, some 5,000 miles are in advanced phases of construction and another 10,000 miles are in various stages of engineering or planning.

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With the extra funds made available by Congress, Secretary of Commerce Luther H. Hodges apportioned \$2.2 billion to the Interstate System for the current fiscal year and \$2.4 billion for fiscal 1963.

The federal apportionments will rise to a peak of \$3 billion in 1968 through 1970, tapering off during the remaining portion of the program.

States pay 10 per cent of the cost of the Interstate Highway System.

The federal-aid road legislation also authorizes expenditure of \$925 million in fiscal 1963 to match states on a 50-50 basis for construction and improvement of primary and secondary road systems not included in the Interstate System.

Since the accelerated federal-aid road program began in 1956, nearly 150,000 miles of construction on primary and secondary roads has been completed or put under contract at a cost of about \$12 billion.

U.S. Motorists Use 59.4 Billion Gallons of Fuel During 1961

As an indicator of increased travel by cars and trucks in the U.S., total motor vehicle fuel consumption is expected to reach a record high of 59.4 billion gallons in 1961, up 2.6 per cent from the previous year. This includes 56.7 billion gallons of gasoline and 2.7 billion gallons of special fuels such as diesel and butane.

California leads the nation in highway motor fuel consumption with 5.9 billion gallons, followed by Texas and New York with 3.9 billion each. Eight states—California, Texas, New York, Pennsylvania, Ohio, Illinois, Michigan, and New Jersey — will account for 47 per cent of the total highway-use fuel consumption.

Auto Firms Invest \$13 Billion For New Plants Since World War II

More than \$13 billion have been invested for new plants and equipment by the motor vehicle and parts manufacturing industry since the end of World War II, the Automobile Manufacturers Association reported.

The peak year for capital investment by the industry was 1956 when nearly \$1.7 billion was spent for production facilities.

Expenditures for new facilities by the motor vehicle and parts industry in 1961 are estimated at \$780 million according to an AMA report prepared from U.S. Dept. of Commerce data. This expenditure is 12 per cent below 1960 and 22 per cent higher than 1959.

Continued on Page 28

Motorists Pay 26 Per Cent Of Total State Tax Bill

More than 26 per cent of all state tax collections are from special automotive levies on the motoring public, the Automobile Manufacturers Association reported.

The AMA said state motor vehicle fuel taxes and license fees are expected to total more than \$5 billion in 1961. Total state tax revenues for the year are estimated by the U.S. Dept. of Commerce at \$19 billion.

Of the \$5 billion coming from motorists, fuel taxes will account for \$3.4 billion, vehicle licenses for \$1.5 billion, and driver license fees for \$124 million.

	Motor Fuels (Millions)	Vehicle Licenses (Millions)	Operators Licenses (Millions)	Total (Millions)
1956	\$2,687	\$1,208	\$ 84	\$3,979
1958	2,919	1,319	96	4,334
1959	3,058	1,390	101	4,549
1960	3,335	1,468	105	4,908
1961 (Prelim.)	3,431	1,516	124	5,071

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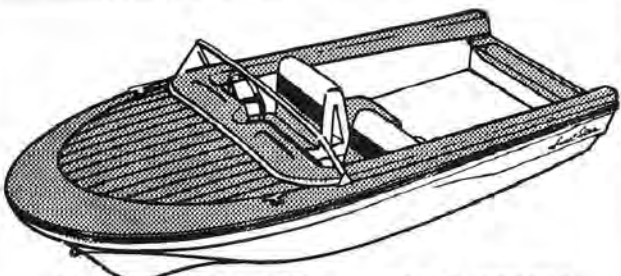
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**New Plant and Equipment Expenditures
in Motor Vehicle and Parts Manufacturing Industry**

(in Millions of Dollars)

1946\$	591
1947	504
1948	474
1949	349
1950	510
1951	851
1952	855
1953	989
1954	1,295
1955	1,128
1956	1,689
1957	1,058
1958	558
1959	640
1960	890
1961 (Prelim.)	780

Total, 1946
Thru 1961 \$13,161

NOTE: Does not include outlays charged to current account.

SOURCE: U.S. Department of Commerce, Office of Business Economics, and Securities and Exchange Commission.

Automobile Briefs
Fifty Years Ago — 1912

Just 50 years ago one leading automotive engineer predicted that electric self-starters were too costly and complicated to be successful. He felt the acetylene gas starter would be universally adopted because of "its simplicity and positive action." The acetylene starter device injected the gas into the cylinder where it was ignited by the spark plug.

The electric power company in New York City 50 years ago, provided electric car owners with a directory of battery charging stations throughout the city. Since the battery-operated jobs could go only a few miles between charges, the directory was vital to any far-ranging electric-motorists of the day.

In 1912, Chicago became one of the first U.S. cities to set up a traffic court. A leading trade magazine of the period said one of the major benefits of the traffic court was that motorists could sign their own bonds rather than wait in jail, until a bondsman was contacted.

Detroit was well established as the Motor City by 1912. More than half of the year's U.S. passenger car output of 356,000 units, was produced in the Detroit area.

The first truck to haul a load across the U.S. was an "Alco," driven from the Atlantic to Pacific Coasts in 1912.

The Chicago Motor Club in 1912 organized a tour around Lake Michigan, which according to one reporter of the day, "led through country that is practically unknown to the motoring world."

Fifty years — 1912 — ago mileage of all public roads in the U.S. totaled 2,199,645 miles, of which 190,476 were improved. This compares with today's total of 3,094,000 miles, of which 2,125,000 or 68.7 per cent are surfaced roads.

Automobile Industry Briefs

Transportation surveys in 12 U.S. cities showed that from 75 to more than 98 per cent of travel is by automobile.

Brazil is the largest U.S. motor vehicle export market, with the emphasis on trucks. The South American country bought 51,100 motor vehicles last year, of which 50,000 were trucks.

A total of 75,000 lives will be saved over the next 20 years because of the superior safety and traffic-carrying capacity of modern freeways providing the remaining portion of the Interstate Highway System is completed on schedule in 1972.

More than 12,246 passenger cars are being used for driving instruction in U.S. schools. Of the total, 6,700 have been loaned to the schools by automobile dealers, with financial aid from the manufacturers.

The 41,000 mile Interstate Highway System, scheduled for completion by 1972, will have about 6,700 miles within urbanized areas. The remaining 36,300 miles are intercity routes.

New consumer installment credit on automobiles last year totaled nearly \$18 billion. During the same period repayment on outstanding auto loans reached \$16.5 billion.

By 1980, approximately, one third of all annual travel in the U.S. will be on freeway systems.

U.S. motor vehicle industry used 14.6 million tons of steel and 196 million pounds of copper in 1960.

By 1980, the Interstate Highway System will be producing yearly savings to motorists of \$5 billion in the form of reduced traffic accidents and other vehicle operating costs. Thus, the savings will equal the total cost of the System in about eight years.

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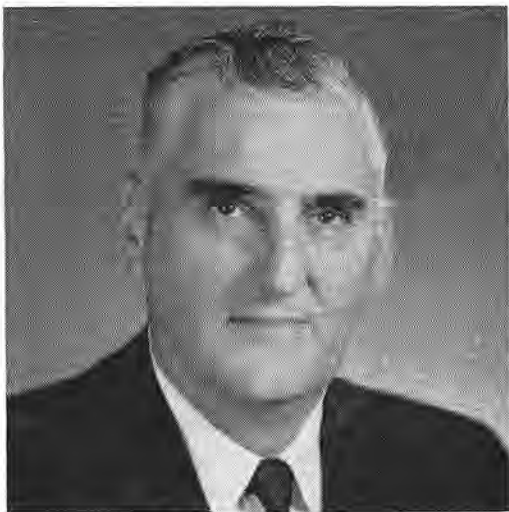
Firm Name	Space Number	Product or Service	Firm Name	Space Number	Product or Service
Monroe Auto Sales	1	Mercedes Benz	Alling & Miles, Inc.	13	Rambler, Metropolitan
Monroe Auto Sales	2	Triumph	Feol Rambler, Inc.		
Best Motors			Meacham Sales & Service Inc.		
Best Motors	3	Volvo, Citroen, Daimler	Ralph Rambler Inc.		
Monroe Auto Sales	4	Studebaker, Lark	Siebert Rambler		
Archer Motor Co. Inc.	5	Ford, Falcon	Piehler Pontiac, Inc.	14	Pontiac, Tempest
F. A. Jones, Inc.			Ralph Pontiac Inc.		
Judge Motor Corp.			Schoen Pontiac Inc.		
Miller Ford, Inc.			Corey Motors, Inc.	15	Mercury, Comet
Ken Ralph Ford, Inc.			Volpe Motors, Inc.		
Koerner Motors, Inc.			Alling & Miles, Inc.	16	Willys
Bonenblust & Buckman, Inc.	6	Oldsmobile	Sports Car	17	MG, Austin Healey, Austin Sprite
Fincher Motors, Inc.			F. A. Motors, Inc.	18	Volkswagen
Philanz Oldsmobile, Inc.			Churchill Motors	19	Renault, Jaguar, Fiat Hillman, Sunbeam, Alpine, Porsche
Geo. B. Doyle, Inc.	7	Chrysler, Imperial			
Seneca Motors, Inc.			Volpe Motors Inc.	20	Lincoln
Park Chrysler Imperial Inc.			Florian Kilburne	21 - 35	English Ford
H. M. Brown Chevrolet Corp.	8	Chevrolet, Corvair	Park Chrysler Imperial, Inc.	22	Chrysler
Hallman Central Chev. Co. Inc.			Seneca Motors, Inc.		
Hoselton Chevrolet, Inc.			Geo. B. Doyle, Inc.		
Heinrich Motors, Inc.			General Motors Corp.	23	Automotive Products
Frear Chevrolet, Inc.			Delco Appliance Div.		
Taylor Chevrolet Corp.			Rochester Products Div.		
Bartram Plymouth Inc.	9	Plymouth, Valiant	Philanz Oldsmobile, Inc.	24	Scout
Geo. B. Doyle, Inc.			Naum Bros.	25	Marine Products
Park Chrysler Imperial Inc.			World of Karting, Inc.	26	Karts
Seneca Motors, Inc.			Meacham Sales & Service Inc.	27	Saab
Dorschel Buick, Inc.	10	Buick	Thomas Heath	28	Bardahl
Lou Hotlz Buick, Inc.			Hamilton Management Corp.	29	Investment Material
Valley Cadillac Corp.	11	Cadillac	Weather-Seal Inc.	30	Weather-Seal
E. J. Horton, Inc.	12	Dodge, Dart, Lancer	Lincoln Rochester Trust Co.	31	Auto Financing
Weller Motors, Inc.			State of New York	32	Highway Engineering
			Police, Safety Council, Sheriff	33	Safety Demonstration and Equipment
			F. Hennen	34	Motorcycles

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