WHERE CAN I PARK?

(Continued from Page 3)

from that part of the town where shoppers' footsteps are still most numerous and going to a place where now there is no business except a few little nighborhood shops. The store will have its own parking space. Customers will be permitted to leave their cars just as long as they wish, and attendants will see that nothing in the cars is meddled with.

Careful investigation has convinced the proprietors of this store that they will gain far more trade from the shoppers who come by automobile than they will lose by being removed from the route of the downtown pedestrian who enters the store on the spur of the moment. Modern cities were laid out for the accommodation of a population that rode in street cars, and department stores were built to meet the convenience of streetcar riders. Consequently the department stores as well as the big office buildings grew where most street-car lines converged. Today many a store has more customers who come by automobiles than by street cars.

A woman starts out in her inexpensive automobile to buy a yard of pink calico and to look at the bargains mentioned in a page advertisement in the morning paper. She must drive about for three-quarters of an hour in search of a vacant parking space. When she does find such a space within walking distance of the store, it is probably in such a congested area that a police sign warns her to park for "thirty minutes only." She hopes to buy her yard of pink calico and return within the allotted time, but bargains are alluring, and she

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