

## Method of Forecasting Southland Traffic Needs Developed in Study

A method for predicting Southern California traffic needs in 1965, 1970, 1975, and on into the future has been developed after an intensive four-year cooperative study by federal, state, county, and city governments, State Highway Engineer J. C. Womack has announced.

Designed to provide expert judgment about what future traffic needs will be, the cooperative Los Angeles Regional Transportation Study (LARTS) has devised a "transportation model" consisting of

mathematical formulas developed from travel habits of people during a base year, 1960.

WHEN APPLIED to estimates of population and land use in any future year, Womack said, the model provides a reliable gauge to traffic planners concerning what transportation desires will be that year.

The LARTS area includes Los Angeles, Orange, and Ventura Counties, as well as the western portions of San Ber-

nardino and Riverside Counties. Also participating are the 122 incorporated cities in the study area, the State Office of Planning, the Federal Bureau of Public Roads, and the Housing and Home Financing Agency, under the general coordination of the California Division of Highways District VII office headed by Metropolitan District Engineer E. T. Telford.

THE NEXT PHASE of the LARTS program, which is now under way, is the projection of

traffic needs for 1980. Information relative to the street and highway network, which is anticipated to be opened to traffic that year, has been coded for electronic data processing and will be combined with estimated population, employment, land use, and other factors to complete the projection.

The LARTS transportation model was established by analyzing traffic patterns and travel desires in 1960. Postcard questionnaires and home, office, and roadside interviews

were used to determine origin, destination, frequency, and length of motor vehicle trips. Socio-economic factors such as family income and number of vehicles owned were also included, as was information about land use and existing transportation facilities.

USING ELECTRONIC data processing equipment, the mathematical relationships between movements of people and land use were found, and the result is the transportation model.

Test runs to check the model's validity showed it to be a useful predictive tool when its conclusions were compared with known 1960 traffic counts.

The transportation model will be modified whenever future trends indicate that certain relationships no longer hold true. If, for instance, a shorter work week should prompt fewer business trips and more recreation trips, the model will be adjusted accordingly.



## Men's Trends

by Lou Schlanger

The ubiquitous dark navy or black suit has now found its proper place in the spring-summer wardrobe. Bright, light colored suits for business and weekend are taking over daytime activities, leaving the dark suits to function at the most formal business occasions and after dark.

The advent of the light suits necessitates the "complete wardrobe philosophy" of wearing the right clothes for the occasion. No longer will a dark suit go anywhere; it is important in its place... in a wardrobe of light, medium and dark suits. This spring and summer, the well-dressed man will have at least one of each.

FASHION HIGHLIGHTS: It is rare when a small, supposedly-staple and normally-utilitarian accessory exerts a major style-impact in men's wear... but that's just what has happened with the silk pocket handkerchief, reports the American Institute of Men's and Boys' Wear. These colorful squares have permitted greater coordination with shirt, tie, and jacket... and have resulted in better and smarter ensembles.

COMING UP: Tailored blazers have been so very popular, in the conventional models, that there's reason to expect there will be variations of the style. An important one already being seen in various sections of the country is the knitted blazer... actually a sweater, but with the tailoring features and brass buttons of the original.

THE LIBRA man is perfectly

groomed; everything must be just right or he is unhappy. He loves to dress up, and does not even balk at "white tie and tails"... Aquarian men are rarely fussy about clothes. But even so, they lean toward odd combinations of checks and stripes... and end up looking unusual and eye-catching!

TREND: Once upon a summer, you couldn't find a man in sports apparel who wasn't wearing brown-and-white or black-and-white shoes. Well, this style has been creeping back into the fashion picture in the last few seasons... in lighter-weights and smarter-styling than in the old days... and it is liable to be a favorite this Spring and Summer.

ODD ITEMS: Dress Tips—When you bring out your electric fans for the season, use them first in the doorways of closets to blow out all the stale air of Winter.

Clothing Color Forecast—For fall, the lineup will probably be (1) gray, primarily in medium tones, (2) brown, in mixtures and compounds rather than true brown and (3) blue.

Care of Clothes—People are still amazed when they see how well some plain soda water will remove most spots, with the exception of grease, from clothes.

French Version—Pierre Cardin, whose men's designs are revolutionary, offers one hat with this description, "The front brim drops down to tickle the nose." Vote April 14th.

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