

First New State Route Number Sign Installed With Ceremony at Carmel

IN THE presence of a large gathering of State and local officials, civic and business leaders, and representatives of the California State Automobile Association, the first of the new State route number signs was installed on the afternoon of September 10 at Carmel.

Bearing the numeral 1, the sign was set in place at the junction of the Monterey, Pacific Grove and Carmel highways, a point on State Route No. 1.

This route, so designated in the new route numbering program, has the distinction of being one of the longest of the numbered highways, extending from Las Cruces north along the coast to Fortuna.

Under the initial program, two thousand miles of main traveled State highways will be posted with the new markers, requiring a total of more than six thousand signs, or an average of three to a mile.

In northern and central California the signs will be installed by the Automobile Association and in the south by the Automobile Club of Southern California under a cooperative arrangement with the Division of Highways. The work will be accelerated with completion of surveys.

Speakers at the Carmel installation ceremony stressed the magnitude of the plan and the high value of the new route number signs for visiting motor tourists or resident motorists traveling unfamiliar roads.

Percy E. Towne of San Francisco, a director and former president of the Automobile Association, reviewed the growth of California's official road signs and told of the difficulties that lack of dependable signs caused early motorists. Developed by the Automobile Association and Automobile Club of Southern California as official agencies and with the cooperation of State and local authorities, the sign system is recognized as a model by the Nation, Mr. Towne said.



Courtesy of Motorland.

FIRST IN THE FIELD of the new State route number signs, a number 1 marker was appropriately erected on State Route No. 1 at Carmel on September 10th with a gala ceremony attended by State and civic officials. Left to right in the above group are: Colonel Ralph Parker, commandant of the Monterey Presidio; Russell Bevans, State Registrar of Motor Vehicles; State Senator E. H. Tickle of Carmel; Supervisor Harry Abbott of Salinas and Percy E. Towne, a director of the California State Automobile Association.

The installation program was jointly arranged by the Monterey Chamber of Commerce, Pacific Grove Chamber of Commerce, Carmel Business Men's Association, and Monterey Peninsula Junior Chamber of Commerce.

Supervisor A. B. Jacobson of Monterey County was chairman of the arrangements committee. State Senator E. H. Tickle of Carmel officiated as master of ceremonies. Other members of the committee were E. J. Zanetta of Monterey; Sheldon Gilmer of Pacific Grove; E. A. H. Watson of Carmel; and K. Y. Saper of Monterey.

Giving a gala touch to the ceremony, music was provided by the Monterey fire department orchestra in Spanish costumes, and the

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STATE ROUTE NUMBER SIGN INSTALLED AT CARMEL

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Eleventh Cavalry Band from the Monterey Presidio.

The preliminary work of logging the roads and making surveys of intersections to determine the number and location of signs for each of the 198 selected routes, is proceeding with all possible speed.

It is estimated that from three to five signs per mile will be necessary. On this basis it is planned to have approximately ten thousand signs erected by the first of next year. In the meantime additional signs and material for their erection will be secured.

The number of signs needed at intersections varies with the number of roads or streets leading into an intersection and with traffic conditions.

A study of all principal intersections is being made by the engineers of the State Maintenance Department to collect the necessary data for locating the signs. This study is being conducted first in the large metropolitan areas.
