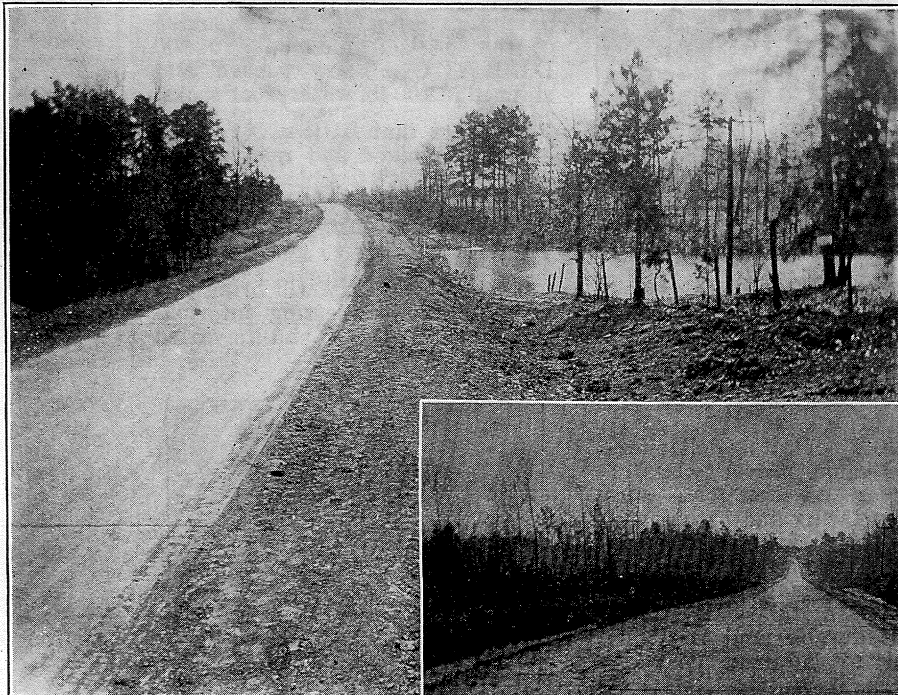


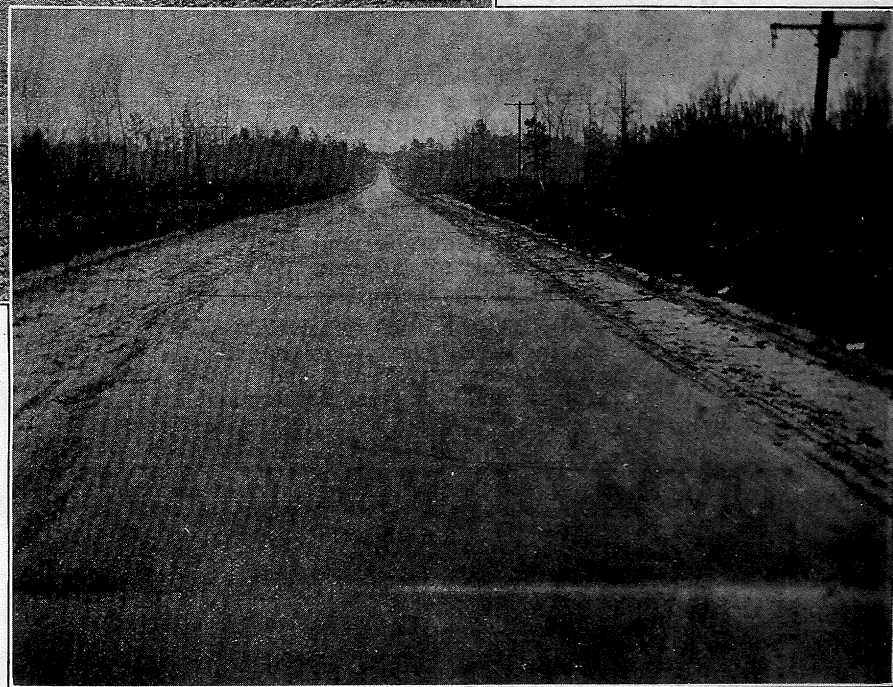
ARKANSAS HIGHWAYS

**The Official Magazine of the Arkansas
State Highway Department, Little Rock**



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Vol. 7

March • 1930

No. 3

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WRITE FOR CATALOG

ARKANSAS HIGHWAYS

*Official Monthly
Magazine*



*State Highway
Department*

"Arkansas Highways" is edited in the offices of the Highway Department at Little Rock. Communications relative to advertising or articles and photographs submitted for publication should be sent to The Editor, care Highway Department, Little Rock. The Bulletin is sent free to State and County Officials, newspapers of the State and Road Commissioners who apply for it. Permission to reprint any matter contained in "Arkansas Highways," with proper credit is granted to all newspapers of the State.

VOL. VII

MARCH, 1930

No. 3

State To Own White River Toll Bridge

By DWIGHT H. BLACKWOOD, Chairman of the Arkansas Highway Commission

The White River (privately owned) toll bridge has probably been the most unpopular unit of the Arkansas State Highway System. Sectional complications have arisen on account of the dollar toll charged at that bridge, and tourists have raised their voices loud and long in phrases of justifiable complaint. The people of the State demanded action and a slight reduction was effected in the rate of toll when the charge was reduced to seventy-five cents. Still the public was far from satisfied. Accordingly, an offer to buy the bridge was made by the Highway Commission to the owners some eighteen months ago, which for reasons of their own, was rejected.

The most recent development in the matter has been the institution of condemnation proceedings, and the State's acquisition of the structure, with consequent, and satisfactory adjustment of the toll charges, which will be reduced to fifty cents, and the entire elimination of them when the purchase price has been collected in tolls will, in due time be consummated. It is with more than ordinary satisfaction that I make this announcement, and the imperative nature of the situation justifies the Highway Department in employing every legal and expedient recourse in the settlement of the affair.

What is probably just as interesting, is the law enacted by the 1929 Legislature prohibiting the granting of franchises for privately owned toll bridges on State roads, which will prevent such other inconveniences to be operated.

Now comes the news from Washington, D. C., that stringent regulations would be thrown around toll bridge franchises granted by Congress, under a bill introduced by Representative E. E. Denison (Rep., Ill.) in which it is proposed to give State authorities a voice in inquiries preliminary to final approval. It has been pointed out by the American Automobile Association, which has consistently advocated that adequate safeguards of public interest be included in such franchises that, the Denison bill would assure an inquiry into proposed bridges, prevent over-capitalization and provide eventual recapture for public use without tolls. In all probability hearings before the House Committee on Interstate and Foreign Commerce, which are anticipated in the near future, will stimulate beneficial legislation governing future private toll bridges.

The Arkansas State Highway Commission recognizes that there are many instances where toll bridges are essential to traffic needs, but stoutly opposes the idea of having them owned by private interest, which, under the laws of the State and apparently soon to be the laws of the Nation, will be made impossible.

Free Harahan Opening Suffers Another Delay

Slide Hits New Span—Collection of Tolls To Continue

The eventual opening of the new Harahan Viaduct was moved back somewhat into the far distance on account of another disastrous slide on the middle span, the first week of March. Probable recurrences of these slides and the consequent delay necessary to fill them in makes the solution of the situation and the final opening problematical.

W. E. Huxtable, Forrest City, engineer in charge, said yesterday that although the slide the early part of last week had resulted in the loss of only 1,000 cubic yards of earth, he expected more slips, and was now unable to estimate the amount of time required to complete the viaduct.

The slide occurred in a fill three-quarters of a mile long, between bridges three and one (the projected bridge No. 2 was eliminated in the final plans) and is thus about one and a quarter miles west of the bridge over the Mississippi.

"This fill sits on an old bayou bed and is nearly 35 feet high," said Mr. Huxtable. "As long as the Mississippi keeps filling the surrounding land with backwater and we have intermittent rains it will continue to slide. We have had a slide there nearly every week this winter.

"We are gaining in the fight to get it stabilized by bankheads, but it is a hard job, especially as we have to make such long hauls. The pits from which we started taking earth are filled with surface and backwater, so

we must haul dirt from far inland now. Fortunately, none of the slides has been serious enough to force tractors and wagons off the top of the fill, and we have been putting gravel on the ends of it, where it is firmer. The treacherous place is right in the middle of the fill.

"What we need is dry weather and recession of ground water. The sun will harden the sides of the fill if it stops raining, but the seepage at the bottom hurts the embankment. Since we are likely to have water in there right through the spring, we can't tell how long it will take to get this fill stable and sound."

Trouble with this fill was anticipated by the Arkansas Highway Department and even after the contract for the dirt excavation and filling was already awarded, the department made a proposition to the government engineers to build the entire viaduct, 2.4 miles long, of concrete.

"This would have increased the cost about \$1,000,000," said Mr. Huxtable, "and Arkansas was not willing to bear the whole of the additional cost. The scheme was not acceptable to the Federal engineers financially, and the T. J. Galley Company, to whom the dirt contract had been awarded complained it would be unjust as they had already bought machinery to handle the job."

Meantime the opposition to the collection of tolls continues to exist and is sponsored mainly by a certain individual who maintains that sufficient money, under provisions of the law making the collection of tolls legal, has been collected. This contention is not proven, and the amount of money actually collected to date, whether held in the opinion of some disgruntled person as sufficient or not cannot alter the provisions of the law, nor, in all probability defray the expense that will have been incurred in the building of the dirt section.

The Highway Department bases its claim to the right to collect tolls until the viaduct is completed on two paragraphs of Arkansas Acts of 1929, reading as follows:

"The highway commission is authorized and directed to continue to operate the viaduct as a State toll bridge, and to fix rate of tolls for its use until the new viaduct now in the course of construction is completed, surfaced and ready for use, at which time the collection of tolls shall cease and the use of the new viaduct shall be free.

"The tolls heretofore and hereafter collected for the use of the old viaduct shall be kept in a separate fund and shall be applied by the highway commission, after paying the costs of maintaining, repairing and operating the old viaduct, on the cost and expense of constructing the new viaduct."

Mr. Huxtable said that the State of Arkansas is bearing the cost of the increase in width from 20 to 40 feet and will be actually a loser, no matter how much tolls it collects before the viaduct is completed.

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Routing of Highway 64 Considered at Annual Meeting

Colorful Atmosphere Introduced By Indians in Full Regalia—Over 300 Attend

The annual convention of United States Highway Association 64 was held at Fort Smith recently, closing with a banquet March 10. More than 300 delegates were in attendance from New Mexico, Oklahoma and Arkansas, including many widely known men. Unavoidably Governor Parnell of Arkansas and Governor Galloway were unable to attend.

Many Pawnee Indians in tribal regalia, picturesque Westerners fully booted and spurred came from the Oklahoma Panhandle and New Mexico, and other delegates in uniforms were in considerable numbers. Practically every town along Highway 64 sent one or more delegates, all coming by automobile.

Major Gordon W. ("Pawnee Bill") Lillie, president of the highway association was in charge of the meeting after it was opened by Birnie Harper, local vice-president, and the welcome address had been made. Principle of the addresses made was that of John S. Parks, member of the Arkansas Highway Commission, who sketched progress of the plan to have Highway 64 continued across Arkansas to Memphis, Tenn.

At the morning and luncheon meetings other speakers included Chas. S. Christian, Arkansas State Highway Engineer; W. D. Davidson, New Mexico highway engineer; J. A. McCullom, president of Pawnee, Oklahoma, Chamber of Commerce; W. H. Abbingtion, Beebe, Arkansas, Speaker of the Arkansas House of Representatives; W. E. Wood, president of Highway 75 Association.

On the afternoon session, R. Losh, State Highway Engineer of Oklahoma; M. E. Trapp, former governor of Oklahoma; Senator Joe Ferguson, Pawnee, Oklahoma; and Senator W. G. Stigler, Stigler, Oklahoma, were speakers.

Harry Dailey, chairman of the Good Roads Committee, Fort Smith Chamber of Commerce, was toastmaster at the banquet, with Cyrus S. Avery, former chairman of Oklahoma Highway Commission and president of United States Highway 66; Walter Eaton, president of Highway 71 Association; W. H. Harrower, president of Highway 73; and C. A. Border, secretary of Chamber of Commerce, Tulsa, Oklahoma, as speakers.

MEXICO PLANNING GREAT HIGHWAY

Of interest throughout the United States, but particularly to this section, in view of the international tourist traffic which it will attract, is the proposed completion by the government of Mexico during the next five years of a great modern highway running from Laredo, Texas, to Mexico City.

Plans for the highway call for the expenditure of approximately \$6,000,000. This is part of a \$40,000,000 program recently announced by the Mexican Department of Communications which will be completed by 1935.

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IMPROVED HIGHWAYS

By William Crooks

Highways are our pioneer transportation systems. They were man's first effort in raising himself out of the mud, and making possible a more efficient means of communication between centers of population. The first efforts at road building were made not only to provide additional personal comfort and safety in travel, but to more readily transport the products of industry to market.

The advent of steam railroads may be said to have both retarded, and hastened the development of systems of improved highways. The development was retarded because the steam roads took over the medium and long hauls for both passenger, and freight traffic, obviating the necessity of continued improvements and upkeep of long, through highways. There was no motive power to compete upon the highway with steam, and later the electric, railroads. The steam road hastened the development of improved highway systems for the reason that new rail lines, and branches, opened up new territory with new cities and towns, and new industrial situations. This necessitated the construction of improved roads leading to shipping points upon the railroads.

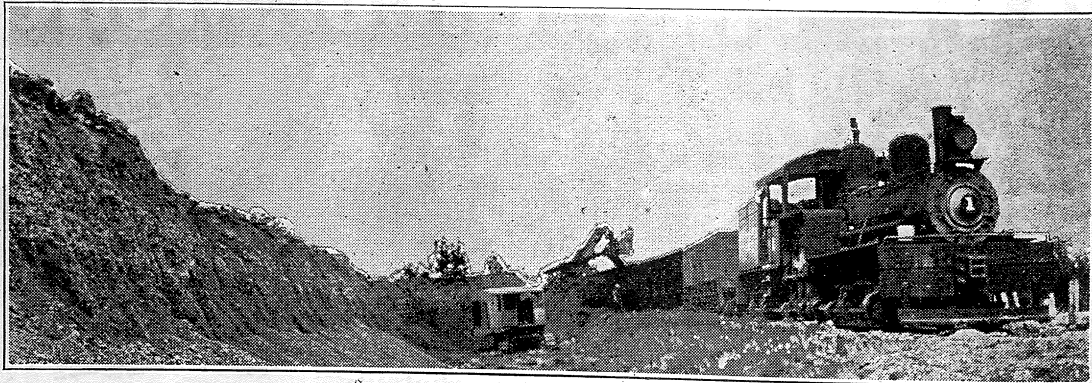
The advent of motor vehicles changed the situation completely. Instead of improved roads being a highly desirable adjunct to economic life of various of the more prosperous communities, they became a necessity for all communities. The demand for improved roads passed from community to intercity, state-wide, and interstate systems. An active competitor for a part of

the transportation monopoly which the railroads had enjoyed had arrived.

It is a fundamental principle that has been amply demonstrated, that the more transportation facilities that are provided, and made available, the greater will be the industrial and commercial development. In one way this is the theory that competition increases trade.

The experience of the various railroads from their inception to the present day, and their formulas for carrying on a steady improvement and development, is entirely applicable to the planning and installation of systems of improved highways. By following the experience of the railroads delays and costly mistakes may be avoided. In the development of the railroad systems as they exist today it has been necessary for the railroad to be continually rebuilding and bettering their type of construction, not only on their main lines but on the branch lines as well. The executives of railroads are continually striving to improve the service rendered their patrons, and if possible to be a little ahead of the current necessities and demands of the shipping and traveling public. In solving this problem it is necessary for the executives to give heed to the sound laws of economics.

We have probably all noticed the continued change, and improvement, in the physical characteristics of the railroad serving our own communities, and those in other States. We have seen railroad systems develop from a single line of not too high a type of construction, to well ballasted lines with rails of 110 pounds



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and over. We have also seen some of these lines develop into double track, and in some cases three and four track systems.

No matter what the railroad officials realize is in store for them in the future, and the type of road that may be required, they do the best that can be done to meet the current requirements, and make it possible for the road to earn dividends.

To my mind the same problems confront highway departments and highway commissioners. They must solve their problems in such a way that the taxpayers of the State receive dividends on the expenditures for highway improvements, or put in another way, that they get the most for their money.

Every mile of improved highway that is intelligently located, and properly and economically constructed, adds to the prosperity not only in the community in which it is located but of the State as a whole. The majority of highway commissioners probably realize that in the majority of cases the highways that they are building will be inadequate to meet the future requirements of the communities in which they are located. It is poor economy, however, to install the highest type of improved roads in sparsely settled communities that cannot pay dividends on the amount invested. It is better business, and better economy, to install a less expensive type of road, and let the improvement and development industrially and commercially that will be brought about by the installation of the improved road provide the means for raising the type of construction in the future.

In highway construction, just as in railroad construction, proper initial location is the most important factor.

If a road is improperly located in the first place it is nearly sure to be abandoned at some time in the future, the investment in road bed and drainage being written off to profit and loss. If the highway is properly located, and the drainage perfected in the early years of the road, the type of road may always be improved in the future. The highway engineers have a foundation upon which to work.

The installation of a State-wide system of improved highways should never be hurried regardless of the insistent demands of this, of that, community, or be affected by questions of political expediency. Sufficient time should be taken to thoroughly study this problem as a whole, and to determine the proper location of any particular section, even though solving the problem should require numerous surveys. Time should be taken to determine the best type of road to be installed on the through highways, the branch roads, and secondary roads in order to best meet present and immediate future needs of the population that these roads serve, so that the taxpayers will secure the most for their money. In other words, so that they will secure the largest dividends on their investment in road construction.

With a broad, comprehensive initial plan developed that follows closely the fundamental laws of economics, the people of any community of State, and their succeeding boards of highway commissioners, can feel assured that the building of improved highways will not stop, or even slacken. Every mile that is built will do its share in increasing the industrial development of the State, and be the means of providing revenue to build the second mile of road for which the building of the first mile has created a demand.

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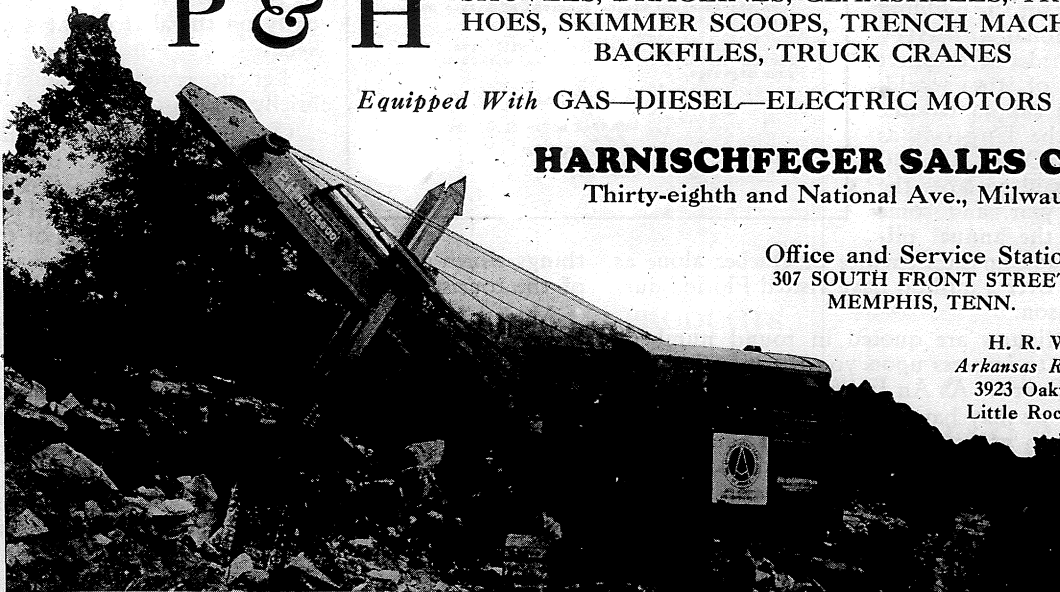
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TOURISTS AS AN INDUSTRY

Delivered by Herbert A. Brooks, Manager, Fort Harrison Hotel, Clearwater, Florida, at the Fifth Industrial Conference, Southern Division, American Mining Congress, Little Rock, Arkansas, March 11, 1930

Ordinarily to speak of industry is to turn one's thoughts toward smokestacks, whirring machinery, the hum of electric motors and the general hustle and bustle of the manufacturing world. The term industry, however, according to authorities, may be applied to "any single branch of productive activity," or "to the labor and capital employed in a trade or department of business"—therefore, an activity which presents an annual bill to the American Public of more than five billion dollars, most assuredly can be classed as an industry of major importance.

During the past twenty years, the American public has been undergoing a transition from a class of "stay-at-homes" into a nation of travelers, both at home and abroad. Few have grasped a true realization of the size of this lusty infant, or have they caught the vision of rapid growth it has made and the development reached.

From the seasonal migrations of a restricted wealthy class of our national population, the tourist trade has, within a short span of years, expanded until today it embraces practically all strata of society and presents an annual travel population of around forty million persons during vacation seasons. It has opened the door for the building of an international industry which has reached out to affect every country of the world. Americans have supplanted the Germans and the English as globe trotters. Over 300,000 Americans are said to cross the Atlantic every year, and some estimates place the annual pilgrimage to Canada in the Province of Quebec alone as 500,000, while over a million have visited Florida during a winter season.

While these figures are quoted in round numbers, they will suffice to impress upon you the magnitude of the subject—"Tourists As An Industry."

In order that we may have a clearer perspective of the tourist industry in general, let us consider some of the basic influences which enter into it before discussing any specific cases. While there is probably no industry which has as many influences working for, and through it, as has the tourist industry, it is also true that no other is subjected to such dizzy peaks or witnesses drops into such sickening valleys, as does travel. By this, I mean capacity business and no business. For instance, should you desire to cross to Europe in June, it would be good policy to make your reservation in January, and,

on the other hand, if you wish to cross in September, you could almost have the ship.

Summer vacation travel on this continent begins July 1st and mounts to a peak in August—falling away, like a landslide immediately after Labor Day. The problem in August is to handle the business; the problem during other months is to find it. In Florida, in the early days of its tourist trade, the business began New Years, and was gone with March. The summer resort hotels have about a three months season, while the winter resorts average about four. The question to be solved is how to bring the abysmal valleys within hailing distance of the peaks.

In considering tourist trade as an industry, we must remember that the same general steps of development apply as in the building and maintenance of any other industry, for example:

(a) We must have something to sell.

(b) We must present our merchandise in an attractive manner.

(c) We must have markets in which to sell the merchandise.

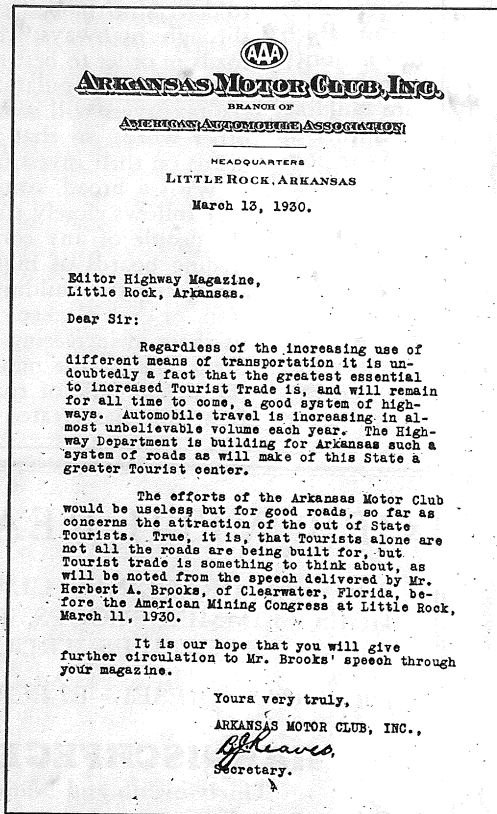
(d) We must keep developing the markets by increasing trade volume.

(e) We must keep continually on the alert for new markets.

Let us review these steps briefly.

Our product might be climate, sports, natural scenery, points of historical significance, fishing, hunting, or any number of other things, or combinations of these things which go toward making up the merchandise list of the tourist center.

Modern merchandising has developed the keenest of competition in the selling of even climate and natural scenery to the American public. With the growth of the industry has come the demand for service on the part of the customer, as well as recreation and amusement. The result has been that those engaged in catering to the tourist trade have had to follow the lead of the manufacturer whose product is not an essential of life, and meet competition through the medium of service and attractiveness of the merchandise offered. Today the investment represented in tourist plants runs into the billions of dollars and will increase, as the industry continues to expand, to meet the whims and fancies of America's most exacting class of purchasers.



Unless the merchandise offered the tourist is presented attractively, unless the service meets the demands, the customer is quickly lost.

Markets open to the tourist industry comprise the various groups of people who may be interested in, or attracted to, a State, community, or city, by some special event or because of the trend of seasonal activity in various sections of the country—for, as you know, in a broad sense we humans are largely like the birds migrating northward in summer and to the South in winter months.

Tourist markets cover a wide variety of activity ranging in scope from the deluxe pastime of cruising, motoring and foreign travel, to the hurried programs of the week-ender and the convention delegate. Our customers may be divided into two distinct groups:

1. Those actually looking for a trip—the travel shoppers.
2. Those who are thinking of travel—the travel dreamers.

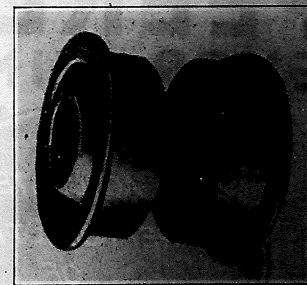
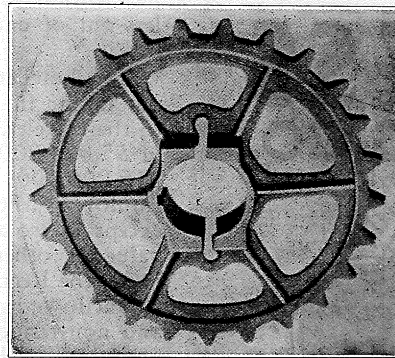
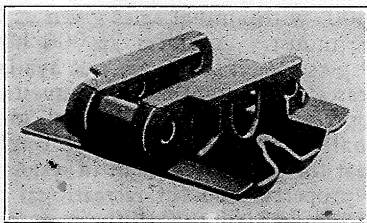
The first group is trying to decide "which trip" to take. It is shopping and is the active market for the wares of the tourist industry. It is composed of shrewd buyers, and good salesmanship is necessary for success. The old idea that any poorly paid clerk was good enough to handle the tourist business has given away today to the finesse and technique of the well-trained travel representative.

The travel dreamer group is composed of two kinds of prospects. First, we have the brand new prospect representing around 500,000 persons annually who for

the first time find themselves in a position to travel and secondly, the group which is planning for the trip next year, or year after. Both of these markets offer opportunity for merchandising by the industry.

New markets are created by the projection of special events and the launching of new seasons—the two undertakings go hand in hand. In this manner, new groups are interested in a given resort, or section of the country, and through the interest thus created, the material for building up a new season has been furnished, and the market capitalized. By the way of illustration, we may look at the Province of Quebec, Canada. Through the medium of winter sports backed by two special winter events, a brand new season, extending over two and one-half months, was created—a new market had been opened and utilized to advantage. It was found that through this winter season, new groups of people had become interested in Quebec. The crowd that came for the winter sports was not the same crowd that came in August. This same comparison is true of Florida, where the winter tourist does not come from the same group as the summer visitor.

Again, new seasons are simply discoveries—discovery of an allurements which would make people travel at hitherto unaccustomed times. This was the case in the winter sports program mentioned. The customer of the tourist industry is continually on the lookout for something new—a new place to visit, a new sports program to participate in, or a new place of scenic beauty to inspect. Therefore, the industry must be continually on the alert for opportunities to further the leveling out of peaks and valleys that exist in this field of activity.



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The manner of merchandising in the tourist industry has been undergoing changes within recent years, moulded along the general lines followed in the commercial field. Resorts carry their wares to the customer, and no longer sit back and wait for the prospect to appear—they go out and find the prospect and sell him.

General factors which have given impetus to the growth of the tourist industry are found in the automobile, good roads, improved rail transportation, steamship tourist—third class accommodations; holding conventions in a more widely distributed area than some years ago; and the effort on the part of the industry itself in providing varied programs of entertainment and recreation, and the dissemination of resort activity to the tourist market through the medium of publicity advertising, radio travelogue, moving pictures. To this may be added that great intangible asset which follows the satisfied customer back to the home environment.

Briefly, I have endeavored to give you a meager idea of the basic structure upon which this new national industry has been built as a background in considering its value to the States and communities which have been engaged in its development. I have tried to impress upon you the fact that while a great many sections of our country look upon certain other parts with envy at times, because of their tourist activities, the industry is not one that has come about simply of its own volition, but has been brought about by the application of business methods just the same as any other business. It has been accomplished by practical merchandising of natural advantages, plus those added by the alertness and ingenuity of man. With this background, we may consider its value.

Because of the fact that the tourist industry has progressed in such rapid strides, absolute accurate data is almost impossible to obtain, even in localized cases. Therefore, I shall direct my discussion of the value of the industry to cover just as many angles, as it is possible to do with a general degree of accuracy.

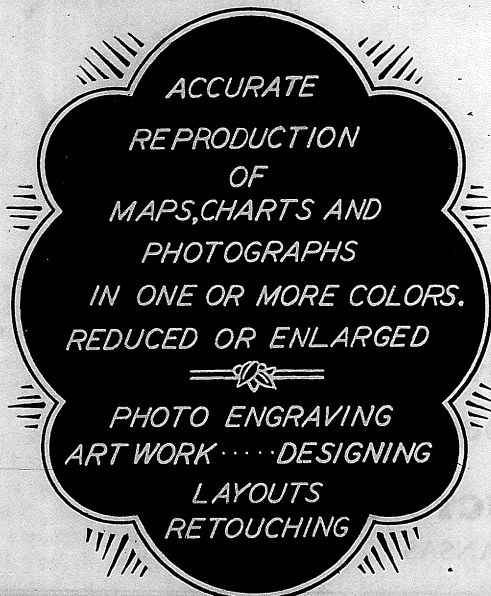
Using the survey and estimated figures of the United States Department of Commerce as to the national value of the tourist industry, we find that the six leading States that cater particularly to this trade—California, Florida, Minnesota, Michigan, Wisconsin and Colorado—show a gross volume of two and a half billion dollars. Add another two and a half billion dollars for the other forty-two States, and the total is FIVE BILLION DOLLARS. Bring into the picture the billion and a half that the American tourist is credited with spending in foreign countries, and the grand total is surprising to those who have looked upon this industry as merely of a migratory nature, and of negligent proportions.

The five billion dollar tourist industry outstrips nearly every other business in the United States. Its value is nearly five times that of our annual wheat crop (\$1,041,144,000); more than three times the value of our annual corn crop (\$1,787,693,000); two and one-half times the value of all the steel produced in this country (\$1,901,430,590); nearly double the value of our annual output of automobiles (\$2,611,447,430); five times the value of all the lumber and timber products in the country (\$902,502,306); and three times the value of all the gold mined in America (\$1,828,290,287).

Yes, although but about twenty years old, the tourist industry has taken its place among the major industries of the United States, and is still growing with such momentum that any compilation of figures is more or less out of date before they can be gathered and published.

The hotel industry alone in the United States, without taking in other business lines interested in catering to the traveler, is shown to represent a total investment of \$5,024,000,000.00, with annual sales given as \$1,315,000,000. The industry embraces 26,000 hotels, employing 576,000 persons. Figures are not available, except in isolated cases, showing the total investment value of other property outside of the hotel group. From the Recreational Committee of the New England Council, we learn that the total investment in residential and non-residential property used for recreational purposes in New Hampshire is \$100,000,000; from which the towns and cities receive annually \$2,900,000 in taxes. The same authority reports that Rhode Island, our smallest State, has twelve cities and towns in which the assessed valuation on summer property alone amounts to \$54,719,887, which produces a revenue in taxes of \$914,471.58 annually. In 1927 the State of Maine Publicity Bureau reported that over a period of thirty years the assessed valuation of real and personal estate and increased eighty-eight per cent for residents, and 273 per cent for non-residents, due in most part to the purchase of summer homes by non-residents, or customers of the tourist industry which is valued at one billion dollars by that bureau. The State of Kentucky, one of our youngest converts to the value of the tourist industry woke up in 1928, made a comprehensive survey of its tourist merchandise, equipped itself with good

PEERLESS ENGRAVING CO.



roads, and as a result the tax commission of the State reports that the gasoline tax for the first nine months of 1929 exceeded the same period in 1928 by \$839,722.33—and the main factor in this increase was that of tourists crossing the State.

Referring to the State census made in California in 1924, one may discover that 982,000 people who are now permanent residents of California told the census taker that they went there as tourists and vacationists seeking play, rest, recreation and diversion. Studying closely the results of that census in California, we find that 982,000 people included large manufacturers, owners of important commercial enterprises, hundreds of them who went there without any idea of building a factory, or establishing a store, or going into business.

I could go on and on citing these incidents of the value of the tourist industry from the angle of investments in hotel and recreational plants, but I feel that those mentioned will suffice to demonstrate to you that the mere fact that a tourist has been induced to visit a resort community, or to tour a State, is but the beginning of his value to the general scheme of development directly due to this industry. A man comes into a community to play golf, to enjoy a two weeks vacation, or he may drop in for the week-end. He originally comes to buy, play, rest, or sight-seeing, perhaps he has been influenced because of health reasons; but while looking around he sees opportunity for business, for professional advancement, for new industry—and another resident has been added. The reference made to tax increase in Maine and the summer property in

Rhode Island, shows the value of this outgrowth of the tourist industry.

There has been much written, and a great deal more said, about the value of the tourist dollar to a community. I think we can well consider for a moment, the distribution of the tourist dollar, and the estimated expenditure made by the customers of this giant industry as they go about in search of pleasure and recreation.

During the past few years, there have been numerous efforts made to perfect a complete survey of the tourist industry, but so far, the undertakings have been but partially successful. The combined activities of the Department of Commerce, National Automobile Chamber of Commerce, various hotel associations and individual investigators, have developed the general opinion that the average expenditure of the tourist trade is ten dollars per day, per person. In some resort centers, it drops to about \$8.00, in others it mounts up to around from \$15.00 to \$20.00, however, as stated, the opinion of those who have sought to estimate this figure the average runs around \$10.00. These same sources estimate that 30,000,000 to 40,000,000 of this trade population stops long enough in various resorts and in places enroute to swell the volume of retail business.

A comprehensive survey conducted by the American Hotel Association of the United States and Canada, found that the tourist's dollar is distributed, on an average, as follows:

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Helena-Oldtown Road, Phillips County
And many others in Mississippi, Pulaski and Arkansas counties

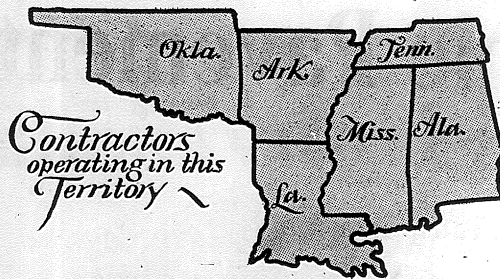
Hotels	23%
Restaurants	18%
Retail Stores	31%
Garages	10%
Theatres	8%
Wholesalers	
Rent	
Miscellaneous	10%

This table does not consider the tourist group which rents apartments, or maintains a home in some resort section. This group, being for the most part of the wealthy class, is quite a factor in the tourist industry.

The American Hotel Association survey also shows us that 31% of the dollars paid to hotels is expended by them in salaries and wages which money finds its way into the community in the following manner:

Food	35%
Clothing	19%
Rent	12%
Light and heat	4%
Household goods	6%
Miscellaneous	24%

From the two tabulations used, you will see that the community receives in round figures, approximately 90% of the tourist dollar brought into it, directly from the visitor and through the medium of expenditures by the hotels in wages and in merchandise consumed in the operation and entertainment of these guests. So it is easy to see, that where there are tourists—customers of this great new industry—the community is bound to reflect success, gained as a merchant in the tourist trade.



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Successful seasons, as we refer to them, do not confine their success to hotels, alone, yet there is a popular sentiment that such is the case.

All sections, all communities cannot well be tourist centers—but, in this day of hard-surfaced highways and modern transportation, there is not a city, community, or State that cannot aspire to entertaining a part of the travelers passing through them, and if they are diligent and good merchandisers they will, with ease, find out that they are profiting by the tourist industry. Overnight stops, week-end sports program—and other items of such a nature—could well prove the keystone to entering the industry along substantial lines. Ask Kentucky what the traveling public crossing the State is worth.

As I have previously stated the tourist industry is one requiring good merchandise—today, we must go out after the prospect. While time will not permit me to enter into a discussion of the methods used or the amount expended in this phase of the industry, I feel that just a glance at some of the expenditures made will be helpful in completing a well rounded picture of the magnitude of the tourist industry:

The California Development Association has a budget of \$450,000.

The All-Year Club of Southern California has \$625,000 to spend annually.

The Los Angeles Chamber of Commerce spends \$1,000,000.

The Automobile Club of Southern California carries a budget of \$1,500,000.

This roughly gives California an annual budget of three and a half million dollars—which accounts for its high standing in the tourist industry.

Cleveland \$100,000 annually—in its industrial efforts alone.

Kansas City spends \$441,000.

Cincinnati Chamber of Commerce—\$300,000.

Kentucky (the new recruit)—\$100,000.

Maine spends from \$25,000 to \$50,000.

The foregoing figures are but random illustrations. Twenty-seven States have used tax money in the publicity field and for community advertising, the greatest per cent of which has been to increase travel volume and the tourist industry. Michigan, Minnesota, Vermont, New Hampshire, Rhode Island, Virginia, Wisconsin, Wyoming, Mississippi, Oregon and others are numbered among investors in the building up of this great field of business activity. To the customer—it is pleasure, but to those interested in its operation—it is purely a business undertaking.

The TOURIST INDUSTRY may be summed up briefly as being capable of the following accomplishments:

To make the community a good place to live, to work, to play.

Furnish a better chance to build health, happiness, income.

To bring indirectly to the community and State—Increased cash revenue, increased taxable wealth, increased agricultural and industrial activity.

You have noticed perhaps that so far I have said very little about Florida and its association with this indus-

try. This has been because I was saving Florida for the last—not because I feel you will agree with me that it is the best, but because I feel that I might bring you a more concrete picture of the value of the tourist industry in my State as I am more familiar with its development and operation.

Florida, like other tourist sections, of the country, I am sorry to say, has not compiled its data on this industry in the detailed shape which it merits, but I feel I can illustrate to you that in one instance at least, the tourist industry has been the keystone in the upbuilding of a State which is now on the threshold of entering its greatest period in agricultural and industrial pursuits. Another feature of Florida's tourist plant is that its beginning was based upon health and has branched out to encompass the other phases of tourist activity during the years of its development.

If we can shut our eyes and visualize Florida as a place inhabited by only a few thousand persons, and these centered around St. Augustine, Fernadina, Pensacola and St. Marks, isolated except through the medium of water transportation, and with all of their main contacts coming from Cuba and Spain; we will have a mental picture of Florida's first setting. In 1830 came railway building and with this activity the actual beginning of interest in Florida from the outside States. Even in this period of the State's history, its climate had become famous.

Then there arrived in Florida the person of H. B. Plant, who, with a sick wife, entered the State, seeking to prolong her life—it did. Being a highly trained executive, it did not take Henry Plant long to recognize that in Florida there was a great future, once transportation had been provided.

While Plant was weaving his picture in Central Florida and along the West Coast, another visionary came to the State. Henry M. Flagler seeking rest and recuperation from a busy business life found in St. Augustine, to which place he had gone, the true "Fountain of Youth" which Ponce de León sought in vain—Florida's matchless climate and sunshine of health and contentment.

Flagler too had a vision of converting Florida to the use of those who sought recovery of health and the comfort of a lenient climate during the reign of King Winter in the North. Then came others of wealth and constructive thought—as tourists, if you please—and Florida began its upward climb in the tourist field of industry. Led by Plant and Flagler, these dreamers, as many of them were considered, steadily and consistently carried on their work until today the name Florida and recreation are synonymous in the minds of the people of the United States and Canada and the annual estimated business influenced by the tourist trade aggregates more than \$200,000,000.

From a chain of hotels along the East Coast projected by Flagler and another chain in Central Florida and the West Coast built by Plant, the hotel system of the State has grown until the list issued recently by the State Hotel Association contains the names of thirteen hundred hotels with 70,100 rooms with a total investment of \$215,125,000 and employing 36,500 persons.

Florida first began to take an interest in the traveling public as an industry some fifteen years ago when communities began to merchandise the State's tourist advantages on a large scale. Florida's line of merchandise in

this field embraces practically every phase of recreation and amusement except ice and snow sports. Florida serves those who seek rest and quiet; it serves those who come to play and those who are looking for opportunity to engage in fishing, hunting, or to obtain atmosphere for artistic and literary work; and its sunshine has become one of its greatest assets in health programs for the treatment of disease and the prolongation of life.

The tourist industry has brought into Florida such men as Edison, Firestone, Rockefeller, Ford, DuPont, Heckscher and a galaxy of other prominent business leaders which has built for the State a background never before enjoyed by any State in the Union. I need not dwell upon the value of this type of citizen to a State or community—the point is, they came to Florida as tourists first, their interest and investments came afterwards.

There is no estimate available as to the value of non-resident property in Florida, such as homes, estates, etc., which have been purchased in the State as the result of this industry. We know that the figures would stagger us if compiled.

Florida communities learned early in the development of the industry that SERVICE was a foundation stone in creating markets for their wares. The result is that now Florida meets the demand of every phase of a recreational center. The coast and inland cities provide fishing, swimming, racing, golf and other sports. These may be found to meet the pleasure of the most critical person—from the gay life of the beach and night club to the restful and quiet atmosphere of everyday home life. To try to enumerate the number of varieties of

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BROADWAY AT FIFTH

sports and amusements offered in Florida would be a gigantic task—but they are there. It is but a question of the customer following his own fancy and desire.

It is true that Florida possesses certain allurements that other resorts do not have in such abundance, or at all.

Florida has the sunniest winter climate in Eastern United States, and has the most intense sunlight east of Texas, making it of great value as a health preservative.

Florida is located nearer the great centers of population—21 hours from New York and but 30 from Chicago.

Florida offers the visitor a winter climate which varies from that of the temperature zone to one wholly tropical at Key West.

Florida offers the visitor a variety of amusement and recreational programs that is not excelled in any section of the country.

Florida offers the visitor one of the finest systems of hard-surfaced highways in the United States, which allows him to go and come at will, to all sections of the State.

Florida offers them the finest of rail transportation systems which extends to all sections of the United States, and deluxe service by boat the year around.

Florida offers the visitor a brand of hospitality that makes him feel at home and desire to become one of its citizens.

The foregoing are but a few of the leading items which Florida has merchandised to the American public through the medium of the press and by direct contact, exhibits, by mail, and in recent years by radio and mov-

ing picture. Florida has built itself up until it became "news" in the eyes of the press and its story is carried daily. Florida has expended as high as four million in a single year—through the combined channels of transportation companies, chambers of commerce, and other bureaus and State appropriation to carry this message to its prospective markets.

The season just closing has been a most successful one, according to the reports of all agencies in the State engaged in this industry. Our seasons have been lengthened by special events, conventions, and sports programs, from a short season covering but two months to an average of more than four months. Summer business is now being given close attention and results are being produced in this field.

This has been rather a long discussion on the subject of TOURISTS AS AN INDUSTRY, and perhaps you are just a bit weary. I have tried to tell the story in such a manner as to show that the industry is one that has reached out to cover the United States and foreign countries, and that its customers are continually looking for new markets. When the patrons of the tourist industry are moving about, every place through which they pass, or in which they stop, is benefited. While most of them have a definite stopping place in view, they are not averse to sightseeing enroute. When a community or State shuts its eyes to the value of this traveling population, fails to recognize the value of catering to its desires, it is shutting out a profitable industry.

The closer we can link the various resort centers of the country together the greater will grow the industry. Florida is basically the same as other States—it has a few outstanding advantages, but the measures of value to the cities and communities because of the industry are the same in proportion as to other sections of the United States. I have not burdened you with figures as to the value in Florida, except in a general way. The tourist dollar is divided in like manner as elsewhere, the purchase of homes and the building of industry have all been increased, because of the tourist.

In closing, may I leave this thought as it applies to the tourist industry very aptly:

"Cities are what men make them,

Wherever the cities may be;

Whether out on the desolate desert,

Or set by the surging sea.

Though they cleave to the breast of the mountains,

Or nestle by rivers broad,

Cities are what men make them,

On the land that is given by God."

I thank you for your attention, and I hope that I have given you an insight to this giant, which has come among us in the industrial field—without smoke stacks or machinery, but a factor in the foundation of greater commercial and industrial activity.



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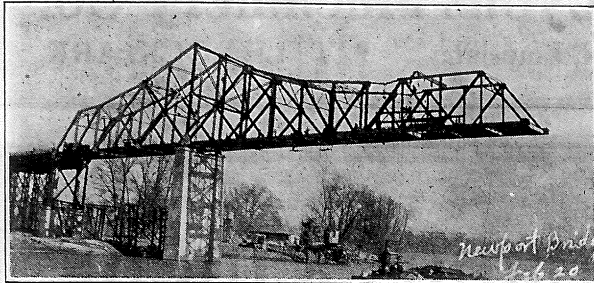
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They Say Some Women Are Tough

A neighbor burst wildly into the parlor where Tim Woggle was reading a late bulletin on grasshoppers.

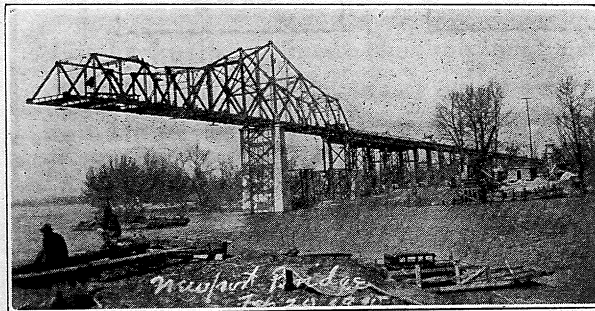
"My Lord, man!" exclaimed the visitor, "do something! A big wild cat just hopped into the kitchen window where your wife's peeling potatoes."

"Well," said Tim, calmly turning a page, "twarn't none of my doings he went in there, and he'll just have to look out for himself."



TWO VIEWS OF NEWPORT BRIDGE

This structure across White River at Newport now being built by the Missouri Valley Bridge and Iron Co. of Leavenworth, Kansas, will be operated as a toll bridge, under the provisions of Act No. 5 of the Extraordinary Session of 1928, approved October 3, 1928. The work consists of steel structure across the main river channel approximately 700 feet in length, with reinforced concrete approach spans approximately 2,400 feet in length. The work was awarded in two contracts at a total estimated cost of about \$500,000.



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In Fighting

The squad of recruits had been taken out to the rifle range for their first try at marksmanship. They knelt at 250 yards and fired. Not a hit. They were moved up to 200 yards. Not a hit. They tried it at 100. Not a hit.

"Tenshun!" the sergeant bawled. "Fix bayonets! Charge! It's your only chance."

Sez You!

Chinese Patient (over telephone): "Doc, what time you fixee teeth for me?"

Doctor: "Two-thirty, all right?"

Chinese Patient: "Yes, tooth hurty me all right, but what time you want me to come?"

Force of Habit

Editor (saying grace): "We thank Thee for Thy bountiful blessings, but beg to state that they are unavailable for our present needs."

Oh-h Yeah!

Siki: "I have no more faith in women."

Soko: "Why not?"

Siki: "I put a matrimonial advertisement in the paper and one of the replies was from my fiancee."

Revising Emerson

"Let's see, how does that saying go: 'If a man make a better mouse-trap than his neighbor, the world will beat—will beat—'"

"Will beat him out of the patent, no doubt."

They Have Other Inconveniences, Too

Her lips quivered as they approached mine. My whole frame trembled as I looked in her eyes. Her body shook with intensity as our lips met, and I could feel my chest heaving, my chin vibrating, and my body shuddering as I held her to me.

MORAL: Never kiss them in a flivver with the motor going.

It Wasn't This Paper He Wrote To

"I have a horse that is lame sometimes, and other times he hasn't a thing wrong with him," a farmer wrote to the editor of his favorite paper. "What would you advise me to do?"

And the editor replied: "Next time the horse is all right, sell him."

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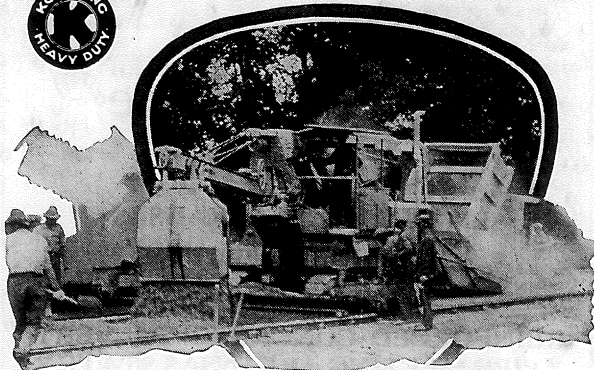
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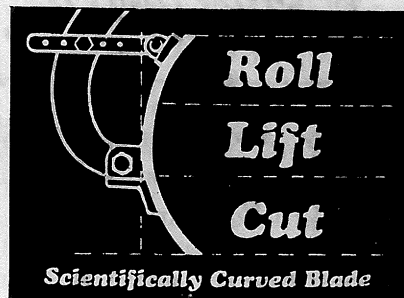


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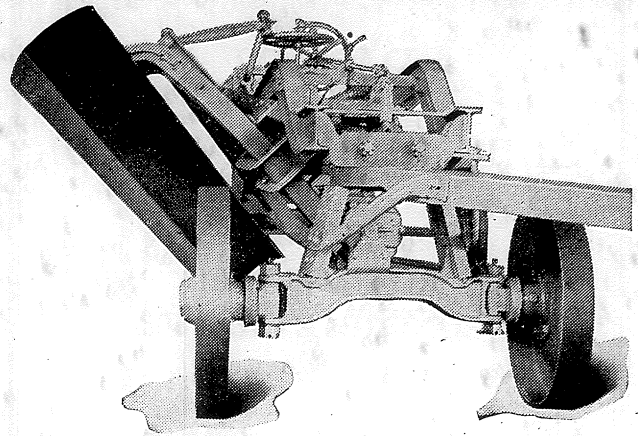
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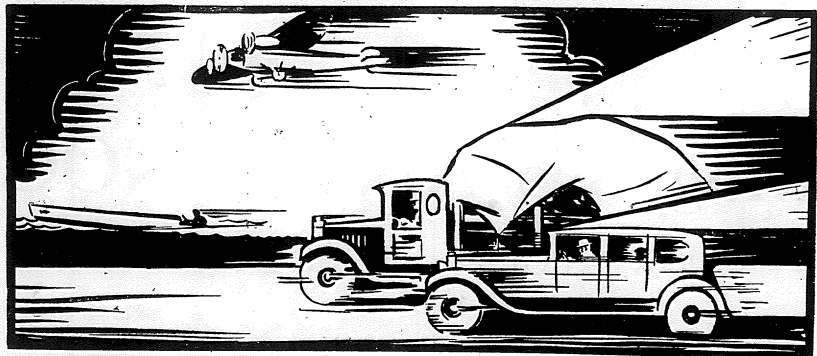
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An improved, dependable, powerful fuel for modern motors.

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Tractors and trucks to whose lot falls service in road construction are unaccustomed to travel on roads "smooth as a billiard table."

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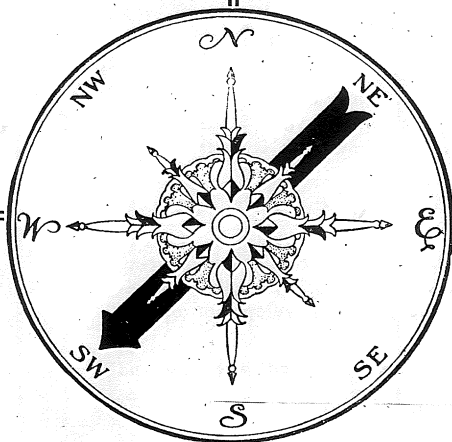
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our eyes to
our oppor-
tunities next
door.



MEXICO is one of the greatest storehouses of undeveloped natural resources on the face of the earth. In addition to that it is a land of charm for the tourist. The people not only are as hospitable and courteous as any—their hospitality and courtesy is developed against a background of 400 years of Caucasian civilization and culture.

Basic soundness of Mexican institutions has been demonstrated in the remarkable way our Sister Republic has survived turmoil and trouble since 1910. There is no visible evidence today in any quarter of the years of strife. On the other hand, wherever one goes, there will be found happy, prosperous, contented, aggressive, patriotic, home-loving and God-fearing men and women who welcome the stranger within their gates.

Mexicans realize they need and must have outside assistance in their development. They are prepared to welcome and reward such assistance in every legitimate way, and the citizens of our country visiting Mexico will be repaid in many ways.

Few realize how easily and comfortably, quickly and economically a visit to Mexico can be accomplished. Excellent train service, that compares favorably with that throughout the United States, enables anyone now to visit Mexico City, for instance, on through trains from St. Louis in less time than it takes to go from St. Louis to Los Angeles.

Mexican railroads are marvels of engineering efficiency and their equipment and service compare favorably with any in the United States.

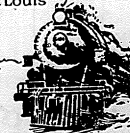
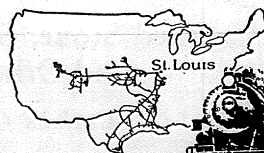
Recognizing all these things, the Missouri Pacific Lines, in addition to endeavoring to help develop the territory directly served by these properties, also acknowledges a responsibility to assist in every possible way in the proper development of our great Sister Republic of the South.

Any Missouri Pacific Man will gladly provide anyone interested with any and as much additional information as may be desired.

I solicit your co-operation and assistance.

A stylized, handwritten signature in dark ink, likely belonging to the President of the Missouri Pacific Lines.

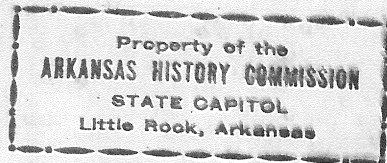
President



"A Service Institution"

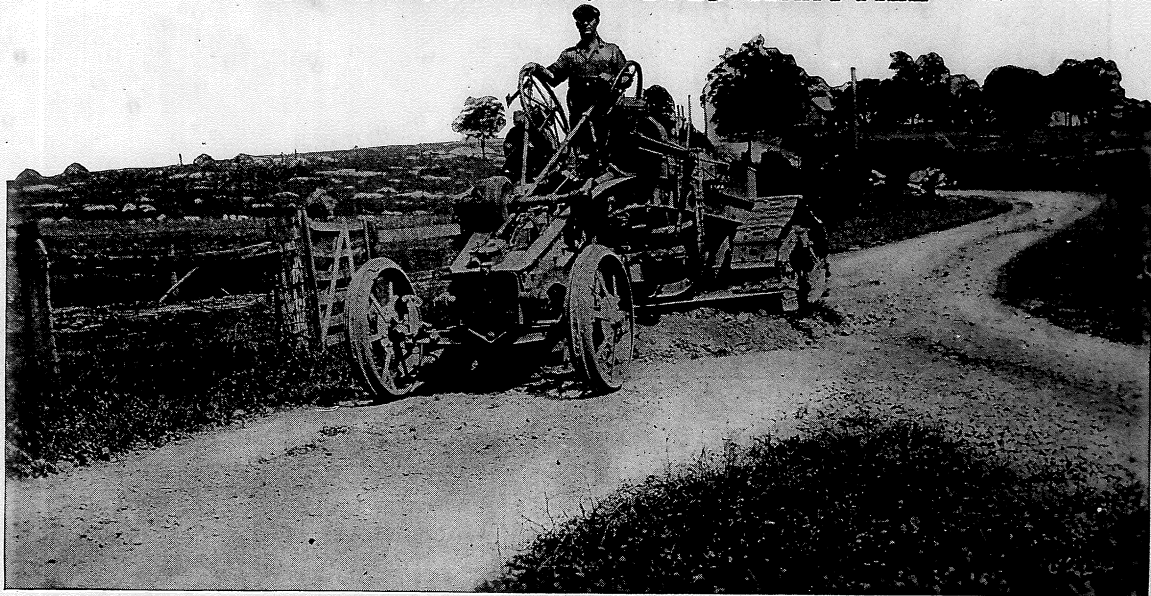
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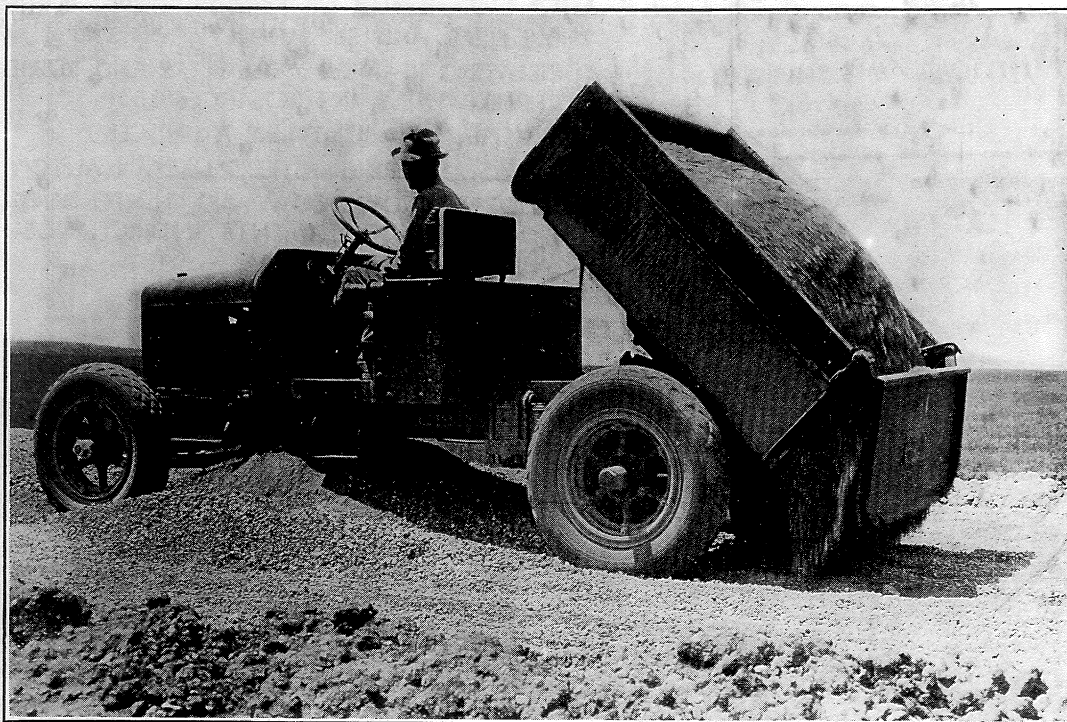
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