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MOTORISTS SHOULD SEE AMERICA FIRST

LESS FOREIGN TOURING

Motor Club Head Thinks More Travel in U. S. Would Help to Keep Auto Owners From Abroad

"If motorists knew the beauties of their own states, there would be less chance for the touring areas of foreign countries to make such a strong bid for tourist trade," says Charles M. Hayes, president of the Chicago Motor Club. "Illinois and Indiana have spots of beauty and spots of historic interest, that should be advertised to the world; we are a nation of advertisers, and yet we often fail to advertise the beautiful places that are at our own back doors. Motorists, is it true, have been rediscovering America, but in doing this, they have in some instances, overlooked the beauty of their own states."

Takes Similar View
The American Automobile association takes a similar view of the situation. America's best known resorts will be advertised in a warning and partly a prediction, was issued by the national touring board of the American Automobile association.

The statement says, "that many foreign governments are taking an active and increasing interest in promoting and exploiting their resort areas and that the main appeal in their campaign is directed toward American prospects. Some of them have gone so far as to appropriate special funds and set up special bureaus to advertise these areas in order that their attractions may be constantly exploited and kept before the public throughout the entire year."

Exploit Foreign Resorts
In addition to this, points out the American Automobile association national touring board, more than a score of large shipping companies are feverishly engaged in this same work of exploiting foreign touring areas, offering attractive ocean rates and better facilities for the shipment of automobiles.

"These governments, bureaus and shipping companies," said the statement, "are, of course, using good business judgment in promoting their own interests. They have every right to do so. We have no quarrel with them and our service, of course, follows our members who yield to the foreign lure."

"We are constrained, however, to point out that American touring areas are facing the stiffest and hardest kind of competition and that they must bestir themselves and acquaint the public, particularly the motoring public, with what they have to offer for amusement and recreation. They must do exactly as their foreign competitors are doing."

Asleep On Job
"Up to the present, many of our best known touring sections have been asleep on the job. For the most part, they hide their light under a bushel, so to speak. Experience has shown that when they do begin to get busy, the touring and holiday season is already underway. By this time, thousands of people have made their plans for their summer vacation and much business has been lost to the home tourist trade."

"Apart from this loss of revenue, there is another important angle to the situation. We haven't even started to know these United States and there is serious danger that the spreading of the lure of touring regions abroad may interfere with our intensive cultivation of the superb vacation areas of America. Our summer and winter resort regions can stand comparison with the best that the world can offer. Whether fancy leads to Switzerland, the Riviera or North Africa—they can all be duplicated here, while the automobile and the open roads provide the Sesame that places them around the corner."

Need Advertising
"It can certainly be stated that if the resort areas were anywhere as near up-to-date in the business of telling the American people what they have to offer as motor clubs are in providing road services and other facilities for the motoring public, motor touring and the trade that follows it would increase at an even greater rate than it has in recent years."

OTHER REASONS
Barber: Your hair is getting very thin on top, sir. Have you tried our wonderful hair tonic?
Customer: No, it isn't that!

Admiral Latimer denies that our marines have taken any part in the Nicaraguan battles. This is obvious, for if they had, the war would have been over before this.

It is said that co-operative stores in Moscow last year paid a profit of 189 per cent on their capital stock. No wonder they don't want any capitalistic regulations over there.

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ALASKA CAN PASTURE 3 MILLION REINDEER

Need 40 to 60 Acres Per Year for Each Animal, But Plenty There

From 40 to 60 acres are required to furnish grazing the year around for one reindeer in Alaska, according to studies made by the Bureau of Biological Survey, United States Department of Agriculture. Yet at this apparently high rate the areas available for grazing should ultimately support 3,000,000 reindeer, says the bureau. There are only about 350,000 head owned in Alaska at present.

Lichens are not necessary for reindeer feeding because of any natural or nutritive qualities, but because they present a readily accessible winter forage they are the chief factor that makes reindeer grazing possible in Alaska. Without this ready source of food for winter use the reindeer could not be maintained on the coast range successfully, and consequently the industry would not exist. The lichen forage crop should therefore be carefully guarded in order to continue the yield, says the department, and to that end it has been conducting investigations and studies on grazing requirements. Great care must be taken to furnish enough consequent destruction of the natural range. One of the practices is a scheme of deferred and rotation grazing.

The reindeer herds in Alaska are rapidly increasing in size, so that better and proper methods of management are more important. Former methods of handling applicable to small herds are no longer sufficient; better and modern methods to conform to the larger herds must now be adopted. Under proper management and organization the reindeer industry has a promising future, but a decided change toward better methods must now take place if full progress is to be maintained.

CLARK MANSION TO BE JUNKED, REPORT

Famous "Gingerbread" Palace To Make Way for New York Apartments

Another notable Fifth avenue mansion has been added to the list of those which are to give way to modern apartment houses. Announcement has just been made that the home of the late Senator William A. Clark of Montana is to go.

Since its erection in 1902, it has been known as the costliest dwelling in the world. Mr. Clark spent \$6,000,000 building it. Anthony Campagna, Manhattan operator and builder, paid less than \$3,000,000 for it. The Clark mansion with its 121 rooms, will be replaced by a 12-story co-operative apartment house. The new building will cost approximately \$7,000,000 according to the announcement.

The house, which has long been considered an architectural oddity, embodying in its construction materials brought from almost every country in the world, will, when demolished, be valuable chiefly as building material. One feature, however, will be preserved. That is the ceiling of the grand salon which was painted by Fragonard, and, by the terms of the will, will be removed to the Clark wing of the Corcoran Gallery in Washington.

The sale of the Clark property was negotiated by Joseph W. Stinson, broker, Rosario Candela is in charge of the architectural plans, and Douglas L. Elliman & Co. will handle the selling and managing end of it.

FORD'S RAILROAD IS BEING ELECTRIFIED

First Section of Detroit, Toledo & Ironton Is Now In Operation

The first electrified section of Henry Ford's Detroit, Toledo & Ironton railroad has been placed in successful operation. This is reported as the initial step in electrifying the system from Detroit to Ironton, O.

The 16 miles electrified section extending from the Fordson yards to Flat Rock, has brought into service a motor generator type of locomotive, a pioneer in its field in many respects, which has proved of advantage in operating 25 trains daily and an average of 25,000 cars monthly.

Practically all trains from the south are stopped at the Flat Rock yards, where the electric locomotive finishes the haul to Fordson. In a similar fashion Detroit-loaded cars are brought to the Fordson yards by steam locomotives and are moved to Flat Rock by the electric system. The average freight train is estimated at 75 cars, although as high as 128 cars have been moved. Speed of the electric locomotive units is limited to 35 miles an hour.

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