

URGES MOTORISTS TO SEE ILLINOIS FIRST

State Chamber of Commerce Is Backing Publicity for That Purpose

A campaign to popularize the many points of scenic and historical interest in Illinois has caused the publicity department of the Illinois Chamber of Commerce, which is back of this worthwhile movement, to send out a request for information on sites of unusual scenic and historic interest located in any part of the state. Citizens of any community in Illinois who feel that the attractiveness of their localities are sufficient to invite the attention of thousands of motorists and tourists are urged to send this material into the State Chamber's headquarters in Chicago where it may be disseminated and arranged for appearance in newspaper articles, booklets, exhibits, etc.

Many Go Elsewhere

The publicity department of the Illinois Chamber of Commerce has carefully analyzed the tourist problem in Illinois and, in its report, has indicated that thousands of dollars

and thousands of tourists are going out of the State for short vacation jaunts when they might enjoy far more beautiful scenery almost on their own door steps. The report further recommends the sending out of a series of articles dealing with points of natural and historical interest, some fairly well known and many others hitherto relatively unknown to thousands of Illinoisans. It is for the purpose of re-discovering this latter group that the Illinois Chamber of Commerce is urging residents of Illinois to send in verified information.

Beauty Spots

The first of this series of articles dealing with the marked beauty of Apple River Canyon, Savanna Headlands, Starved Rock, the Rock River Valley and the White Pine Forests of Ogle County have already been released in Illinois daily newspapers and the co-operation of both Chicago and downstate metropolitan dailies in this interesting series has been very favorable. A new series on points of interest in the Southern part of the state is almost ready for release and both sets of stories will probably be augmented by the use of small maps which will point out for the motorist the most favorable routes to these one day vacation spots.

Strong, state-wide belief that Illinois has as much, if not more, to offer the vacationist, the tourist and the week-end motorist as have surrounding State, is behind this latest effort of the Illinois Chamber of Commerce to sell the recreational facilities of Illinois, first to its own residents and then to the vacationing world at large.

NO QUIET PLACE

Talkies in the home are now possible, we are told. With player-piano, phonograph, radio and talkies all going full blast at the same time, with cats howling, dogs barking, babies crying, older children yelling and parents arguing, the modern home should be a peaceful refuge.—Worcester Telegram.

The best farm relief bill we can think of is one which would provide for the farmers plenty of sunshine interspersed with just the right amount of rain.

Having changed its stripes during the campaign of 1928 the Tammany Tiger is now engaged in changing them back again.

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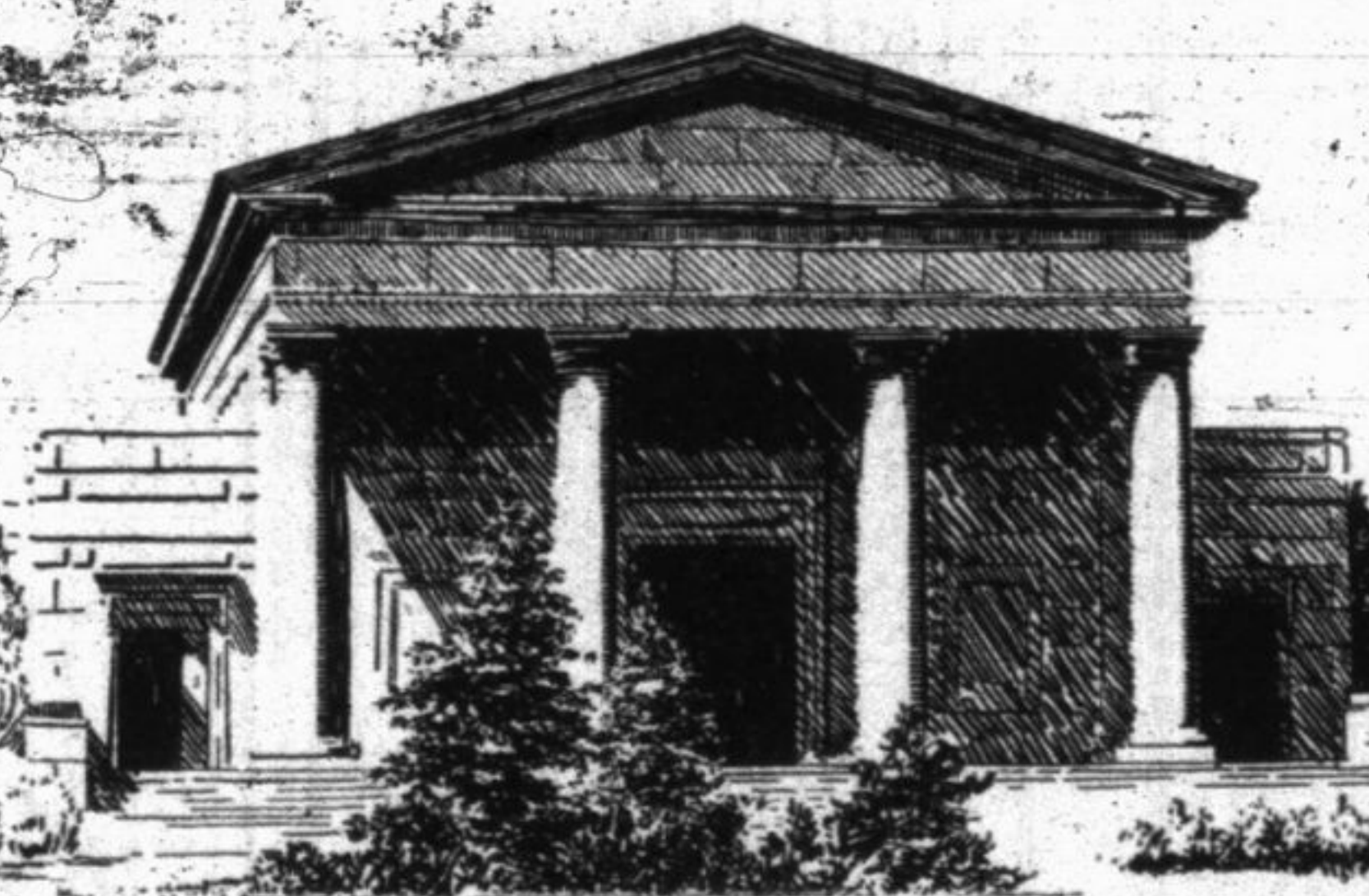
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