

LACK OF GOOD HIGHWAYS PROIVING COSTLY TO U. S.

Millions of Dollars Being Spent By Tourists in Europe, Declares Charles M. Hayes

"American tourists thus far this year have expended a daily average of \$3,000,000 in foreign countries, or at the rate of nearly eleven hundred millions of dollars per year," says Charles M. Hayes, of Winnetka, president of the Chicago Motor Club.

"It is not too much to say that at least half, if not more, of that sum would be expended in our own country if we had an adequate transportation system of motor routes," Mr. Hayes pointed out. "Adding the cost of steamship tickets, many of which are on foreign lines, to the above sum gives us the information that we are exporting dollars at the rate of one and one-half billions each year.

Plenty of Splendor in U. S.

"Every school child knows that Europe can offer nothing to compare with the splendor of our own Grand Canyon; nowhere else in the world can Yellowstone National Park be duplicated, and few mountain ranges on this planet can match the majestic beauty of our Rockies, Ozarks, Alleghenies and Adirondacks. Yet large numbers of Americans are more familiar with Eiffel Tower, Piccadilly and Fujiyama than with Mount Ranier, the Mohave Desert or Niagara Falls.

"Lack of adequate highways is costing us a huge sum; creation of sufficient motor routes will keep tourist money within our own boundaries. We need more roads, and, in metropolitan areas, wider roads."

Incidentally Mr. Hayes calls attention to the fact that energetic citizens of the corn belt regions have been investing heavily in good roads.

"Although their program is by no means completed, the effects are easily discernible in the greatly increased facilitation of automobile travel and the happier aspect of the entire landscape," he says.

Two States Build on Credit

"Two states, Iowa and Minnesota, have built considerable of their mileage on credit, having an arrangement through which the counties issue the bonds and are reimbursed out of current state road funds sufficiently to create a sinking fund for the payment of interest and amortization. Both states now have more than 1,000 miles of paved highway and many thousands of miles of gravel-surfaced or graded roads.

"These states want good roads for their own use, but they also realize the value of tourist travel, with the vast sums spent for amusement, gasoline, oil, repairs, food, and lodging.

"The corn belt has definitely gone 'motorcratic.' Six states west of the Mississippi river with a population of 9,600,000 had a registration of 2,500,000 automobiles in 1927, one for every 3.8 persons, as compared with a national registration of one car for each 5.3 persons. The automobile has become standard equipment on the farm, the same as the plow, the mower, and the threshing machine. The census bureau counted 1,111,314 farms in the seven north central states in 1925; the Farm Journal estimates there were 1,165,098 automobiles owned on the farms of these same states in 1927. The trucks numbered 111,629."

TIRE PRICES REDUCED

A price cut of 5 to 7½ per cent on all of its first and second line tires is announced by the Goodrich Tire and Rubber company, according to later advices following a first announcement of a smaller price cut yesterday. Prices on its third line were increased 2½ per cent.

Canada Now Second to U. S. in Ratio of Cars to Population

Canada, with one automobile to every 10.1 persons in 1927, is second only to the United States in the ratio of motor vehicles to the population. And, the automotive industry in the dominion, is growing at a rapid rate.

In 1926 it ranked as the fifth manufacturing activity in the province of Ontario. A total of 179,054 motor vehicles were produced by Canadian factories in 1927. During the same period, 36,630 cars were imported at a cost of \$31,542,416, and parts and accessories valued at \$31,852,100 were shipped into the dominion.

Eighty-three per cent of the one-day visitors and 56 per cent of the remainder entered Canada through Ontario ports.

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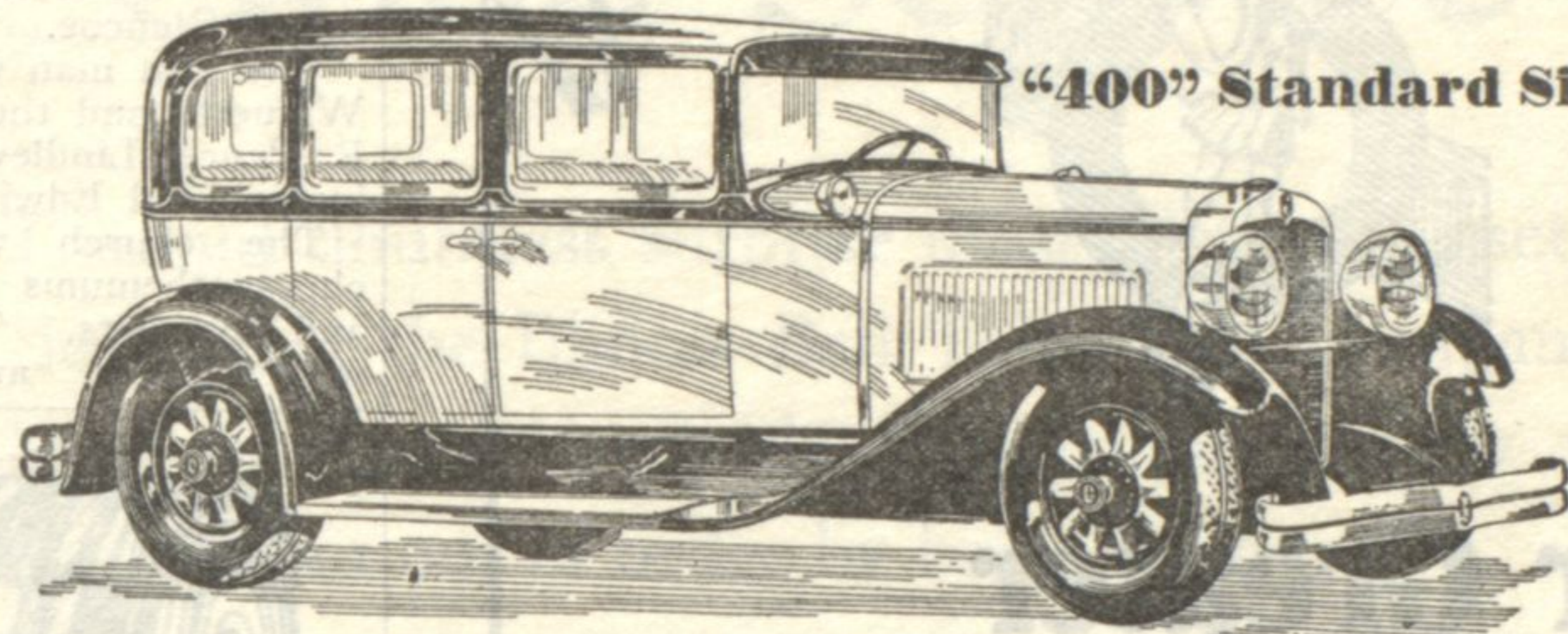
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