

WHAT TOURIST TRAFFIC IS WORTH TO A CITY

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The Atlantic Coastal Highway can well be called the most historical scenic highway in America. Long before the white man came to our shores the "Indian Trail" followed the shore from Maine to Florida.

Dating from the time of Ponce De Leon in St. Augustine, Florida, to the settling of the French Huguenots in Maine, in the sixteenth century, the old trail became what is now known as the Atlantic Coastal Highway. With the springing into being of state highway commissions, state road departments, various state, county and Federal numbers were given this road but to the traveling public it still remains the ATLANTIC COASTAL HIGHWAY. At a meeting attended by a few men with vision at Wilmington, N. C., in 1920 the South Atlantic Coastal Highway Association was organized, five coastal states be-

ing represented, and from this meeting an idea was originated to include the sixteen coastal states, forming the Atlantic Coastal Highway Association, members in this association to direct every effort and influence to assist in paving a highway nearest the North and South Atlantic Coast to be known as the Atlantic Coastal Highway. The "daddy" of this organization was Mr. F. O. Miller, for years its president and at present chairman of the executive board, and now one of the vice presidents of the American Automobile Association and head of the Jacksonville, Florida Motor Club. He and his associates were the pioneers in road building, procuring the right of ways and seeing to a successful conclusion the paving of this great highway. In the early stages, due to the expenses involved, highways were built

some distance from the North and South Atlantic oceans, but the firm idea of eventually having this highway follow the shore line predominated in all plans. At the present time it is practically impossible to go from the North to the South or from Maine to Florida without traveling the Atlantic Coastal Highway, although at some points in the Carolinas the traveler may take an optional route eventually coming back to the Atlantic Coastal Highway shore line at some point on his trip.

It is doubtful if any highway in the world has aroused such tremendous enthusiasm in the cities through which it passes. The picturesque city of Key West, America's southernmost city and the Gibraltar of America, spent \$3,500,000 through bonds issued by Monroe County of which the city is the capital, to bring the highway there. Miami, the magic city of Florida, spent \$8,000,000 on Biscayne Boulevard, clearing away 33 blocks of stores and buildings to give a fine entrance for the Atlantic Coastal Highway to Miami, along the bay in front of the city. Wilmington, N. C., a few months ago opened its great double bridge across two branches of the Cape Fear River, costing \$4,250,000 to open the route of the Atlantic Coastal Highway. The historical old city of Norfolk, combined with Portsmouth and South Norfolk, a community of nearly 300,000 has spent over ten million on new bridges and ferry systems for an open seaway for the Atlantic Coastal Highway. The highway now leads into Norfolk-Portsmouth area by fine bridges and connecting asphalt roads.

Through the efforts of the Atlantic Coastal Highway Association assisted by the Advertising Board of the Norfolk-Portsmouth Chamber of Commerce, maps by tens of thousands are distributed to popularize the new route. New accommodations for motorists have sprung up the entire length of the highway. It is now the shortest route between the North and South along the Atlantic Coast, and the development is a tribute to cooperative work and to the influence of the automobile.

The main route follows U. S. No. 1 starting at Calais, Maine to Bangor, Portland, Portsmouth, Boston, Providence, New Haven, New York, Philadelphia, Baltimore, Washington, Richmond, Norfolk; or Philadelphia short route to Wilmington, Del., Salisbury, Cape Charles and thence by ferry to Norfolk, Va., thence via U. S. 17; 17-1 or 117 via Suffolk, Franklin, Emporia, Va., Roanoke Rapids, N. C., to connect at Wilmington, N. C. for Charleston, Savannah, Brunswick Jacksonville, Jacksonville Beach, St. Augustine, West Palm Beach, Miami, Key West and thence 90 miles by ferry to Cuba and its extension of all paved Atlantic Coastal Highway from Havana to Santiago.

With the completion of the old Kings' Highway from Wilmington, N. C., to Charleston, S. C., adequate ferries between Norfolk and Cape Charles and various other short cuts that have been planned and are now being paved, the Atlantic Coastal Highway will soon offer by the shortest routes between the North and the South. Now that we have the highways the next step is the exploiting of same.

Just what does traffic mean to a city, county or state? What is the size of the tourist industry? In dollars and cents what does the tourist put into circulation? From the mass of figures and data I obtain each year, I believe I am in a position to give some enlightening information. I will first quote Dr. Julius Klein, Assistant Secretary of Commerce, who states the tourist traffic each year is on par with the gigantic steel industries and that the tourist crop of today is even greater than cotton, corn, peanuts, and tobacco, etc. Dr. Klein estimates the yearly tourist crop as putting into circulation \$3,000,000,000.

I quote from Paul B. Williams, editor of the Utica Press, Utica, New York, who by checking with the various tourist agencies estimated that last year more than 45,000,000 persons were touring the United States and that the increase for 1930 would exceed by 10 per cent last year's figures. Based on the 1927 census of manufacturers, motor vehicles top all lists

with a volume of \$4,000,000,000, outranking steel, meat packing, clothing, cotton goods, grain, mill products, tobacco and other basic products. Analyzing these figures we find that from every dollar expended by the tourist 26c is spent for merchandise, 20c for restaurants, 17c for hotels, and 11c for automobile accessories and gas. Of the sums so mentioned practically every dollar swings back into local channels for supplies, pay rolls, etc., so that the tourist dollars are a very substantial contribution to local businesses and bank accounts. These associations, cities and states that have made a bid for such tourist dollars have been well paid.

We will now take the figures of the Advertising Board of the Norfolk-Portsmouth Chamber of Commerce, which was created in 1925. How homey but true, the expression, "Business is picking up." Up to 1925 Norfolk with its beautiful beaches, famous hunting and fishing grounds, golf courses, etc., and as a great shipping port had made no special effort to induce traffic to come through their section. The advertising mediums used in Norfolk since 1925 have produced the following interesting increases.

Estimated amount spent by each tourist who visited Norfolk and stayed one day, for gas, oil, hotel, supplies and purchases made locally approximating \$15.00 per day: 1925, \$2,370,000; 1926, \$2,460,000; 1927, \$2,625,000; 1928, \$2,775,000; 1929, \$2,060,000.

Figures as yet have not been completely compiled for 1930, but the summer season of this year was the greatest of all, even in the face of national depression.

These figures DO NOT include revenues at the various beaches, nor do they include the great volume of traffic in transit to other sections. Practically all of these increases were obtained by advertising.

Now let us see just how the various states have gone about the bringing of traffic to their centers by advertising. Many cities and organizations have yearly budgets of approximately \$45,000, of which \$17,000.00 is spent for map folders, about \$4,000 for newspaper advertising about \$5,000.00 for miscellaneous advertising and the balance for management and overhead. It is extremely hard to get comparative figures, but here are a few:

Maine spent approximately \$125,000.00 for newspaper and other advertising AWAY FROM HOME.
California, \$1,360,000.00.
Texas, \$640,000.00.
Colorado, \$370,000.00.
Virginia, 165,000.00.
Florida approximately \$1,900.00.

Practically all of these sums were spent to tell other communities the advantages of coming to the section advertised.

I will mention a specific case where due to roads being under construction for a period of practically two years, the travelers were forced to take a CERTAIN route through the "Carolinas." Towns of 2,000 or more found that every twenty seconds, three out-of-state automobiles passed through their section. One, out of twenty cars, stopped for gas, oil, cold drinks or sandwiches. One, out of every seventy-nine stopped for lodging. In consequence in less than a year, new business came into being, practically 80 per cent of the homes along the highway through these towns became hotels or had tourist accommodations, local capital immediately built one or more good hotels, bank deposits became heavier and a general air of progression became evident in these areas. Realizing that with the completion of the other highways then under construction, that this section would perhaps lose this volume of traffic, various towns completed regional organizations, raising funds from the purchase of maps, literature and data to exploit this route. These communities that effected such organizations were well paid for their efforts. The backward communities who did not advertise, who made no attempt to get tourist traffic have not enjoyed such benefits. There was no unity of purpose. Regional associations, who in various sections were in direct competition to each other, recognized the value of tourist traffic. Every association seems to be making a separate bid for tourist traffic, no one seeming to realize that there is plenty of traffic for everyone and that the tourist does not particularly care to drive the same route each year. States that are fortunate enough to have only one main highway do not have these bickerings, and many associations have concentrated on a publicity campaign, which in many cases has netted them as high as 50 per cent returns of visitors to their section, based on the actual pieces of literature sent out. Take for example the State of Maine, the Publicity Bureau reports an expenditure last year of \$125,000.00. Most of this was maps, literature and newspaper articles. As near as they can figure they received a return of 40 per cent in tourist traffic came in response to their advertising.

Quoting Mr. Paul B. Williams again Maine has \$15,000,000.00 worth of taxable property, chiefly summer homes

or non-residents. Maine knows where the money is and is going after it, thru one centralized bureau. France is spending \$2,000,000.00 per year to induce tourists to visit them, Germany is spending in excess of \$5,000,000.00, yet the State Publicity Bureau of New York spends only \$14,000.00, which seems, Mr. Williams claims, is totally inadequate.

The Atlantic Coastal Highway Association knowing these facts recognizes that communities, counties and states must be enlightened as to what tourist traffic means to their sections. City county and state officials lacking vision or not understanding the value of this greatest of all industries are perhaps spending little or no money to assist in the movement to bring traffic to their doors. What applies to the State Publicity Bureau of New York I am sure applies in a greater or less degree to all sections. The Atlantic Coastal Highway Association now awakened to these facts is exploiting various potential routes and making affiliations with various associations in the United States in order that the tourist traffic will have a clear picture of how to go into all areas over paved roads. A campaign to educate the city, county and state authorities in the proper handling of traffic is under way. The enlightening of communities as to the best method of handling traffic with a number of objectives, including the widening of all main highways, elimination of curves, uniform driving laws etc., the marking of the Atlantic Coastal Highway and optional routes with the six color "Follow The Indian Maine, Florida to Cuba" design originated by Colonel J. C. Stehlin, President of the Atlantic Coastal Highway Association, is under way, with every mile of the highway to bear this insignia. Today the world is on wheels, there is plenty of traffic for all highways and those cities that are backward, that make no attempt to induce the travel to come to their area are overlooking one of the greatest sources of revenue that we have today.

We have found that you cannot force the traveler to take any given route, neither should you penalize them by forcing them to come into a particular city, through a mass of traffic, when they are in a hurry to get to their destination. In consequence many cities recognizing this fact are building highways skirting their city, but by judicious advertising they are calling attention to the HISTORICAL ITEMS of INTEREST, the ADVANTAGES in a business way, the social or recreational features, and are causing travelers to spend a day in their area. The traveler of today is perhaps the citizen of tomorrow in a new community. The three great factors in inducing the traffic to a particular section are newspaper and magazine advertising, map distributor and direct mail contacts. We are using these three to advantage and can trace approximately 47 per cent returns through such mediums.

While it is true the Atlantic Coastal Highway is the oldest and most historical route between the North and South and its combination of optional traffic between the North and South routes represent the bulk of all through traffic between the North

and South, the same comparison of figures will apply to any section in any state where comprehensive plans of exploiting the particular highway are undertaken along the some lines that our association, cooperating with the various cities, is doing.

Notice

NORTH CAROLINA, HALIFAX COUNTY.

By virtue of the authority conferred upon me as Administrator of Osborn Toney, deceased, I will on Saturday the 13th day of December, 1930, at 12 o'clock M., on a vacant lot between Traynham & Grimmer's store and the Patterson store in the town of Rosemary, N. C., sell to the highest bidder for cash the following articles of personal property, to-wit:

One horse named "Black," one mule three shoats, five pigs, one sow, one cow, one two-horse wagon, one one-horse wagon, one cotton planter, one cotton plow and accessories.

This the 20th day of November, 1930.

W. C. WILLIAMS, Admr. Osborn Toney.

Rev. and Mrs. Leon Hall left Thursday for their new home in Wilmington, North Carolina.

Mr. and Mrs. Curtis Shell, Miss Ruby Shell and Mr. Lloyd Allen spent Thanksgiving in Kinston, N. C.

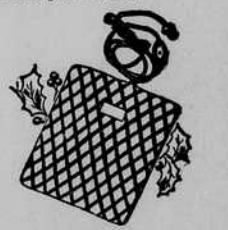
Mr. and Mrs. A. E. Akers spent Friday in Richmond, Va.

SAVE WITH SAFETY

Gift Headquarters

Of course, you remember the attractive values in Christmas Gifts which were offered to you here last year. This year they're better than ever before. Electrical appliances, toilet goods, chocolates, stationery, hundreds of practical gift suggestions are now on display at new low prices. You'll find an early visit well worth your while.

Electrex Heating Pad (Price) Sold only at Rexall Drug Stores. Roanoke Pharmacy. Roan. Rapids, N. C.



ELECTREX HEATING PAD

(Price)

Sold only at Rexall Drug Stores.

Roanoke Pharmacy

Roan. Rapids, N. C.

See The Rexall Store

It's here! THE NEW WESTINGHOUSE ELECTRIC REFRIGERATOR!

ONE CHRISTMAS GIFT THAT KEEPS ON GIVING FOR YEARS!

ANOTHER dramatic achievement for Westinghouse... who first harnessed the waters of Niagara and made them light a million homes... who pioneered in radio broadcasting... who brought new ease to house-keeping with Flavor-Zone cooking... and the first automatic electric iron.

After twelve years of study...research...experimentation...they now score a fresh triumph...with the NEW electric refrigerator!

It is the first...the only...electric refrigerator which combines ALL three of the convenience essentials desired by every housewife... Buffet Top, Broom-High Legs, and Temperature Selector. All of these refinements are made possible in the new Westinghouse by an advanced type of freezing mechanism which incorporates radical mechanical and electrical improvements.

Come in now and let us tell you all the interesting details of this remarkable new kitchen-planned electric refrigerator. Our Special Payment Plan makes Christmas buying easy—\$10 DOWN—and the balance in easy monthly payments.

Westinghouse REFRIGERATOR

VIRGINIA ELECTRIC AND POWER COMPANY

ELECTRICITY IS CHEAP!



The smaller refrigerator will hold away under the hood and permits a low, flat Buffet Top for placing dishes on.



The Temperature Selector allows availability of cold storage, rapid freezing, and economy in operation.



Every Westinghouse refrigerator is equipped with 11 built-in Broom-High Legs to hold kitchen cleaning tools and convenient.



Has your insurance kept pace with new purchases?

YOU make improvements on your home — you add many new furnishings. Does your fire insurance policy include all these recent acquisitions? Are you really sure it does?

If fire came would you be reimbursed to replace them with goods of like kind and character? As the local representative of the well known Hartford Fire Insurance Company we shall be glad to check your present property values with your policies.

National Loan & Insurance Co.

24 Second St. Dial R-444-1