

## AUTOMOBILE CLUB BOOSTS HOOSIERDOM

Official Predicts Separate Highways for Slow-Going and Through Traffic—65,000 Tourist Cars Weekly.

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mobile Association.

The immediate response of the American public to the automobile has created problems, the complete solving of which is still in the distance. A century ago the government in practically every state was urging the construction of railroads to solve the transportation problem. Typical of the American people they were favoring the railroad as it speeded up travel over the stage coach. Roads were secondary and a weak second. The automobile caused a return to road construction and even today road construction is not on a parallel with automobile production.

The traffic problem is a serious one, both from the standpoint of the nation, state, locality, city and even the smallest village. We have purchased automobiles so fast that by the time one regulation can be figured out and adopted it is passed and inadequate. Many of our forefathers wore wooden shoes and many towns are handling their traffic problems in a "wooden shoe" manner. The average community, due to the rush of this traffic has failed to recognize the value of correct traffic laws as pertain both to moving vehicles and stationary ones. The traffic laws known in some cases are an actual liability to communities. Traffic on the open road is another problem and but few of us today will not see the time when there will be separate highways for slow-going and through traffic.

65,000 Cars a Week

In Indiana, there are seven traffic highways that carry from 10,000

to 65,000 cars every week in the year. In speaking of these highways we figure the country roads and the traffic as through traffic, not local. Two years ago when road construction programs by the various States were announced, it was public opinion that traffic congestion would be eliminated and that traffic on the few through routes would be lowered. This has not proved the case, due not only to the ever-increasing number of automobiles being purchased, but to the fact that more people every year are using the automobile as a means of long distance transportation. Since the coming of the bus many people who previously had looked upon traveling long distances by motor car as a luxury, now realize that four people can travel by automobile for far less money than by rail, and to a greater degree of enjoyment.

The enormous traffic has been a gold mine to all those communities who have been farsighted enough to take advantage of the opportunity. Like all good things, there are features of this traffic that are not good. The automobile has made a city street out of our country roads and brought to the farmer problems that are serious ones. A few years ago the farmer retired without locking his doors and felt secure in the open; he welcomed any stranger and his implements and all that he had were at the disposal of his guests. How different today. The criminal is using the automobile, and it has increased his efficiency and made it more difficult for the capture of the law-breaker. The automobile has created a new kind of tramp, although it is a mistaken idea that

the motor tramp is the same as the "tin can tourist."

### Camps Are Constructed

The so-called tourist today is not the motorist that the term applied to a number of years back, as better camps were constructed, and especially since free camps are fast becoming extinct; also due to many far-sighted hotels giving thought to special service for the motor vacationist, a better class of people are living in their automobiles from two weeks to three months of the year. However, it is very doubtful if there will ever be a time when there will not be a certain amount of motor "moochers" and tramps, who migrate with the seasons and live off charity.

The motor traffic has a value to the State of Indiana realized by very few people. More than 50 per cent of the east and west traffic of the continent must go through some portion of the State. Unfortunately, our State is less than a day's drive from east to the west boundary, and thousands of cars daily do not stop within our confines. Unfavorable publicity on certain of our laws and propaganda spread by some publications has caused a loss of millions of dollars, as it has tended to poison the minds of those traveling through our State to the extent that every effort is made to cross our boundary lines as soon as possible.

### Travel Bureau Formed

Some sixteen months ago the Hoosier State Auto Association launched the first campaign to advertise Indiana and its many attractions, and at the same time to diligently endeavor to induce the through traffic to enjoy the hospitality of all Hoosierdom. During this time, through a special department to handle this particular phase of the organization's activities hundreds of actual photographs of the scenic spots, parks, caves and miscellaneous attractions have been placed in the leading information bureaus of the Central West. Publicity men have called on information bureaus, hotels and other centers in seven States of the Central West, and

cities and towns on the main trunk line east. Stories with photographs have been run in magazines of national circulation, lectures have been given both in and out of the State and many conventions addressed on the topic of "Get Acquainted With Indiana This Year."

The travel bureau, owned, operated and controlled by the Hoosier State Auto Association, is, beyond all question, doing more to advertise Indiana than any other one thing. It contains in the Indiana section the result of a thorough analysis and survey of every point of interest, the like of which has never before been published. Used as this bureau of information is by scores of large hotels, auto clubs, newspapers and information bureaus, it serves Indiana in a manner which ultimately will pay a royal dividend to all Hoosierdom.

### COULDN'T MISTAKE HIM

Lecturer Tells of Man—'Truck Driver,' Says Voice From Audience.

At a lecture the speaker orated fervently: "He drove straight to his goal. He looked neither to the right

nor the left, but pressed forward, moved by a definite purpose. Neither friend nor foe could delay him or turn him from his course. All who crossed his path did so at their own peril. What would you call such a man?"

"A truck driver," shouted a voice from the audience.

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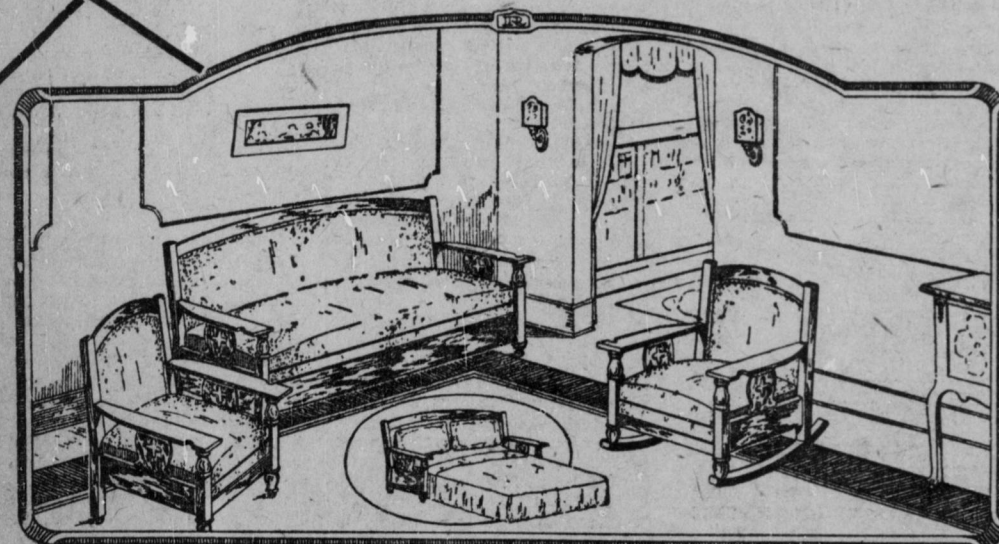
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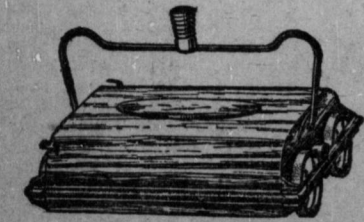
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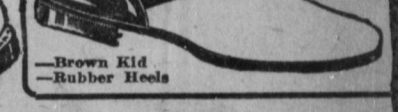
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