

M. L. Latta	2,566.37
Patching—3,635 cu. yds. @ 1.05.....	3,816.48
Total	\$17,579.73
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Actual maintenance, average cost per mile, \$68.22.	
Total maintenance including resurfacing, \$151.56 per mile.	
Grand Total	\$48,654.75

REPLY TO ADDRESS OF WELCOME

By Matt Foster,
President, County Highway Superintendents' Association,
Evansville, Ind.

For the past nine years I have been a regular attendant at the Annual Road School and will say that each year has shown improvement in the quality of the program offered. The school is growing rapidly in numbers also and we "old timers" are proud of the small contribution which we have been able to make towards the success of this annual affair.

I feel that Purdue University is rendering a great service to the state through this annual gathering of men interested in roads and streets. A great deal of the improvement that has come about on Indiana roads in the past few years can be attributed to the influence of this Road School, and the highway extension work under the auspices of the Purdue Engineering Extension Department. We road men of the state enjoy a great privilege in listening to these speakers of both local and national reputation on various subjects pertaining to our road work. In addition to this we have the opportunity of meeting men from all parts of the state engaged in the same kind of work which we are endeavoring to carry on. This gives us the opportunity of exchanging ideas with these men and in this way we pick up many helpful ideas that help us out in our own county work.

I understand that there have been a few cases where county officials refuse to attend the Road School because they felt that they could learn nothing from a program of this kind. I would like to say that any man who spends a week at one of these Road Schools without learning anything that will improve his ability and make it possible for him to do more economical work in his own home county is not fit to hold a county office.

It is not possible for us to take satisfactory notes on the different subjects presented during the week but Purdue has performed another real service to the road men of Indiana by

printing the proceedings of the Annual Road School for general distribution. This bulletin is of very great service to we road men and I hope the University will continue its publication.

In behalf of the County Highway Superintendents Association I wish to express our appreciation of the work which the Engineering Extension Department and the School of Civil Engineering are doing in our behalf. We are glad to cooperate in any reasonable way towards the improvement of road conditions in Indiana.

SELLING INDIANA TO THE TOURISTS

By H. C. Reid, Dept. of Public Relations,
Hoosier State Automobile Association, Indianapolis, Ind.

Mr. Babson in his weekly report which was published the last week of December, 1927, made this statement, "It is the common opinion that the largest single industry in the United States is of a material nature but contrary to the common opinion a recent study which covers every section of the United States indicates beyond a question that the largest single industry is the motor tourist business".

Since this is true it is fitting that those sections of the United States that are especially endowed with attractive features for the traveler should be advertised to this class of customers in order that their merchandise may be sold in such quantities as they deserve. With this fact in mind it is my purpose to make for you a study of Indiana, to see where we stand in this situation and how well we are marketing our goods.

Many of you may wonder why the United States Steel Corporation moved from the Pittsburgh district to the Calumet; why Indianapolis is the largest interurban center in the world; why 80% of all of the east and west traffic, whether it be motor or rail, crosses Indiana? There can only be one reason and that is geography.

There are certain conditions in Indiana that the motor traveling public dislikes. You may travel from the far east to Indiana and not get your car soiled but after traveling a few miles in our state, if it is dusty or raining, these few miles will cost \$1.50 because a car wash is necessary. The inconvenience of traveling in a cloud of dust needs no amplification from me.

It would readily appear, therefore, that favored as we are by geographical conditions, we necessarily have our liabilities