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,
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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
also. Our problem, it would appear, is to make the most of our assets and to begin to reduce our liabilities.

It is well therefore to contemplate Indiana in terms of an immense department store. Suppose, if you please, that this store is located in the best geographical spot in the city—the one spot that more people pass in twenty-four hours than any other in the city. Let's suppose that this building has a wonderful exterior, that it carries a nationally advertised stock of goods, that its goods are attractively displayed but for some reason the little store down the street is doing the volume of business in that community. Something's wrong, that's all. The fault, gentlemen, lies within. There is something wrong with the man-power inside and although all the conditions prevail for the best business in the community, that business is going elsewhere.

So it is with Indiana. There is no state in the Union so well located as our own. One million motor cars from other states come to or pass through Indiana annually, carrying three and one-half million passengers all of whom can and must buy goods of one kind or another. But they are passing our store and going to our competitors who are not nearly so well equipped to serve their wants but whose managements have the vision to get this business and so plan their sales campaigns that they are getting it. Our competitors in this instance are particularly Michigan and Wisconsin. Let's pay homage to those states for their shrewdness and let's study their methods and practice them here, so that our stock of goods shall move in deserving quantities.

Some Indiana Attractions

I have insinuated that we have a nationally advertised stock of goods that will sell. Only a few months ago the metropolitan press carried the story that in state parks, whether it be volume, variety of scenery or the policy of administration, Indiana leads every state in the Union. For your own information, let's make a circuit of the state, studying parks of a public and private nature. We may as well start with our newest park, Pokagon State Park located on Lake James in Steuben County. This park typifies our lake belt which covers the whole northern area of the state and contains more square miles of inland lakes than is to be found in either Michigan or Wisconsin. Here is the newest type of state park hotel, which provides beauty of structure, comfort of room, convenience and satisfaction in dining room and commodious lounge with a veranda overlooking the lake and providing bathing, boating, fishing, camping and golf facilities. All of these advantages at a price that people in ordinary circumstances can afford.

Leaving Pokagon in a due westerly course on U. S. Road
No. 20 between Michigan City and Gary we find what many people would consider a stretch of waste, drifting sands which cost the State of Indiana an immense amount of money. I refer to the Dunes State Park with its wonderful beach on Lake Michigan in close proximity to Chicago. As soon as hotel facilities are obtained it will draw more visitors than any state park in Indiana, if not in the United States. Should you be scientifically inclined, your desires can be satisfied for the unusual here because the plant life and the animal life are so different on account of the conditions under which they live. One example will suffice. The Nile Lotus has its native habitat along the Nile River in Egypt and there are only three other known places in the world where this flower has been found, one of these being the Dunes State Park. How it got there no one knows but as you look for the Nile Lotus you will find other things just as unusual. So if you are scientifically inclined go to the Dunes.

Then south on U. S. Road No. 41 to Parke County in the center of the state we will find Turkey Run State Park, which is the best attended state park in Indiana today. Nearby, in Montgomery County, is The Shades, privately owned. Both of these parks are on Sugar Creek, known for their rough and rugged scenery, deep ravines, imposing precipices, heavy foliage, dotted here and there with crystal springs and waterfalls that are rarely equaled in beauty.

South on U. S. Road No. 41 we stop at historic Vincennes. Here the celebration of the conquest of the Northwest Territory will be held in 1929. The life lived by George Rogers Clark and his brave followers will be portrayed in order that the present generation may realize the hardihood and patriotism of those pioneer days. Here Abraham Lincoln crossed the internationally known Wabash River when he left Indiana and moved to Illinois. Here is the home of William Henry Harrison, preserved with all its pioneer relics. Here is the site of Fort Sackville, the remains of the Indian Mounds, and here still stands St. Xavier Cathedral which was the first diocese of the Catholic church in Indiana.

Continuing south on the same state road to Evansville, thence in a northeasterly direction over No. 62, we come to Lincoln City, which is destined to be a national shrine because here on a beautiful wooded knoll lie the remains of Nancy Hanks Lincoln, mother of Abraham Lincoln. Only a few rods away is a marker indicating the spot where the Lincolns lived for 14 or 15 years.

Continuing in a northeasterly direction over No. 45 and No. 56 through Huntingburg and Jasper, we come to French Lick and West Baden, resorts internationally known and patronized. From nearby Paoli in a southerly direction over State Road No. 37 we will be privileged to travel the most scenic road in all Indiana. Pursuing an easterly course after
intersecting State Road No. 62, we will be halted automatically, upon our approach to the old river town of Leavenworth, by a remarkable view of the winding Ohio River as it traverses its course between the hills of Indiana and Kentucky, equaled only by the view from Clifty Falls State Park at Madison. We are now in the hilly part of Indiana, in the "Knobs" where brakes are insufficient to hold cars and it is necessary to shift gears to protect not only the lives of the people in our cars but those in approaching cars. Steep hills, blind and reverse curves are prevalent. In other words, we will have as many of the thrills of driving as can be encountered any place in the United States.

We are now approaching another variety of Indiana scenery. Every man in this audience has heard of Mammoth Cave, because it is the largest known cave in the world. But how many of you know that Crawford County has the second largest cave? A great many people have a natural fear of going into a cave. Some dread to go in because they must dress especially for passage through damp, slimy places and perhaps some passages where it is necessary to crawl or climb. This is true of Mammoth Cave. All caves originally were formed by subterranean streams, but Wyandotte Cave is dry. The entrance is so large that one could drive an automobile into it. One does not need to change clothes to make the trip. In fact, it is as dusty as a gravel road in July or August. It is so dry that fresh fruit placed in this cave will never decay. The dry air will draw the moisture out of the fruit and it will dry up and wither away. This is proven by the large quantity of onion sets which were stored in this cave during the seventies and are still there—that is the hulls and the odor. With such advantages, with modern hotel conveniences and with capable men in charge, this cave will soon come into its own.

Only a few miles farther east we come to Corydon, the first state capitol of Indiana. Here the first constitution of Indiana was drafted under the spreading boughs of an immense elm tree, since known as the Constitution Elm. The trunk of this tree still remains. Corydon is building a new court house and the old state capitol is to be preserved and restored as nearly as possible to its original form.

The trip now should continue on east to Madison. Here are many items of interest, but two, especially, should command our attention. These are Clifty Falls State Park, which draws the second largest attendance, and the Lanier Home. The state has taken over and restored this home which was built in the fifties by a man who came to the rescue of Governor Oliver P. Morton during the dark days of the rebellion when Indiana lacked the money to buy uniforms and equipment for her volunteers. Mr. Lanier loaned the state approximately one million dollars without security and with-
out reason to think that the state would be able to reimburse him. But he felt that the state had made it possible for him to become very prosperous and his only way to repay the state was to help in its hour of need.

This partial circuit of the state should be sufficient to convince any Hoosier that Indiana has a stock of goods of a volume and variety that is not surpassed by any other state in the Union. It would seem, therefore, that, like the department store, we are in an enviable position, providing our own people can become aware of these facts and start an active campaign to sell these goods to the limit. It can be done by interesting the people who will receive direct returns from this business.

How to Sell the Tourists

The Hoosier State Automobile Association about a year ago took the matter up with the Standard Oil Company of Indiana and the Indian Refining Company. These two companies have 700 filling stations, within our borders, employing 1,400 attendants. A plan was worked out between the oil companies and the automobile association by which these attendants were to furnish information to the motor traveler such as would acquaint him with Indiana scenery and influence him to stay longer within the state, assuring the sale of more oil and gasoline.

In addition to this the Indiana Hotels Association made two tours of Indiana during 1927. These men and their families left their business for five days for a trip through the southern part of Indiana during June. During September they made a similar trip through northern Indiana. This study convinced the hotel men that they could increase the volume of their business enormously by informing the motor tourist about Indiana. During 1928 they are spending $2,600 for 10 full page advertisements to be run during 10 consecutive weeks. Feature stories are to be run in addition and the rotogravure section is to carry views typical of Indiana scenery. Cash prizes are to be awarded to Hoosiers who see the most scenic places during this contest. The Indiana Hotels Association and the Hoosier State Automobile Association are working on the theory that if our people can be made acquainted with what we have in Indiana, then we can sell it in such quantities that it will be the biggest single business in the state.

If you will study the distribution of the motor traveler's dollar as compiled by Michigan groups you will observe that garages obtain 26 cents, that cafés and restaurants get 20.5 cents and the hotels obtain 17.3 cents, and so on down the line. The Hotels Association is leading in this movement because it is the best organized. This 1928 activity is only
a beginning and if this publicity works as they feel it will, then the 1929 publicity will be more extensive and the other interests that are sharing in the motor traveler's dollar will see the light and put their money behind this movement.

The Hoosier State Automobile Association hopes that several personally conducted tours over Indiana will be arranged this season. Already the preliminary work is completed for a Rotary, Kiwanis and Lions Club tour. Another tour by the Hotels Association completely encircling the State of Michigan will be made for the purpose of ascertaining the methods that state is using in getting a bigger volume of business than we are getting.

You may wonder why the Hoosier State Automobile Association has made this study and has spent considerable funds in promoting this as a major activity in Indiana. If you think we are right, then we are inviting you to help in establishing and keeping the biggest single business in Indiana for our own.

THE STATE OF INDIANA

By L. S. Bowman, Auditor of State, Indianapolis, Ind.

We are prone to magnify and overestimate all good things far away and to overlook many of the advantages, comforts and blessings with which we are surrounded at home. Distance seems to lend enchantment. Other states may excel Indiana in mildness of climate, scenery, sunshine and flowers, all of which are desirable and necessary for play ground, pleasure and vacation, but when the more material and essential things of life are considered, such as industry, diversified production and transportation, Indiana excels.

It is my purpose here today to point out a few facts about Indiana's history, a little of its geography, and something about its industries, and its costs of government.

Name

Indiana derived its name from the word "Indian". Indiana defined, means "The lands of the Indians". The word Indiana was first used as the name of a triangular tract of territory containing about 5,000 square miles which is now a part of West Virginia. This tract was given by the Six Nations of the Iroquois Indians to the Indiana Land Company in about the year 1778 by way of indemnity in the settlement of a