

Good Transportation

Essential to the Travel Industry

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It is so easy for Mr. and Mrs. Public to cook up excuses to spend their vacation at home. Vacations at home do not benefit those who have huge investments in the travel industry: Pay rolls and purchasing power are not enhanced, nor are city, county, and State tax treasuries increased.

A major excuse for not spending one's vacation away from home is inadequate transportation facilities—by private automobile or by public carrier.

It is obviously important that cities, counties, and States spending public funds to attract vacationists and tourists should make certain that the area thus advertised is easy to reach from outside centers of population.

Public carrier equipment should be modern and attractive, schedules fast and, when there is more than one line, lay-overs between schedules should be held to an absolute minimum.

Highways should be brought to such a standard that the traveler may be assured a safe, pleasant, and com-

fortable journey from his home to your vacation area. Unsafe and congested highways soon develop a bad reputation and the word passes fast, thus causing your potential cash customers to hesitate and possibly decide against coming to your area.

They do not wish to risk their lives or suffer tedious, unpleasant driving experiences en route.

If your highways are not up to standard, then it would be worth while to plan and conduct campaigns and negotiations designed to obtain (from State, Federal, and local sources) appropriations necessary to improve these highways.

Since about 85 percent of the touring and vacationing public travel by private motor, it is the more important that attention be given to highway conditions.

It all adds up to the same old well-known story: Make your product attractive and easy to obtain (in this case easy to reach)—in order to obtain maximum sales and attendant profits.

General Manager Clyde Edmondson knows his roads. Redwood Empire Association photos.

