

(International Business)

Strip Map Of Route 80 Due To Be Issued Financial Quotas Announced For Area

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The Kentucky-Virginia Highway 80 Association will soon issue a strip map of that new through east - west highway through Kentucky and part of Virginia. This was decided upon at a meeting of its executive committee in Louisville February 9th, when a formula was arrived at for raising the budget of \$2,500 for its first year and was set at a meeting of the Association in Somerset last October. \$2,300 of that amount was set aside for the printing and distribution of 50,000 strip map folders of eight pages, each 9x4 inches, lithographed in two or three colors.

20,000 of these 50,000 strip maps are to be mailed individually to that many persons who have currently made inquiry for touring and vacation opportunities to the Division of Tourist Information of the Kentucky Highway Department. Along with these strip maps will be sent a circular letter extending a personal invitation to travel Highway 80 and to visit the many scenic, historical and otherwise interesting places along that route. The remaining 30,000 will be mailed in bulk to Automobile Clubs and Travel Agencies in the territories in which most of our tourist travel originates and who have

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Strip Map

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made specific requests for them, and distributed through places along Highway 80 frequented by tourists. What part of the budget remains after cost of the campaign thus described, and whatever may be collected above the \$2,500 budget, will be used in other tourist promotion efforts, including newspaper advertising in sections from which most of our travel comes.

Highway 80 previously has been divided into five "sections," each section being the responsibility of the president or one of the four vice presidents. The formula for raising the budget, as set up at the Louisville meeting, is for each section to raise an amount equal to the sum of the towns on that section having a Director in the Association, the vice presidents to apportion to the several towns on their sections how much it is to raise, in proportion—as nearly as he can determine—to the benefit each town or community might receive from the Association's advertising. Collections previously made in dues are to be credited to each town.

Lon B. Rogers, vice president for Eastern Ky. section, has asked Director C. M. Caudill of Elkhorn City to raise \$100; Director K. J. Day, of Pikeville, to raise \$300; Directors, W. R. Smith and Dr. M. F. Kelly, Hindman, to raise \$50; Director G. C. Spradlin of Martin to raise, \$50 and Director C. H. Combs of Hazard to raise \$150.

Vice president, E. J. Sutherland, for Virginia section, has accepted quota of \$75 for Clintwood, and has asked D. Siddens of Haysi to raise \$75, which has been done; Director I. C. Boyd, of Honaker, to raise \$75 and Marshall Looney, Director of Royal City to raise \$25.00.

In the meanwhile the committee on advertising, composed of J. R. Kerbow, chairman, of Columbia, Geo. A. Joplin Jr. of Somerset and Jack Eversole of Glasgow—all experienced in advertising and in travel promotion—are working on the content of the strip map, and negotiations are being conducted for their production, so there will be no delay in getting them out after copy and money are on hand. One decision of the executive committee is that order for the strip maps will not be placed until it is definitely known where all the money required for their printing and proper distribution is coming from.

Highway 80 has been pictured in a Courier-Journal cartoon by Grover Page as "The Pot of Gold Highway." And so the promoters of the highway firmly believe, they are determined to tell the traveling public how fine a highway it is, and how fine is the country through which it leads.