Influence of Tour Far Reaching

The tour of Wisconsin by a trainload, 135 bankers and business men from Kansas, Missouri and Oklahoma, and the interest and enthusiasm for a better farming program that is being created in these three states as a result, is more and more being pronounced by the press and leaders in banking and business circles as one of the biggest events that has occurred in this section in a decade. The influence of this inspection trip will be felt for many years. However, it is hoped that many similar tours will be made, in which many other citizens in these states will participate and return with the same impressions and enthusiasm for better highways and greater agricultural progress in the future than we have enjoyed in the past.

I believe the people who read this report and who have been hearing so much about this tour should know something about how the trip came about and who was responsible for its organization and success generally. While Mr. T. M. Jeffords, Dairy Agent of the M. K. & T. Railroad, and Mr. D. L. Harcourt, Educational Director for the De Laval Separator Co., assisted in promoting the tour the most of the work was done by Mr. J. Frank Smith, Manager of the Good Roads Association of Greater Kansas City.

And it was not an accident nor a sudden impulse that prompted Mr. Smith to plan and execute this splendid tour with such a fine body of outstanding men and women. This Association, with Mr. Smith as manager, has been carrying on an intensive campaign of education for six years in the interest of better roads and during the past three years the dairy cow, diversified farming, and in fact the Wisconsin program of agriculture, has been urged upon the people of Kansas, Missouri and Oklahoma in a most vigorous and convincing manner. Nearly a half million pieces of literature have been distributed through the banks, business men and chambers of commerce, during the past year setting forth the advantages of Wisconsin’s farming and highway methods. Through his efforts more than $50,000 worth of space in the newspapers in this territory has been devoted to explaining to the people the need of good roads, dairy cows and diversified farming to bring about general prosperity and the elimination of crop failures.

In almost every piece of literature sent out by the Good Roads Association the Wisconsin system was mentioned. It is not to be wondered at, then, that when the invitation was extended and the opportunity given to investigate all of these statements, that such a representative body of
men from these three states should accept and go on this tour, devoting a week of their valuable time and paying their way to see with their own eyes and learn at first hand the truth of the statements that had been given such wide publicity.

The fact that all of the statements put out by this association were verified by these trippers is further proof of the soundness of its program. Every statement in this report and every expression of the delegates, verbally and in print, is a complete endorsement of the program and activities of this Association. It is very gratifying to all of its officials, directors and friends to know that its work is proving so meritorious and that its program has been demonstrated to be absolutely sound.

The Good Roads Association is very proud of the success of this big tour and of the great good that is sure to follow. It encourages the members of this Association and its supporters to put forth greater efforts to make Kansas, Missouri and Oklahoma just as prosperous and productive and enjoy as many miles of good roads as the people of Wisconsin. And if the people of our three states will strive as hard as the people of the Badger State, there is no doubt about their success. This Association offers its assistance and cooperation to the people of every county and community in our three states in an effort to bring about even more desirable and more prosperous agricultural conditions than those prevailing in Wisconsin.

Respectfully,

ESTEL SCOTT, PRESIDENT
Good Roads Association of Greater Kansas City.

THE GOOD ROADS ASSOCIATION IS AT YOUR SERVICE.

The Good Roads Association of Greater Kansas City was organized in 1919. It was sponsored by the Chambers of Commerce and all of the Civic clubs of the two Kansas Cities through the Club Presidents' Round Table. It was organized to promote better highways in Kansas and Missouri.

Its program includes good roads as well as dairying, diversified farming and consolidated rural schools. Its services are available for any community. The moving pictures taken on the Wisconsin tour will be loaned to any organization that wishes to use them.

The association maintains a touring bureau and supplies road maps free to the public. Also literature covering every phase of its program is free for the asking. The Manager, J. Frank Smith, can be secured for addresses before community, or club meetings on any phase of the association's work.

For further information, or any kind of service, call on or write to

GOOD ROADS ASSOCIATION OF GREATER KANSAS CITY
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Phone MAin 5183.