

TOURISTS INCREASE IDAHOANS' INCOMES

In the great playgrounds of Idaho, along her streams, among her mountains, in her forests and on her roads and trails there lie limitless opportunities not only to bring increasing pleasure and happiness to additional thousands of persons, but an income that staggers the imagination.

The work being carried on by the state forestry department is constantly aiding in this campaign and will continue to just so long as the program is maintained and emphasized.

Fire prevention programs protect these forest playgrounds; operation of the CCC camps adds new roads, bridges, and trails annually and also develops both summer and winter recreation areas. Such activities as blister rust control, reforestation and proper cutting methods, preserves for all time this vast area which is dependent entirely upon intelligent conservation.

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Idaho, formerly comparatively unknown as a vacation and tourist state, is now coming into its own, and, as new highways are built, more people come west and additional thousands learn of the lure of her streams, her hills, her majestic mountains and beautiful lakes, the benefits will increase until the tourist business will be among the major ones of the Gem state.

In 1937, the U. S. Travel bureau reports Idaho ranked 122th among the states of the union in the amount of

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penditure from this source amounted to the stupendous sum of \$23,100,000 according to the bureau. The per capita income from recreational traveler's expenditures in this state amounted to \$47.62.

In the neighboring state of Montana the total was \$30,700,000 and the per capita expenditure was \$57.81; in California the comparative figures were \$416,800,000 and \$68.78; while in Nevada, the figures are \$13,500,000 and a per capita return that led the nation, \$135.

Nine of the 11 western states ranged among the first 15 states in the country in per capita income from travelers' expenditures.

Situated as it is, adjoining the Yellowstone national park; crossed both north and south by national and international highways; serving as a gateway to the Canadian national parks on the north, and in proximity to Glacier national park, as well as parks in Oregon and Washington, Idaho is destined to be visited by increasing millions.

Dr. and Mrs. F. J. Camp have the Robert McRae cabin