



*Does the Above Apply to the Following?*

There has been a great deal of publicity lately about Federal markings and what certain state highway officials are going to do in co-operation with the Bureau of Public roads.

The Custer Battlefield Hiway Association believes in not only talking about co-operation but believes also in practicing it, and we welcome the U. S. signs because we believe it will be another feature which will attract travel over the C. B. H. and that is what we are after to a great extent. Business men cannot live on publicity or signs alone, they also want the traffic. Certain parties have been giving out items from time to time that the Bureau of Public roads in co-operation with the state highway departments are going to take down or destroy signs and marks like the C. B. H.

Many of the states build their roads or maintain them through the help of the GAS TAX. In this, tourists are a great factor, for tourists pay gas tax, and in addition create new interest for good roads. This organization has carried out and is carrying out one of the greatest publicity campaigns in the country to attract tourists, which brings in additional revenue to the different states along the route of the C. B. H. and adjoining territory. This being so, can you believe that the signs featuring your territory, city, scenic and historical points will be destroyed by your state highway department?

In other words, after the Custer Battlefield Hiway spends thousands of dollars, backed by many long years of HARD WORK to help create the proper sentiment for the proper state highway laws etc., which has made it possible to create these state highway jobs, it is rumored that they intend to destroy the signs featuring your city, mileage, etc. If you hear this report concerning the attitude of the government in your section, we wish to call your attention to the following statement made by Thomas McDonald, Chief of Bureau of Public roads.

"I wish to say that I have never had any other thought than that the well known marked trails across the state should retain their identity and original official markers, regardless of who supervises the placing of the markers. It seems to me that in a way a number of these trails have become identified with the life of the community in such a way, that it would be a distinct loss if the names were not retained. I feel these original marked trails have contributed largely to the growth of a sentiment for improved roads in the states and that the well-established names should not be lost."