

Many Tourists Through Nevada

Positive evidence that the tourist traffic into Nevada is a highly important industry was indicated by figures given out by the Planning Survey Section of the Department of Highways at Carson City.

During the year 1936, according to the official count, 1,150,480 foreign passenger cars came into or left the state as enumerated at 24 counting stations. These counting stations can be considered in the nature of ports of entry or exit, for they are located very close to the state line in their respective sections. Twenty-four hour counts were taken at all of the stations, at different times, and the total was averaged to show the number of cars passing that station during the counting period and also for the yearly period.

Dividing by half the total number of cars entering and leaving the state producing the yearly total of 1,150,480, the figure shows that a total of 575,240 out of state passenger cars came to Nevada in 1936.

Every road leading out of the state, on all four sides, is included in this count which gives a comprehensive picture of the number of out of state passenger cars containing visitors which entered the state.

This count does not include Nevada cars which might have left the state and then reentered or those which were leaving the state at the time of counting.

This official enumeration counted only out of state cars and provides a closely accurate basis for computation.

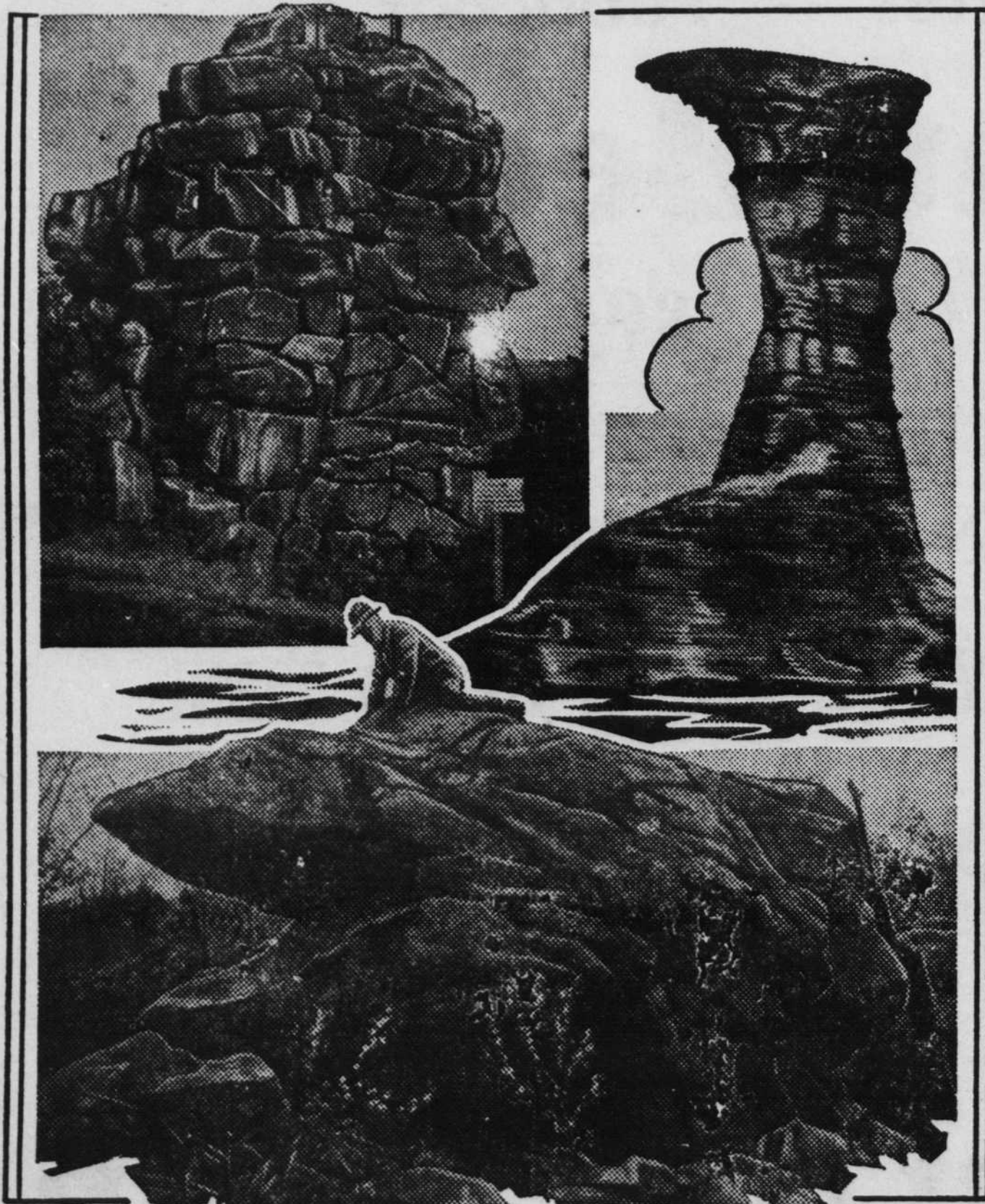
The survey listed the passengers in foreign passenger cars at several stations and found that slightly over two and one-half passengers were contained in each car. Counting this average per car the figures as given out would show that 1,438,100 individuals came into the state, in foreign cars, during 1936.

In view of the fact that Nevada is over 400 miles wide in the north, and covers approximately the same distance in a north and south direction, it would be reasonable to suspect that each passenger spent at least \$4.00 while within the boundaries of Nevada, or a total of approximately \$6,000,000.00. This is indeed a very conservative estimate, but will give a basis for computation.

NEED OF THE DAY

We are, it seems, on the threshold of an age of reality in federal finance. The first move is to take rose-colored glasses off all government bookkeepers. — San Francisco Chronicle.

NATURE AS A SCULPTOR



Photographs Canadian National Railways

NATURE has her frivolous as well as her serious moods and when she turns from designing to cartooning she does a pretty good job. Three examples of nature as a humorist are portrayed above. In the upper left hand corner is seen the "Grandmother Rock" from which Grand Mere, Quebec takes its name. The thing shaped like an upturned rubber boot in the upper right hand corner is known as the Linga Rock near Glace Bay, Cape Breton Island, Nova Scotia. The lower panel depicts the famous frog shaped rock near Lunenburg, Nova Scotia.

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