

Study of  
all "Big  
Town"?

## 'BOOST MISSOURI' PLAN

FIRST STEP IN STATE-WIDE PROGRAM TAKEN AT COLUMBIA.

### Industrial Expansion and Promotion of Resources—Advertising to Play a Big Part.

(By The Star's Own Service.)

COLUMBIA, Mo., March 3.—Two hundred leaders representing every phase of Missouri life met here today for a 2-day session looking to the adoption of a state-wide program of industrial expansion and promotion of Missouri resources.

The meeting is the initial step in a movement designed to place Missouri in the forefront of states seeking to capitalize on new and revolutionary shifts in industry and population.

"The present drift is obviously to the west and the south," said Hugh Stephens of Jefferson City, state highway and civic leader. "We are the crossroads of the continent with much to offer and with a trend in our direction. We must work out ways and means to capitalize on the opportunity.

"Few states have achieved so much as Missouri with so little tangible co-operation between groups. None has a better balanced combination of year 'round climate coupled with natural resources, diversified agriculture, industrial production, transportation facilities and recreational appeal."

#### NEED FULL CO-OPERATION.

This achievement, Stephens explained, had been in the form of highways, education, recreation, social advancement and other progress, rather than in bringing new facilities and development from the outside into the state. It would take an integrated, state-wide movement, divorced from all selfish or sectional interests, he said, to do the work now necessary.

Stephens and other leaders spoke in support of the proposal to revive and enlarge the state chamber of commerce, the occasion of the meeting. The movement was explained by George F. Olendorf of Springfield, chamber president, and Herman L. Traber of Kansas City outlined a proposed 5-year program of state-wide development, advertising and other promotion to make Missouri advantages known throughout the country.

How other states were spending large sums of money for these purposes was shown by John M. Guild of Kansas City. For instance, California has a state chamber budget of \$650,000 and spends nearly \$550,000 for advertising annually. Twenty-one other states spend amounts ranging from \$50,000 to ten times that sum for research, advertising and promotion.

#### CHAMBER BUDGET OF \$25,000.

In Missouri it is proposed to have a chamber budget of about \$25,000 and to provide much larger amounts for the development work. It is hoped to get a legislative appropriation to supplement funds otherwise provided.

Moreland Brown, president of the newly organized Travel in Missouri association, said New York state within a few years built up its annual tourist business from 200 million dollars to more than 400 million. Reports showed, he said, that for every dollar spent in this form of advertising and promotion \$1,000 was brought into a state.

Missourians spent 135 million dollars a year in tourist travel, it was shown, but only 35 million of it within the state.

Others who spoke in support of the Missouri development program:

Dwight H. Brown, secretary of state; Edward K. Love of St. Louis, civic leader and wild life benefactor; Col. R. A. Johnston, mayor of Boonville and president of the Lake of the Ozarks association; George C. Smith of St. Louis, industrial development director of the Katy railroad; C. H. Denman of Sikeston, vice-president

of the Missouri Press association, and J. W. Burch, agricultural extension director of the University of Missouri.

Dan W. Snyder, jr., of Jefferson City, and George B. Chandler, secretary of the Ohio Chamber of Commerce, shared the speaking platform at tonight's dinner.

#### MENTIONS ATTRACTIONS HERE.

Chandler pointed to population losses and other regressive traits of the state and pointed to methods which could reverse the trends in industry and agriculture. He specifically mentioned the William Rockhill Nelson Gallery of Art and Atkins Museum, the Kansas City residential district and other outstanding features of the state as possibilities of making Missouri more than a "1-day stop" for tourists.

Chandler also pointed to the possibilities of the state, explaining that a state with twenty-one cities with more than 5,000 population, ten exceeding 10,000, two with more than 50,000, and four exceeding 50,000, some of which "have made marvelous growth," could not be overlooked, nor could the fact that "Missouri has the most industries of any state west of the Mississippi river."

Snyder, urging that the Kansas City and St. Louis Chambers of Commerce support the program, said:

"We must organize ourselves to sell the state—even if it comes to making a sales point of the Jesse James country."

District meetings similar to the state gathering held here have been set for March 21 in Hannibal, March 24 in Excelsior Springs, March 28 in Poplar Bluff and an unannounced date at Springfield, it was announced tonight.