

22.6 Million Tourists Traveled by Car to Vacation in States

LANSING — The State Highway Department has estimated that 22.6 million tourists traveling by automobile took vacation trips in Michigan in 1964. The estimate is part of a study of tourists using Highway Department Travel Information Centers, plus interviews with tourists at selected highway locations.

The study indicates that Michigan is already into the \$800 million annual tourist spending bracket on the basis of automobile traveling tourist spending alone.

The estimate does not take into account the expenditures of tourists who enter or move about the State by airplane, bus or train transportation.

The report shows that the Travel Information Centers operated by the Highway Department served more than 365,000 tourists in 1964, up 33 per cent over 1963. Approximately two million pieces of tourist literature from public agencies and private businesses were distributed at the Travel Centers.

Permanent Centers are located at Ironwood, Menominee, Mackinaw City, Monroe and New Buffalo, and bids are being taken to construct Centers at Sault Ste. Marie, Port Huron and Clare. Temporary facilities were operated at the latter three locations during the tourist season.

The study also showed that: 1. Michigan is a great vacation state for children. About one-fifth of the tourists surveyed were children under 18 years of age, but in June, July and August, the percentage of children increases to one-third.

2. Michigan scenery is a major tourist attraction. The single most mentioned inducement which caused the visitor to stay longer than he or she planned was "beautiful scenery" and "local attractions" and "friendliness of local people" were second and third.

3. Michigan attracts a significant number of tourists in the upper income bracket. A family income of more than \$10,000 a year was reported by 33.5 per cent of the tourist parties using Travel Information Centers.

4. Tourists often come back again. Of the visitors from other states using Travel Information Centers, 68 per cent said they had vacationed in Michigan before.

The Highway Department has been working closely with the tourist research study underway at Central Michigan University.

The data from the department roadside interviews and the economic data reported by tourists themselves on questionnaires are being

turned over to the University for further analysis, as part of the Central Michigan University study.

The study of the tourists using the facilities confirms that Michigan is one of the nation's outstanding tourist states, that there is four-season tourist traffic and that the State is close to the \$1 billion tourist spending mark.

More than 400,000 individual tourists are expected to be serviced at the Travel Information Centers in 1965.

Ultimate plans call for further expansion of Travel Information Centers along the major traffic corridors of the Ohio and Indiana borders.

Satisfy Man Size Appetites!

WITH A HEARTY STANDING RIB ROAST FROM FOOD FAIR

Bringing With Mellow Hickory Smoked Flavor!

SHANK PORTION

Smoked Ham

1-LB. **39¢**

Shop Food Fair this week for your succulent standing rib roast just waiting to satisfy the man size appetites in your family. Its savory goodness is always so welcome.

PETERS LARGE

Sliced Bologna

1-LB. PKG. **39¢**

PETERS

Liver Sausage

1-LB. **39¢**

FULL CUT

U.S. Choice Leg O' Lamb

1-LB. **69¢**

EASY TO CARVE

Boneless Leg O' Veal

1-LB. **69¢**

1ST BORN

Choice Rib Roast

1-LB. **75¢**

Thrift Is Simple At Food Fair!

BUDGET PACK

Fresh Hamburg

5 LB. **1.89**

King Of Roasts!

FAMOUS FOOD FAIR U.S.D.A.

Choice Rib Roast

4th and 5th Ribs

1-LB. **65¢**

USDA CHOICE

KRAFT AMERICAN SLICES

8 SLICES 8-OZ. BOX

YOUR CHOICE: AMERICAN • SWISS • PIMENTO

Cheese Slices

8-OZ. PKG. **29¢**

PLAIN OR IODIZED

Morton Salt

1-LB. 10-OZ. BOX **10¢**

WITH COUPON BELOW

AMERICAN BEAUTY

Indiana Tomatoes

1-LB. CAN **10¢**

WITH COUPON BELOW

SLICED FOR SANDWICHES

Lady Linda White Bread

1-LB. Loaf **15¢**

Sweet & Good!

FLORIDA 100 SIZE

Temple Oranges

DOZ. **49¢**

FARM MAID DUTCH CHOCOLATE OR

Old Fashioned Buttermilk

1-LB. **19¢**

SWEETENED & BUTTERMILK

Famous Puffin Biscuits

3 8-OZ. PKGS. **25¢**

RICH... SMOOTH

Farm Maid Coffee Cream

1/2-PY. Cn. **19¢**

MINUTE MAID

Tangy Orange Delight

6 6-OZ. Cans **99¢**

HOW ABOUT PIE TONIGHT?

Lady Linda Dutch Apple

1-LB. 8-OZ. **44¢**

HILLS, MAXWELL HOUSE OR

Chase & Sanborn Coffee

2-LB. Cn. **1.49**

WHITE OR PASTEL

Kleenex Tissues

BOX OF 150 2-PLY **10¢**

WITH COUPON BELOW

GREEN PEAS • CUT CORN • LEAF SPINACH • CH. SPINACH

FRESH FROZEN VEGETABLE

Birds Eye Sale

10-OZ. PKGS. **6.99¢**

NESTLE OR

Hershey Bars

3 BARS **10¢**

WITH COUPON BELOW

PACKED WITH FLAVOR

Del Monte Brand Peas

1-LB. 10-OZ. Cn. **19¢**

PIECES & STEAMS

Penn Dutch Mushrooms

4-OZ. Cn. **19¢**

7 VARIETIES—MUELLERS

Spaghetti or Macaroni

1-LB. Pkg. **19¢**

TRY IT ON EGGS!

Heinz Tomato Ketchup

14-OZ. Btl. **19¢**

4 MATCHING WASH CLOTHS FOR 77¢

Cannon Bath Towel Sale

24 x 44 Size **77¢**

KEEPS HAIR IN PLACE

Paire Brand Hair Spray

21-OZ. Can **59¢**

CONVENIENT... USEFUL

Hudson Paper Towels

Plus Tax **29¢**

BEEF OR LIVER

Vets Brand Dog Food

12 15-1/2 OZ. Cans **99¢**

Plan Dinner for Edward McNamara

There will be a testimonial dinner for Ed McNamara, Livonia City Councilman, and Democratic candidate for State Senator, on Thursday, Feb. 4, at the Livonia Knights Inn.

Clip These Coupons For Added Savings!

MORTON SALT

1-LB. 10-OZ. **10¢**

With coupon and \$3 purchase, or more, excluding beer, wine, & tobacco products. Thru Sat., Jan. 23, 1965. Limit One Coupon.

HERSHEY BARS

6-BAR Pack **20¢**

With coupon and \$3 purchase, or more, excluding beer, wine, & tobacco products. Thru Sat., Jan. 23, 1965. Limit One Coupon.

AMERICAN BEAUTY TOMATOES

1-LB. **10¢**

With coupon and \$3 purchase, or more, excluding beer, wine, & tobacco products. Thru Sat., Jan. 23, 1965. Limit One Coupon.

KLEENEX

150 2-PLY **10¢**

With coupon and \$3 purchase, or more, excluding beer, wine, & tobacco products. Thru Sat., Jan. 23, 1965. Limit One Coupon.

50 Extra 20¢ Stamps

Purchase of \$5 or More

excluding beer, wine, bakery & tobacco products. Thru Sat., Jan. 23, 1965. Limit One Coupon.

OPEN DAILY 9 TO 9, SAT. 8 TO 9
Right reserved to limit quantities.

FOOD FAIR Markets

35323 Plymouth at Yale Livonia
27428 W. 6 Mile at Inkster Livonia
Wonderland Shopping Center Livonia
27200 Joy Road at Inkster Redford Township
23632 Plymouth at Telegraph Redford Township
8244 Merriman Near Ann Arbor Trail Redford Township
27415 Schoolcraft at Inkster Garden City
705 South Main at Linden Plymouth

LIVONIA MALL, 7 MILE AT MIDDLEBELT, LIVONIA