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**SURVEY AND EXHIBIT SERIES**  
EDITED BY SHELBY M. HARRISON

**TRAVELING PUBLICITY  
CAMPAIGNS**

**EDUCATIONAL TOURS OF  
RAILROAD TRAINS AND  
MOTOR VEHICLES**

BY  
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DEPARTMENT OF SURVEYS AND EXHIBITS  
RUSSELL SAGE FOUNDATION



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## EDITOR'S PREFACE

**I**N THE endeavor to spread information widely and well a multitude of ventures have been carried on in recent years. Interesting among these has been the combining of educational material and activities on the one hand with modern facilities for transportation on the other—the putting of exhibits, demonstrations, motion pictures, and other campaigning equipment on railroad trains, trolley cars, and motor trucks so that they may tour a whole city, a county, or cross a continent.

A glance at the appendix to this volume will show how extensive this form of educational effort has become. Beginning a dozen or more years ago with trains which showed improved methods of farming the list includes trains for teaching health, sanitation, safety, and food saving; trolley cars carrying exhibits on child welfare; and automobile trucks equipped to give motion picture shows on health and other subjects. Recently some of the trucks have also carried equipment for demonstrating methods of food canning, or for dispensary service. While the traveling campaign centering in the railroad car has had the longer history, developments in the educational use of the motor truck have been of such number and variety as to indicate, if one may venture in probabilities, relatively greater future activity for it.

The extensive use of this method of disseminating knowledge in the past, and the probable continuation and extension of it in some form, have made it seem desirable to bring together as much as possible of the working knowledge which has been gained in planning and conducting these campaigns, and to put it at the disposal of those interested in popular

## EDITOR'S PREFACE

forms of educational work. The material here presented is thus not so much an evaluation of the traveling campaign method of spreading information as a review, or perhaps better, an anthology of practical experience thus far formulated, plus the observations of the author of the volume. The practice of those who have had first-hand contact with the problems and possibilities involved will undoubtedly have value for future planning. It is hoped, however, that the experience here set down, instead of forming a sole reliance or boundary to effort, may become a stimulus to the play of fresh ingenuity in creating new forms of illustrative material.

But as to the question of evaluation, until more data on these campaigns are recorded, that will still need to be done by those responsible for each particular tour and conversant with the particular conditions and requirements of the case. It is a familiar and not unnatural tendency, in selecting an avenue by which to reach the public, to adopt a method already used by someone else without waiting to get full information on its advantages and limitations. This happens in large part no doubt because the information desired is often hard to get without extensive inquiry. A second purpose of this volume is to bring together in brief compass the available data on traveling campaigns and thus to lessen the burden of extended inquiry for those who will need to make practical decisions.

In addition to a pooling of the facts gained through the practical conduct of traveling publicity campaigns it is further hoped that the material here assembled may provide a sort of nucleus or center of gravity which will attract criticisms and further data. The criticisms, in the course of time, may lead to a fuller treatment of the subject, and afford a better basis for determining whether the advantages of campaigns set upon wheels outweigh their inherent disadvantages when viewed in relation to particular projects or other campaign possibilities.

### **EDITOR'S PREFACE**

**In the meantime grateful acknowledgment is made to the many who have already been generous in answering inquiries and furnishing information gained from their daily contact with traveling campaigns, and to those who have furnished photographs and offered many helpful suggestions.**

**SHELBY M. HARRISON.**

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## APPENDIX

## APPENDIX

### REFERENCE LISTS OF TRAIN, TRUCK, TROLLEY, AND OTHER TRAVELING CAMPAIGNS

**T**HE lists below include traveling educational campaigns about which we have obtained reasonably accurate information. The two chief sources of further information about these projects are the state colleges of agriculture and state boards of health. Very little information about tours is available in published form. Articles in class publications giving brief accounts of a few of the tours and a few special reports about tours are listed in Appendix B.

In practically all the train tours, one or more railroads have co-operated at least to the extent of supplying cars and free transportation, and sometimes bearing a considerable share of the work and expenses of the tour. Our lists, we realize, do not always give the full credit to co-operating railroads and other participants, but as much is given as it was possible to ascertain and to indicate within the space limits.

We are aware, also, that the list is by no means a complete record of educational tours. Information is coming in continually about tours that we had not known of before. The main purpose, however, is to give a general idea of the purposes, forms, and extent of traveling campaigns in recent years, together with only

### TRAVELING PUBLICITY CAMPAIGNS

a few of such details as may help the inquirer decide where to look further for suggestions that may be of assistance in his particular case.

The list does not include tours of trucks or trains for service only, as, for example, library trucks or laboratory trains. Neither does it include "chapel cars," that is, railroad cars, motor vehicles, and boats, for religious services or instruction, such as have been sent out by various religious bodies for many years.

### AGRICULTURAL AND FOOD CONSERVATION TRAINS

**Canada. Better Farming Train.** Subject: assistance in every phase of farm life. Saskatchewan Department of Agriculture and the College of Agriculture of the Provincial University co-operated with Canadian Pacific Railway. 1918 and 1919. Thirteen cars with exhibits or equipment for demonstrations and lectures. Prominent professors and agricultural officials served as demonstrators and lecturers.

**Sheep Car.** Subject: breeding and shearing of sheep. Live Stock Branch, Department of Agriculture at Ottawa. 1919. One car of exhibits. Demonstrations of shearing machine given on farms.

**Special Dairy Car.** Subject: dairying. Saskatchewan Department of Agriculture, College of Agriculture, and Canadian Northern Railway. 1916. Lecture coach and tourist sleeper for speakers. Exhibits with stereopticon and lectures.

**United States. Poultry and Egg Demonstration Car.** Subject: demonstrations of proper methods of handling and keeping poultry and eggs. Bureau of Chemistry, United States Department of Agriculture. 1913 to 1918.

**Arkansas. Peach Culture Demonstration Train.** Sub-

## REFERENCE LISTS

ject: proper methods of peach tree pruning and spraying. Co-operatively run by Agricultural Departments of Missouri Pacific and Cotton Belt Railroads, American Refrigerator Transit Company, and State College of Agriculture. 1918. Two baggage cars for exhibits; large automobile freight car carried orchard machinery. Exhibits explained by horticulturists, on the cars; lectures and demonstrations given in nearby orchard.

**California. Dairy Special.** Subject: dairying and hog raising. State College of Agriculture. 1913 and 1914. Lectures, conferences, and exhibits relative to the industry.

**Agricultural and Food Production Train.** Subjects: methods of stimulating growth of certain crops, interest in increasing food production, and particularly bean culture. State Colleges of Agriculture of Nevada and Utah and Salt Lake Railroad co-operated with California's State College of Agriculture. 1917. Demonstrations and lectures.

**Agricultural and Home Economics Train.** State College of Agriculture, co-operated with Southern Pacific Railroad. 1908 and 1909. Ten coaches for exhibits and lectures, a dining car, and sleeper to accommodate demonstrators and lecturers. Demonstrations and lectures.

**Agricultural and Horticultural Train.** Subject: methods of restoring fertility and depleted soils, plant culture, pest and disease extermination, viticulture, dairying, animal industry, seeding and soil treatment. State College of Agriculture, Southern Pacific and Santa Fé Railroads. Annually, 1908 to 1913. Several exhibit cars, lecture cars, sleeping car, and diner.

**Good Roads Special.** Subject: improvement of roads, Frisco Railway System. 1912. Four coaches and locomotive. Exhibits, lectures and demonstrations.

### TRAVELING PUBLICITY CAMPAIGNS

**Florida. Food Production Increase Train.** Florida Seaboard Air Line. 1917. Demonstrations.

**Georgia. Land Clearing Special.** Subject: stump pulling and uses of tractors and other farm machinery. State College of Agriculture, stump puller companies and tractor manufacturers, Georgia Landowners' Association, and the Railroad Administration co-operated. 1919. Passenger coach and four flat cars for lectures and demonstrations, caboose and sleeper for traveling campaigners, and two box cars for equipment and machinery transportation. Motion picture shows, demonstrations, and lectures.

**Illinois. Home Economics Car.** Subject: household science. State College of Agriculture. 1916-1918. Demonstrations and exhibits.

**Dairy Trains.** State College of Agriculture and the Chicago and Eastern Illinois Railroad. 1916, 1917, 1919. Three coaches for lectures, automobile car and flat car for demonstrations and exhibits, and a locomotive. Demonstrations of milking machine, lectures and exhibits.

**Dairy Train.** Subject: uses of separators, sterilizers, and other dairy machines. State College of Agriculture and C. C. C. & St. L. Railroad. 1916 and 1917. Lecture coach for motion pictures, baggage car for exhibits, and Arms Palace horse car for cattle.

**Dairy Train.** Subject: proper use of dairy machinery. State College of Agriculture and Baltimore and Ohio Railroad. 1916 and 1917. Pullman car for attendants; stock car carried cattle, which were taken for demonstrations to some prominent place in towns visited. Lectures in court houses and town halls,

**Dixie Jersey Special.** Subject: more and better dairy cattle. American Jersey Cattle Club, agents of Department of Agriculture and railroad trade

#### REFERENCE LISTS

promotion bureaus. In Illinois, Louisiana, Mississippi, and Tennessee. 1920. Arms Palace horse cars for cattle and Pullmans for personnel.

**Indiana. Seed Corn Special.** Subject: corn culture. Erie Railroad and Purdue University Agricultural Experiment Station. 1909. Lecture train.

**Alfalfa Lecture Train.** Subject: better alfalfa production. Purdue University Agricultural Experiment Station. 1912.

**Corn Improvement Lecture Train.** Subject: better corn. Lake Erie and Western Railroad and Purdue University Agricultural Experiment Station. 1911.

**Dairy Feeding Lecture Train.** Subject: better cattle feeding and care. Purdue University Agricultural Experiment Station and several railroads. 1915.

**Dairy Special Production Train.** Subject: increase of dairy production. Southern Railroad and Purdue University Agricultural Experiment Station. April 1 to 7, 1913.

**Dairy Special Train.** Subject: dairying. Monon Railway Company, Purdue University Agricultural Experiment Station, and State Dairy Association. 1907. Baggage car, two lecture coaches, and private dining and sleeping car. Lectures, exhibits, and demonstrations.

**Milk Production Special Train.** Subject: care and production of milk. Purdue University Agricultural Experiment Station and Erie Railroad. 1909. Seven car train. Lectures and demonstrations.

**Onion Improvement Lecture Train.** Subject: increase of onion crops. Chicago, Indiana and Southern Railroad. 1911.

**Seed Corn Special.** Subject: corn culture. Monon Railway Company, Purdue University Agricultural Experiment Station, Indiana Corn



### TRAVELING PUBLICITY CAMPAIGNS

**Growers' Association, Indiana Grain Dealers' Association.** 1906. Engine, baggage car, coach for lectures, and a coach for the attendants. Lectures, exhibits, and demonstrations.

**Wheat Improvement Train.** Subject: wheat culture. Southern Railroad and Purdue University Agricultural Experiment Station. 1912. Lectures and demonstrations of culture and fertilization; control of insects and diseases.

**Iowa. Dairy Special.** Subject: better dairy products. Illinois Central Railroad. 1916. Three cars for exhibits, demonstrations, and living quarters for speakers.

**Seed Corn Special.** Iowa Grain Dealers' Association. 1910.

**Kansas. Hessian Fly Special.** Subject: control of Hessian fly. State College of Agriculture and Santa Fé Railroad. 1915. Baggage car for equipment, two steel coaches for lectures and demonstrations, and private car for attendants.

**Kentucky. Agricultural Exhibit Train.** Subject: general education in matters pertaining to agriculture and dairy improvements. State Department of Agriculture. 1912. Four lecture cars, stock car, sleeper, and diner. Lectures, exhibits, and demonstrations.

**Louisiana. Dixie Jersey Special.** See Illinois.

**Maryland. Farmers' Institute Train.** Subject: dairying. State College of Agriculture. 1913. Lecture car and stock car. Demonstrations and lectures.

**Michigan. Food Demonstration Train.** Michigan Agricultural College. 1917.

**Minnesota. Advertising Car.** Subject: farm and factory products. State Board of Immigration. 1913. One exhibit car.

#### REFERENCE LISTS

- Mississippi. Boll Weevil Special.** Subject: extermination of the pests. Illinois Central Railroad, 1908.  
**Dixie Jersey Special.** See Illinois.
- Missouri. Patriotic Special.** Subject: food conservation and work of Women's Committee. Women's Committee on Food Conservation, Council of National Defense. August, 1917. Lecture and demonstration car. Stereopticon lectures and demonstrations.
- Nebraska. Agricultural Train.** Subject: dairying and seed corn. State College of Agriculture. 1918. Two cars for exhibits and demonstrations.  
**Conservation Special.** Subject: food conservation and preservation. Union Pacific Railroad Company co-operated with Nebraska College of Agriculture and others. 1917. Train included business car and living quarters for staff. Illustrated lectures were given in public halls.
- Nevada. Agricultural and Food Production Train.** Co-operatively run with State Colleges of California, Nevada, and Utah, and Salt Lake Railroad. 1916 and 1917. See California.
- New Jersey. Save the Surplus Special.** Subject: food conservation and other war measures. State College of Agriculture and Lehigh Valley Railroad. 1917. Two coaches, one for exhibits and the other for lectures. Toured New Jersey and Pennsylvania. Demonstrations, lectures, and exhibits.
- New York. Victory Special.** Subject: introduction of wheat, meat, and sugar substitutes and other food conservation methods. State College of Agriculture, Food Administration and New York Central, Lehigh Valley, D. & H., D., L. & W., and Long Island Railroads. 1917, 1918, 1919. Demonstrations and exhibits on train of two coaches.  
**Apple Packing Train.** Subject: instruction in requirements of law relating to apple grading.

### TRAVELING PUBLICITY CAMPAIGNS

State Department of Agriculture and New York Central Railroad. 1915. Baggage car with equipment, lecture car with capacity of 100 persons, and car for living quarters.

**Better Seed Special.** Subject: standard types of seeds; reliable sources; proper methods of controlling common diseases. State College of Agriculture, New York Central, Lehigh Valley, Ontario and Western, Erie, and Delaware and Hudson Railroads. 1919. Exhibits and demonstrations in two coaches.

**Potato Demonstration Car.** State College of Agriculture, County Farm Bureaus, and Lehigh Valley Railroad. 1917. Exhibits and demonstrations.

**Sheep Demonstration Train.** Subject: breeding, feeding, and care of sheep. State College of Agriculture, New York Central and New York, Ontario and Western Railroads. 1917. Exhibits and demonstrations.

**North Carolina. North Carolina Car.** Subject: farm machinery and dairying. State Department of Agriculture co-operating with several railroads. Lectures and exhibits with stereopticon slides and moving pictures in baggage cars; demonstrations given out of doors.

**Better Farming Special.** Subjects: better dairying, domestic science, food conservation, and sanitary methods. Agricultural and Industrial Department of Norfolk and Western Railway, State College of Agriculture of North Carolina, and Virginia Agricultural and Mechanical College. 1915-1916. Nine cars for exhibits, demonstrations, lectures, and living quarters for attendants.

**Corn Growers' Special.** Norfolk and Southern Railway and Experiment Station of the Agricultural and Mechanical College. 1908.

#### REFERENCE LISTS

**Farmers' Institutes.** Subject: agriculture and domestic science. North Carolina Department of Agriculture, Seaboard Air Line, and Southern Railway. Two railroad cars, one a coach with two of the seats removed and a model kitchen substituted, and a baggage car equipped with farm and dairy machinery. 1908-1910. Lectures and demonstrations on the train and outdoors.

**Pennsylvania. Food Conservation Train.** Pennsylvania Food Administration, State College of Agriculture, and Pennsylvania Railroad. 1917 and 1918. Two demonstration cars and one exhibit car.

**Save the Surplus Special.** Toured this state and New Jersey. 1916 and 1917. See New Jersey.

**Tennessee. Agricultural Train.** Subject: better farming and food production. Agricultural Department of Nashville, Chattanooga and St. Louis Railroad. One private car and one lecture car. Exhibits and demonstrations.

**Dixie Jersey Special.** See Illinois.

**Texas. Agricultural Train.** Subject: dairying. Agricultural and Mechanical College of Texas. Three coaches for lectures, two exhibit cars, automobile car for cattle, flat car with wire fence and canvas top for lecture and demonstration platform, a diner and a Pullman for campaigners. Lectures, exhibits, and demonstrations. Stereopticon slides shown at night in combination with lectures in motion picture theater or town hall.

**Peach Culture Train.** Subject: proper methods of pruning and spraying trees, and extermination of insect pests in orchards. Agricultural Department of St. Louis Southwestern Railroad of Texas, assisted by Agricultural and Mechanical College of Texas and State Department of Agriculture. 1919 and 1920. Two cars for exhibits and one for orchard machinery. Exhibits, demonstrations,

### TRAVELING PUBLICITY CAMPAIGNS

and lectures. Similar to train run in Arkansas in 1918. See Arkansas.

**Utah. Agricultural and Food Production Train.** Co-operatively run with State Colleges of California, Utah, and Nevada, and the Salt Lake Railroad. 1916 and 1917. See California.

**Virginia. Agricultural Train.** Agricultural and Mechanical College of Virginia, and Norfolk and Western Railroad. 1915. Demonstration train.

**Better Farming Special.** See North Carolina.

**Washington. Agricultural Train.** State College of Agriculture. Lectures with stereopticon slides, sometimes in nearby school or hall; exhibits and demonstrations on train.

**Good Roads Special.** Subject: road and culvert construction and maintenance and general highway improvements. Office of Public Roads of Washington and several railroad companies co-operated. 1912. Two coaches of exhibits and models. Lectures, demonstrations, and exhibits.

**West Virginia. Agricultural Train.** Subject: better farming. Kanawha and Michigan, Baltimore and Ohio Railroads, and State College of Agriculture. 1912 and 1913. Baggage cars for cattle and coaches for lectures. Lectures, demonstrations, and exhibits.

**Wisconsin. Pure Seed and Home Power Special.** "Soo" Line, Chicago, Milwaukee and St. Paul Railroad, Wisconsin Bankers Association, and State College of Agriculture. 1917. Two cars for demonstrations and exhibits.

**Land Clearing Demonstration Train.** Subject: better farming. State College of Agriculture, several land clearing machinery and explosive manufacturers, and several railroads co-operated. 1916-1919. Six cars consisting of a flat car, two box cars

## REFERENCE LISTS

for equipment, two bunk cars, and a boarding car for the attendants. Demonstrations and instruction.

**Stump Pulling Special.** Subject: clearing cut-over lands. State College of Agriculture, several land clearing machinery and explosive manufacturers, Chicago and Northwestern, and Chicago, Minneapolis and St. Paul Railroads. 1916. Flat car, two box cars for equipment, two bunk cars, and a boarding car for the attendants. Demonstrations and instruction. Similar trains, with some changes in cars used and in co-operating agencies, were run in 1917 and 1919.

## HEALTH TRAINS

**United States. First Aid Train.** American Red Cross. 1920. Fully equipped railroad coach to render and teach first aid to the injured. Treatment and instruction.

**California. Sanitation Car.** Subject: protection of water supply, disposal of sewage, and instruction in disease prevention. State Board of Health. 1909. Continued annually. Exhibits and demonstrations.

**Florida. Sanitation and Health Train.** State Board of Health. 1916 and 1917. Two exhibit cars. Lectures with motion pictures and slides.

**Kansas. Health Car "Warren."** Subject: health and child welfare. State Board of Health. 1916. Exhibit car.

**Kentucky. Health Exhibit Car.** Subject: tuberculosis prevention and cure. 1912. Kentucky Tuberculosis Association and several railroads co-operated.

**Louisiana. Health Train.** Subjects: child welfare, food, and disease prevention. State Board of Health. 1910. Continuously since then. Four cars including an exhibit car, a laboratory car with garage compartment carrying Ford car for country

### TRAVELING PUBLICITY CAMPAIGNS

trips and quick collection of water samples, and two cars for administrative and living quarters.

**Missouri. Traveling Car Exhibit.** Subject: instruction in anti-tuberculosis measures. Missouri Association for the Relief and Control of Tuberculosis. 1908. One exhibit coach.

**West Virginia. Health Car.** State Department of Health. 1919. Vestibuled coach, equipped with electrically driven models, posters, exhibits of living bacteria, sanitation exhibits, a moving picture machine, and a small chemical and bacteriological laboratory in one end of the car.

**Tuberculosis Exhibit Car.** Subject: prevention and cure of tuberculosis. West Virginia Tuberculosis League and several railroads. 1913 and 1914. Car for exhibits and lectures.

### MISCELLANEOUS TOPICS—TRAINS

**Canada. Made-in-Canada Train.** Subject: trade extension. Canadian Manufacturers Association. Ten cars for exhibits, demonstrations, and moving picture lectures.

**Exhibition Car.** Subject: conservation of the forests. Canadian Forestry Association. 1918 and 1919. Train toured parts of Quebec and New Brunswick. Exhibits of products made from wood.

**Southern States. School on Wheels.** Southern Pacific Railway. 1919. Baggage car fitted up as modern school room; accommodates teacher and 25 pupils.

**United States. Safety First Train.** Subject: to show what is being done to promote safety and health. Department of the Interior co-operating with other governmental departments. 1916. Locomotive and twelve exhibit and lecture cars.

**Mine Rescue Car.** Subject: instruction to miners in first aid and use of oxygen breathing apparatus. Assistance of car apparatus and crew

## REFERENCE LISTS

given in case of mine disasters. Bureau of Mines, Department of the Interior, 1910; continuous service since then. Present equipment: eleven specially constructed coaches with exhibits and emergency equipment.

**Recruiting Cars.** Bureau of Navigation, Navy Department. 1917 and 1919. Three flat cars fitted up respectively with a model of a battleship, destroyer, and torpedo boat. Exhibits and lectures to assist in recruiting and also used for promoting Liberty Loan drives.

**War Relic Trains.** Subject: promotion of Liberty Loan drives, etc. Federal Reserve Districts of Treasury Department. 1918 and 1919. Flat cars for exhibition of trophies captured from the enemy; baggage car, sleeping car, and a locomotive. Toured the United States.

**New York. Safety First Car.** Subject: instruction in safety measures. New York Central lines. 1919. Two duplicate cars for motion pictures and lectures.

**Virginia. Safety First Car.** Subject: instruction in safety measures. Norfolk and Western Railroad. 1920. Motion picture and lecture car.

## AGRICULTURAL AND FOOD CONSERVATION TRUCKS

**Canada. Sheep Demonstration Automobile.** Sheep and Goat Division, Live Stock Branch, Department of Agriculture, Ottawa. 1919. Demonstrations of shearing by hand and power machines, rolling and preparing of wool for market, dipping of sheep for vermin, and docking and castrating of lambs.

**Alabama. Movable School.** Subject: agriculture and home economics. Tuskegee Normal and Industrial Institute. 1919. Instruction and demonstrations.

**Louisiana. Agricultural Extension Truck.** Subject:



### TRAVELING PUBLICITY CAMPAIGNS

education and agriculture. Louisiana State Agricultural and Mechanical College. 1919. Motion picture and stereopticon lectures.

**Massachusetts. Food Conservation and Model Kitchen Truck.** Subject: canning, food conservation, and substitutes; care and feeding of children in wartime. Woman's Committee, Massachusetts Council of Defense. 1918. Demonstrations and instruction.

**Agricultural Truck.** Massachusetts Agricultural College. Demonstrations, exhibits, and stereopticon slide lectures.

**Food Conservation and Preservation Truck.** Bristol County Farm Bureau. In charge of county demonstration agent at Segreganset. Exhibits.

**Ohio. Poultry Demonstration Truck.** Subject: instruction in proper methods of handling eggs, care of fowl, and better uses of poultry equipment. Ohio State University. 1917. Lectures and demonstrations. Evening lectures with stereopticon slides.

**Pennsylvania. Canning Truck.** Allegheny County Council of Defense. 1918. Itinerant service to farmers' wives at their homes. Demonstrations, instruction; tanning and drying of home products.

**Rhode Island. Food Conservation Truck.** State Food Administration. 1918. Demonstrations and instruction.

**Virginia. Fruit Growers' Automobile Tour.** Subject: best methods of orchard culture. Extension Division, Virginia Polytechnic Institute and Virginia State Horticultural Society. 1918. Automobile tour through Virginia and West Virginia by fruit growers.

**Wisconsin. Agricultural Truck.** Subject: treatment of grain for smut and a fanning mill. County

## REFERENCE LISTS

agents of the state. 1918. Demonstrations, assistance, and instruction.

## HEALTH TRUCKS

**Canada. Traveling Baby Clinic.** University Settlement of Montreal. 1919. Weighing, measuring, and advisory service.

**France. Traveling Exposition.** Subject: child welfare and tuberculosis. American Commission for the Prevention of Tuberculosis in France, Children's Bureau of the American Red Cross and, later, the Tuberculosis Bureau, American Red Cross. 1917 and 1918. Trucks carried equipment for lectures, motion pictures, and exhibits.

**Italy. Tuberculosis Clinics.** American Red Cross Tuberculosis Commission. Seven trucks equipped as clinics. Treatment and instruction.

**Dental Trucks.** American Red Cross. Three trucks fitted up as dental clinics. Treatment and instruction.

**United States. Child Welfare Special.** Children's Bureau, Department of Labor. 1919. Lectures, examinations, and well baby clinic.

**Connecticut. Baby Special.** Subject: infant and child welfare, including care, feeding, measuring, and weighing. Child Welfare Department, State Council of Defense. 1918. Lectures and advisory service.

**Illinois. Traveling Health Clinic.** Subject: tuberculosis. Chicago Tuberculosis Institute. 1919.

**Indiana. Traveling Auto Exhibit.** Subject: prevention of tuberculosis. Indiana Society for the Prevention of Tuberculosis. 1917. Truck fitted with screen and machine for moving picture shows; also lectures with stereopticon and exhibits.

**Louisiana. Sanitary Truck.** Subject: personal hygiene

#### TRAVELING PUBLICITY CAMPAIGNS

and disease prevention among Negroes. Louisiana State Board of Health. 1919. Lectures, exhibits, and motion pictures.

**Maryland. Public Health Car.** Subject: educational and organization work. Maryland Tuberculosis Association. 1916. Motion pictures, lectures, and distribution of literature.

**Massachusetts. Child Welfare Truck.** Division of Hygiene, State Department of Public Health. Lectures, demonstrations, exhibits on all phases of child welfare.

**Mississippi. Rural Dispensary Truck.** Subject: education in general health and tuberculosis. Bureau of Tuberculosis, State Sanatorium of the Board of Health of Mississippi. 1919—continuous. Motion picture and stereopticon shows, lectures, exhibits, examinations, and distribution of literature.

**New York. Healthmobile.** Subject: general health propaganda. State Department of Health. 1919. Lectures and motion pictures.

**Dental Education Car.** Subject: dental instruction and dispensary service. Nassau County school authorities and Junior Red Cross. 1920. Ford truck equipped with necessary dental supplies and equipment.

**North Carolina. Moving Picture Health Car.** State Board of Health. 1916. Lectures and motion pictures.

**Health Education Car.** Subject: tuberculosis and mouth hygiene. State Board of Health and State Tuberculosis Association, 1920. Truck equipped with lighting system and motion picture machine. Lectures and moving picture shows in the forty-five counties of the state.

**Ohio. Cleveland Children's Year Special.** Subject: dispensary for child hygiene and welfare work.

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- Children's Year Committee of Council of Defense. 1918. Exhibits, examinations of children, motion picture shows, and distribution of literature.
- Washington. Clinic and Exhibit Truck.** Subject: tuberculosis diagnosis and education. Truck for transportation of clinic staff and exhibit; clinic held in public halls. Washington Tuberculosis Association. 1919. Lectures, exhibits, and clinic.
- West Virginia. Rural Tuberculosis Campaign.** Subject: prevention and cure of tuberculosis, and extermination of flies. West Virginia Tuberculosis League. 1917. Automobile tour in charge of a woman physician and her assistant. Stereopticon show and lectures; also first aid demonstration.
- Wisconsin. Health Wagon.** Subject: health preservation and disease prevention. Wisconsin Anti-Tuberculosis Association. 1916. Motion pictures and lectures.

#### MOTOR TRANSPORTATION DEVELOPMENT TOURS

- United States. Transcontinental Tour.** Subject: recruiting for Motor Transport Corps, and education regarding good roads. Motor Transport Corps, War Department. 1919. Fleet of motor trucks and passenger vehicles from the Capitol to San Francisco over the Lincoln Highway. Exhibits, demonstrations, and lectures, with moving picture shows.
- Georgia. Motor Truck Trains.** Subject: quicker transportation facilities between farms and markets. Macon Chamber of Commerce. 1919. One hundred and four trucks were divided into four trains; each toured the country routes for a radius of 100 miles. Merchandise carried on outgoing trips and farm produce on return trips.
- Illinois. Motor Trucks.** Subject: uses of motor vehicles on farms. National Association of Motor

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**Truck Sales Managers.** 1919. These trucks toured six states and covered over 3,000 miles.

**Missouri. St. Louis Motor Truck Expedition.** Subject: farm uses of motor-driven vehicles. 1919. Sixteen motor companies co-operated, and the tour covered sections of the north central states.

**New York. Rural Motor Truck Express.** Subject: uses of motor-driven vehicles on farms and for express delivery. National Automobile Chamber of Commerce co-operated with New York State Department of Farms and Markets. 1919. Demonstration given at State Fair, Syracuse, September, 1919.

### MISCELLANEOUS TOPICS—TRUCKS

**England. Cine-Motor Touring Movies.** Subject: information relating to war activities shown in rural districts. British Ministry of Information. 1918.

**United States. Mine Rescue Auto Trucks.** Subject: instruction of miners in first aid and use of oxygen breathing apparatus, and to render assistance in case of mine disaster. Bureau of Mines, Department of the Interior. 1913; continuous service since then. Six such trucks used by Bureau in mining districts. See Mine Rescue Cars.

**Connecticut. Victory Conference.** Subject: women's war work. Woman's Committee, State Council of Defense. 1918. Exhibits, demonstrations, and lectures.

**Georgia. Motion Picture Trucks.** Subject: Red Cross activities. Southern Division, American Red Cross. Georgia and Tennessee. 1918. Lectures with motion pictures.

**Maryland. Motion Picture Truck.** Subject: Red Cross activities overseas and in America. Potomac Division, American Red Cross, Maryland, Virginia,

#### REFERENCE LISTS

West Virginia. 1919. Two lecture and exhibit trucks.

**New York. Victory Trucks.** Subject: reconstruction and post-war service. Reconstruction Commission of the State of New York, co-operating with the Bureau of Commercial Economics. 1919. One motion picture truck.

**Motor Trucks.** Subject: go-to-church propaganda. Erie Annual Conference of Methodist Episcopal Church. Two hundred and twenty automobiles toured the state and Pennsylvania in an effort to get people to attend church more often.

**North Carolina. Motion Picture Truck.** Subject: community welfare. 1919; continuous. State Bureau of Community Service. Semi-monthly tour of truck to rural districts for motion pictures and lecture programs and community organization.

**Pennsylvania. Motor Trucks.** See New York.

**Tennessee. Motion Picture Trucks.** See Georgia.

**Virginia. Motion Picture Truck.** See Maryland.

**West Virginia. Motion Picture Truck.** See Maryland.

#### MISCELLANEOUS VEHICLES USED FOR TOURS

**Canada—Motorcycle. Animal Treatment Cars.** Subject: encouragement of humane treatment of dumb animals. Toronto Humane Society. 1914. Continuous service since then.

**California—House-boat. "The Josephine."** Subject: exhibits of animal parasites and working field laboratory. State Board of Health. 1919.

**Massachusetts—Trolley Car. Child Welfare and Food Conservation Car. Women's Committee, Council of National Defense.** 1918. Exhibits, lectures, and demonstrations.

**Michigan—Trolley Car. Children's Year Special.**

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**Woman's Committee, Michigan Division of the Council of National Defense. 1918. Car divided into three sections for exhibits, examinations, lectures, and demonstrations.**

**Vermont—Wagon. Health Exhibit Wagon. State Board of Health. 1913. Horse-drawn vehicle used for moving pictures and health exhibits.**

**Wisconsin—Motorcycle. "Flying Squadron of Health." Subject: propaganda for tuberculosis prevention and cure. Wisconsin Anti-Tuberculosis Association. 1911-1915. Exhibits, stereopticon slides, and lectures.**

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**Agricultural Train.** Biennial Report, 1912-13, Department of Agriculture, Labor and Statistics, Frankfort, Kentucky, pp. 48-56. Five illustrations of train and exhibits.

**Apple Packing Train, The.** F. S. Welsh. New York State Agricultural Department Bulletin, January, 1916, vol. 79, pp. 679-83. Description of Apple Packing Train of New York Central Railroad and State Department of Agriculture. Two illustrations of demonstrators.

**Auto-Stereopticon and Moving Picture Machine For Extension Service in Rural Schools.** Louisiana State University Bulletin, July 1915. Nine illustrations of car for showing motion pictures at school houses, audience at lecture, and details of picture machine.

**Better Farming Special, A.** C. T. Rice. Hoard's Dairyman, January 28, 1916, vol. 51, p. 4. Description of Norfolk and Western Railway's Better Farming Special. One illustration of exterior of train.

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**Child Welfare Special, The.** Janet Geister. Institution Quarterly, Springfield, Illinois, December 31, 1919, pp.



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- Cine-Motor Touring Movies Equipment of the British Government.** F. A. Talbot. *Scientific American*, August 3, 1918, vol. 119, p. 93. Two illustrations of a truck used for moving picture projection of films giving war information in rural districts.
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- Educating the Farmers by Rail.** H. A. Crafts. *Scientific American*, May 21, 1910, vol. 102, pp. 420-21. Description of California's Agricultural and Horticultural Train.
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