

PUBLIC RELATIONS

The expedition crossed eleven states in addition to the District of Columbia, and passed through about 350 communities. In this way, approximately 3,250,000 persons were afforded an opportunity to personally see a unit of a motorized army and to understand the vast importance and urgent necessity of motor transport and good roads in the cause of national defense. It is estimated that this matter brought directly to the attention of about 33,000,000 persons, or nearly one-third of the population of the entire country through the medium of local publicity in the states crossed. In a number of communities, refreshments were served to the personnel.

