

File
PERSONAL

FOREWARD

BY COLEMAN W. ROBERTS
President-Founder

It was in August 38 years ago that I conceived the idea for organizing the Carolina Motor Club...after a trip from Greensboro to Murrell's Inlet, S. C., on a fishing trip.

It took two days to make the trip. We stopped in Rowland for the night. The roads were practically all dirt, and bad at that. They were unmarked, and the people who lived along the dirt roads misdirected us in several instances when we told them where we were trying to get to. Maps were not available. It was a hectic trip.

On arrival at Murrell's Inlet, I began to make plans in my own mind, and when I returned home I saw a number of people in the two states, and found enthusiastic support of the idea of the kind of organization that I thought the Carolina Motor Club should be.

This initial effort resulted in a meeting of some 35 people from the two states at the Womans Club in Greensboro on September 1, 1922. The result of this meeting was the organizing and incorporating of the Carolina Motor Club, and naming me the executive head, without any salary, unless I made it.

Well, those first few months, and the first few years, were hectic times. My desk was a kitchen table covered with black oil cloth, filing cabinets were two orange crates. We had two second-hand typewriters.

Some weeks I ate pretty well, and some weeks I was a little hungry.

All of the original memberships were sold by me, until we employed our first salesman -- a man by the name of Hoge, who has

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now passed on. We paid him a commission of \$1 for each membership sale. Between his sales, and my sales, we were able to make a little progress. The more memberships we sold, the easier it was to sell more...and so the Carolina Motor Club began to take on real life.

Fortunately, the newspapers and civic organizations throughout the two states backed us nearly 100%. I traveled the two states in an old Oakland with wire wheels...with a hand-operated windshield wipers. At times I thought my arm would break when I traveled through the rain on muddy roads.

It was a great experience...no wage hour laws and no limit to the number of hours a person could work. Accommodations were few and far between in the Carolinas, and I slept in a number of places where I wouldn't think of sending my dog today. But, we had to get along, and not being able to employ anybody else to do any of this work, I had to do it all myself.

It was a lot of fun. There were many heartaches and many disappointments, and many set-backs, but every time there was a set-back, it simply made me want to work harder. As a matter of fact, I had to work harder.

Today, 38 years later, we have a great organization, about which we dreamed in 1922...and to all of those who make this organization possible today, I give my greatest thanks and appreciation.

By the end of the year, road information fixtures with maps giving detail and road construction data were installed by the Club in lobbies of leading hotels. Branch managers were appointed for a number of towns. Official garages were contracted. Legal counsel was appointed. Road maps were distributed to various information and travel bureaus. Bail bond was established, up to \$50. Car theft recovery reward was \$50.00. The Radiator Emblems were ready. Other services were in the offing.

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The first Carolina Motor Club emblem was a circular, with the name of the Club in the outer circle, interlacing AAA's inside. "A business organization devoting its entire resources to bettering conditions for motorists in the Carolinas. A members' club not carried on for profit."

That was the operating philosophy of the Club at its inception, and it has remained unchanged through the years since.

The first issue of CAROLINA MOTORIST (forerunner of the current publication, GO) in October, 1922, reported "that the elected officers are working hard to get the Club in operation at the earliest possible moment. Certainly in October the Radiator Emblem, membership, and bail bond cards will be ready, as will official garages and a legal department."

The officers were: E. Sternberger of Greensboro, N. C., President; Mrs. Edith Vanderbilt of Biltmore, N. C., Herbert O. Miller of Charlotte, N. C., and Alva M. Lumkin of Columbia, S. C., Vice Presidents. Founder Coleman W. Roberts was listed as Secretary. None of the officers were paid a salary.

The membership goal was set at 5,000 by May 1, 1923. Membership fee was \$10.

At the time, there were 230,840 passenger cars and 23,799 trucks registered in the Carolinas.

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The first Carolina Motor Club emblem was a circular, with the name of the Club in the outer circle, interlacing AAA's inside, beneath which was a strip which read: "Thieves will be prosecuted." The emblem also carried the member's membership number.

Among the legislative objectives of the Club in 1922 were uniform traffic laws; motor vehicle title law, then in force in only 14 states; licensing of all motor vehicle drivers; limiting the jurisdiction of justices of the peace, constables, and magistrates; liability insurance.

First quarters of the Club was space in the Chamber of Commerce office, then situated on Elm Street, Greensboro, adjoining the American Exchange National Bank Building. Shortly afterwards, activities were directed from an office in the Huntley-Stockton-Hill Building. The next move was to a renovated contractor's shack on North Elm Street between the Huntley-Stockton Hill Building and the O. Henry Hotel. Still later, operations were conducted from Room 231 in the Jefferson Standard Building.

1923

At the first annual meeting, May 25, 1953, in Greensboro, the Club was 1,200 strong -- the fourth largest AAA Club in the South.

C. C. Armstrong of Gastonia, N. C., was elected president. Roberts was named Active Vice President.

Net worth of the Club was \$2,800, which included the contractor's shack (property on which it rested was rent free), a Ford survey car, two typewriters, a multigraph, and a stock of maps, emblems, etc.

In 1923, the Club's services expanded rapidly...highway mileage tables were prepared, complete reports on detours and road

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Construction were published, care and feeding of the auto was promoted, emergency road service grew by leaps and bounds (in September, 125 official garages were listed), 33 information stations were established in hotels throughout the Carolinas.

In October, the Carolina Motorist reported: "One year old...over 1,900 members in 175 Carolina towns...every promise fulfilled, every bill paid, critics are silenced, and thousands are boosters for the Carolina Motor Club."

The motor vehicle title law, fostered by the Club, became law in October, meaning a 10% reduction in theft insurance rates. Fully aware of the tourist industry potential of the

Carolinas, the Club proposed the first historical and industrial tour of the two states. Travel and safety on the highways were constantly emphasized by the Club in its own publication and in the press.

Robert E. Reynolds, Asheville attorney, candidate for lieutenant-governor, reported to the club each month on his around the world by automobile jaunt -- the first time the Carolina Motor Club emblem encircled the globe.

The Club continued its fight for:
 establishing a state highway patrol
 abolishment of the fee system
 examination of drivers before issuing licenses
 liability insurance
 a commissioner of motor vehicles to see that traffic laws are enforced, to take the load off the office of the Secretary of State

increase speed limit on open highways from 30 to 35 mph
 require all vehicles to have lights and brakes tested periodically

As the Club gained its membership and Carolinas-wide recognition as the "voice of the motorist," numerous groups tried to tail-gate the Club. The Carolina Motorist repeatedly warned the

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public against fly-by-night money-hungry operators going under the guise of motor clubs.

Mr. Roberts was elected a member of the board of directors of national AAA, a position he still holds.

There were 10,250,000 passenger cars and 1,250,000 trucks in the United States, with authorities expecting a saturation point at 17,000,000. (70,000,000 in 1960.)

Familiar names of cars on the highways were Buick, Rollin, Paige, Cadillac, Lincoln, Hupmobile, Jewett, Dodge, Hudson, Essex, Chrysler, Ford, Packard, Flint Six, Franklin, Maxwell, Stearns Knight, Pierce Arrow, Reo.

You could buy a Ford for \$295 and a Pierce Arrow for \$9,000. Four-wheel brakes were making headway.

By the end of 1923, there was no doubt about it...the squally infant born 15 months earlier would survive and thrive.

1924

"The Carolina Motor Club is so organized that it cannot engage in business to make money. All income received must be put into service for members or advertising to attract tourists...I accept the executive position without any guarantee of salary. I'm going to justify whatever salary I may receive, before I receive it, by building a real organization of service."

Coleman W. Roberts - 1924

Early in 1924, Active Vice President Roberts assumed the full management of the Carolina Motor Club and the Carolina Automotive Dealers Association, after serving as Secretary of the Greensboro Chamber of Commerce for four years.

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In April, at the request of Secretary of State W. N. Everett, the Club began the sale of North Carolina license plates at bureaus set up throughout the state as a public service.

Club headquarters was moved to 224 East Market Street in Greensboro. Class 'A' offices were established in Asheville, Charlotte, Gastonia, Goldsboro, Greenville, Waynesville, Kinston, Morganton, Wilmington, and Winston-Salem. "B" offices were situated in 30 other cities.

The official Club publication, Carolina Motorist, which also became the official organ of the Carolina Automotive Dealers Association, was entered as second class matter July 22, 1924. Each month it featured tourist attractions in the Carolinas, profusely illustrated; carried the latest reports on detours and road construction; offered solutions for ever increasing traffic problems in large cities, and campaigned vigorously for the Club's legislative objectives.

The Club also published the Carolina Motor Club Tour Book of North Carolina by Darden Allen...free to members.

Safety literature was being distributed to schools for use by teachers.

A campaign was conducted to eliminate highway safety hazards throughout the two states.

The Club also fought to eliminate war excise taxes on automobiles; urged the Carolinas to establish Advertising Commissions to promote tourism; called for legislation banning advertising signs and billboards within highway rights-of-way...and to stop roadside vandalism and spoilation of roadside shrubbery.

On its second anniversary, the Club boasted over 5,000 members.

The Club helped publicize and automobile show, managed by Osmond Barringer, in March at Charlotte. The hundreds of latest models on display were reported to exceed \$100,000 in value.

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Barringer also was director of the Charlotte Speedway, one of the four great tracks in the world, which was completed in time for its first racing event, October 24. It was an oval wooden structure, one and a quarter miles long, with 800-foot straightaways and 40 degree banked curves. The race was 250 miles long, with 110 mph needed for drivers to qualify.

Tommy Milton was first winner. Earl Cooper set a track record at 128 mph. Ernie Ansterberg was killed in a tryout October 10.

An advertisement heralded the six-reel film, "Around the World in an Automobile with Bob Reynolds." with the appointment of

In 1924: "Sometimes a weak tire gets more air than the folks who go out driving for it." Patrols were established.

A Truck Division was created to serve truck drivers. Trucks

sign reading: "Honor Truck. Cautious driving pledged."

1925-1926

Honor Truck Division, Carolina Motor Club, Inc., AAA."

"The Carolina Motor Club is rendering a tremendously fine service to the people who use the highways of this State." Editorial, The Charlotte Observer, August 9, 1925.

By this time the Club's drive for improved and progressive motor vehicle legislation was turning the eyes of the public and the law makers with favor toward:

(a far cry from the owner already was paying 10% in taxes

...establishing a state highway patrol

...crack down on the fee system and mail order justice

...drivers' license

...other legislation to benefit the motorist

Market Street. ...promotion of tourism in the Carolinas

There were 300,000 cars licensed to operate in North Carolina, an increase of 50,000 over the previous year. There were 1,660 miles of roads in the state.

Speed limits in N. C. were increased to 35 miles an hour on the highways, 20 in residential sections, and 12 in business districts.

The Certificate of Title Law was amended to include trucks. Possibly the most outstanding engineering features in the world of motordom in 1925 were balloon tires and hydraulic four-wheel brakes.

Charles W. Wallace of Morehead City, N. C., was elected president. He served for six years.

The Club membership had climbed to 7,000, making it the largest AAA club in the South.

Five district managers were established in N. C.

Safety efforts were strengthened with the appointment of C. T. Matthews as Safety Director. Safety literature and posters were being distributed. School Safety Patrols were established.

A Truck Division was created to serve truck drivers. Trucks carried signs reading: "Honor Truck. Cautious driving pledged. Member Truck Division, Carolina Motor Club, Inc., AAA."

When New Bern, N. C., proposed a \$5 city tax on automobiles, the Club hired legal counsel to fight it. The State Supreme Court finally ruled that such a tax was illegal.

In 1926, Anson County attempted to impose a similar \$5 tax, but it failed because of the New Bern precedent.

At that time the car owner already was paying 10% in taxes (a far cry from the 30% of today).

Club branch offices totaled 60. There were 350,000 vehicles registered in N. C.

Club headquarters was moved across the street to 219 East Market Street. The staff totaled 24.

A new Carolina Motor Club Tour Book of N. C., with 250 pages with maps and photos, list of garages and accommodations, was published. It was the first authentic tour book of the state -- free to members.

Early in 1926, Roberts was named secretary and treasurer and general manager of Charlotte Speedway, Inc. Sprint races were held

that year for the first time.

The Club urged that the Great Smoky Mountains be made a national park.

Tourism on the east coast of N. C. was publicized.

Roberts declared that a state highway patrol of 600 men was needed to police the state properly. (The patrol did not pass the 600-mark until 1959 -- when 610 was voted the authorized strength.)

The Club helped organize North Carolina, Inc., a commission of five men, to advertise the state.

An estimated 6,500,000 Americans took vacations by automobile. (Today the total is more than 85,000,000).

"No Accident" decals were offered operators who had earned them.

The new emblem was born -- an oval containing AAA, with Carolina above and Motor Club below. It was identical in shape to the national AAA emblem. The car emblem was highly polished aluminum.

Late in 1926, announcement was made that a group of South Carolina motorists would establish the South Carolina Motor Club, to be affiliated with AAA. The Carolina Motor Club pledged harmony and co-operation.

A 1926 Club advertisement listed the following services for members:

PROVIDES FULL MEMBERSHIP IN AAA

FREE EMERGENCY ROAD SERVICE

FREE LEGAL ASSISTANCE

RECOVERS STOLEN CARS

FREE MAPS, TOUR BOOKS, AND INFORMATION

PROVIDES POLICE BOND

School Safety Patrols were gaining momentum.

N. C. Inc., as well as the Club's efforts to form a State

Chamber of Commerce fell by the wayside.

FAVORS GOOD LEGISLATION

WORKS TO MAKE ROADS SAFE

FIGHTS SPEED TRAPS

SUBSCRIPTION TO "CAROLINA MOTORIST"

...AND LOTS OF OTHER THINGS

1927-1928

The South Carolina Motor Club was organized in 1927, with Eugene Bates of Greenville, S. C., president. Coleman W. Roberts was elected general manager.

(In the beginning, the Carolina Motor Club had AAA franchise in both states, but a couple of years later activity in South Carolina faded out.)

Miss Melba Buice (four years later to become Mrs. Roberts) was manager of the Columbia office.

Much of the Club's legislative program was passed by the 1927 N. C. General Assembly, including rear lights on all vehicles...three standard hand signals (there had been five)...new speed limits, 45, 20, and 15...lights must not glare above 42 inches at 75 feet...signs and posters on windshields or windows prohibited...30 days or \$100 minimum fine for drunken drivers...cars required to stop only at railroad crossings designated by the highway commission...truck caravans to keep far enough apart to permit traffic to pass...license plates to stay with vehicle when it is sold...Department of Motor Vehicles Commissioner created...registration card to be kept in car at all times.

However, the Club renewed its efforts for a state highway patrol, uniform traffic laws, drivers' license (with fees to support the state police) and legislation against litterbugs and roadside vandalism.

School Safety Patrols were gaining momentum.

N. C. Inc., as well as the Club's efforts to form a State Chamber of Commerce fell by the wayside.

The Charlotte Speedway was on its way, and it was reported that it was "to be dismantled and used for kindling wood."

On increased traffic safety problems, Roberts reported: "The \$30,000 the Carolina Motor Club spends is a drop in the bucket, but all we can afford. A state Department of Accident Prevention is most certainly a possibility and a feasible request."

The South Carolina Motor Club reported 1,000 members in September, 1927, with offices in Columbia, Greenville and Charleston.

Total of 500 garages and service stations serving members in Carolinas.

Motels? Not in existence as such. There were roadside camps and tourist homes. At the end of 1927, only four tourist homes were listed as approved by AAA, in Charlotte, Gastonia, Hendersonville, and High Point.

The Club branded South Carolina's repeal of its title law a big mistake "because scores of stolen cars are driven into the state. Dealers are hard hit because they cannot sell cars at stolen-car rates."

Membership was 10,101 early in 1928, and S. C. boasted 1,400 members.

In May, 1928, the Club moved to the 20-room MacKenzie Building at 347-349 North Elm Street. On its sixth anniversary 17,142 members were reported -- and an income of \$250,000. National AAA then had 500,000 members.

National AAA called the Club's progress the most phenomenal of any club in the United States and offered high praise for its travel promotion.

In May, 1928, the Club led the national AAA in membership gain -- 702 new and 242 renewals. There were 1,046 AAA clubs.

A \$2 entrance fee was added to the \$10 membership.

A new service was added -- \$1,000 personal automobile and

pedestrian accident policy, which increased 10% each year until \$1,500 was reached. First member protected who died of injuries received in a traffic accident was Sgt. Benjamin M. Patterson of Fort Bragg, N. C., June 1, 1928.

David K. Finley of Providence, R. I., was named traffic and safety director and his services were offered to all cities in the Carolinas.

N. C. gasoline tax in 1928 was 4 cents, plus $\frac{1}{2}$ cent inspection fee -- "But," declared Roberts, "the car owner is a good taxpayer -- do not ride him to death."

1929-1930

The 1929 N. C. General Assembly finally created a State Highway Patrol...but much to the Club's disappointment only 37 men were authorized, to be headed by Captain C. D. Farmer. But at least it was a beginning.

After a six-week course, the patrol began operation July 1.

The next day Patrolman George I. Thompson of Lexington was fatally injured. A member of the club, his estate received \$1,000.

The patrol included a touring car, a coupe, and 27 motorcycles.

The Club sponsored the Carolinas Traffic Safety Conference,

By May the Club's membership was 20,000 strong and ranked sixth in the nation.

Ernest N. Smith, general manager of National AAA, declared:

"The Carolina Motor Club is the leading association in our field in the South and one of the best managed and most progressive in the country."

The Club distributed over 50,000 copies of a booklet, "Vacationing in North Carolina."

The Club inaugurated an Air Travel division to handle reservations on regularly established air routes for for special trips.

Forerunner of the present Club Insurance Agency, Inc., was

American Motorists Insurance Co., of Greensboro, offering insurance to members "at a savings." Roberts was president.

In 1930 South Carolina established a drivers' license law and a state highway patrol, as the Club still plugged for a license law and other legislation to benefit the motorists in North Carolina.

The Club inaugurated Gold Star Driver awards to motorists who had driven at least one year without an accident. By the end of the year 14,000 were registered.

The Club also organized Citizens' Traffic Safety Squads to report traffic law violators.

In September, 1930, CAROLINA MOTOR NEWS succeeded Carolina Motorist and S. C. Motorist...which were merged into a newspaper size and format publication. No advertising was accepted.

The Club began its own inspection of service stations to promote sanitation in rest rooms and to stimulate state legislation to that effect.

By this time Roberts was serving on a number of National AAA committees, including legislative, traffic safety, safety responsibility, and tax study board.

The Club sponsored the Carolinas Traffic Safety Conference, held in Charlotte, and resolutions supported the Club's legislative program.

The Club began intensified promotion of travel to the Great Smoky Mountains immediately after it was designated a National Park in 1932.

The N. C. Highway Patrol set up brake-testing stations -- using marks tires made on the pavement to determine whether a car's brakes were okay.

Air travel services were established in 20 Club offices. Student Safe Drivers Club for drivers under 20 was organized by the Club in Durham.

1931-1935

Headquarters moved again -- this time to Charlotte, April 3, 1933, to 409 South Tryon Street. (The Charlotte branch office had been at 119 W. 4th Street.)

More than 55,000 votes were cast in a poll conducted by the Club and 14 to 1 favored the Club's legislative program which asked for

ivers' licensing, adequate state highway patrol, uniform traffic laws, safety responsibility, and removal from the highways of mechanically unfit vehicles.

The Southern Association of AAA Clubs was organized, with In 1931, the highway patrol (N.C.) was increased to 53 patrolmen and 12 inspectors.

The N. C. legislature gave the proposed drivers' license law a crushing defeat, but a watered down safety responsibility act was passed.

AAA's copyrighted TRIPPER was made available to members. Despite the depression, both Carolina clubs maintained peak service to members.

Roberts was elected president of the Club in 1931, the position he has maintained since. Lt. Governor James O. Sheppard was named president of the S.C. Motor Club.

Asheville was host to the annual meeting of National AAA.

Gold Star Driver awards hit the 20,000 mark.

In November of 1931 the Carolina Motor Club and the South Carolina Motor Club were merged.

A safety lane for voluntary vehicle inspection was conducted in Greensboro by the Club with outstanding success.

The Club's insurance agency changed its name to Automobile Insurance Specialists, Inc.

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School Bus drivers were awarded certificates for no-accident records.

The Southern Association of AAA Clubs was organized, with Roberts as president.

The Carolinas, Inc., was organized to advertise the two states, with Roberts as executive vice president. Later it became a division of the Club.

AAA's copyrighted TRIPTIK was made available to members.

The 1935 N. C. General Assembly finally passed a drivers' license law, but the Club deplored its lack of teeth and the fact that no examination was required.

The N. C. State Highway Patrol was increased to 121.

"Carsurity" was coined to describe the Club's services.

The "Carolinas Scenic and Historic Tour", led by Roberts, was held for travel editors of newspapers and magazines and AAA travel counselors. This was a pioneering venture by the Club and similar tours conducted by the Club since have been a principal factor in the increase of tourism in the Carolinas.

Roberts was elected president of the Charlotte Chamber of Commerce in 1935. He served for two years.

That year also saw the introduction by the club of driver education in high schools.

1936-1940

In June, 1936, the Club's publication was changed to the Carolina Crusader, with tabloid format. Promotion of tourism in the Carolinas was cited as its principal goal.

Subsequent issues were dominated by photos and features about tourists' spots in the two states.

N. C. appropriated \$250,000 to advertise the state.

Roberts was elected to the board of the N. C. Department of Conservation and Development. "Variety Vacationland" was coined to describe the state.

In 1937, the publication was changed again, this time to "The Car Owner", pocket size.

In September of that year headquarters was moved to 437 South Tryon Street.

The Club began teacher institutes on driver education for high school teachers.

Since 1924 (13 years) the Club had sold 4,500,000 N. C. license plates, collecting for the state \$53,000,000.

Work on the Blue Ridge Parkway was under way, with 74 miles of the proposed 400 already completed or under construction at the end of 1937.

In 1938, the Club made arrangements with numerous radio stations to broadcast up-to-the-minute information on road conditions, provided by the Club.

The Club also inaugurated "Safety Sabbath."

A bicycle parade of 1,000 was sponsored by the Club.

Roberts was appointed executive commissioner in charge of the North Carolina exhibit at the 1939 World's Fair.

(See list of accomplishments and objectives, November-December, 1938).

In 1939 the Club began participation in the National AAA Pedestrian Safety Program, with 18 cities in the Carolinas taking part.

To promote travel in the Carolinas, the Club held a contest to name four typical Carolina beauties, then took them on a 3,200-mile tour of the two states in 1940.

September, 1940, saw the Club publication reverting to the magazine format under the title of "GO."

41-1945

The World Travel Service department was created in 1945, offering the public as well as members every travel facility, both foreign and domestic.

As World War II began, Army maneuvers began to restrict travel...tire rationing and the ban on new car sales in 1942 were the first wartime restrictions to hit the motorists.

To assist Carolina motorists in obtaining scarce parts, the Club established a Procurement Division. GO Magazine instructed motorists on the care of their cars and how to get increased mileage. It also established a Tire and Battery Theft Department.

AAA dual controls for driver training was introduced.

In the promotion of travel, maps for weekend trips in the Carolinas were published.

New Car Emblems were developed, carrying the names: Clergyman, Dentist, Physician, Druggist, and Registered Nurse.

The Club acquired a DeLuxe Estate Wagon, and Information and Emergency Car, available to civic organizations "to promote any worthy cause."

In 1942, Roberts was named head of the Office of Defense Transportation for Charlotte.

The Club supplied Army bases with travel libraries.

Associate Memberships were introduced to protect the whole family.

A number of World Travel consultants took trips overseas to gain first hand information about travel abroad.

In 1943, the government hit rock bottom on restrictions on private cars. After two years of unhappy operation, the mechanical inspection law was repealed. The Club conducted a militant campaign against gasoline black marketing and racketeers, offering a \$1,000 reward. It also called for a Congressional investigation on the distribution of gasoline in the Carolinas, charging that it was wasteful and that the Carolinas were not getting a fair allotment.

Membership dues went to \$12.

In 1944, Roberts was named the first "Man of the Year" by the Charlotte News.

The World Travel Service department was created in 1945, offering the public as well as members every travel facility, both foreign and domestic.

(See TEP Jr. biography page 2, Second Quarter Issue, 1945.)

1946-1950

In 1946 the Club had plans drawn for a \$250,000 building to house the growing headquarters organization, but essential materials could not be obtained.

However, in 1947, the Club moved into a converted mansion at 701-03 South Tryon Street.

The Club published a book, "Where to Stop in the Carolinas."

In September, 1947, the Silver Anniversary was celebrated. Insurance Company's name was changed to Club Insurance Agency,

Inc.

World Travel Service was established in "A" branch offices.

Mechanical inspection and periodic re-issuance of drivers' licenses after examinations were made law.

The first of several Carolinas cities to win First Place in the National AAA Pedestrian Safety Contest was Columbia in 1948.

A number of World Travel consultants took trips overseas to gain first hand information about travel abroad.

After two years of unhappy operation, the mechanical inspection law was repealed.

Abel P. Santos was employed as World Travel Director.

First of six annual travel shows was held in 1949.

1951-1960

Tour of Blue Ridge Parkway for travel editors and AAA

counselors was conducted by the Club in 1951, the first of several, with outstanding success.

W. L. Lewis was named World Travel Director in 1952.

The Club inaugurated safety education courses for South Carolina Highway Patrol recruits.

In 1953, AAA was 4,000,000 strong. Roberts was elected to the National AAA executive committee.

South Carolina established a point system in 1954.

The Club promoted safety through a contest among 2,000 leading businesses and industries in the Carolinas.

AAA dropped its sanction of auto racing in 1955.

The Federal Interstate Highway System got the green light in

1956.

In that year, the Club's campaign for driver education in high schools of North Carolina was intensified. The Club also fought drag racing...and laid plans for a Traffic Safety School for Traffic Law Violators in Charlotte. Both the city and county endorsed it, but no action was taken.

This initial effort resulted in a meeting of some 35 people from the two states at the W. L. Lewis Club in September 1, 1947 -- and South Carolina Law Makers voted for a Certificate of Title Law.

A Compulsory Insurance law in North Carolina was passed in 1947 -- and South Carolina Law Makers voted for a Certificate of Title Law.

Driver Education in N. C. high schools was enacted. Dues were raised to \$18.

John D. Frost was named World Travel Director in 1957.

In 1958 the Club inaugurated a pedestrian safety program for cities in the Carolinas under 5,000 population.

A point system was made law in N. C. in 1959.

A Tour of N. C.'s Outer Banks for travel editors and AAA

officials was hailed as outstanding success.

Travel industry income to N. C. topped \$360,000,000.

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