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DISCOVER AMERICA

This year, discover America for yourself.

Honeymoon survey indicates newly married obey LBJ

by Gay Pauley

This year's honeymooners plan to honor and obey a dictum of LBJ — most of them will spend their travel dollars inside the United States.

A detailed survey by one bridal publication, which has studied all phases of the marriage market nationally, found that 65.2 per cent of honeymooners will spend their first days together stateside.

Most of the rest will honeymoon in the Western Hemisphere, which also fits with the presidential request for Americans to spend their travel money on the homefront to prevent the international dollar drain.

The publication, Modern Bride, found that the 33.1 per cent traveling outside the U.S.A. would visit Canada, Mexico, South America, Bermuda, Puerto Rico, Nassau-Bahamas, Jamaica, the Virgin Islands and other Caribbean spots. Only 1.1 per cent of the 2,166 brides surveyed planned a European honeymoon.

The publication also asked the couples what transportation they'd use for their honeymoon. Some 70 per cent will go by private car, another 34.5 per cent by plane, and 4.8 per cent by ship, about half of them on cruises.

Average distance round trip was 1,849 miles, average honeymoon length eight days, and average spending $523 per couple.

Modern Bride did the study so that advertisers would know where to reach this lucrative market.

In just 10 years, the publication said, first marriage honeymoon travel expenses have jumped from $184 million (in 1958) to more than $700 million (in 1967).

Interesting were lengths of engagements among the couples queried. Some 36 per cent had been engaged four to six months, 22 per cent seven to nine months, 18 per cent 10 to 12 months. Only four per cent had had "long" engagements, 19 to 24 months.

And who had the last word on where the couple would honeymoon? Well, they're getting off to an agreeable start, anyway. Nearly 87 per cent said they'd decided together. In 10 per cent of the times, the fiance decided, in 2.5 per cent, the bride.

Leave resentments home when hitting the highway

"Resentments" are a big cause of traffic accidents, according to a man whose job it is to advise legislators, law enforcement and safety officials on problems arising from the growing popularity of motorcycles and scooters.

"Too many drivers have resentments," says William T. Berry, Jr., executive director of the Motorcycle, Scooter and Allied Trades Association.

"The truck driver resents the auto, the auto driver resents the compact and foreign cars and the small car drivers resent the motorcyclists." Meanwhile, all are competing for space.

"The sooner they all realize that a legal vehicle operated in a legal manner by a legally licensed driver has every right to the road, the sooner we'll all enjoy good, safe travel."

Berry, who expects to log more than 100,000 miles in 1966 testifying before legislative groups, attending traffic safety conferences and fulfilling speaking engagements, says: "The use of the road must be harmonious for all vehicles. There is a great job to be done to educate automobile drivers that motorcycles and scooters also have a right to the road."

The motorcycle group recently adopted a resolution favoring separate licenses for motor-driven two-wheel vehicles and Berry is now working with the American Association of Motor Vehicle Administrators in developing uniform standards to guide the states in training examiners.

Many states doubled their motorcycle registration last year and, with at least another 40 per cent increase forecast for 1966, it shouldn't be long before special licenses are required in most states.

In addition to licensing, Berry finds that the question of protective headgear currently getting the most attention. He says the Association is vigorously promoting the voluntary use of safety helmets for motorcycle riding of any distance or duration. He feels that the helmet question for motorcycling is similar to the seat belt issue in cars.