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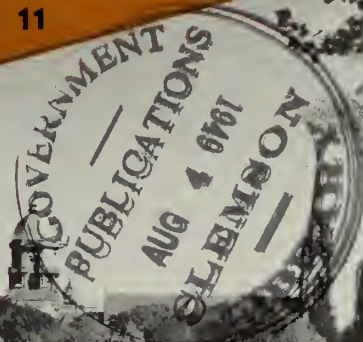


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TRAVEL USA

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UNITED STATES TRAVEL DIVISION

TRAVEL USA



FRONT COVER

University of Notre Dame, Gold Dome and St. Mary's Lake, South Bend, Ind. Courtesy South Bend Association of Commerce.

BACK COVER

Point Lobos, Calif.
Courtesy Standard of California.

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The U. S. TRAVEL DIVISION NATIONAL PARK SERVICE

DEPT. OF THE INTERIOR
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as a medium for the exchange of ideas beneficial to the development of travel. TRAVEL USA describes services offered to the industry and the traveling public by the United States Travel Division and other organizations in the travel field. Free on request to organizations and individuals engaged in travel and related activities.

Approved for Issuance by Bureau of the Budget,
August 30, 1948

DEPARTMENT OF THE INTERIOR
J. A. Krug, Secretary

NATIONAL PARK SERVICE
Newton B. Drury, Director

UNITED STATES TRAVEL DIVISION

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In response to many inquiries from persons not fully acquainted with the work of the United States Travel Division, the following editorial is reprinted from TRAVEL USA's first issue, in October 1948, as a reaffirmation of the objectives of the United States Travel Division and the part that TRAVEL USA is designed to accomplish in carrying out the program.

Purpose and Program

For many years the United States of America was one of the few large countries in the world that did not maintain an official Government travel office. This was an anomaly in view of the fact that fifty or more foreign nations were officially engaged in promoting travel to their own countries and the principal target of their well organized campaigns was, and still is, the American tourist.

In 1940, Congress took the necessary steps to create within the Department of the Interior an official organization to encourage, promote, and develop travel to and within the United States. The activities of this new office, which were carried on successfully for a brief period, were suspended from 1942 to 1947 as a result of stringent restrictions on both foreign and domestic travel imposed by World War II.

The United States Travel Division is again in operation. Its staff is engaged in initiating a new program that has been devised with the aid of representatives of all important phases of the travel industry. The attraction of foreign visitors to this country will have an important place in this program. Initially, these efforts will be concentrated within the Western Hemisphere, but will be extended to other parts of the world as changing economic conditions make such action desirable. Within the U. S. A. all possible cooperation and assistance will be given to the travel industry and the traveling public in maintaining a high level of domestic travel.

The Travel Division will not compete in any way with private travel organizations, but will seek to bring about the full utilization of existing facilities and will encourage the establishment of new facilities when required.

TRAVEL USA will be issued free to travel organizations in this country and throughout the world. It will serve as a medium for the exchange of ideas beneficial to the development of travel and will describe services offered to industry by the Travel Division and other Government agencies. It will also foster the use of United States registered ships and planes overseas.

J. L. B.



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It is truly amazing, when one stops to think of it, how few, how very few, resort hotels stand out in one's memory as gay or pleasant or charming or interesting places that make one long for a return visit, or recommend it to friends.

I'm afraid that vicious little imp, the will to be commonplace, has settled itself just as firmly in the resort field as it has in most of our big city hotels. And where else but the resort field is there such an opportunity to cast aside all preconceived, conventional notions in decorating and interior design, and be gay and different?

Planning the interior design of a hotel is much the same as a producer of a stage production reviewing the play and planning his effects. The first step in the resort hotel is to review its own set of natural advantages, the reasons why it is a resort, and what its attractions are. It may be an ocean resort, the lure of which is swimming, fishing, and sunbathing. It may be a dude ranch or ski lodge appealing to the younger set. It may be a resort in a historic environment. Each set of circumstances is the clue for the stage setting of a resort hotel.

A second important step is color gaiety. The resort hotel is not merely a hotel; it is a home-away-from-home where people come for protracted periods of pleasure, recreation, and rest. Color plays a very important part in the total impression; color that flows uninterruptedly

Interior Design

Dorothy Draper

from one main room to another, from corridor to bedroom, from terrace to garden, to ocean or golf links.

But color and design coordination does not stop with paint, paper, fabrics, and carpet. It extends into china, glass, table linen, silver, bedding, towels, blankets, and even printed material like matches, writing paper, laundry bags, "Please Don't Disturb" signs, menus, paper doilies, coasters, bridge scores; even into the uniforms worn by the various attendants: the porters, bellboys, waiters, upstairs maids, caddies, and others. This complete coordination of color and design is what gives definite impressions, that distinguishes one hotel from another, and makes a visit a delightful experience. No detail in this coordination of color, style and design is too small or too unimportant to be considered in the interest of good taste as well as profitable returns.

Lighting is very important. Installed lighting must be so carefully planned that it will not only enhance the decorative scheme by night, but glamorize the guests. Table lamps should be selected so they make reading, letter writing, and card playing a pleasant indoor sport instead of an eye strain.

The same thoroughness of planning that you give to your public rooms should be extended into the bedrooms, for here is truly the place where your guests will judge you. If your guests feel that you have spared no detail to make your bedrooms not only comfortable and livable, but charming, you will have gained loyal friends who will return. It is just as easy to draw up schemes for six sets of rooms as for one scheme endlessly repeated, and your hotel will immediately be enriched in personality for so doing.

The final point in making your hotel resort a place to remember is landscaping and creating an entrance that is not only inviting, but tells architecturally the kind of hotel yours is. As your guests approach your grounds, they must be aware of a pleasant tingling of anticipation that yours is a hotel that is "different," where everything has been done that can be done to make their visit a happy one.

By all means don't be dull in your planning. The resort hotel is the place where fresh, exciting ideas will pay handsome dividends long after the original costs have been forgotten.

Covering All Festivals

Robert Meyer, Jr.

Festival Information Service



For every regional celebration about which the average American knows there are dozens of which he knows nothing. We are working to correct that by giving free publicity to all kinds of tourist events from apple festivals to yacht races. Our media are calendars of events and stories, and we try to give the calendars genuine appetite appeal by going beyond the traditional what-where-when and listing outstanding attractions at each celebration. How much appetite appeal we can give the calendars depends on the amount of information we have gathered.

Naturally, civic leaders like the free plugs for their fiestas because they help to increase attendance. Editors subscribe to the service because it is an efficient, economical way to report upcoming events.

Festival Information Service grew out of a hobby that started in 1938. Small-scale research on American festivals developed gradually into large-scale investigations of celebrations abroad.

Covering festivals is work! But it is fun, too, because even serious celebrations have their light moments. For example, you would hardly expect to find laughs in connection with an Easter sunrise service, yet Joe Garcia and I found lots of them when we covered the one in Hollywood Bowl.

Spectators began arriving at midnight and their irreverent, party-like attitude until 6 a. m. set a new style for religious pilgrims. By 4 a. m. all benches were filled with early arrivals, many of them sleeping stretched out under blankets. Latecomers shook the sleepers, urging them to wake up, sit up and move over. Some obliged, but one early bird said to a man who disturbed him: "Listen, Bud, I might have been fool enough to come here at midnight, but I am not such a damn fool I'll get up and give you my place. Get away from here and let me sleep!"

When I hit the road John Dean takes over at headquarters, and he loves to spot unusual mail. One interesting letter came from a missionary working the Indian territory, and another from a State highway official in the East. The missionary bawled us out for publicizing Indian ceremonial dances because he considered them pagan. There is no place for such nonsense in our advanced civilization, he intimated, and suggested that we devote our energies to more constructive things.

The highway official's note was in happy contrast to the reformer's, and he went all out to give advice about a junket I was to make in his State. In fact, he was positively overwhelming when he wrote: "Under separate cover I am sending you our latest highway. Please let us know what you think of it." He was really sending a road map.

Most clients are editors, but we also supply informa-

tion to others who have to know what is coming up. A cross section of subscribers includes Westways, Travel Items, the New York Times, and the Civil Affairs Division of the Army.

Westways, published monthly by the Auto Club of Southern California, is a good example of a regional magazine publicizing events in its own territory, southwestern United States.

Travel Items, a newspaper for the travel industry, lists top-ranking events in this country and Canada.

The New York Times, of course, covers the world, but travel conditions limit calendars to events in this hemisphere and Europe.

The Film Section of the Civil Affairs Division uses festival information as a guide in making special newsreel stories about our way of life. The material also is used by CAD's publication and press sections when preparing "Heute," the CAD magazine, and news releases.

All these things show democracy in action, and it makes one feel pretty good to have a part in that important work.

Appreciate Your Own!

The residents of (fill in the name of your State) would stand aghast if they were told just how many tourist dollars race down its highways and out of the State every day. Most of these travelers leave in a hurry simply because no one has taken the trouble to tell them where they should go or recommend what they should see within its borders.

The most valuable commodity any State has to sell is the State itself as a tourist center. Yet it is a well-known fact in business that you cannot do a first class selling job unless you know enough about your product to sell it with intelligence and enthusiasm. Selling the travel trade is no different than any other commodity in this respect. We cannot sell our tourist attractions unless we really know and appreciate them. It is almost a tragedy that we live so closely beside our natural wonders that, through proximity and usage, they seem commonplace. Yet to the traveler these same things are worth traveling thousands of miles to see.

A great travel trade will favorably affect the living standard of all residents of (fill in your State). This increased volume depends, in a measure at least, on how effectively the State residents sell their State. Why not become better salesmen of your State's scenic wonders through visiting them this summer instead of going to distant areas to see something less magnificent or fascinating?—*David H. Mann, Dir. of Publicity.*

(From the State of Utah News issued by the Department of Publicity and Industrial Development)



For Variety

INDIANA

Marion T. Ayers

Executive Director, Indiana Department of Commerce and Public Relations

Few people can afford either the time or the money to take a vacation that includes ocean beaches for swimming, lakes for fishing, scenic hills, and caves for exploration and adventure. It would require hundreds of miles of travel and a well-upholstered wallet. But a taste of all these and much more lies within the borders of a single State—Indiana.

Because Indiana offers such a diversity of scenery and activities, it is an excellent choice for a vacation for members of a family with a variety of tastes. And centrally located, it provides these widely differing vacation pleasures at low travel cost.

Maybe Pop is a fisherman. Indiana has more than 1,000 lakes. And if you think there is no fishing, it is well to recall that in 1948 the Hoosier State lifted the closed season on panfish because more fish were dying of old age than on the hook. If Sis wants to swim, there is, in addition to the many smaller lakes, the beautiful southern shore of Lake Michigan bordered with enormous white sand dunes. The wooded, rolling hills of southern Indiana appeal to Mom's love of nature, while Bud's yen for adventure will be satisfied by fascinating Wyandotte and Marengo caves.

To increase the natural beauty of outdoor Indiana, a far-seeing conservation program has provided 14 State parks and 12 State forests. Thousands of visitors come year after year to these scenic spots.

Indiana is rich, too, in historic and cultural interests. Memorials to Abraham Lincoln, who spent 14 of his formative years in the State. Old Vincennes, taken from the British by George Rogers Clark, conqueror of the Northwest Territory. The trail and grave of Frances Slocum, who dwelt many years as an adopted Indian. New Harmony, site of an early communal settlement. The homes of Booth Tarkington, Edward Eggleston, James Whitcomb Riley, George Ade, Ernie Pyle, Gene

Stratton-Porter, Lew Wallace, George Barr McCutcheon, and others who contributed to their home State's literary reputation.

Among modern points of interest are the famed Indianapolis motor speedway, home of the annual 500-mile auto race; national headquarters of the American Legion; the world-renowned Scottish Rite cathedral; Indiana, Purdue, and Notre Dame Universities along with 31 other institutions of higher learning; the world's largest steel plant and the world's largest goldfish hatcheries.

An unusually fine highway system, one of the very best in the United States, makes it easy and enjoyable to visit all these places. The motorist can go anywhere he wants in Indiana on a good road.

Indiana's reputation for being hospitable was not coined and promoted at home. For years, visitors in Indiana have commented most favorably on Hoosier hospitality.

No State is more typically American. It has been said, "If you wish to know America, visit Indiana."

Old grist mill at Spring Mill State Park, near Mitchell, Ind.



Colonial Storrowton

Constance L. Fales

The way of life of old New England may be lived again in Storrowton, a colonial village of the revolutionary era on the grounds of the Eastern States Exposition in West Springfield, Mass.

Storrowton is a village such as the New England forefathers erected. A dozen early American structures surround the broad tree-shaded village green, each building having been painstakingly sought out and taken down board by board and brick by brick to be restored to its original state. The hand-made nails and much of the primitive window glass in the buildings as originally erected perfects the authenticity.

Dominating the green is the old Salisbury meeting

house where Daniel Webster worshiped as a boy. The white church with its wineglass pulpit and hand-made organ is typical of the early nineteenth century.

Next to the church is the red brick schoolhouse where children of Whatley, Mass., learned their reading, writing, and arithmetic for more than a century. A tiny stove in the center of the room is surrounded by desks initialed by several generations of boys and girls, with the schoolmaster's desk on a small raised platform. In the bell tower there is a small bare room, the master's living quarters.

There are three types of houses in the village. The Gilbert homestead which represents a farmhouse of 1794, the Potter house which is the village mansion, and third is the gambrel-roofed cottage known as the Phillips house which was brought from Taunton where it had stood upon its original foundations since 1767.

The Gilbert homestead was the first house to come to the village. It was brought from West Brookfield, Mass., where it was erected in 1794. Behind the Gilbert house is the herb garden with more than a hundred herbs and simples such as were used by early New England housewives for flavoring and medicinal purposes.

The Potter house, built by Captain John Potter before and after the Revolution, was once the center of Brookfield activity. The outside boarding is grooved to represent stone regularly laid. At the left of the main entrance is the long family room with a huge fireplace and blanket bars on either side.

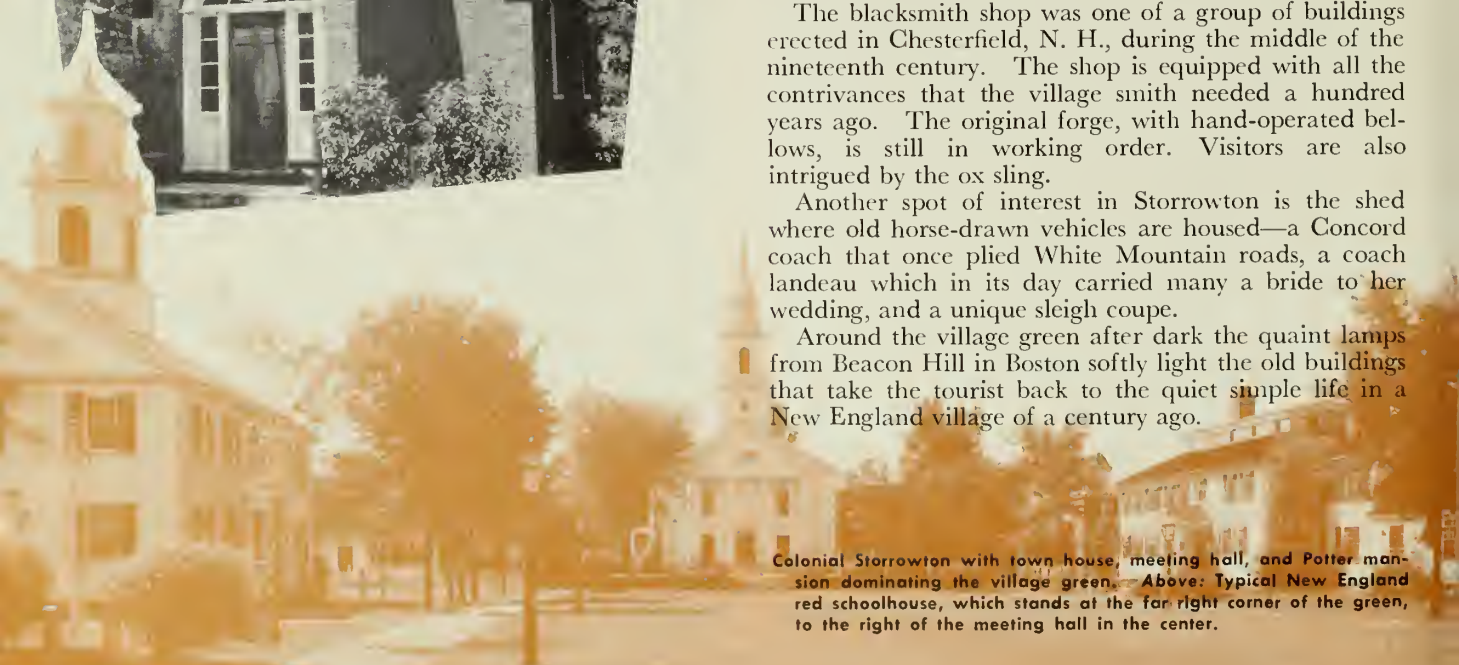
Across the green is the Town House which used to stand in Southwick, Mass. Among the exhibits on display is a group of lovely mannequins modeling a century of wedding gowns.

The tavern with the country store in one end of it was built in the last years of the eighteenth century at Atkinson Hollow in Prescott, Mass. The store, in the left-hand corner of the building, has the original shelves and drawers that held the wares Atkinson Hollow folk came to purchase. An interesting feature is the old bar with its foot rail.

The blacksmith shop was one of a group of buildings erected in Chesterfield, N. H., during the middle of the nineteenth century. The shop is equipped with all the contrivances that the village smith needed a hundred years ago. The original forge, with hand-operated bellows, is still in working order. Visitors are also intrigued by the ox sling.

Another spot of interest in Storrowton is the shed where old horse-drawn vehicles are housed—a Concord coach that once plied White Mountain roads, a coach landeau which in its day carried many a bride to her wedding, and a unique sleigh coupe.

Around the village green after dark the quaint lamps from Beacon Hill in Boston softly light the old buildings that take the tourist back to the quiet simple life in a New England village of a century ago.



Colonial Storrowton with town house, meeting hall, and Potter mansion dominating the village green. Above: Typical New England red schoolhouse, which stands at the far right corner of the green, to the right of the meeting hall in the center.

Whose Highways?

Wilbur B. Foshay

Which highways are whose is often a question for great discussion by chambers of commerce, especially in smaller communities. Many of them feel their sole concern is the roads and highways in their immediate vicinity. Others feel that roads even at a distant point are also important, and take an interest in them, sometimes only to be criticized by the other chambers of commerce for "butting into" their territory.

True, you want to get as many people as possible interested in visiting your community, both from within your own State and from distant States. To do this you must have good roads. I do not mean super-duper high-speed highways to carry people through your territory as fast as possible without even a glance at what you have to look at, but just good standard highways on which they can travel with reasonable speed and comfort. BUT it is not going to do you much good if your neighboring county or State, or even a State two or three times removed from you, has a piece of highway in such poor condition that the traveler who might come to see you will not do so because of that bad road.

Not long ago I lived at Salida, Colo., on U. S. Highway 50, and was Secretary of the Chamber of Commerce there for 8 years. Many people in other communities, in States from the east to the west coast, often criticized me because of my interest in the condition of the whole length of U. S. Highway 50. But I was convinced, and our chamber also, that to get the most people to visit "The Heart of the Rockies," U. S. 50 had to be good all the way.

Salida, like Alamosa "at the Crossroads of Trans-Americas Highway and the Navajo Trail," where I am now secretary of the chamber of commerce, is located on what we call Trans-Americas Highway. It is U. S. 285 and, for a short distance from north of Alamosa, State Highway 17. It runs from way up in Canada south into Mexico. It is not as yet getting the travel it should have, and Salida and ourselves, as well as towns and cities north and south of us who want to see as much travel as possible rolling their way, are anxious to see this highway completed.

There is a short stretch here in Colorado on State Highway 17 just north of us—10 miles of it—that is still not surfaced, and on U. S. 285 south of us in New Mexico

some 50 miles, and those stretches of road are of interest, not only to us but to others.

Some of the best help we have had in promoting the improvement of this highway, especially between Santa Fe and Denver, has been from General Manager Chris P. Fox, of the El Paso Chamber of Commerce.

The money spent on highways does not all come from the local community. Gasoline and oil taxes paid by the fellow driving the car from California or New York as he goes through Colorado help to pay for our highways, and the same thing works in reverse when we are traveling in other States. Then the traveler spends lots of money for food, accommodations, and often for trinkets, clothing, and other items, which in turn goes into the pockets of businessmen in the local communities, who drive their automobiles, pay taxes on their gasoline and oil and their ad valorem taxes, part of which also finds its way into our road systems, so our highways are of interest to all of us wherever we are; first, because they will help to bring visitors to our own communities and, second, because they will allow us to visit other communities on good highways anywhere in the country.

Another important factor, is that good highways everywhere are needed for the ever-growing commercial use vital to every hamlet, town, and city in the United States. So it behooves all of us, wherever we are located, especially those of us in chamber of commerce work, to recognize this fact and cooperate with other communities in other parts of our own and other States in helping to see that the highway program for the whole country, as well as our local community, is pushed as rapidly as possible.

Few things are of greater importance to the welfare of our country than having our entire highway system as good as possible. And just good highways are more important than high-speed highways, except in exceptional cases for traffic between large cities.

Finally, we should not be afraid to place the necessary ad valorem or excise taxes where necessary to get good roads. They are worth it. People do not stay away from places they want to go because of the gasoline or oil tax. But they will stay away if the roads are poor because of inadequate tax funds.

A Trip to America

Norman Hart

Director, No Risk Car Hire Service, Ltd. and Lanseair Travel Service, Ltd.

Mr. Hart's article which appeared originally in the May 1949 issue of Travel Topics, the British travel trade paper, is reprinted herewith, in slightly abbreviated form, with the permission of the author and Mr. Geoffrey Sutton, editor.

The article was, of course, intended for European consumption—which makes it all the more valuable to our readers as a frank appraisal of certain travel conditions in this country.

It contains some favorable and some unfavorable criticism. Some of the unfavorable we know to be well founded, and even that unfavorable criticism with which we may disagree is nevertheless valuable as a frank record of the impressions of a visitor from abroad.

I have recently returned from a visit to America, by air both ways on AOA, in the course of which I had the pleasure of calling on 64 travel agents in New York, Cleveland, Detroit, Chicago, Washington, and Philadelphia. Comparisons may be odious, but they are inevitable and throughout my tour I drew them. As a result there are lessons to be applied in my own business and some which may be of value to others.

To start with some generalities. I have many American friends (even relatives) and I admire America. If this article finds its way into an American travel bureau (and I found *Travel Topics* in many offices), I crave forgiveness for saying that American efficiency is greatly overrated.

All in all, forgetting the material things, service efficiency in England compares very favourably with America, and the politeness of our policemen, bus drivers, conductors, taxi drivers, waiters and waitresses, liftmen, porters, and hotel personnel is of a vastly higher standard. I said comparisons were odious! Where we may fail to give in material service we more than make up for it in the greater gift of civility. What I mean by material service is the cellophane wrapping around one's tooth glass and lavatory seat to show they have been sterilised; the splendid array of towels and neatly wrapped packets of soap; the plug for one's electric razor in every bathroom, railway train and aircraft; the laundry bag containing one's inevitable travel-stained clothing which one puts through the "servidoor" before 9 a. m. and which is returned beautifully laundered and wrapped by midday; the heated trolley on which one's breakfast is beautifully served in one's bedroom; the radio (and what diabolical programmes) in almost every bedroom; the drug stores (greatest of all American institutions—a purely personal view), at which throughout the 24 hours one can buy any earthly need; the cinemas which close long after the crack of dawn—and so on ad infinitum. If these things are of such vital importance to our visitors, and alike to ourselves, are there any of them beyond our power to put in—with the possible exception of the drug store?

Two final points before leaving hotels. The chambermaid having "done" the room in the morning does not return again to the room until next day. In every hotel I turned down my own bed—no great hardship. Secondly, so far as I could test, I could get a proper meal almost any hour, day or night. At a big London hotel, clients of mine were recently unable to get more than a cup of tea at 7:30 a. m. before making an early start for Stratford—and on returning at 9 p. m. were unable to get a proper meal. This sort of thing can easily and indeed must be rectified. Many of our visitors this summer will wish to rise early and return late and will rightly expect a reasonable meal at a reasonable hour.

Railway stations and railway trains are incomparably finer than ours and the service on both is excellent. I like the idea of porters (redcaps), giving a ticket covering limited insurance for one's luggage during the period of transit from the station entrance to one's carriage (called cars). You pay 15 cents per piece of luggage, plus a tip. The comfort and luxury on the trains in the diners, lounge compartments, and sleepers is of a very high standard indeed, but doubtless before long we shall have as good. Even now our Golden Arrow service takes a lot of beating.

Whilst on the question of transport let it be said that America has nothing to compete in efficiency or comfort with our London bus services or our underground. Both these services, although combined, are second to none in the world.

The skyscrapers of New York and other big cities are a superb sight—truly magnificent both outside and inside and artistically in perfect taste. But it is also a matter of taste whether one prefers the 102-story Empire State Building to St. George's Chapel at Windsor Castle. But this is a very sore point with the American. I feel strongly that his devotion to materialism is his defence against our pride in our antiquity. Personally I think that with a little more imagination we can give the Americans as good as they can give us, and in many aspects—especially personal service and quality—better. Provided we give them rooms of furnace-like temperature in winter and a constant supply of iced drinking water the year round, we shall remain good friends and take many dollars.

I omitted to mention that my entry into America through La Guardia Airport made a great impression on me. With 36 other passengers I was conducted from the aircraft through a long corridor into an overheated, dilapidated, and badly furnished room where I waited 20 minutes. This at the end of a 25-hour journey, 9 hours of which were spent in the no less overheated reception hall at Gander. Here I went through certain paper formalities and then I waited while each American "citizen," some of whom could not speak a word of English or American, were called ahead of any British passengers. Either I was very tired and hot or the American Customs reception at La Guardia was not very pleasant. All I do know is that reception at Heathrow on my return to England was a far more pleasant experience both for myself and my fellow passengers. We were received efficiently and passed through quickly in the order in which our names stood on the passenger list—which was not by nationality.



French National Tourist office, New York City; Place de l'Etoile, Paris.



Philippe de Croisset

Agent General French National Tourist Office, North America

Tourist Renaissance **FRANCE**

Once again France has become the favorite foreign vacation land of American and European travelers. During 1948 more than 125,000 Americans visited France and fanned out from the ports of entry into Paris, Normandy, Brittany, Alsace, the Basque country, and the Riviera.

Joining the Americans in the first mass tourist invasion of France since 1938 were large numbers of Belgians, Swiss, Dutch, and British, travelers from Scandinavia, and even a few from Turkey and Egypt. The total of foreign travelers of all nationalities in France during 1948 approximated 1,800,000.

The varied appeal of France in every season plus the best of everything in the way of food, accommodations, transportation, and reasonable prices, was directly responsible for the tourist renaissance.

As a means of further increasing American interest in France, the French government operates the French National Tourist offices in North America as a part of its Ministry of Public Works, Transportation, and Tourism. Prime function of the organization is to keep the general public, travel agents, press and radio, industry, and schools abreast of travel conditions in France.

The French National Tourist Office also issues news of latest travel developments and distributes poster, pamphlets, and other promotional material free of charge. Soon the organization hopes to have several good travel films available for circulation among schools, colleges, women's clubs, and civic organizations.

In La Maison Francaise, Rockefeller Center, New York, the French National Tourist Office maintains an information center for the public and the travel industry. Visitors can always consult the expert personnel in attendance on specific tourist problems. Also they can take a look at the specialized library of travel data on France.

The same expert attention and facts are also available at French National Tourist branches in Chicago, San Francisco, Los Angeles, and Montreal.

Since it is an official government agency solely responsible for the dissemination of tourist information on France, the French National Tourist Office does not under any circumstances arrange tours or make hotel, ship, or train reservations, but it is always ready to give guidance on where to go, what to see, and how to travel through France comfortably and within the traveler's budget.

DISTRIBUTION OF THE \$12 BILLION SPENT ON TRAVEL* IN THE U. S. A. DURING 1948

BILLION \$



*Interstate only; intrastate value would at least double this figure.

No Red Ink in the Convention Business

I. S. Anoff

President, Chicago Convention Bureau

When the Chicago Convention Bureau announced recently that it was establishing a program of semiannual cash awards to policemen outstanding in their courteous treatment to visitors to the Illinois metropolis, it was not just staging another publicity stunt. Rather, it was making a sound investment in good business.

Out-of-towners, particularly those coming to conventions and trade shows in Chicago, have long been among the city's most valuable economic assets. In lean years the "extra money" spent by visiting delegates frequently meant the difference between profit and loss for many a Chicago concern. Over the past generation it has meant comfortable livelihood for thousands of Chicago workers, eased the tax load on countless Chicago natives, filled the void when other cities not as well equipped to draw good-spending outsiders were experiencing depression-year nose dives.

In World War II, Chicago, because of its location and facilities, rivaled even Washington itself in its hustling traffic. When the ban was placed on ordinary conventions, Chicago, because it would be reached more easily and by more people from any other spot on the national map, was chosen for hundreds of Government-sponsored sessions.

It is the convention business, however, with its large, organized groups and set sojourn instead of the hit-or-miss business of casual visitors, that has been Chicago's pet goal as a hospitality center. Because of their very character, with delegates invariably prepared long in advance to make a real time of their gatherings, conventions have not only been big business, but extremely profitable.

In 1948 convention guests of Chicago spent approximately \$123,778,973. This covered only out-of-pocket expenditures by delegates while actually in the city, did not include their travel costs to and from the conventions, nor their registration fees and other regular organizational assessments. Neither did it take in the

approximately \$50 million spent in Chicago for the erection of trade-show exhibits and booths, for flowers, printing, publicity, insurance, and the office expenses of the 1,056 conventions held in the city, and for other essentials not charged directly to the delegates.

While at first guess it might seem that the hotels and exposition halls reaped the biggest harvest, actually there were few categories in the Chicago business world that did not participate.

Department stores and other retail outlets got 17.2 percent of the delegate's dollar. Taxicabs and other transit lines took 3.3 percent. Garages and parking lots received 1.5 percent. Theaters and movie houses accounted for 2.7 percent. Ten percent went for night club entertainment, sporting events, and other extracurricular activities. Sight-seeing jaunts accounted for 1.4 percent. Purchases of beverages totaled 7.7 percent. And 7 percent was spent miscellaneously for dress-suit rentals, phone calls, newspapers, cigarettes, and the like. In the housing of the delegates, hotels received 24.1 percent for room charges and 12.6 percent in their restaurants; while outside restaurants garnered the remaining 12.5 percent.

It is not so much with this direct return from its convention activity but more with its indirect effect on the city's day-to-day prosperity that Chicago is chiefly concerned. Busy hotels mean employment for thousands of bellhops, waiters, cooks, and chambermaids. Crowded streetcars require large shifts of transit workers. Well-patronized stores must keep big forces of sales people, delivery staffs, models, and advertising men. All of these second-layer beneficiaries pay rent, buy groceries, go to church, support doctors, lawyers, barbers, and hairdressers. There is not a nook into which the convention dollar does not make its beneficial appearance.

Under such conditions it can readily be seen why Chicago is leaving little undone to protect the position as the world's busiest convention city. When, following the drop in war travel, hotel occupancy started to drop, the Chicago Convention Bureau launched the campaign to sell the "week-end" convention. Groups experiencing difficulty in squeezing their dates into already long-reserved housing schedules were shown how they could enjoy the best in facilities by starting their sessions on Friday instead of insisting on dates earlier in the week.

In like fashion, there was aggressive direct-mail selling to major executives who decide where their organizations will meet; nationally distributed movies produced by leading Hollywood experts; publication of such aids as the Chicago Fact Folder, most informative medium of a big city's convention facilities offered by any community in the country.

In selling its wares a city is no more than a wholesaler, responsible for the best possible merchandising of its various, individual facilities. Convention business, bringing to a city valuable income from sources it might never otherwise tap, can never prove a "red ink" item on any civic ledger. It deserves the best in constant community attention.



Michigan Boulevard, seen by a million convention and trade visitors to Chicago yearly.



Pittsburgh's Funiculars

Funicular or cog railways for steep city streets are not commonplace. But neither are they outmoded relics of a romantic, bygone age. Many are in daily use, especially in mountainous country. A more practical solution of how to get up and back down again, wherever these funiculars are used, has not yet presented itself—even though the idea of the cog-and-rack railway with counterpoised weights is almost a century old.

The Pittsburgh "inclines," as they are called, carry 2 million fares a year. Built as long ago as 1872, that city's four city-owned funicular railways still meet real and pressing needs.

For the traveler, however, these funiculars have definite romantic interest. The newest of the four was built in 1892. One of them—the Pittsburgh inclined railway, from Bradish Street up to the intersection of Warrington and Arlington Avenues—is said to be the only funicular with a curve in the world. Midway up the hill the railway makes a 65-degree turn.

Besides the Pittsburgh incline, built in 1890, there are the Mt. Oliver funicular built in 1872 and oldest of the four, the Castle Shannon built 1892, and the Seventeenth Street built 1883.

The Pittsburgh funicular has 2,644 feet of track and is the longest of the four. The Castle Shannon has the greatest rise, 469 feet. The Seventeenth Street has the steepest grade, nearly 43 percent.

Operation of the four railways is similar. The railway has two cars, one at each end of a steel rope cable wound around a large steel drum at the top of the incline. As the drum turns, one car goes up while the other comes down. The pull cable is supported on grooved sheave wheels over the entire length of the track.

The steel slope of the tracks makes it necessary to have the downhill side of the car built at a higher level than the uphill, so that the floor will remain horizontal in transit.

Pittsburgh's city funiculars carry freight as well as

passengers. All except the Mt. Oliver incline can take on two vehicles as well as the 20 passengers. The maximum pay load is 20 tons; the cars themselves weigh 30 to 35 tons.

No small strain on even modern equipment, this load is protected by a safety cable attached to the cars in addition to the regular pull cable. The safety cable passes around a large sheave wheel anchored at the top of the run. It permits the weight of one car to be balanced against the other, but its chief function is to support them in case a pull cable breaks. All the cables are designed with ten times the estimated strength requirement.

Automatically operated magnetic-type brakes are attached to each drive motor. They can hold the cars in position at any desired point. Motor speed is controlled by the operator at the top of the incline.

No employees are needed on the cars. A conductor at the bottom collects the fares. The conductor and motor operator can communicate by a direct telephone line but also use a system of signal bells.

The fare is 5 cents, either up or down, without transfer privilege to adjoining street car lines, 10 cents with. Tickets are sold in strips of ten for 40 cents. The fare for vehicles depends on the size and weight.

One interesting aspect of these inclined railways is that they are affected by the weather. Heat and cold expand and contract the pull cables. Since both cars must land at the top and bottom simultaneously, the pull cables must be lengthened or shortened according to the temperature, so they need frequent adjustment.

Originally Pittsburgh's city-owned "inclines" were driven by steam engines but today they are electrified, using hoist apparatus similar to that in elevators and mines.

Travel to U. S. on Ice

A vast reservoir of potential tourists to the United States is dammed up by currency controls in Australia, New Zealand, and other Pacific areas.

This was the conclusion of H. E. Morley, assistant western regional traffic manager of United Air Lines, recently returned from a 35,000-mile air tour of the Pacific and Far East, the most extensive trip made by a U. S. air-line representative since 1941.

Travel agents contacted by Morley characterized the potential number of tourists to the United States as "unbelievable," but currency restrictions keep the cream of the trade "on ice," Morley found.

The Farmer and the Tourist

"What share does our farmer get from the tourist dollar?" asks *Smoke Signals*, monthly newsletter issued by the Wisconsin Indian Head Country, Inc., Eau Claire. Based on Michigan Tourist Association figures, every 100,000 vacationers consume: 87,500 gallons of milk, 2,000 quarts of cream, 125 tons of meat, 85 tons of vegetables, 10 tons of butter, and 4 of cheese. Also throw in the gasoline tax paid by the tourist which means better highways to the farmer, adds *Smoke Signals*, plus the increased purchasing power resulting from the \$75 million annual tourist travel (350,000 visitors in 1948) in northwest Wisconsin's 15 counties.



Prague residents looking at U. S. I. S. display.

At Your Service

U. S. Information Abroad

Frances W. Kerr

International Press and Publications Division, State Department

What mountain has the sculptured faces of the American Presidents? Who carved them?

Why is Asheville, North Carolina, called "The Land of the Sky?"

Where is the longest bridge in the United States?

What is the history of the Statue of Liberty?

These are typical of the steady stream of questions that pour into United States Information offices, embassies and legations in 84 countries over the world. Similar inquiries are received daily by the Voice of America. Writers in the State Department Information program where such queries are answered are doing a world-wide public relations job for Uncle Sam.

The Voice of America is on the air daily in 19 languages. One half hour each week is devoted to "Here Are the Answers," a program replying to specific questions about the United States. In addition, motion pictures, film strips, exhibits, posters, and a volume of printed material for publication in foreign newspapers and magazines flows overseas regularly. Some of this material describes regional events, festivals, State celebrations, and National shrines, and is, in effect, "travel information."

The full-color magazine *Amerika* (a *Fortune-Holiday* type periodical) explains life in the United States to Russians and Czechs. Single sheets of this magazine sell for as much as 50 cents behind the Iron Curtain.

The United States also maintains libraries in most foreign countries, stocked with American newspapers, magazines, books, and recordings. In Warsaw, where the U. S. library is watched by the secret police, many Poles risk reprisals in order to learn about the United States.

It is often surprising to learn what interests people overseas about the United States. Among the books most

in demand in the U. S. libraries are the Sears-Roebuck and Montgomery Ward catalogs. One month the most popular American picture used in Finland was of Paul Bunyan and his Blue Ox Babe, in Bemidji, Minn. (used with a story of the Minnesota Centennial). Nine daily papers in Lisbon, Portugal, published a biography of Thomas Jefferson on his birthday, and 12,000 persons saw a Jefferson exhibit. An article, "How the U. S. President Lives," was popular all over the world. A movie that has been outstanding in stimulating interest in travel to the United States is "Panorama," depicting a cross-continent bus trip. There is enormous interest in the series of films on the States, one of the most popular being "A Date with West Virginia." A number of these films have been made available to the State Department by private industry.

This world-wide curiosity about the United States, inspired in part by the American GI and by our economic position in the postwar world, is being satisfied to as large an extent as possible by the State Department's information program. But as time goes on, more people will travel to the United States. They want to see our highways and supermarkets, the "Wild West," the Broadway signs, the Carlsbad Caverns, and Hollywood. They are coming already.

During the year, July 1, 1947, to July 1, 1948, temporary visitors to the United States totaled 476,006, as compared with 207,769 in 1930. Of these, the largest number—206,107—came here for pleasure and travel; 78,876 were on business. The remainder, traveling to another destination, were students, government or international officials, treaty-traders, or returning residents. This year the number of visitors from overseas will be even greater.

U. S.—Norway Travel

Travel between the United States and Norway is expected to be facilitated by the Fulbright Act agreement recently signed by the two countries, making \$1,250,000 available for a 5-year cultural travel exchange, in kroner.

Dr. Erling Christophersen, Norwegian cultural attaché, considers the two-way aspect of the cultural exchange under the act a real advance in strengthening ties between the two lands. In News of Norway, he terms the agreement "a milestone," and says: "We nurture the greatest expectations for what this program can mean in the future. Though Norwegian kroner rather than dollars are involved—necessitating pretty much of a one-way movement of persons—the ultimate results will be truly reciprocal, in that ideas will be flowing in both directions.

"American teachers and professors will bring of their knowledge—knowledge in fields which may be less developed in Norway than America. In return, American research scholars concluding a period of study in Norway can bring back with them a broader insight into fields where Norway is far advanced, such as meteorology and social institutions."



Travel Round-up

THIS ISSUE

Dorothy Draper

The Greenbrier at White Sulphur Springs, W. Va., is Dorothy Draper's latest achievement, and perhaps best expresses her extraordinary ability as a decorator, stylist, and colorist in the field of hotel properties. In the estimation of veteran hotel men, the reconversion of Greenbrier from a rambling hotel on a 7,000-acre estate, used as a GI hospital during the war, is the largest rehabilitation program of a hotel property ever undertaken. It included not only the re-designing, remodeling, and redecorating of the 650-bedroom hotel with its terraces, porches, porticos and Presidential suite, but some of the history-rich cottages, the Casino and the Health Wing.

Other hotel achievements by Dorothy Draper, president of Dorothy Draper, Inc., include Hampshire House, N. Y., called the "most beautiful hotel in the world"; the Quintandinha, the "Summer Capital" near Rio de Janeiro, and a fabulous showplace; and the Arrowhead Springs Hotel, Arrowhead, Calif.

Pittsburgh's Funiculars

Comparatively little known except to residents and usually taken for granted by them, this country's outmoded (by everyday standards of mechanical progress) but active methods of transportation deserve more attention from the travel trade as tourist attractions. This issue carries the second article on this interesting aspect of American life, the first having appeared in the February issue (out of print), "San Francisco's Cable Cars," by John Cuddy, Managing Director, Californians, Inc.

Storowton

The fifth of a series of articles on historic restorations of tourist value, "Colonial Storowton" is the story of a creation as well as a restoration. The best and most representative in colonial New England construction was borrowed, moved piece by piece and reassembled into an authentic village.

PEOPLE

UMC Gets Tom Cuning

United Motor Courts Assn., Inc., Denver, Colo., has acquired Tom Cuning as

executive secretary. Well-known and highly regarded in travel circles, Mr. Cuning has been in charge of travel promotion for the State of Idaho.

Wright to Mission Trails

New secretary-manager of California Mission Trails Assn., Ltd., 607 South Hill St., Los Angeles 14, is Ralph B. Wright, formerly of California Centennials and with 25 years experience in public relations, especially county and State government.

MEDIA

PRESS

FORTNIGHT, Newsmagazine of California, will feature a travel article on Western States this month.

AUSTRIAN TRAVEL NEWS is a new monthly mimeographed release on that country's life and culture, issued by the Austrian State Tourist Department, 48 East 48 St., New York 17.

DIRECT MAIL

LINES TO LADIES, a booklet by United Air Lines, has tips to women traveling by air on how it feels, how to make reservations, what to wear, meals, taking children.

MOTEL GUIDE to Happy Motoring, a 50-page booklet on motel facilities in the United States, is issued by the American Motel Assn., 1060 Broad St., Newark 2, N. J.

NEW ENGLAND VACATIONS is a well-illustrated, magazine-size, 32-page booklet with a directory of New England vacation literature in the back, by the New England Council, Statler Bldg., Boston.

WHITE MOUNTAINS folder with 600 places to stay is available from the White Mts. Region Assn., Woodsville, N. H.

PIONEER VALLEY (Where to Stay in), available from Pioneer Valley Assn., Northampton, Mass.

CONNECTICUT HISTORIC HOMES, Resources Bulletin No. 7, and Points of Interest, Resources Bulletin No. 8, are published by the Conn. Development Commission, 477 State Office Bldg., Hartford.

RHODE ISLAND VACATION, with a folder on hotels, inns and cottages, an-

other on cabins, camp grounds, motels and trailer parks, are issued by the Secretary of State, Providence.

NEW YORK CHILDREN'S SUMMER CAMPS, 40 information-packed pages in booklet form, is available from the Department of Commerce, Albany.

VISITOR'S GUIDE TO NEW YORK CITY is out in new edition. Official Visitor Information Center, New York Convention and Visitors Bureau, 500 Park Ave.

OHIO'S LAKE ERIE Islands and Peninsula Vacationland is a large pictorial map with place descriptions by the Lake Erie Islands and Peninsula Vacationland Assn., Port Clinton, Ohio.

MISSOURI TRAVELOGUE, an illustrated folder in color with detailed map is available from the Division of Resources and Development, State Office Bldg., Jefferson City.

MICHIGAN STATE PARKS and Recreation Areas in booklet form is published by the Travel Bureau of the Automobile Club of Michigan (139 Bagley Ave., Detroit 26) in cooperation with the Michigan Department of Conservation, Lansing, which issues individual folders on them.

LAKE TAHOE folder with map in color, available from Lake Tahoe-Sierra Assn., Tahoe City, Calif.

GLOBE, ARIZ., Chamber of Commerce, Claude Brooks, Mgr., issues an attractive folder-booklet in color.

CALIFORNIA and the North Coast via the Chicago and North Western Railway, 400 W. Madison St., Chicago 6—40 Ways and More—Routes, fares, etc., in folder form.

WASHINGTON STATE PARKS, an official guide, is issued in folder form, with map, in color. Samuel Clarke, Director, State Parks and Recreation Commission, Olympia.

HAWAII folder with where to stay and what to wear, as well as see and do is published by United Air Lines, 5959 S. Cicero Ave., Chicago 38.

DEVELOPMENT

Tobacco Mart Tourist Attraction

Visitors to Wilson, N. C., home of the "world's largest bright leaf tobacco market" may tour through the auction marts while actual sales are in process, August

15 until Thanksgiving, courtesy Wilson Chamber of Commerce.

Wilson is 150 miles south of Richmond on U. S. 301, the "Tobacco Trail" which bisects eastern North Carolina in a north-south direction; maps of the route are available from John G. Thomas, Sec., Tobacco Trail Assn., Box 979, Wilson.

Acadian Handicraft

A merchandising center for Acadian handicraft work will be established in an Acadian-colonial type house to be built at St. Martinville, La. About 30 retail outlets are already handling the traditional rug and blanket weavings and palmetto articles.

Alaska Helicopter Service

Alaska Airlines is planning to add helicopter charter flights to its regular scheduled territorial service.

CARRIERS

President Lines Schedule Revision

American President Lines trans-Pacific and 'round-the-world luxury liners are on a new schedule giving cruise passengers more time in call ports. Fares remain same. Extra shore time has been made by reducing turn-around time at terminal ports.

R. R. Fare Increase

Latest petition for passenger fare increase on Eastern railroads last month if granted will make coach fares 3.375 cents, sleeping and parlor cars 4.5 cents a mile, bringing total increase in seven years to 50 percent over prewar.

R. R. Station Banks

Commuters' branch banks have been opened in some of the New Haven Railroad stations for the convenience of residents in Westchester and Connecticut.

Jamaica Package Tours

Eastern Air Lines and KLM Royal Dutch Airlines have joined in offering all-expense package tours to Jamaica at reduced fares with 30-day return trip privileges.

Resort Airlines

CAB has granted a 5-year certificate to Resort Airlines for all-expense tours between the U. S. and Mexico, the Caribbean area, South America and Canada.

Family Fares

American Airlines has flown 36,000 families in 8 months and United Air Lines 24,000 families in 6 months of the reduced-rate family fare plan. Families averaged a little over two persons. Six-

teen air lines have the family fare system through which husbands or wives can take spouse and children at half fare. A survey indicates 64 percent of such families otherwise would have used other transportation.

Military Air Travel

Increased air travel by military personnel on travel orders is expected to add \$6 million to \$8 million per year to airlines income. The increase is attributed to the new 10 percent military travel discount for travel by air, authorized for fiscal 1950.

FOREIGN

Australian Vaccination Dropped

The Australian Government has decided against compulsory vaccination for Australians leaving the country for overseas, pending revision of existing international conventions.

Millions for South African Hotels

To promote tourism in South Africa the Government has earmarked £3 million for new hotel permits, Minister of Transport Sauer has announced. According to South African Reports issued by the Union of South African Government Information Office in New York City this would mean that South Africa can "now begin to compete against other countries in the active drive for the tourist trade," and more publicity would be undertaken abroad and in neighboring territories.

BOOKS

Received

Joyce and Josef Muench have done it again in words and sparkling pictures. June 14 marked publication of their latest collaboration "Along Yellowstone and Grand Teton Trails" (Hastings House, 41 E. 50th St., New York City 22; \$2.75, 101 pages with small maps on end pages). The Muench "Trail" series thus gains a third companion piece.

Sentinel Books, 112 E. 19th St., New York City 3, offers a series of inexpensive bristol-bound books at 60 cents each. The titles cover a good range of subjects. Ben Solomon's "Hiker's Guide" contains practical information on what to wear and eat, and map sources. "How to 'Take' Fresh Water Fish" by Maurice H. Decker covers the facts of fishing thoroughly from preparation of tackle to cooking the catch. "Fishing in Pacific Waters" by J. Charles Davis II is by a salt water fisherman of wide practical and editorial experience. "How To Sail" by Samuel Carter III goes into boat handling, sailing, racing, sea laws and navigation, and gives some at-

tention to the vital facts of knots and splices. Porter Varney's "Motor Camping" should find an eager audience among the millions who take to the hills each year. Every conceivable problem is dealt with. Margot Mayo's "The American Square Dance" deals with a form of native culture which is snow-balling into a formidable vogue. Calls and music with descriptions of figures for folk and country dances are lucidly set forth.

Noted

Lucius Beebe and Charles Clegg are at it again. Naturally, the subject is transportation. Their "U. S. West, The Saga of Wells Fargo" is promised for September 30 by E. P. Dutton & Co., 300 4th Ave., New York City 10. (Price \$7.50.)

AT RANDOM

Hotel Revenue Up but Profit Off

American hotels showed a 1948 operating profit \$3½ million less than 1947 despite a \$10 million increase in revenue, according to Hotel and Restaurant News. The figures were based on a study by Harris, Kerr, Foster & Co. of 370 hotels in over 100 U. S. cities; rooms available in the hotels numbered 145,700; total income was over \$540 million. Increased expenditures, chiefly payroll, were blamed for the lower profits.

Smoking in Bed

Charles L. Rader, manager of Hotel Humes and Rader Hall, Mercer, Pa., has posted the following notice in guest rooms:

SMOKING IN BED

1. Call the office and notify the management where you wish your remains sent, as it is a matter of record that a very high percentage of hotel fires are caused by this careless practice.

2. Notify guests in adjoining rooms of your intention of endangering their lives, so that they may take necessary precautions to protect themselves.

3. Go to the corridor and locate the nearest fire escape, so that if you are fortunate enough to escape your room, you may reach safety.

4. Now sit down and think how foolish it is for you to take this risk—you may enjoy your smoke while thinking it over.

Business is good but we do not have guests to burn, so please help us to protect you. Yours for Safety and Comfort.

PHOTO CREDIT

Page 7—D. L. Hopwood. Courtesy Colorado Advertising and Publicity Committee.

Page 10—Kaufmann & Fabry Co., Chicago.

Page 11—Philadelphia Co., Pittsburgh.

Minnesota Calling

Dr. Harold Cater

Director, Minnesota Historical Society

Minnesota's history is so extended and so dramatic, ranging from 1615 to the present—even if the runestone date of 1362 is rejected—that it should not be difficult to make it appealing to the tourist.

Posters for Minnesota could depict Lover's Leap on Lake Pepin, Split Rock Lighthouse on its pinnacle of rock above Lake Superior, the Round Tower at historic Fort Snelling, the aerial bridge at Duluth, fishermen's reels and weather-beaten houses clinging to the rocky North Shore, forest scenes in Superior National Forest, Indian paintings on the Pictured Rock of Crooked Lake, the stockaded fort at Grand Portage against its backdrop of Mount Rose, the devouring jaws of monstrous power shovels in open-pit iron mines on the Mesabi and other Minnesota Ranges, "red bellies" in Lake Superior ports at straddling ore docks, Midsummer Night festivities among the Scandinavians, Finnish saunas among North Country birches and pines, the ancient Red Pipestone Quarry of the Sioux, dome-shaped Chippewa wigwams, Minnehaha Falls, and harvest glories in Minnesota's rolling country.

Sinclair Lewis' centennial novel about southwestern Minnesota in the 1840's is not receiving a tenth of the acclaim that Minnesotans could award it if they were a little more farseeing and energetic. *Northwest Passage* and *The Phantom Emperor* are masterpieces by recognized American novelists, yet how seldom one sees them displayed in Minnesota bookshops. A State alert to the possibilities of its tourist trade would show them continuously where tourists might catch a glimpse of them and realize that Minnesota's past has appealed to men like Kenneth Roberts and the editor of the Baltimore *Sun*. Tourists would love *Early Candlelight*, the story of early Mendota and Fort Snelling; some of Margaret Culkin Banning's and Darragh Aldrich's novels of northern Minnesota capitalizing on its romantic past. How many Minnesotans have ever heard of, much less read, Emma Brock's *Then Came Adventure*, a girl's story about Split Rock Lighthouse and Superior National Forest?

High-grade folkcraft shops and tourist

gift stores stimulate tourist interest. The tourist who buys an article to send to friends in distant places may awaken an interest in Minnesota that will bring those friends to see our sights and buy more articles to send to more friends. So the circles widen. The recipient of a doll depicting Father Hennepin, Radisson, a North Shore fisherman, or a Mesabi ore miner, a replica of a Red River cart, one of those sturdy splint baskets made only by Minnesota's Finns, or some other uniquely Minnesota article, will be enthusiastic to see Minnesota. Tourist shops carrying only authentic items have not appeared in Minnesota until recently. They should be encouraged.

Festivals and pageants delight the tourist's soul, so why not support the Finnish Shrovetide fetes, Midsummer Night dances and celebrations of Scandinavians, Christmas pageantry of the Slavs, Easter eggs that are works of art among the Ukrainians and other South European stocks, and other colorful manifestations of artistry and fun already well rooted in Minnesota? Canoe races, log rolling, *cantele* singing among the Finns, Slavic wedding parties, and similar events have enlivened the Minnesota scene for generations and make a powerful appeal to outsiders. They could be better publicized and more generously supported.

Symbols of early transportation in Minnesota—dog sleds, Red River carts, side-wheelers, York boats, birchbark canoes, and snowshoes—could be utilized in scores of ways to attract the artistic and history-loving visitor to the State. Voyageur songs have a continuing appeal and have never been used to their fullest extent to draw people to this State. The tourist likes to believe that he is gazing at the unique and the typical in the region where he travels. Why not stress the Minnesota motif in every possible way?

So much on the positive side. Unfortunately, there is also a negative side to the advertising picture. What will attract more tourists than all else besides—one lone attraction? The answer is "ancient pines." Pines that are the symbols of much of the State's history; pines that heard the voyageurs' *chansons* ring out beneath their branches; pines that

watched Indians camping contentedly below; pines that symbolize the peace and romantic charm of bygone days. So, it seems clear, that if Minnesota wants to keep its present tourist level or raise it, pines must be kept where they are and grown where they are not, insofar as that is feasible. In other words, it must not let its greatest asset slip away from it.

To help stress the Minnesota motif, the Division of Publicity, cooperating with the Minnesota Historical Society, could do an important service for the tourist interest of the State by encouraging the erection of more and better markers for historic sites. Tourists are interested in historic sites, which would be adequately marked with permanent and attractive signs. New York, Pennsylvania, Virginia, and North Dakota, to mention only a few, have accomplished admirable results in this work; and Montana has erected markers that are the talk of its tourists, not only for their attractive design, but also for the lively and original slant of the information.

Minnesota might well emulate these States. Attractive, informative, and interesting markers would help to reveal Minnesota's personality to the tourist. By telling him something of the State's backgrounds, by pointing out its individuality, they would help him to know Minnesota and feel at home here.

A still further development of this project would be a small, cheap pamphlet listing Minnesota's historic sites, with a brief paragraph for each of them. This compilation would, of course, be based on accurate research; and, with accuracy as a keynote and interest as an added feature, it would further the coordination that exists naturally between history and the tourist.

(Reprinted from a paper read to a recent Northern Great Lakes Area Council meeting, Niagara Falls, Ontario)

New Publications Available

"U. S. Travel, 1948, A Digest," a summary of statistics on travel in the United States and territories during 1948, is available; also a folder on sources of information about National parks and forests, No. 4 of a series, the preceding three being: No. 1—Travel Information Offices Maintained by the States and Territories; No. 2—Where to Get Information about State Parks and Recreational Areas; No. 3—Touring Services for Motorists Offered by Gasoline and Oil Companies.

