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Clemson University

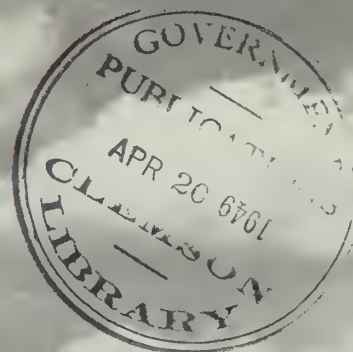


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TRAVEL USA

VOL. 1

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April 1949

UNITED STATES TRAVEL DIVISION

TRAVEL USA

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FRONT COVER

St. Paul, Minn., Skyline. Minnesota Territorial Centennial photo.

BACK COVER

Lake St. Mary, Glacier National Park. Standard of California photo.

Issued monthly by

**The U. S. TRAVEL DIVISION
NATIONAL PARK SERVICE
DEPT. OF THE INTERIOR
WASHINGTON 25, D. C.**

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 by Bureau of the Budget, Aug. 30, 1948

DEPARTMENT OF THE INTERIOR
J. A. Krug, Secretary

NATIONAL PARK SERVICE
Newton B. Drury, Director

UNITED STATES TRAVEL DIVISION

James L. Bossemeyer, Chief
Robert H. Wall, Asst. Chief
Walter Slavik, Editor

Something New Has Been Added

An interesting and significant new development in the travel field will occur within the next few weeks as plans for the Nation-wide observance of Park and Recreation Week unfold.

Although all types of public park and recreational organizations will participate in this program, the initiative in this instance and the driving force behind the movement springs from the American Institute of Park Executives, the National Recreation Association and similar organizations representing the public parks and playfields in cities and towns across the Nation.

Municipal parks and playfields have become as basic an ingredient of our daily lives as the public schools. Young Americans acquire their love of outdoor sports and their interest in woods and waters from these parks and playfields. People of all ages engage in activities ranging from shuffleboard, tennis, picnicking, or swimming to the quiet contemplation of green lawns, flowering shrubs, and stately trees.

Many of our municipal parks rank among the top-notch tourist attractions of the Nation. What would New York be without Central Park, or San Francisco without Golden Gate Park?

The interest of the average American in his home town parks is reflected in his support in extending the idea to wider fields. We now have county parks, regional parks, State parks, and national parks. And John Q. Citizen wants to see and use them all.

To do so, he must travel. And travel he does. In California last year more than 20 million people visited the State parks. Some of this was "day use," but a great deal of it involved a considerable amount of travel and staying out overnight, or several nights. The State is a thousand miles long and the parks are scattered throughout its length.

Nearly 30 million people visited the national parks last year and an even greater number visited and camped in the national forests.

The public recreational facilities have a great deal to do with creating and fostering the urge to travel in the American people. It is perfectly natural, therefore, that the sponsors of Park and Recreation Week should turn to the travel industry for support and cooperation in this movement. The response of the travel industry has been most gratifying to these sponsors.

Our prediction is that the public, too, will respond most favorably to Park and Recreation Week and that we have in the making in this event a great new annual institution.

The State Department

in the Travel Field

H. H. Kelly

Assistant Director, Office of Transport and Communications

In the broad and varied field of international travel the Department of State occupies an important place and performs essential services for United States citizens.

As a basic policy the Government believes in "the encouragement of bona fide travel of nonimmigrant visitors between all countries as a vital factor in promoting trade, economic and cultural understanding"—to quote a declaration of the Executive Committee on Economic Foreign Policy. This constructive and forward-looking concept underlies all of activities of the Department of State on travel matters, and is tempered only by clear recognition of the existing political tension in the world and the need for protection of American security.

Foremost among the Department's responsibilities in this field is the issuance of passports and visas, under statutes enacted by the Congress. Requirements are clear and unmistakable; and their purpose is to insure that every bearer of an American passport is a citizen in good standing and worthy of the Secretary of State's recommendation to foreign countries, and that every foreign holder of a visa to enter the United States has been examined and found to be entitled under the law to this privilege. These are not matters of small importance in a world of political unrest and cold warfare.

230,435 Passports

The volume of passport work is impressive. During the 1948 calendar year 230,435 passports were issued by the Department for travel abroad, through the appointed

machinery of application at the nearest United States District Court or State Court having naturalization authority (3,664 of them) or the passport agencies in New York or San Francisco, or the Passport Division of the Department in Washington. The average time required per passport was about 5 days, although at Washington, New York, and San Francisco the entire formality is frequently accomplished in a matter of hours.

As for visas, United States Consular Offices in foreign countries issued 307,731 to nonimmigrant aliens in fiscal 1948. In addition, the Department issued 1,999 diplomatic and official visas.

Canada and Mexico, being contiguous to the United States, have special status with respect to the requirement of passports or visas for travel to or from them. Indeed, a United States citizen is not required by this Government to have a passport for travel anywhere in the Western Hemisphere, although many persons obtain them as a proof of identity which in emergencies may have inestimable value, and because of the requirements of certain foreign countries.

International Conferences

Other essential functions performed by the Department of State in connection with international travel are less well-known to the public. These include the arranging of United States participation in international conferences; agreements relative to fees and taxes; protection of citizens against discrimination in foreign countries; international agreements for the facilitation of motor travel, such as the proposed Convention on International Road Traffic now under consideration by the United Nations; cooperation with the Public Roads Administration and the Central-American Republics on the construction of an Inter-American Highway between Mexico and Panama; and general economic factors involved in

the international balance of payments, in which travel expenditures are playing an increasingly important role.

All these activities are carried on in close collaboration with other Government departments, with the objective of reaching a unified United States position on important policy questions involved.

Travel's glamor is symbolized by this night shot of the Rock Island R. R.'s Rocket leaving Chicago.





The Travel Editor SPEAKS

Alice Redington

Associate Editor, Trailways Magazine

As long as there have been stories and books, men have related their travel adventures in glowing terms, inspiring the "stay-at-homes" to see for themselves the many wonders of this world. Poets and artists, using words, paints, and (more recently) photographic film, have tried to portray the beauty of Nature's majestic landscapes. Troubadours have sung and continue to croon of the far-away places. The desire to travel does not have to be aroused in the average person, and certainly not in the average American. This Nation was developed by pioneers who could not rest until the entire country had been explored. It is hard to find an area where some intrepid soul has failed to penetrate and report on the people, climate, scenery, flora, and fauna. And always somebody reads or hears the description and says to himself, "Boy! This I gotta see!"

That's where travel writers enter the scene. Their stories furnish the information and inspiration for the inevitable trips their readers will make. Remember how difficult it was to discourage "unnecessary" travel during the war years? Now we have swung to the opposite extreme in an attempt to boost the travel industry.

Over my desk each day comes a flood of publicity releases, photographs, and manuscripts, which are always welcomed. But each day it becomes more apparent that someone is missing the boat. Many writers approach a travel article from a bloodless guide-book point of view. No attempt is made at colorful writing. Most of these manuscripts are no more entertaining than a geography lesson, and certainly not as accurate.

Don't Be Afraid

Unless you are writing for newspapers, don't be afraid of adjectives, humor, use of dialogue, and the adventure angle. Try to find subjects that have not been worked to death, or write about locations that have much to offer but have not been widely publicized. Do begin and end your story in an interesting fashion. Don't rely too much on an editorial re-write. Try to think up a catchy title. Don't use language that is too technical. Use historical data only to highlight modern-day attractions. Be specific and accurate in travel directions, descriptions, and spelling of names.

Know your publications and their requirements.

Check length and type of story wanted and don't send "fillers" to magazines that never use them. Don't send bus trip stories to trailer magazines. If photographs are required don't write about locations where none are available. Submit seasonal material far enough in advance to be used. Don't say "for details write to . . .". Such details should be in the article. Skip the fascinating characters you met among the tourists. They won't be there for the next fellow. Give accurate details on prices, accommodations, transportation, souvenirs, what to wear, and special attractions for each member of the family. Above all, mention what is free. Most vacationers are on a budget.

Get Unusual Pictures

Huge sums are expended annually on publicity photographs, but only a small percentage of these can be used to promote travel. We believe our readers like to identify themselves with the people in the illustrations and for that reason we want pictures showing some evidence of human activity. Photographs of deserted gardens, empty streets and parks, and lonely country roads may be artistic, but their value is limited. This also applies to cheesecake art. Try to get unusual shots. Be sure prints are sharp and clear enough for good reproduction. Each picture should be fully captioned, and carry information about credit lines, model releases, and your return address. Captions are very important, although they will be rewritten to conform to space requirements. Don't submit snapshots or picture postcards. Black and white glossies (8 by 10 inches) are best. Do package photographs carefully to guard against breaking and tearing. Indicate whether pictures are free or payment is expected.

Give the editor a break. Present your material in the best possible form. Supply return postage and a self-addressed envelope with unsolicited manuscripts and pictures. Give all the information required. List potential sources of additional photographs.

A travel editor is only human and usually sadly overworked, with no time for voluminous correspondence. He will be glad to use your material if it is interesting. His job is to promote travel—not prevent it.

And who knows? You may even be able to influence his next vacation . . . if he ever gets one.



Block print of Stage Drivers' Retreat by Charles Surendorf.

Restoration of Gold-Rush Columbia

Edward F. Dolder

*Supervisor, Conservation Education
California Department of Natural Resources*

California has embarked upon the project of restoring Columbia, famous "gem of the southern mines" during the early gold-mining days in the mother lode country on the western slope of the Sierra Nevada.

The restoration is one of the major projects of the State in conjunction with the California centennial period of 1948-50—the finding of gold in '48, the gold rush of '49, and statehood in 1850.

The State park commission has authorized a historical survey of Columbia, with recommendations for a master plan of restoration. The survey is complete. Work is progressing on the plan, and on organizing a "restoration" staff in the State division of beaches and parks, administrators of the area.

Columbia came into being when a rich gold strike was made at its site by Dr. Thaddeus Hildreth on March 27, 1850. It boomed to national prominence in the 1850's, roaring with trade as well as the usual saloons, sporting houses, fandango halls, and theaters typical of a thriving gold town—then slipped into near oblivion in the late 1860's after two disastrous fires and a shortage of water necessary to work the "diggin's".

In 1928 Frederick Law Olmsted, retained by the newly created California State Park Commission to make a survey of areas to be included in a State park system, recommended that Columbia be preserved as the outstanding example of an early-day mining town.

In 1945 the California Legislature appropriated \$50,000 for the acquisition of the town, with the provision that this amount be matched through public subscriptions.

The task of raising the matching \$50,000 was taken up by the Columbia Historic Park Association.

Governor Earl Warren signed the appropriation bill at a public ceremony July 15, 1945.

Today most of the property set up for purchase has been acquired and the area is officially known as Columbia Historic State Park.

A staff of State park rangers and a curator are stationed at the new park to protect the property and conduct research into old records of the town; a new water system is being developed for fire protection, and—pending completion of the master restoration plan—the park staff is arresting further deterioration of the old buildings.

Upon completion of the restoration, which will take from five to ten years, State park officials plan to make Columbia a living mining town by encouraging activities consistent with the atmosphere of the town during its golden days.

Old-timer with his model T Ford in front of Stage Drivers' Retreat, Columbia, Calif.



Tourist Promotion in Minnesota



James W. Clark

*Commissioner, Minnesota Department of
Business Research and Development*

Photos, including Lake Itasca (opposite page), courtesy Minnesota division of publicity

The Dred Scott case had its origin in Minnesota. Dred's master brought him along as part of his retinue when he sought rest and recreation in Minnesota's northern lake region. When Dred was returned to the south he claimed his liberty.

We who know the enjoyable freedom that follows relaxation of restraints of modern society can understand the slave's desire to reside in Minnesota's vacation land.

Informing the public about this area as well as all Minnesota, with special emphasis upon recreational appeal, is the work of the State's Department of Business Research and Development, created in 1947.

One of the department's first efforts was to measure the importance of the travel trade upon the other elements which make up Minnesota's economic fabric, by a market survey conducted by the Mid-Continent Surveys. This report gave the department the knowledge of where the State's vacation travel trade comes from, what vacationists buy and how much, and the degree of satisfaction their expenditure of time and money has brought them.

As a result of this study the department is now engaged in promoting legislation advising resort owners on their advertising and outlining a State-wide hospitality and courtesy campaign. We intend to base our future plans and activities upon a similar procedure—first ascertaining present conditions and then applying funds and personnel to alter those conditions.

This will certainly be to the advantage of those who have a stake in the travel trade of our State. For each of the past two years some 850,000 guests from outside Minnesota have fished and bathed in our lakes. In this, our centennial year, that number should reach a million.

The money these visitors leave here in payment for their entertainment makes up much the larger part of the estimated \$100,000,000 tourist industry of the State.

The State's income from the vacation travel trade and the amount spent by the State government to obtain it have little relationship. Our budget for the publicity portion of our activities is \$80,000; only \$25,000 is spent on the purchase of space advertising. That so much

has come from the expenditure of so little, we believe, is indicative of the merit of our sales product.

The union of State tourist promotion with business promotion is a generally accepted trend; it has been adopted by Vermont, New York, Missouri, Minnesota, and other States. While the trade groups representing the tourist industry sometimes are reluctant to yield their separate identity, experience indicates they profit by doing so. They gain specialized talents in the larger department, and also the advantage that comes from being a part of business as a whole when appearing before legislative appropriation committees.

Sailing in the moonlight on a Minnesota lake.





Coming: Park and Recreation Week

Robert E. Everly

President, American Institute of Park Executives

Thousands of people will go to public parks and other recreational areas May 21 to 30. Many will be there because they know it is Park and Recreation Week. Others simply will be enjoying the relaxation, whether or not they know of the week. But every possible step is being taken to make everybody in the United States aware of their great heritage—this country's magnificent scenic and recreational facilities.

A resolution officially establishing the week by Congress and by Presidential proclamation is expected to be introduced by Senator Scott Lucas of Illinois.

Seldom has any similar project been launched that has won such widespread support and cooperation. The American Recreation Society, National Recreational Association, National Conference on State Parks, American Association of Botanical Gardens and Arboretums, and American Association of Zoological Parks and Aquariums are co-sponsors. The National Park Service, United States Forest Service, and other Federal agencies are cooperating, as well as the American Hotel Association, Air Transport Association of America, National Bus Traffic Association, the railroad passenger traffic managers, and many other travel promotion organizations.

Local park and recreation agencies are ready to do their appropriate part. They will need all possible promotional support from national agencies and the travel industry.

Headquarters for promoting Park and Recreation Week have been established at 425 E. 14th Boulevard, Chicago 5, Ill.

There will be 21- by 28-inch posters in color provided at cost for display and distribution by railroads, travel agencies, and others. Special cuts and mats for newspaper and magazine advertisements by hotels, transportation companies, and travel agencies will be available. Users of mail meters can obtain at small cost a "slug" to attach to the meter so that the official postage imprint on each envelope will have a park illustration and an appropriate slogan. This promotional material may be obtained from "Park and Recreation" headquarters.

Municipal and metropolitan park and recreation agencies will schedule community- and city-wide exhibitions, assemblies in schools, and special gatherings.

Many youth and civic organizations are cooperating. The Boy Scouts of America, the Girl Scouts and the Camp Fire Girls, Inc., with their thousands of local groups, will urge trips to local, county, State, and national parks and forests. The 3-day Decoration Day week-end at the close of the week will offer a splendid opportunity for

these trips. Similarly Kiwanis International and Lions International will hold discussion meetings in May to hear speakers and view pictures of the country's parks, planning pilgrimages this summer.

The American Newspaper Publishers' Association is expected to suggest special editions during the week with feature articles and pictures of public park attractions. The American Automobile Association, with its Nationwide chain of motor clubs, will distribute appropriate articles and other materials for publication in local newspapers, in magazines of the motor clubs, and on radio programs.

Special editions or exceptional features will appear in the American City magazine; This Week magazine (supplement to many of the week-end editions of large newspapers throughout the country); and Kiwanis International magazine.

The Ford-Times magazine will devote its May issue to color pictures of National, State, Forest Service, and metropolitan park areas, with maps showing their location. Reprints from this issue, bringing together in handy and attractive form all the outstanding facts and illustrations of the whole array of parks in the country, will be made available through all Ford, Mercury, and Lincoln dealers. Quantity lots may also be obtained by clubs and other local groups for their members, at the cost of handling and shipping, from headquarters of Park and Recreation Week.

Lake Itasca, Itasca State Park, Minn.





The Poster

E. McKnight Kauffer

EMcK Studios, New York City

WHAT IT IS, AND WHY

"Others fashion man: I relate him" wrote Montaigne more than three centuries ago. This perceptive and responsible understanding should not belong to philosophers only. Wherever and in whatever medium the molding of men's thinking is involved those engaged in such work have a responsibility for the direction of such influences.

In advertising this applies to those who use the word and to those who employ the image. Advertising in its many forms has become—particularly in the United States—a most powerful factor in the daily life of citizens. It has become standardized to a degree where the individual contribution is swamped by charts, response check-ups, and surveys, and any direct responsibility is shifted from one department to another. But facts and figures prove that thus far it works. For this reason it is highly unlikely that there will be any substantial change. Since it pays off, what else? In the middle of the last century Emerson said, "We eat and drink and wear perjury and fraud in a hundred commodities." Could he be thinking prophetically of what was to come? Strong words but very significant ones.

I leave these few remarks within the mind of the reader. For a comprehensive study and analysis of the state of advertising today I refer the reader to one who is not a designer but who is a serious and responsible critic.

According to Webster, the word "poster" first came into general usage in 1838 and was defined as "a placard posted or displayed in a public place as an announcement or advertisement." But long before this official recognition of the word, the poster in embryo was used by Roman booksellers (slabs of stone with writing) and again much later during the great plague of London, this time printed on paper with the words "Lord have mercy upon us." The poster as a medium therefore is older than any other form of advertising art. And because of its long tradition and definite character for propaganda it should be designed with understanding and used with discretion.

Until the discovery of lithography the poster was a one-toned woodcut. Because of this, simplicity was inevitable. Thus the minimum of means produced a maximum of effect. And to this day the best posters are designed with this as a guiding principle.

With the increase of printing facilities and relatively lowering production costs, the poster as we see it, particularly in the United States, has lost its original simplicity as well as its power. Like a drink made up of various liqueurs, it looks pretty but has not distinct flavor. Obviously printers must make money and a design made in three or six colors will be cheaper than one done in 14 colors. I am certainly not laying the blame for bad poster art at the printer's door! Unwittingly, however, in his zeal to do a "beautiful job" his persuasion may influence a client. Whatever the causes may be for our lack of good poster art we have on the whole lost sight of its original character.

A poster is designed primarily for the pedestrian in the street and for the traveler on the highways. Within the tick of a few seconds the poster should do its job. Therefore I repeat that it must be simple. Whatever the problem may be it must be broken down into plain terms that relate quickly to the content—the meaning and the purpose. No equivocation, no stammering, but a direct "this is it." Like an arrow, a traffic signal, a road sign, or an affirmative command. The daily life of a citizen is punctuated with slogans, pictures, stops and go's. It is logical to assume that the mind welcomes and responds to any symbol or interpretation that expresses a sense of order, and good design is exactly concerned with this elementary and always compelling fact.

Posters used for travel can convey in no less swift and uncomplicated terms the character of places, the manners and differences of people, architectural interests, and amusements. Many European countries are familiar and inviting to us through their posters and many a potential traveler has been persuaded to go to one country rather than another because of the poster. Our own country is still unexploited in spite of the fact that it offers a vast variety of scene, peoples, architecture, and climates, perhaps unequaled anywhere.

To summarize: First, the poster is not a modern invention. Second, it has a very definite character and use. Third, it is an influence of widespread public interest and because it uses the talents of artists and writers it is educational as well as commercial. Fourth, its true identity must be not dissipated and its purpose not confused. Fifth, the most effective and memorable posters have been designed by first-rate artists. Finally, remember Plato's warning that a standardized object is a dead object.



San Francisco's Convention and Tourist Bureau

Walter G. Swanson

Vice President and General Manager

San Francisco has one of the oldest convention and tourist bureaus in the United States. It was founded in 1909. San Francisco's convention and tourist bureau antedated its chamber of commerce, which was formed two years after its agency for soliciting tourists and conventions.

The San Francisco Convention and Tourist Bureau now has a staff of 12 persons and is second in size only to the New York Convention and Visitor's Bureau. It shares with Californians, Inc., publicity and advertising agency, the responsibility for filling 62,000 hotel rooms in San Francisco—the third largest total of hotel rooms in any American city.

The convention bureau actively solicits known blocks of travel—tour parties, conventions, market weeks, expositions, and other producers of business travel and has a general service department for visitors whether they require help singly or in masses of 100,000.

During the past 12 years the budget of the bureau has ranged from a low of \$35,000 during the war, when large funds were unnecessary, to a high of \$101,000, when the bureau was soliciting the 365 conventions that met during the Golden Gate International Exposition. This year's budget is \$77,000.

In 1936 the bureau made a study of attendance at national conventions and found that the majority draw 80 percent of their attendance from within a thousand miles. This conclusion was confirmed by managers of other convention and tourist bureaus. Subsequently the big New York and San Francisco convention bureaus united their efforts in soliciting the National Education Association, which had not met in either city for many years. As a result the Nation's educators selected New York in 1939 and San Francisco in 1940. The center of the country convention theory has since been virtually abandoned. Most of the national societies now seek to hold conventions in all parts of the United States.

The San Francisco Convention and Tourist Bureau gives approximately 10 percent of its time to the individual visitor and 90 percent to mass travel. A survey of the available transient rooms in San Francisco indicates the bureau had up to 60 percent of the rooms under contract weekly during 1948. The bureau negotiated the meeting, exhibiting, sleeping, eating, and other vital functions of 160 conventions, attended by 115,450 out-of-

town visitors. A survey under the direction of the International Association of Convention Bureaus showed that these visitors spent from \$12 to \$45 a day.

The San Francisco Convention and Tourist Bureau is a separately financed, nonprofit corporation supported by San Francisco business firms of all classifications.

Inexpensive Travel

Vacationists with the will but not the wherewithal will be interested in the International Family Guest Organization (81 Uppertown P. O., Quebec, Canada) which operates on a family exchange basis.

Established more than a year ago and managed by E. A. Grenier, the organization arranges for vacations spent as a guest of a local family anywhere from 1 to 10 months. The recipient of this hospitality promises he will in turn receive someone as guest in his home.

There are organized IFGO travel groups covering Canada, New York, Florida, Cuba, and Haiti.

A somewhat similar arrangement is planned by the World Friendship Assoc., Inc., 525 Lexington Avenue, New York City. A traveler from the United States can go abroad as guest of a family in France, England, Belgium, Holland, Denmark, Finland, Ireland, or Germany for a round-trip rate of about \$200 plus a \$10 membership fee, agreeing to be host to a foreign visitor to this country at a future date. The association is a member of the World Friendship Federation, Copenhagen, which began to sponsor such visits among European travelers 15 years ago.

Favorite Sky Dishes

Beef, especially filet mignon, is apparently the food choice of air passengers, United Air Lines chefs say after reviewing menus of a few years. Next came veal and fowl, with lamb trailing.

Duchesse potato—simply mashed potatoes whipped with egg and served en casserole—was the most popular form of potato ordered, with the potato itself topping all vegetables. Corn, Mexican or creamed, followed.

Ice cream, all flavors, was the No. 1 dessert.

U. S. Travel Division Collaborators

To advise the U. S. Travel Division on special travel problems, and to afford liaison with national associations in the travel field, six well-known travel officials have been appointed by the Secretary of the Interior as collaborators. The six collaborators and the organizations they represent are: Everett F. Groaton, president of the National Association of Travel Officials, and director, Maine Development Commission; J. Herbert Walker, director, Vacation and Recreation Bureau, Commonwealth of Pennsylvania, and past president of NATO; Don Thomas, managing director, The All-Year Club of Southern California, and past president and founder of NATO; Roy C. Beckman, director, Florida State Advertising Commissioner and chairman, U. S. Travel Division committee of NATO; James B. Robbins, executive secretary, American Society of Travel Agents, Inc.; J. B. Turner, secretary-treasurer, International Association of Convention Bureaus.



Everett F. Groaton.



J. Herbert Walker.



Don Thomas.



Roy C. Beckman.



James B. Robbins.



J. B. Turner.

Government and Industry Cooperate on Recreational Map

When Editor William I. Nichols of This Week, magazine supplement to Sunday newspapers, saw the reereational area map illustrated below he said to himself: "This is too good a thing to pass up, as a service to our readers."

A telephone call to Washington, D. C. from Mr. Nichols followed and a conference between U. S. Travel Division officials James Lee Bossemeyer and Robert H. Wall, Interior Department Publication Chief John Ady, and Mr. Nichols and Farris A. Flint, president of Famous Features Syndicate, associated with the publishers of This Week.

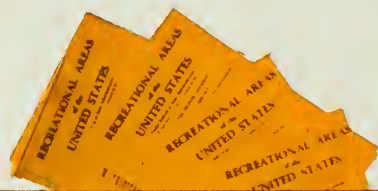
Result: An arrangement whereby This Week Magazine will obtain a large printing of the maps for sale to its readers at not more than 25 cents apiece.

The arrangement is a prime example of cooperation between Government and private industry for the public benefit. The U. S. Travel Division distributes its small supply of the maps only to members of the travel and associated transportation and hotel industry, and to travel writers and libraries and schools. Soon the general public can obtain them at nominal cost from This Week Magazine, 420 Lexington Avenue, New York City.

This Week will publicize the map and a "vacation guide" through its own pages and plans to poll its millions of readers by mail with a descriptive leaflet.

Entitled Recreational Areas of the United States under Federal or State Administration, the map is 43 by 32 inches, showing in nine colors the National parks, monuments, parkways, recreational areas, historic sites, Indian reservations, wildlife refuges, principal Reclamation and TVA dams, reservoirs, and recreational areas, national forests, and State parks and recreational areas. Only a skeleton highway network appears on the map. The U. S. Travel Division recommends that users supplement the map with more detailed information from highway, bus, railroad, and airline maps.

The publicity given the recreational area map by This Week Magazine is expected to coincide with and aid the proposed Park and Recreation Week, May 21 to 30, to be celebrated jointly in the United States and Canada.



AT YOUR SERVICE

Area Development

Victor Roterus

*Assistant Chief, Area Development Division
Department of Commerce*

The Shasta-Cascade area of northeastern California is a sparsely populated mountainous region whose development has lagged behind the remainder of the State despite natural recreational attractions, commercial timber, grazing lands, and minerals.

Local citizens, believing something needed to be done, first wanted a factual survey of the situation. They appealed to the State Reconstruction and Reemployment Commission which turned to the San Francisco regional office of the Area Development Division of the Department of Commerce. A three-sided cooperative effort was worked out—the local organizations retained the initiative and major responsibilities, the Area Development Division supplied technical, informational and advisory assistance. The survey was completed. A program was formulated and adopted by the local organization.

An Actual Example of Service

This is an actual example of a relatively new service of the Department of Commerce, which has long served business and industry in economic development. Traditionally this service has been given directly to individual businessmen, their trade associations and industry groups. However, more and more problems call for concerted, organized action—and on an area-wide basis.

The Area Development Division endeavors to make available the Department's data and technical resources in behalf of over-all business and industrial progress in local areas, States, and regions. As a corollary, the division represents the Department on inter-Federal agency activities in the area field.

The Area Development Division maintains close working contact with official State planning and development agencies, and through them with local area groups. Many of these agencies are charged with the responsibility for fostering commercial recreation in their respective States.

As a part of a technical seminar which the Division conducted last summer for representatives of approximately 30 States, a round-table discussion was held on recreation. Representatives participated from the Federal Inter-Agency Committee on Recreation, National Park Service, Army Engineers, Fish and Wildlife Service, Forest Service, and Agricultural Extension Service.

Of interest to the travel and tourist industry is the division's periodical Projects and Publications which lists and describes statistical and other materials on the economic development of areas available in the Federal Government and elsewhere; it is free on request. Other publications are: Establishing and Operating a Year-Round Motor Court; Tourist Courts—Operating Ratios; and the bibliographies Tourist Courts and Trailer Camps (basic information sources), and Tourist Travel Trade (basic information sources).

Biloxi—Louisiana Territory's Two Hundred Fiftieth Anniversary

Anthony V. Ragusin

Secretary, Biloxi Chamber of Commerce

Biloxi on the Mississippi Gulf Coast has shrimp trawlers, oyster luggers, moss-draped oaks, magnolias, and pelicans—but outstanding is its lighthouse on West Beach Boulevard, now 100 years old.

During the War Between the States, the illuminating apparatus of the light was buried by Confederate sympathizers. Biloxi was captured by Federal forces based on Ship Island, 12 miles south in the Gulf of Mexico.

The lighthouse is now automatically operated by electricity and is under the jurisdiction and maintenance of the United States Coast Guard.

The Biloxi lighthouse occupies one of the most historic spots in all of the South. Nearby is the site of Fort Louis, third and last Biloxi capital of the French province of Louisiana, which later became the Louisiana Purchase Territory.

Early in 1699 the expedition sent out by Louis XIV of France to establish the colony of Louisiana arrived at Ship Island. These explorers first came ashore on February 13 on the mainland where the city of Biloxi now stands. They made friends with the Biloxi Indians, a small tribe belonging to the Sioux nation.

In 1720 and 1721 colonial Biloxi ruled as far north as Canada. There were nine judicial and military districts, including the Illinois, Wabash, Missouri, and Natchez. In 1722, the official capital was moved to the newly established river settlement of New Orleans.

Biloxi became the first permanent establishment of the Mississippi Valley and the first capital of the Louisiana Purchase Territory.

The two hundred and fiftieth anniversary of the founding of the Louisiana Purchase Territory is in 1949. April 8 is proposed as the official birthday date in Biloxi.

Annapolis Tercentenary

Annapolis, Md., is readying itself for a celebration of its three-hundredth anniversary May 22-27 under guidance of its tercentenary commission, with the purpose of (1) acquainting Anne Arundel County with its history, resources, and opportunities; (2) emphasizing Annapolis as an educational center and the leading eastern seaboard yachting harbor, with the greatest number of Colonial survivals in actual use.

Exhibits will continue through the week, such as historical window displays by merchants; a State Armory exhibition of Indian artifacts, county resources and industries, beauty spots, early historical household utensils, toys and playthings, costumes and accessories.

The week will be opened officially on Sunday, after special church services throughout the county, in the Naval Academy stadium; followed by visiting in colonial homes (all participants in costume) and a historical pageant on Monday, county parade and pageant Tuesday, parade Wednesday, with floats, water drills, and parade Thursday, and a costume ball in the Naval Academy Armory Friday.



Travel Round-up

MEDIA

Press

CROWELL-COLLIER Publishing Co., 250 Park Avenue, New York 17 has issued *Travelogue*, a 22-page booklet in color graphically summarizing a survey of American Magazine readers' answers to a questionnaire in 1948 actual and 1949 planned vacations, business trips in 1948, transportation mode preferred, use of travelers' checks, and foreign travel expectations. Well over half (62 percent) of its 2½ million readers vacationed in 1948, the survey indicated, at an average cost per family of \$254 and a total expenditure of over \$380 million.

ANALYSES of the main motives and expectations of Americans planning to go abroad are found in several studies published by the New York Times: *American Foreign Travel Trends*, *Vacation Travel Study*, *How to Increase Your Tourist Business from the United States*, and *How to Get the American Travel Dollar*.

PROPER PREPARATION of Art Work for Good Newspaper Reproduction, a booklet jointly issued by the American Newspaper Publishers Association and American Association of Advertising Agencies, and printed by the New York Times under actual newspaper publishing conditions, should be valuable to promotional agencies using the papers as a medium. Copies may be obtained without charge from either the ANPA, 370 Lexington Avenue, New York 17 or the AAAA, 420 Lexington Avenue, New York 17.

NHUC REPORTS—Briefing important State legislative developments, legal decisions, governors' messages, and other matters affecting the highway user and his suppliers will be published by the National Highway Users Conference, National Press Bldg., Washington 4, replacing the NHUC's Reflector. The first issue of Reports shows toll road proposals introduced in six States under "Trends."

ENTITLED NEW FACTS about Washington, D. C., a 64-page booklet published by the Times-Herald newspaper graphically presents statistical information on the "fastest-growing city," its stable market, employment and housing, income, etc.

MAGAZINE FEATURES — Sunset, Magazine of Western Living, plans a follow-up in April on March's article on Alaska. How to make the trip and what you'll get from it. Detailed maps. Also two picture-and-story pieces on Morro

Bay and Fort Bragg, off California's coastal State highway 1; places to stay and camp and fish; with maps. Also Letter from Switzerland, 1 col. and 4 col. on the West.

Hunting and Fishing in April will have Just Then a Huge Bird Thundered Up (partridge hunting in Michigan).

Direct Mail

SOME Questions and Answers about Advertising, an 8-page folder by the Advertising Federation of America, 330 West Forty-second Street, New York 18, is factual, readable, 10 copies for 50 cents.

PAN AMERICAN-Grace Airways, Inc., Chrysler Bldg., New York, has released a 24-page booklet in color on travel facts for visitors to South America.

BOOKLETS on boat club organization, how to stage a water carnival, and on building a boathouse or dock are available from the Outboard Boating Club of America, 307 North Michigan Avenue, Chicago 1, or any OBC dealer member, the first two free and the third (Private Boathouses and Docks) 35 cents.

GOLF Courses in Washington State—a list and brief description of each—is issued by Department of Conservation and Development, Division of Progress and Industry, Transportation Building, Olympia, Wash.

AIRPLANE progress in picture form—a series of ten 7- by 11-inch rotogravure prints of outstanding advances from the Wright brothers' first flyer to the Douglas C-6, with brief descriptive legends—is available from the School and College Service, United Air Lines, among other educational materials listed in its folder of Free Aviation Education Materials and Services for the school year 1948-49.

A CABLE CODE vest-pocket booklet for travelers has been made available by Western Union enabling them to pack many words into very few at quite a saving; also contains miscellaneous information of interest to sea-trippers.

A FISHING GUIDE of over 100 pages (1949 edition) is being distributed by the Martin County Chamber of Commerce, Stuart, Fla., as a "community invitation."

QUIZ—a 64-page booklet answering hundreds of questions on the history, development, equipment and operations of the American railroads, with pictures—has been reprinted for the seventh time, is available free from the Association of American Railroads, Transportation Building, Washington 6, D. C.

Vacation Business Inventory

Of great interest to the trade should be the thorough study on overnight accom-

modations for New England vacationists, part 1 of the New England Vacation Business Inventory published by the Recreational Development Committee of the New England Council, Statler Bldg., Boston, Mass.

Visual

A historical slide film on building the Santa Fe R. R. entitled "Conquest" is available from Lee Lyles, assistant to the president, Santa Fe Railway, Chicago, also an illustrated (slide by slide, with running captions) booklet on same. The 35-millimeter strip moves one frame at a time as the narrative is related on a record propelled on a turntable. Voca-film or similar sound-slide projector necessary for showing; rest supplied by the Santa Fe.

DEVELOPMENT

Double-deck Stratocruiser

The first double-deck 75-passenger Boeing Stratocruiser-type clipper plane was expected to go into service between the West Coast and Hawaii late last month, with 19 more of the new planes scheduled for delivery to Pan American's fleet for Atlantic service before August. Four 3,500-horsepower engines with turbo-superchargers provided the power. The new planes are claimed to be the first commercial transports equipped with turbo-superchargers. Speed over 300 miles with 25,000-pound pay-load.

1956 Olympics in Australia?

Aiming at holding the 1956 Olympic games in Melbourne, the Victorian State Government plans a new arena at Flemington with a 70,000-capacity stadium for field, track and riding, two others for swimming and diving events, and living quarters for 40,000 competitors, according to the Australian Weekly Review.

Jamestown (Va.) Glassworks

Evidence that early Virginia settlers had glassworks on Jamestown Island has been unearthed by the National Park Service, Interior Department. Remains of four furnaces, crucibles, and pieces of glass were uncovered.

Annapolis Colonial Reopened

The Hammond-Harwood House, example of eighteenth-century Colonial American architecture, has been reopened



One of the dozens of boats expected to participate in 1949's Tennessee Valley Ho 600-mile invitation cruise starting June 14 from Paducah, Ky., and proceeding by easy stages through the Tennessee River's "great lakes of the South" to the head of navigation at Knoxville, with barbecues and fish fries on the way and a land tour into the Great Smoky Mountains, under direction of Bart Leiper, Tennessee Valley Outdoors, Inc., 819 Broad Street, Chattanooga 2, Tenn.

after redecoration and adding contemporary furniture, hours 10 to 5 summer week-days and 1 to 5 Sundays.

Baedecker Again?

A license to publish new editions has been granted to Karl Baedecker, great grandson of the Leipzig Guide publisher, who has moved from the Russian to the British zone with intention of opening an office in Hamburg, the Associated Press reports, as also the National Geographic News Bulletin.

Phoenix Visitor Housing Bureau

A visitor service bureau for vacation accommodations in charge of Jack Egan has been set up in Phoenix by the Chamber of Commerce, to handle mail requests as well as office visits.

Panagra Office in Guayaquil

A new ticket office in Guayaquil, Ecuador, to handle increased traffic resulting from addition of El Inter-americano 9-hour express flights to that country is announced by Pan American-Grace Airways, Inc.

Crystal Cave

A survey of Crystal Cave, Va., to permit further exploration of the lower level and opening of some new rooms.

FOR THE RECORD

State Recreation Ranking

States offering the "most in recreation," according to 30 authorities consulted by Fact Finders Associates, Inc., were scored as follows: California, 21 points; New York, 18; Florida, 17; Colorado and Maine, 14; Michigan, Pennsylvania, and Washington, 11; Minnesota, 9; Virginia and Wisconsin, 8; Arizona, 7; North

Carolina and Oregon, 6; Massachusetts, New Hampshire, New Jersey, and New Mexico, 5; Utah and Vermont, 4; Louisiana, Tennessee, and Wyoming, 3; Missouri, Montana, New England (*sic*), and Texas, 2; District of Columbia, Idaho, Illinois, and Ohio, 1.

Safety Award

The aviation award of the Inter-American Safety Council has gone to Pan American-Grace Airways (Panagra) for the fifth year; during the five years nearly 31 million miles have been flown without accident to passengers.

National Parks

Available upon request is a recent (as of June 30, 1948) revision of Areas Administered by the National Park Service—65 pages of information on the national park system including a complete listing of parks, memorials, monuments, and other areas.

Award to Thomas

For influencing the United States pleasure travel business out of its short-season tradition and persuading the public to spread out its vacations, the 1948 award for Leadership in Marketing has been presented to Don Thomas of the All-Year Club of Southern California by the American Marketing Assoc.

Geography, Travel Books

Under the above international classification 214 books were printed last year, of which 167 were new books and 47 new editions, an increase of 18 over 1947's total, according to Publishers' Weekly's summary of American book production in 1948. Total new books and editions in 1948 was 9,897 compared with 9,182 in 1947.

Portland (Oreg.) Information Center

Questionnaires to tourists who visited the Portland Chamber of Commerce Information Center show 94 percent liked it, 51 percent lengthening their stay in Oregon an average of 3.3 days, spending an average of \$6.21 a day.

The latest in bus luxury: A streamlined Trailways "deck-and-a-half" with an observation deck accommodating 21.



CARRIERS

Congressional Maritime Study

Senator Magnuson of Washington has introduced a resolution (S. Res. 45) in the Senate calling for a broad study of maritime problems by the Interstate and Foreign Commerce Committee, citing the merchant marine's importance to national security. Shortly after the Senate introduction the general counsel of the House Merchant Marine Committee indicated that a similar resolution might be introduced in the House, and that joint Senate-House hearings might be held.

Couples Together

United Air Lines has announced that couples can sit together if they wish by obtaining a card when buying tickets, the card to be presented to the stewardess who has blocked off a number of seats on all 4-engined airliners for such requests.

Can-do Special

Already booked for appearance in Philadelphia and Scranton, Pa., and Jamestown, N. Y. is the Chesapeake and Ohio's Can-do special—an actual-reproduction exhibit of an engineer's cab with operating throttle, bell, whistle, other locomotive noises, vibrational illusion of movement, and a movie of oncoming scenery. The Can-do special went into service at the New York Grand Central Palace Christmas 1947 and has been on the go ever since, touring Newark, N. J., Toledo, Cleveland, Cincinnati, Chicago, and Philadelphia twice before arriving at New York again last Christmas at the Museum of Science and Industry where it drew 3,500 to 4,000 would-be engineers every Saturday and Sunday.

Air Coach Service Extended

Pan American Airways' air coach service between New York and Puerto Rico was extended down the east coast of South America to Buenos Aires last month, with fare reductions of 20 percent between those two cities. Hot coffee and fruit juices plus rolls in the morning and box lunches

with coffee and soup at other meals go along with coach seats on the DC-4's.

Nearly 7,000 Personal Planes

Personal aircraft shipments last year totaled 6,969 valued at about \$28 million, reports American Aviation Daily. Four-place planes numbered 3,565 and two-place 3,404.

MOTORING

More Mileage, Less Money

A high volume of motor traffic but proportionately smaller increase in motorist spending is indicated by a Nationwide survey of AAA clubs on 1949 prospects, according to the AAA News Service. Shorter trips and a growing demand for all-expense tours and cruises are predicted. On spending, the News Service reports "more shopping around and lower per unit expenditures, although the over-all dollar output is not likely to go below 1948."

Connecticut Funds

The Connecticut Highway Users Conference is studying a preliminary report by the Committee on Highway Planning and Finance that \$153 million, almost double comparable pre-war funds, is available for 1949-52 . . . and will also seek to amend the State constitution to use all special highway user taxes for highway purposes only.

Average Travel

An average of about 5,000 miles for every person in the United States was rolled up last year, according to Automobile Facts published by the Automobile Manufacturers Association. Actually the average car is said to cover about 10,000 miles yearly, the driver spending about 500 hours or 1½ hours daily behind the wheel.

Mail to Alaska

Mail is going to Alaska by Diesel trucks and trailers designed to haul 11 tons a week over the 5½-day 3,200-mile route, saving 2 days over boat service from Seattle, reports Automobile Facts. Regular truck freight service from Seattle to Fairbanks also is offered, one line now operating 20 trucks year around.

Big Travel Year

American Automobile Association vice president Russell E. Singer predicts continued upward trend in travel this year, according to AAA club manager opinion. Responses to questionnaires were almost unanimous in the belief that the current year would be greater than or at least equal to last year's travel.

Auto Tax Collections

Federal automotive tax collections continue upward, the National Highway Users Conference reports. December 1948 collections totaled about \$134 million or about \$10 million over 1947; gas taxes alone were \$53,869,000 compared with \$49,040,000.

New Atlanta-Macon Road

U. S. 41 association officials are urging a new 4-lane highway between Atlanta and Macon, Ga. upon Governor Talmadge.

FOREIGN

Scandinavia Tourist Material

Keynoted with the phrase "lands of sunlit nights" a thick, well-illustrated folder booklet of the attractions of Norway, Sweden, and Denmark has been issued by these three Scandinavian countries in a joint effort to welcome United States visitors. Copies obtainable from Norwegian Travel Information Office, 30 Rockefeller Plaza, New York 20, or information offices of the other two countries, also in New York City.

Peru (Lima) Booklets

Unusual, colorful are travel leaflets, folder, and booklets on Lima and other Peruvian points issued by the Corporacion Nacional de Turismo, Av. Nicolas de Pierola, Lima. Several are in English, rest in Spanish.

Norway

Evidence of increasing popularity as a vacation land is offered by News of Norway issued by the Royal Norwegian Information Service which says that 370,000 visitors came to that country in 1948 (70,000 more than in 1947) and spent \$30 million.

Teen-ager Forum in Australia

Teen-agers from the United States are invited to an Australian Youth Forum in July to join others from Britain, South Africa, Canada, New Zealand, and Australia for about six weeks to take part in youth forums in that country's capital cities. The Forum is sponsored by the Australian-American Association.

South Africa

The South African Tourist Corporation, Somerset House, Pretoria, issues a comprehensive 128-page pocket-size booklet entitled South Africa in a Nutshell. And from the Durban Publicity Association,

Church and West Streets, comes an attractive Visitors' Map of Durban and a 64-page slick-papered, heavily illustrated booklet on Industrial Durban.

BOOKS

Noted

Gump's Treasure Trade, Carol Green Wilson—\$5, Crowell Co. A story of San Francisco with eight van Eekhardt photographs in color.

This was America, Oscar Handlin—\$6, Harvard University Press. Records of European travelers of American people and places in the eighteenth, nineteenth and twentieth centuries.

Living Granite, Robert J. Dean—\$1.75, Viking Press. How the Mt. Rushmore Memorial in South Dakota's Black Hills was conceived by Gutzon Borglum and built, with personal anecdotes.

Sportsman's Encyclopedia, O'Connor-Bergman-Decker-Ennmett-Miller-Burton—\$2.98, Outdoor Life. Six authors offer 320 pages of information on hunting, fishing, camping, boats, dogs, and making your own equipment.

Handbook of Day-Camping, Mabel Jobe—\$3, Associated Press. A guide to setting up and operating day-camps for children.

Redwood Country, Alfred Powers—\$3.50, Duell, Sloan, and Pearce.

Virgin Islands, Fritz Henle—\$3.40, Hastings House. With 75 photographs.

The White House, Randle Truett—\$2.75, Hastings House. Text and pictures, exterior and interior, including furniture.

Adventures in Good Eating, Lodging for a Night, and Adventures in Good Cooking by Duncan Hines available in 1949 editions April 1.

Spoken Italian for Travelers and Tourists, Charles E. Kany and Charles Speroni—\$1.75, Little, Brown & Co.

Granger Country: A Pictorial Social History of the Burlington Railroad, Lloyd Lewis and Stanley Pargellis—\$5, Little, Brown.

Calling All Fly-Fishers, Alan D'Egville—\$2, David McKay.

Sport Fishing Boats, S. Kip Farrington, Jr.—\$4, W. W. Norton.

The Cruiser's Manual, Carl D. Lane—\$3.95, W. W. Norton.

The Coral Sea, Alan Villiers—\$4, Whittlesy House. With line drawings by James Fuller, maps by Stephen J. Voorhies.

The Great Outdoors, Joe Godfrey, Jr. and Frank Dufresne—\$6.50, Whittlesy House. The where, when, and how of hunting and fishing with foreword by Corey Ford.

On a Scottish Island, Mabel Grey Gehring—\$2.50, World Publishing. Stories of a traveler from the pages of the Christian Science Monitor.

MAY						
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29	30	31				

National Calendar

of Events

MAY

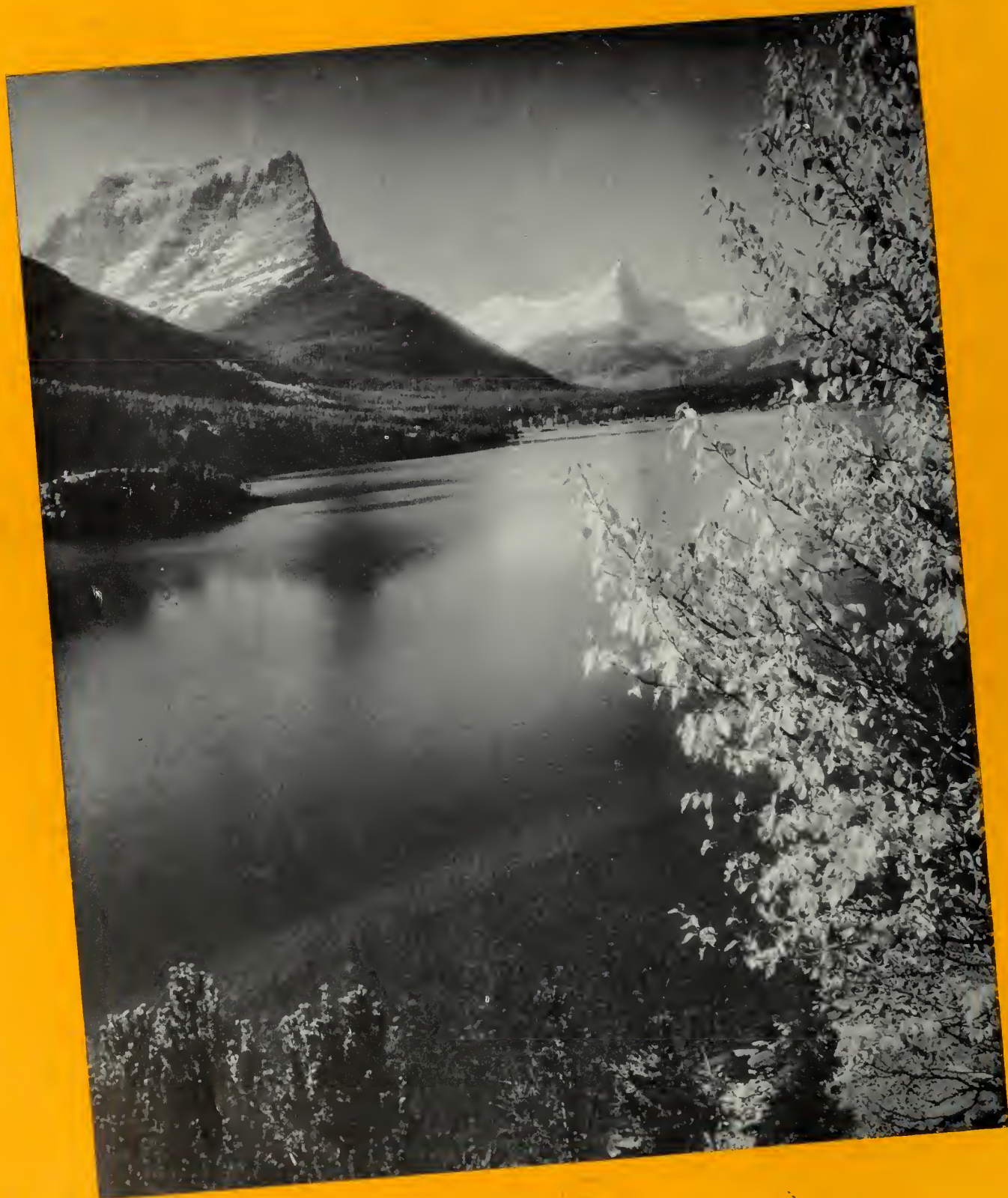
Statewide, California—Desert, Mountain, Seashore and Valley—Wildflower and Orchard Displays. (Entire Month).
Lompoc, Calif.—"Rainbow Gardens" Tours. (Entire Month).

Los Angeles, Calif.—Art Institute Exhibits. (Entire Month).
Santa Barbara, Montecito, Calif.—Garden Tours. (Every Friday).

- 1 *Bryn Mawr, Pa.*—Maypole Festival.
- 1 *Arkadelphia, Ark.*—May Day Festival.
- 1 *Asapahoe Basin, Colo.*—May Day Slalom.
- 1 *San Felipe Pueblo, N. Mex.*—Annual Fiesta and Corn Dance.
- 1 *Gatlinburg, Tenn.*—Old Harp Singers Meet.
- 1-7 *Little Rock, Ark.*—Rose Festival.
- 1-7 *Bakersfield, Calif.*—Kern County Spring Festival.
- 1-7 *Sandpoint, Idaho*—"Howdy" Week. (Trout Season Opens).
- 1-7 *Statewide, Pa.*—National Music Week.
- 1-7 *Charleston, S. C.*—Schutzenfest.
- 1-8 *Hemet, San Jacinto Valley, Calif.*—Ramona Pageant. (April 30—May 8, 1949).
- 1-10 *Franklin and Adams Counties, Pa.*—Apple Blossomtime.
- 1-15 *St. Augustine, Fla.*—Fishing Tournament.
- 1-15 *Valley Forge, Pa.*—Dogwood Blossomtime.
- 1-22 *Wilmington, Del.*—Delaware Festival of Arts.
- 3 *Santa Cruz, N. Mex.*—Feast Day of Santa Cruz; Fiesta and Pageant.
- 3 *Taos Pueblo, N. Mex.*—Ceremonial Races; Corn Dance.
- 5 *Tucson, Ariz.*—Fiesta Primavera.
- 5 *Los Angeles, Calif.*—Cinco de Mayo celebration.

- 5 *Newport - Balboa Harbor, Calif.*—Yacht Race to Ensenada, Mexico.
- 5 *Louisville, Ky.*—Kentucky Derby.
- 5 *Alamogordo - Roswell, N. Mex.*—Mexican Independence Day celebration.
- 5, 19 *Honolulu, Hawaii*—Cantonese Chinese Lunch.
- 6-11 *Long Beach, Calif.*—Long Beach on Parade.
- 6-7 *San Fernando Valley, Calif.*—Valley Beauty Pageant.
- 6-8 *Tampa, Fla.*—Florida State Skeet Shoot.
- 6-9 *Lexington, Ky.*—Garden Club Tour.
- 7 *National City, Calif.*—Maytime Band Review.
- 7 *Dover, Del.*—Houses and Gardens of Old Dover Day.
- 7 *Palatka, Fla.*—Putnam County Centenary.
- 7 *Payette, Idaho*—Annual Blossom Festival.
- 7-13 *Santa Barbara, Calif.*—Rancho Vistadores Trek.
- 8-14 *Cullman, Ala.*—Strawberry Festival.
- 8-14 *Chickasaw State Park, Tenn.*—Southern State Fox Hunters Assn. Field Trials.
- 8-14 *Memphis, Tenn.*—Cotton Carnival.
- 9 *New Orleans, La.*—Joan of Arc Festival.
- 9-15 *Boise, Idaho*—May Music Week.
- 10 *Statewide, N. C., S. C., Ky.*—Confederate Memorial Day.
- 10 *Promontory Point, Utah*—80th Anniversary, Joining of Central Pacific and Union Pacific Railway.
- 12-13 *Jacksonville, Fla.*—Annual State Band Contest.
- 12, 26 *Honolulu, Hawaii*—Garden Club Tours.
- 12-14 *Bradford, Pa.*—All State High School Band Festival.
- 13 *Jamestown, Va.*—Jamestown Day.
- 13-15 *Ross, Calif.*—Marin Art and Garden Show.

- 14 *Pimlico Track, Baltimore, Md.*—Preakness Race.
- 14 *Nashville, Tenn.*—Iroquois Steeple Chase.
- 14, 17 *Portland, Oreg.*—American Iris Society.
- 14, 19, 20 *Los Angeles, Calif.*—Coliseum Relays.
- 15 *San Isidro, N. Mex.*—Feast Day of San Isidro.
- 15-21 *San Fernando, Calif.*—San Fernando Fiesta.
- 15-30 *York, Pa.*—Springwood Farms Apple Blossom Festival.
- 15-31 *St. Petersburg, Fla.*—Tarpon Roundup. (May 15—July 31, 1949).
- 17 *Philadelphia, Pa.*—Cultural Olympics Choron.
- 18 *Wilmington, Del.*—Flower Mart.
- 19 *Philadelphia, Pa.*—Flower Mart. (Rittenhouse Square).
- 19-24 *West Palm Beach, Fla.*—West Palm Beach Tennis Club Championships.
- 20 *Charlotte, N. C.*—Mecklenburg Declaration of Independence Day.
- 20-21 *Bethlehem, Pa.*—Bach Festival Chorus.
- 21 *New Castle, Del.*—Old New Castle Day.
- 21-22 *Hilo, Hawaii*—Flower Festival.
- 22 *Mt. Tamalpais State Park, Calif.*—Mountain Play.
- 22-27 *Annapolis, Md.*—Annapolis Tercentenary.
- 26-28 *Albuquerque, N. Mex.*—Feast of San Felipe and Fiesta.
- 26-28 *Philadelphia, Pa.*—"Clothesline" Art Exhibit.
- 27 *Albuquerque, N. Mex.*—Annual Fiesta.
- 28 *De Soto State Park, Ala.*—Rhododendron Festival.
- 28-30 *San Diego, Calif.*—Pacific Beach Fiesta.
- 28-31 *San Diego, Calif.*—Third Annual Yellowtail Fishing Derby. (May 28—Sept. 5, 1949).
- 29 *Palmer, Alaska*—Colony Day.
- 30 *Fallbrook, Calif.*—Pioneer Day.
- 30 *Indianapolis, Ind.*—500-mile Auto Race.
- 30 *Arlington Cemetery, Va.*—Memorial Services, Grave of Unknown Soldier.



Little Chief Mountain throws rippled reflections in Lake St. Mary,
Glacier National Park, Mont.