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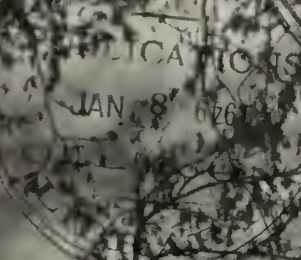


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UNITED STATES TRAVEL DIVISION

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THE COVER

The Capitol, Williamsburg, Va.
Photo by Thomas L. Williams, courtesy
Colonial Williamsburg

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**The U. S. TRAVEL DIVISION
NATIONAL PARK SERVICE**

**DEPT. OF THE INTERIOR
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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

Features:

	Page
Colonial Williamsburg	3
Good Transportation	4
Looking Ahead	5
Florida Events	5
Hawaii Shoots for \$100,000,000	6
Travel Association of Great Britain	7
Washingtonians Know	8
Selling Those "Dead" Months	10
At Your Service	11

Opportunity

This is the most important message we have, to this date, been able to address to the travel industry through the pages of TRAVEL USA.

In connection with one of the principal functions of the United States Travel Division, that of developing travel from foreign countries to this country, we are now engaged in the preparation of a series of booklets and folders descriptive of the travel attractions of the U. S. A. These will be printed in several languages.

But before this material can be prepared and distributed we are presented with an opportunity for distributing in all foreign countries many of the fine travel booklets already issued by travel organizations throughout the U. S. A. The Department of State has requested the United States Travel Division's assistance in securing travel booklets for use in its world-wide campaign to demonstrate to the people of other countries through the printed word, via radio, and by audio-visual methods what the United States and its people are really like.

The Department of State is relying on our broad knowledge of what is being done by the travel industry in this country to help in securing attractive booklets in quantity for use in this program. Our Travel Newsletter No. 8 has already been sent out announcing the details of this program. We earnestly solicit your help in making this program a success. The effective minimum number of copies of each booklet is 800.

After the publications phase of the program is well under way, we will have further announcements to make concerning posters and display pieces, as well as motion pictures, film strips, and slides on travel subjects.

Here is a fine opportunity for all United States travel organizations to help in promoting good will and understanding toward this country, and at the same time assist in laying the groundwork for a great deal of future travel from foreign countries to the U. S. A.

If your organization has printed material suitable for use for this purpose you will in due time receive an inquiry from us as to its availability. Why not simplify our task by a prompt answer to our newsletter?

Colonial Williamsburg

By Robert L. Hoke

Special Assistant, Department of Public Information, Colonial Williamsburg

Twenty years ago Williamsburg, in the historic Tidewater section of Virginia, was an obscure little city preoccupied with the normal pursuits of a quiet college community and county center. Today Williamsburg is still a diminutive city but bustles with preeminence as one of the outstanding visitor attractions and patriotic shrines of the Nation.

Each year more than a half million persons, citizens of every State of the Union and many foreign countries, visit the buildings and area which have been restored to their appearance of the eighteenth century by Mr. John D. Rockefeller, Jr. In the last decade the number of annual visitors has multiplied over three times.

This unparalleled project has thrown the spotlight of public interest on this historic peninsular and Tidewater section of the Old Dominion State. At the same time it has strongly influenced a reawakened appreciation of America's heritage and the early days of the Nation and has strongly underlined the need for preservation of the priceless monuments of the past. The life of the city itself has been stimulated immensely as a result of its many visitors and the increased importance of Williamsburg as a shrine in the public mind. Although the permanent population has increased only about 4½ percent since the restoration project has been under way, the assessed valuation of property has increased 99 percent, the volume of business in Williamsburg has jumped as much as 300 percent, bank deposits have gone up 141 percent, and postal receipts have increased 160 percent.

The physical restoration of the colonial area is not yet complete and is expected to require another 10 years and as many millions of dollars in addition to the \$25,000,000 and 20 years' labor already expended. The postwar building program is now in full swing with work on additional restoration and reconstruction projects to fill in the gaps and to provide augmented facilities for visitors. To date, some 231 long-forgotten colonial buildings of the city—old homes, shops, taverns, and impressive public buildings—have been reconstructed on their original sites and 85 of the surviving eighteenth-century structures restored to their original appearance. Around these the original gardens, public greens, and streets have been restored to further complete the picture of Williamsburg as it looked in the days of George Washington, Thomas Jef-

erson, Patrick Henry, and other distinguished patriots who frequented the city.

Present-day visitors find the city a definite step backwards through two centuries. Ladies in the colorful dress of the eighteenth century greet visitors at the six important buildings of the city which have been authentically refurnished and opened to the public as exhibition buildings. These include the elaborate Governor's Palace completely reconstructed with its outbuildings and gardens; the historic Capitol, seat of government of the vast Virginia Colony; the Raleigh Tavern, famous hostelry where important decisions in the pre-Revolutionary activities were made; and the stout Public Gaol where Blackbeard's pirates were imprisoned.

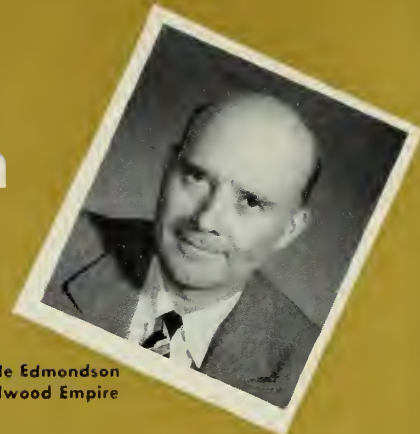
In addition there is Bruton Parish Church, the Wren Building of the College of William and Mary, the Courthouse of 1770, and other famous structures. A new Reception Center has been opened in the city where visitors may view a short "briefing" program on Williamsburg's place in early American history and the story of the restoration.

The spring and summer seasons rank closely together as the two top periods of visitor attendance. Thirty-six percent of Williamsburg's visitors come in the summer and 32 percent in the spring. The fall and winter seasons are favored by many with 26 percent in the fall and 6 percent in the winter. Estimated figures compiled by Colonial Williamsburg, the organization carrying forward the restoration of the city, indicate that the average visitor stays in the city 1.9 days. It is estimated that 73 cents of the average visitor's travel dollar in Williamsburg is expended for hotel room and meals, 15 cents for tours, 10 cents at the Craft House, and 2 cents for publications including the perennial post card (these figures are based upon totals from the Williamsburg Inn and Lodge, the Exhibition Buildings and the Craft House where authentic reproductions and related items are sold—all of which are operated by Colonial Williamsburg).

Most of the visitors to Williamsburg leave with a new understanding and appreciation of life in early American days when the principles upon which this Nation is building were being formed. This is the basic desire behind the historic restoration of Williamsburg—"That the Future May Learn From the Past."

Good Transportation

Essential to the Travel Industry



By Clyde Edmondson

General Manager, Redwood Empire Association

**General Manager Clyde Edmondson
knows his roads. Redwood Empire
Association photos.**

It is so easy for Mr. and Mrs. Public to cook up excuses to spend their vacation at home. Vacations at home do not benefit those who have huge investments in the travel industry: Pay rolls and purchasing power are not enhanced, nor are city, county, and State tax treasuries increased.

A major excuse for not spending one's vacation away from home is inadequate transportation facilities—by private automobile or by public carrier.

It is obviously important that cities, counties, and States spending public funds to attract vacationists and tourists should make certain that the area thus advertised is easy to reach from outside centers of population.

Public carrier equipment should be modern and attractive, schedules fast and, when there is more than one line, lay-overs between schedules should be held to an absolute minimum.

Highways should be brought to such a standard that the traveler may be assured a safe, pleasant, and com-

fortable journey from his home to your vacation area. Unsafe and congested highways soon develop a bad reputation and the word passes fast, thus causing your potential cash customers to hesitate and possibly decide against coming to your area.

They do not wish to risk their lives or suffer tedious, unpleasant driving experiences en route.

If your highways are not up to standard, then it would be worth while to plan and conduct campaigns and negotiations designed to obtain (from State, Federal, and local sources) appropriations necessary to improve these highways.

Since about 85 percent of the touring and vacationing public travel by private motor, it is the more important that attention be given to highway conditions.

It all adds up to the same old well-known story: Make your product attractive and easy to obtain (in this case easy to reach)—in order to obtain maximum sales and attendant profits.



Looking Ahead

By Ellis Emmons Reed

Public Relations Manager, Air France

There is an old Chinese adage, "One picture is worth 10,000 words," and its truth has been proved time and time again in attracting tourists. Pictures are playing an important role in drawing visitors to Europe today and they will be important in attracting European travelers to the United States when restrictions on travel from Marshall-plan countries are eased.

Today when a travel-hungry American sees a picture of a place of interest, he can say to himself, "I must see that!" Regardless of how far removed it may be from his doorstep, he can make his wishes come true, thanks to the miracle of air travel. The time will come when this will be equally true of Europeans, Africans, South Americans, and Asiatics, too.

Just as Americans are attracted to the French Riviera by pictures, it is reasonable to assume that travelers from abroad will be attracted to points of interest in this country by photographs.

Air France is taking a long-range view of the tourist situation and our people in Paris are looking forward to the day when there will be tourist traffic to, as well as from, all the 70 countries and colonies on 5 continents served by our air-lines. For that reason, we have begun to develop in Paris a picture library of American scenes for future use in folders and brochures. In this effort we are being assisted by the United States Travel Division and by the travel and tourist bureaus of the 48 States and the Territories.

There is no question but that an interchange of travel will go far to promote world peace and progress. It is difficult for an American to understand the customs and problems of another country until he has seen and heard with his own eyes and ears. It is just as difficult for an European to appreciate our way of life without first-hand information.

Now that Europe is less than a day's distance from almost every part of the United States we can reasonably expect an increasing flow of tourist traffic in both directions, and this is as it should be. While Americans are beholding the grandeur of Notre Dame and other architectural classics in Paris, in the future Parisians will be looking upward with awe to the Empire State Building. There is no limit to the sightseeing and new understanding that is in store for peoples all over the world.

Among the pictures we have received to date are both rural and urban scenes, historic shrines, views of scenic majesty, as well as photos of commonplace activities in daily life. This country's great buildings, our homes, and our gardens are included in the collection.

I imagine that many French will be pleased to see a picture of the statue of Lafayette in Washington, D. C., and the Statue of Liberty in New York Harbor, which was a gift of France to the United States, as well as pictures of things with which they are unfamiliar.

It is truly a small world and everyone is our neighbor, now that the magic of aviation has hurdled the barriers of time and distance.

Florida Events

Every month, from the offices of the Florida State Advertising Commission in Tallahassee, is mailed a bulletin called *Florida Events*.

About 2,000 copies of this mimeographed review are mailed to officials of large industrial concerns in America, to travel bureaus, travel editors, magazines and newspapers, as well as to those who write in response to the State's advertising campaign.

"Realizing that the bulletin would have to be revised every month," explains Roy C. Beckman, Commission director, "we decided on the mimeograph method rather than printing. Our first bulletin listed 86 events which grew to 364 events by the time it was ready for distribution."

Information is obtained, he said, from chambers of commerce, sponsors of major events, news clippings, and from civic groups. Items listed include fiestas, fairs, tournaments, regattas, games, races, shows, concerts, and all forms of public entertainment for "observation" or "participation." Copies of each issue are sent to chambers of commerce as reminders to submit additions and corrections for future lists.

The present list, started with October, covers the events scheduled for cities and communities all over Florida through May 1949. Although this is the period when activities are at their peak in the Peninsular State, Beckman and his research chief, John Parramore, are now considering continuing the bulletin during the summer months and making it a year-around service.

"The list," he says, "gives the prospective visitor to our State the opportunity to plan visits to the various areas with a full knowledge of the public events in which he or she may be interested. With inquiries reaching daily maximums of 4,000, our office is able to save considerable time by enclosing *Florida Events* with other literature or letters. Judging from the comments we have received, the lists are immensely popular."



Diamond Head, landmark and veritable trade-mark of Hawaiian travel, is seen from the grounds of one of Waikiki's hotels. Hawaii Visitors Bureau photo.



HAWAII shoots for \$100,000,000

By Stewart E. Fern

Director of Public Relations, Hawaii Visitors Bureau

Hawaii, a group of island-resort vacationlands based primarily on agricultural economies of sugar and pineapple, formed a promotion committee in 1902 and every year since then, with some governmental help but mostly subscriptions of businessmen, has increased its activity in travel promotion. During the early part of the century, the Bureau had less than \$10,000 a year of government money. In 1949 the Bureau will request \$500,000 as a biennium appropriation.

At present 1,000 business organizations in the city of Honolulu, 268 on the island of Hawaii, and groups on the three other major tourist islands are members of the Hawaii Visitors Bureau.

Today the Bureau is staffed by 11 full-time employees, maintains an elaborate office in the heart of downtown Honolulu's financial section, a second office on the island of Hawaii, and is developing a Waikiki branch information center for Hawaii's visitors.

The Bureau's new program hopes to supersede the "Waikiki only" conception of visitors of former years and will concentrate on the development of year-around tourist trade for all Hawaii. These plans are strongly implemented by air service now being offered by Pan American World Airways, United Air Lines, and Northwest Airlines. Thus a concerted drive can be made for the 2-week, middle-income vacationer who must spend his vacation close at hand or in an area easily accessible by high-speed transportation.

Heading up the Bureau is Executive Director Mark Egan, formerly vice president of the Cleveland Con-

vention and Visitors Bureau and special lecturer in Cornell University's department of hotel administration. Egan brings to Hawaii a fresh mainland slant on travel development.

The territorial Visitors Bureau committee is shooting for \$100,000,000 a year from the tourist trade. This total is comparable to today's total income from sugar crops. With full cooperation and a subsidy from the legislature next spring and a hearty response from the dollar-for-dollar matching business interests of the Territory, the Hawaii Visitors Bureau expects through promotion, advertising, and tourist developments to achieve this total at least by 1952.





The TRAVEL ASSOCIATION of GREAT BRITAIN

A Glance at British Techniques

Tourist travel is a significant factor in the present economy of Great Britain. In 1947 British national income from this source exceeded 30,000,000 pounds. To this sum American travelers contributed generously.

The following statement is made in the 20th Annual Report of the Travel Association of Great Britain: "In spite of the restricted volume of American travel in 1947, travel expenditures in Britain and on British ships and planes by American visitors represented the largest single item of Britain's export trade with America, and exceeded in value the export of any single manufactured commodity to the United States.

"Of a total tourist income exceeding 30,000,000 pounds, approximately 45 percent represents payments by visitors from hard-currency countries and 38 percent payments by visitors from the dollar area of the United States and Canada."

The postwar influx of tourists to England, Scotland, Wales, and Ireland has been brought about largely through the activities of the Travel Association of Great Britain. This is a private organization of long experience in the travel field, but it is now under contract to the British Government to serve as the Travel Division of the British Tourist and Holidays Board, which is the official travel office of Great Britain.

With a staff of 120 persons the Travel Association is comprised of press, photography, publications, distribution, and research divisions. Funds available for 1947 were roughly £300,000, of which approximately 90 percent was derived from governmental appropriation. Overseas publicity expenditures totaled £225,254, while expenditure for wages and all other purposes was £75,626. With these funds the Association developed a most successful "welcome to Britain" technique, which brought into the country more than 120 million dollars.

The list of publications issued in 1947 by the Travel Association and distributed overseas is impressive, and includes the following:



	Number copies
British Isles Handbook.....	600,000
London Handbook.....	200,000
London Past and Present.....	400,000
Area Folders (series of 12).....	3,000,000
Industrial Areas of England and Wales.....	50,000
Information for Visitors to Britain and Calendar of Events.....	1,500,000
Hotels and Restaurants in the British Isles.....	75,000
Sporting Posters (series of 6, double crown).....	45,000
Sporting Folders (series 6).....	600,000
British Gardens.....	50,000
Annual Calendar "The British Scene".....	5,000
Battersea Park Sculpture Exhibition Folder.....	4,000
Olympic Games Folder.....	50,000
Travel Agents Information Sheets.....	10,000
Rotogravure Posters.....	500,000
Miscellaneous Publications (quantity not given).....	

Total..... 7,089,000

This does not include 100,000 per month circulation of the bulletin *Coming Events*, nor sales publications.



The author has a fascinated audience when a snake is found during a Washington nature walk. National Capital Parks photo.

Washingtonians Know Their Parks!

By W. Drew Chick, Jr.

Park Naturalist, National Capital Parks

For the past 13 years Washingtonians, and transients, too, have been learning about their parks and historic sites through the interpretive services of park naturalists and park historians of the National Capital Parks, a field office of the National Park Service, United States Department of the Interior.

The same methods of interpretation which are familiar to visitors to America's great national parks have been adapted to an urban situation. These include scheduled nature walks, historical tours, campfire programs, camera strolls, canal barge trips, hikes, all-day bus caravans, talks, outdoor leadership training, and attended exhibits. This is a year-around program, although the outdoor features are offered only from April to December because winter weather is too uncertain.

The activities are publicized through the annual *Outdoor Program* booklet which contains the schedule, a description of each type of service, and a brief notation on each event. More than 20,000 copies of this 38-page leaflet are distributed to a mailing list of 2,000 and to participants in the activities who learn of them through weekly press notices, radio announcements, and by word

of mouth. Attendance at a single event may exceed 1,500 people.

The demand for these services is reflected in an increase of permanent staff from one in 1935 to six in 1948. Likewise, the temporary summer personnel have increased from none in 1935 to 10 in 1948. During the fiscal year July 1, 1947 to June 30, 1948, the staff contacted 229,621 people on regular scheduled services. In addition, many thousands of contacts were made by interpretive personnel incidental to the organized record activities listed above. While it is impossible to record resident separate from transient participation, it is known that the latter is a significantly large figure indicating that many tourists have learned of the service before coming here. Undoubtedly many others are guided by friends who, through contact with the program, have learned interesting facts about the city in which they live.

During the winter illustrated assembly talks are available to schools. Because of the demand for this service, each school is limited to two talks. While the underlying philosophy centers about reduction of vandalism, students learn a great deal about local natural and human history,

and conservation. This knowledge develops a sense of proprietorship in the local park system which is reflected noticeably in improved child behavior and proper use of parks.

An orientation service is provided each spring, upon request, to out-of-town school groups visiting Washington. These are largely senior high school graduating classes. Last year, from April to June, 7,341 students from 1,723 schools were served. Groups first visit the Lincoln Museum where a short sound movie is shown, questions answered, informational leaflets distributed, and assistance given in planning a tour of the city.

Each spring, too, local residents, adults and children, may participate in parallel "nature leader's training courses." Indoor sessions featuring illustrated talks are introductions to field trips where birds, wild flowers, trees, rocks, and animals are seen in natural surroundings. The course ends with techniques of field party leadership, suggestions for pursuing nature hobby interests, and a discussion of summer camp nature activities.

In addition to the personal contact services mentioned above, a recording is being used for interpretation at the Washington Monument. During the ascent and descent of the elevator a voice tells the history of the memorial shaft, mentions some of the engineering features, and ends with a statement of appreciation which instills pride of country in the listener. It is contemplated that a similar automatic device will be installed in the Lincoln Museum, scene of the assassination, integrated with projected pictures.

Every city has many natural features and historic sites that are of significant interest to residents, and to visitors coming as tourists or in organized groups. Why not try a program of public interpretive service as described above? It pays!



Part of Washington, D. C.'s past still functions as an operating tourist attraction. Canal barge rides up and down the old Chesapeake and Ohio Canal are a popular feature. National Capital Parks photo.



Selling Those "DEAD" Months

Managing Director Don Thomas.
All Year Club photo.

By Don Thomas

Managing Director, All-Year Club of Southern California



When I proposed the "four-season" or "year-round vacationing" program to the American travel industry at the convention of the National Association of Travel Officials in Chicago 2 years ago, it might have appeared to many that this was something of a radical idea.

It wasn't.

Others had already engaged in off-season travel business. And, as far as we of the All Year Club of Southern California were concerned, we knew it could work.

We knew that people will take vacations in the so-called off-season months, provided the following three points are true:

(1) A good vacation product is available during those off-season months to make their vacation journeys worth while;

(2) Accommodations are available, and open for business, to house and feed and entertain these people during their off-season stays;

(3) Finally, that adequate promotional and advertising effort is directed at letting the vacation customer know about points (1) and (2).

We knew this program would work, because we could see it already working in southern California.

Our area has been, you might say, a very good "laboratory" for the maturing of this idea of year-around development of the American recreational travel business.

Although in the past we had always emphasized only the two seasons of summer and winter in Southern California, we knew that even before World War II our area was receiving a very substantial flow of pleasure travel from outside the State during the two off-seasons in between.

The gross flow of motor travel from out of State was a very accurate indication.

During 1940 our area was visited by the following numbers of out-of-State travelers during the 3 months which we now regard as our spring season: March, 46,656; April, 41,745; May, 50,308.

And during the same year, the 3 months of what we now regard as our fall season brought us: September, 62,666; October, 53,659; November, 54,726.

That, of course, is considerably less travel than comes to southern California during the peak flow of travel. And this is the important point:

Here were 309,760 people who visited southern California during the supposedly "dead" months of the off-seasons. If this many were already coming, then these supposedly "dead" months weren't really so unmarketable as might be supposed.

At that time, we were well equipped as to point (1) of the three essentials of off-season travel. Southern California with its year-around dry subtropical climate, has excellent off-season weather. Spring is sunny and warm, the landscape is green, and bright with flowers. Fall is in truth a continuation of the summer. Regarding point (2) our vacation housing plant has operated for a long time on a year-around basis, so the accommodations were open, ready, and eager to serve. And, again, our activities in Southern California likewise are on a 12-month basis, so there was plenty for the visitor to do and see the year around.

It was regarding point (3) that we were weakest. We were not pushing the "off" seasons with direct advertising and promotion. For years, however, we had been making efforts to extend the existing summer and winter seasons so that they would, as nearly as possible, cover the entire 12 months of the year. These efforts seemed to have been quite successful.

During the past years we have been supplying the direct promotion and advertising called for in point (3) and our "laboratory" is continuing to show us interesting results. The spring and fall seasons during the past year have brought nearly double the number of motor arrivals which I mentioned earlier for 1940. Of course, this is due to a great extent to postwar swollen travel conditions. But it is obvious that our advertising is pulling. Our advertising, stressing all four seasons individually and equally, has broken all records for our 27 years of campaigning in the number of inquiries we have received.

Just one inquiry shows the way the appeal is pulling. It is from a man in Brooklyn, and he writes: "Your ad in the ----- says any season is the best season. I plan on driving out there the first of September and staying through October, if accommodations are not too crowded."

He's just the man we've all been looking for.

AT YOUR SERVICE

Editor's Note:

This is the first in a series intended to call the attention of the travel industry to organizations and individuals in Washington, D. C., who are "At Your Service." Both governmental and nongovernmental sources of information will be dealt with. The United States Travel Division invites suggestions or material for this feature for use in future issues.

Holiday News Letter

When VJ-day arrived most prewar businesses had their reconversion plans well mapped out. In general they planned to resume where they left off, but now they would be facing a gigantic market which had been starved for 4 years. One of the chief exceptions to this general situation was the travel and recreation industry, which found itself confronting problems it had scarcely dreamed of before. Moreover many of these problems were so complex that it was difficult even to chart an approach to them. For example, who would be permitted to travel out of the country? What was the currency situation in occupied countries? What transportation would be available? How long would the armed services be kept intact and when would demobilization start? Were the domestic resorts and transportation industries capable of handling the wave of vacations demobilized servicemen would demand before going back to work? There were no ready answers to these questions.

Shortly after *Holiday* magazine was launched in 1946, the Curtis Publishing Co. began to issue from its Washington office (743 National Press Building, Washington 4, D. C.) the *Holiday News Letter*. This letter, a supplementary service furnished the trade at no cost, sought to provide individuals and organizations interested in the travel-vacation-recreation field with factual, up-to-the-minute news affecting those interests. It sought to tap the primary Government and trade sources of information and distribute it to the industry at large for its common good. This biweekly, which has been spot-checking travel news developments for more than 2 years, has grown spectacularly. There has been no promotion of the letter and all requests for the service have come in without solicitation.

Readers of the letter are located in every State in the Union, as well as in Alaska and several foreign countries. Among them are travel agents, state and city automobile clubs, advertising agencies, travel editors, chambers of

commerce officials and executives of national and State agencies, including conservation commissions, highway departments, development groups, and convention and tourist bureaus.

The letter is sent to them only after they have indicated by letter or otherwise that they would like to be placed on the mailing list.

Prepared by a staff in the company's Washington office, *Holiday News Letter* attempts to keep its reader informed of all government, congressional, foreign embassy, and similar developments pertaining to the travel industry. It is published every other Thursday.

By being edited in Washington, the letter is able to tap primary sources of vacation and travel news. Both the United States Travel Division and the travel section of the United States Department of Commerce are located here. So are the passport and visa divisions of the Department of State and the headquarters offices of most of the associations and groups allied with the particular field covered by the letter.

Close contact is maintained with these sources by the letter's staff, and constant watch is kept for news affecting either directly, or indirectly, vacationists, tourists, resort operators, carriers, manufacturers, and all other people connected with the travel and transportation business. Often the letter is able to predict and give warnings of forthcoming developments. This has been especially true when Congress was in session.

One year after the letter was started, the editors sought to determine its effectiveness through questionnaires. Readers were asked for their reactions and for suggestions for improvement. A large percentage of replies were received and nearly 80 percent considered the letter satisfactory as now published. Equally as great a majority urged that the subject matter include both domestic and foreign news and that it take in sources outside as well as inside Washington. It was most commonly praised for its brevity and clarity.



Travel Round-up

MEETINGS

Williamsburg Forum

An Antiques and Decorations Forum in two 5-day sessions, will be held at Williamsburg, Va., January 24 and 31 under joint sponsorship of The Magazine Antiques and Colonial Williamsburg.

The meetings, first of their kind in the United States, will be open to the public and will afford opportunities for close study of authentic materials and the counsel of nationally known authorities in the field of decoration.

Special rates, available from Colonial Williamsburg offices, Williamsburg, Va., include accommodations, meals, registration, and incidental expenses.

New Meeting Date

Official information received in November slates the much-postponed Third Inter-American Travel Congress for February 15 to 24. Location is still Argentina, but the Congress will convene at Bariloche in the lake region instead of Buenos Aires.

PRESS

Travel Clubs

Seven Hearst newspapers, recognizing the wide interest throughout the Nation in vacation travel, have formed travel clubs for the convenience of their readers. Sponsoring newspapers are: New York *Journal and American*, Chicago *Herald-American*, Boston *Advertiser*, Baltimore *American*, Pittsburgh *Sun-Telegraph*, Detroit *Times*, and Albany *Times-Union*. The clubs serve as connecting links between prospective travelers and the travel industry. Members have no dues or fees to pay, and commissions are not accepted by the newspapers.

Each Sunday throughout the year the sponsoring newspapers publish coupons containing an application for membership in the clubs and a request for detailed information. On receipt of a returned coupon, the travel club staff of the newspaper sends out notification cards to the sources of information best suited to the club member's needs. To avoid confusion the inquiry is not directed to more than one competing source of travel information. All bookings and reservations are made directly by the club members after

they have established contact with hotels, transportation companies, or travel agencies.

Once a year the members report to their respective clubs about their travels. They tell when, where and how they journeyed. They tell the number of trips they have made, the number of people in their party, names of transportation companies employed, hotels at which they registered and length of stay, and the travel agents through whom their trips were booked. They also express their frank opinion regarding the food, service and accommodations they received.

Special Editions

Daily newspapers schedule the following special travel and allied editions this month and during early spring:

The New York *World-Telegram*:

Midwinter Travel and Resort Section—January 11.

Memphis *Commercial-Appeal*:

Midwinter Travel and Resort Section—January 9.

Pittsburgh *Press*:

Midwinter Travel and Resort Section—January 9.

Chicago *Daily News*:

Midwinter Resort Issue—January 8.

Annual Travel Show Issue—April 16.

Annual Summer Travel Issue—June 4.

Denver *Post*:

Winter Resort Section—January 9.

Summer Edition—June 5.

Miami *Herald*:

Annual Travel and Resort Issue—March 6.

Washington *Post*:

Midwinter Resort Issues—January 16 and 19.

New York *Journal-American*:

Midwinter Travel and Resort Number—January 9.

Detroit *Times*:

Midwinter Travel and Resort Number—January 9.

Pittsburgh *Sun-Telegraph*:

Midwinter Travel and Resort Number—January 9.

Albany *Times-Union*:

Midwinter Travel and Resort Number—January 9.

Baltimore *News-Post-American*:

Midwinter Travel and Resort Number—January 9.

Boston *Record-American-Advertiser*:

Midwinter Travel and Resort Number—January 9.

Philadelphia *Inquirer*:

Midwinter Number—January 9.

News-Journal Newspapers (Wilmington, Del.):

Midwinter Number—January 12-13.

Des Moines *Register and Tribune*:

Midwinter Edition—January 12. Annual Vacation Edition—June 5.

New York *Times*:

Midwinter Vacation Feature—January 9. International Vacation Section—March 6.

Detroit *News*:

Travel Show Number—April (in connection with Detroit *News* Travel Show).

Buffalo *Courier-Express*:

Special Midwinter Resort Issue—January 9.

Cincinnati *Enquirer*:

Midwinter Travel Number—January 9. (Reprinted from November 1948 issue of Resort Management.)

Magazine Travel Studies

The *Atlantic Monthly* Travel Study, released in November 1948, is available in limited quantity for business people writing in on their letterheads to request single copies from the publication offices, 8 Arlington Street, Boston 16, Mass.

Necessarily limited to the magazine's audience, the survey nonetheless represents a close and revealing study of travel habits, expenditures, and transportation preferences.

Coronet offers a portfolio of graphs and charts which explore the same general field. Here the accent is more definitely on the magazine's readership. The portfolio, "A Traveling People," can be obtained from *Coronet*, 919 N. Michigan Avenue, Chicago 11, Ill.

FOR THE RECORD

Foreign Travel

"European Recovery (1948-1951) and the Tourist Industry," a 33-page booklet published by the British Travel Association, Queens House, 64-65 St. James Street, London, S. W. 1, covers the field of foreign travel, actual and potential. Charts show accommodations and transportation facilities available and break down American expenditures in detail. The report was prepared by the Research Section of the Association under the direction of Ernest W. Wimble. Copies can be obtained from the Association for 75 cents.

NATO Elects

New officers elected to head the National Association of Travel Officials for 1949 include: Everett F. Groaton (executive secretary, Maine Development Commission) reelected president; I. N. Parrish (executive secretary, Miami Beach Chamber of Commerce) reelected first vice president; three vice presidents, Joseph Bursey (director, New Mexico State

Tourist Bureau), Mall W. Dodson (publicity director, Atlantic City Press Bureau), and Clyde Edmondson (general manager, Redwood Empire Association of California); George F. Bishop (secretary-manager, Upper Peninsula Development Bureau of Michigan) reelected treasurer; and Don Short (travel editor of the New York *Journal-American*), secretary.

New Policy

Approval by Secretary of the Interior, J. A. Krug, of a new policy governing operation of concessions in the national parks activates a program intended to stimulate an expansion of park facilities operated by private concessioners. Copies of the new policy statement are available from the Office of the Secretary, Washington 25, D. C.

DEVELOPMENT

Roadside Parks

The completion of six roadside parks along scattered sections of Louisiana's major highways is the first step in the State's objective of an entire system of such parks. They are the joint project of the State Highway Department under the direction of Landscape Engineer T. Slack in cooperation with the Tourist Bureau of the Department of Commerce and Industry.

The new roadside parks are from three to seven acres, some of which have been donated to the State by organizations and individual civic-minded citizens. In addition to roadside beautification and landscaping, the parks offer shelters, barbecue pits, picnic, and sanitary facilities.

Four-Season Business

Idaho's 150 packers and guides are planning the development of a four-season business through the promotion of fishing trips by pack horse in the spring and summer months. Their big game hunting in fall and winter is now worth some \$300,000 annually to the State, according to an estimate by William Roden, president of the Idaho Packers and Outfitters Association, and they look for the additional spring and summer business to augment this figure considerably.

New Hotel

The Trade Winds, newest hotel in the Virgin Islands, has just been opened to tourists under the joint management of the owners, Russell Gallagher of St. Thomas, and Algan Stearns of Florida. The hotel, formerly the officers' quarters at Bourne Field, is near Charlotte Amalie, St. Thomas, overlooking John Brewer's Bay. It accommodates 80 persons, European plan.

BOOKS

Latin America, a Descriptive Survey, by William Lytle Schurz (E. P. Dutton, \$4.50), the definitive work in its field

which went through six printings in its original edition, is now revised throughout, with the latest tables and charts. Publication February 1.

How To Be Healthy In Hot Climates, by Eleanor T. Calverley, M. D. (Crowell Company, \$3); complete instructions on what to eat, do, wear—and what medical precautions and treatment to follow—in a tropical climate. Written by an experienced medical missionary and illustrated with tables. Publication January 17.

The Alaska Highway Guide, published by The Alaska Highway Guide, Drawer 2000, Dept. AP, Dawson Creek, British Columbia, Canada, gives current travel facilities and information for the traveler and sportsman Alaska-bound.

NEW MATERIAL

Draper Booklet

"Styled and designed by Dorothy Draper" hall-marks a folder describing The Greenbrier at White Sulphur Springs, W. Va. Water color illustrations in the 20-page booklet hint at the Draper decor which has made the newly decorated Greenbrier one of the most talked-about resorts in this country. Copies can be obtained from The Greenbrier or offices in New York City, Washington, D. C., or Chicago.

For Visitors

"Living in the United States" is a 35-page booklet published by the Committee on Friendly Relations Among Foreign Students, 347 Madison Avenue, New York 17, N. Y. The publication is meant for students and other visitors coming to the United States for the first time and answers the questions of any visitor to a new country by a close juxtaposition of practical text and illustrations dealing with

all phases of travel, accommodations, communications, recreation, community and campus life, and social customs in detail.

New Tour Maps

The National Survey, Chester, Vt., announces the availability for free distribution of three highway touring maps: No. 2, New England and Mid-Atlantic; No. 3, Mid-Atlantic and East Central; No. 5, Southern. The maps bear the trade mark, Consolidated Tours, and contain hotel directories.

Bus Tours

Both Trailways and Greyhound tour departments are readying new folders covering improvements and changes in their scheduled tours for 1949. Each company will begin distribution of the new material in early spring. Services will be expanded and more points of origin offered by both companies.

Paste-up Map

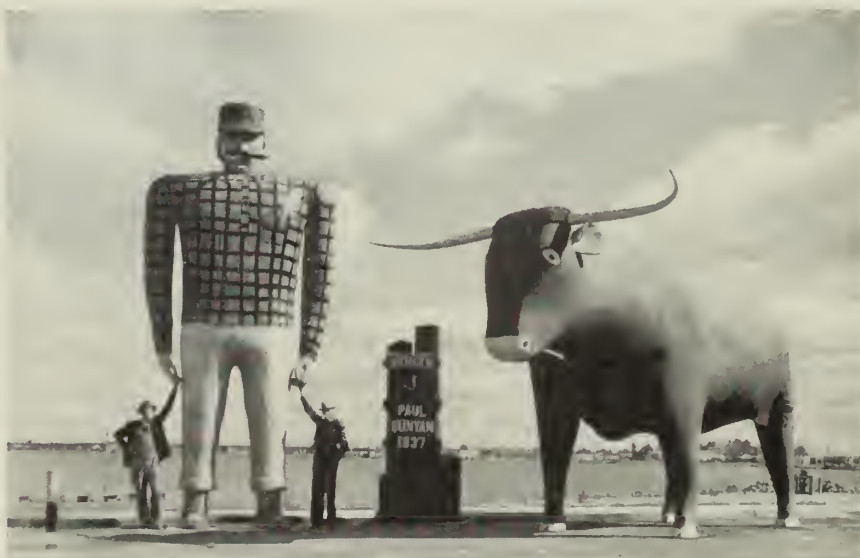
Howard Paper Mills, Inc., Urbana, Ill., advertise the free distribution of an educational folio containing a paste-up map of the United States for children.

Booklovers Map

The R. R. Bowker Co., 62 West 45th St., New York 19, N. Y., plans to issue in 1949 a revised edition of the Booklovers Map of the United States. The public is invited to submit suggestions.

Resort Promotion

Employing the device of using a comic booklet for travel promotion, the owners of Silver Springs, Fla., commissioned Chuck Thorndike to draw a picture story entitled "Susie and Sam at Silver Springs." The 20-page booklet has an additional value for children in that its black line drawings are intended to be colored. Copies available from Susie and Sam, Box 606, Silver Springs, Fla.



Paul Bunyan and his blue ox "Babe" fashioned of solid concrete, standing well over 20 feet, are features at Bemidji, Minn. Bemidji Civic and Commerce Association photo.

Hotel Folder

New York Convention and Visitors Bureau's revised folder, "Selected Hotels," lists 89 of the city's hostels with rates, addresses, and phone numbers. The folder, intended for distribution by travel bureaus and travel agents, is available from the Bureau, 500 Fifth Avenue, New York 22, N. Y.

CARRIERS

Body by Loewy

"He Styles the Streamliners," an article by Al Rung in the December 1948 issue of "Trains," discusses the work of Raymond Loewy Associates, industrial designers, on railroad rolling stock and stations. Photographs of the work from drawing board to tracks illustrate the text. The Loewy organization is described in detail in the article. "Trains" is published by Kalmbach Publishing Co., 1027 North Seventh Street, Milwaukee 3, Wis., and costs 35 cents a copy and \$4 a year.

Ski Planes

The first airline ever to operate a ski service, Colonial Airlines is now in its 11th season of catering to skiers to upper New York State, New England, and Canada. A 20-percent savings over last year's fares is in effect for Tuesday-Wednesday departures to the snow country, with returns any day but Friday or Sunday. Colonial offers special ski storage facilities on their skycruisers, and through its Ski Club bulletins, keeps over 3,500 members posted on latest developments and ski conditions.

Rail Earnings

December 11 issue of *Railway Age* reports estimated net income of Class I United States railroads for the first 10 months of 1948 as \$590,000,000. Comparable estimated figure for the same period in 1947 was \$370,000,000. Operating costs increased in the East 10.2 percent; in the South 9 percent; and in the West (where smallest increase in revenue was shown) 12.8 percent.

The article was based on a complete, periodical summary prepared by the Bureau of Railroad Economics of the Association of American Railroads.

VISUAL

Motion Pictures

"Glacier Park and the Canadian Rockies" is the second in a series of color-sound films produced by Western Air Lines. The 16 mm. film covers a flight vacation to such points as Glacier National Park, Banff, Lake Louise, Jasper,

Waterton Lakes, and the Calgary Stampede. Bookings can be arranged by any Western Air Lines office or by writing Western Air Lines, General Sales Manager, 6060 Avion Drive, Municipal Airport, Los Angeles 45, Calif.

"High-Way to Hawaii" is United Air Lines' film showing principal scenic attractions of each of the Hawaiian Islands, including scenes of Mauna Loa in eruption.

"My Own United States," produced by Warner Brothers, shows principal scenic attractions of city and country in color. The film is sponsored in many States and regions by the National Association of Travel Officials.

"Idaho's Craters of the Moon," a 10-minute color film, has been released for free showing by service clubs, civic organizations, and travel groups. The film, first to be released by the Idaho State Board of Publicity, may be obtained from Mrs. Mary Jane Sutherland, Secretary, Idaho State Board of Publicity, Boise, Idaho.

New York, New Haven & Hartford Railroad announces four films: "This Is New England," showing the development of agriculture, fisheries, trade, and manufacturing from the earliest times to the present; "New England, Yesterday and Today," historical, scenic and recreational features; "Let's Go Skiing," winter sports pictures from most of the famous New England centers; "A Great Railroad at Work," a behind-the-scenes story of railroading, narrated by Lowell Thomas. Application for showing the films should be made to Mr. H. W. Quinlan, Passenger Traffic Manager, New York, New Haven & Hartford Railroad, South Station, Boston, Mass.

Film Listing

The 1949 edition of "1,000 and One," listing over 7,000 nontheatrical films, is now being issued. It has a synopsis of every film, price, where to obtain, and other data. The book is available from Educational Screen, 64 East Lake Street, Chicago 1, Ill. Price, \$1.50.

Slides

"Highway U. S. A." a three-dimensional slide film in color, shows views along American highways all over the country, including many scenic shots. The film was produced by Barber-Greene Company, manufacturers of highway equipment and is available free of charge to highway organizations, and on a mileage-cost basis to civic or travel groups. Apply to J. D. Turner, Director of Publicity, Barber-Greene Co., Aurora, Ill.

Photos

Nearly 3,000 photographic negatives covering the scenic and recreational attractions of Idaho are available from the State Board of Publicity, Boise, Idaho. Prints showing every section of the State are furnished to newspapers, magazines, publicity media, and travel writers doing articles about the State. Nearly 2,000 photographs were distributed free for publication in 1948.

VISITORS

Japan

Iwao Yokota, director of the Japan Tourist Bureau of Tokyo, recently in this country as the first travel man from Japan to arrive since the war, conferred with United States Travel Division and National Park Service officials during his Washington, D. C., stay. Mr. Yokota outlined travel conditions in Japan and pointed out that there is much new construction of hotel and resort facilities based on a hoped-for influx of travelers from this country.

AT RANDOM

Twenty of the ante bellum homes formerly open to visitors only during the yearly Natchez, Miss., Garden Pilgrimages are now open the year round. Visitors' fees average 65 cents per home. Three of the famous ante bellum homes, Stanton Hall, Hope Farm, and Magnolia Inn, are prepared to accommodate paying guests. Visitors interested in an ante bellum homes tour may contact the Natchez Association of Commerce on arrival for guide service or for a well-mapped tour without guide . . . The Phoenix Dons, organized to show off scenic Arizona to winter visitors, are conducting a series of free weekly travelclads in the vicinity of Phoenix. The schedule runs every Sunday through March 27 as follows: January 16, Tucson; January 23, Tal-Wi-Wi Ranch near Litchfield Park; January 30, dude ranches at Wickenburg; February 13, Goldfield Mine; February 20, St. John's Mission; February 27, Apache Trail; March 13, San Carlos Indian Reservation; March 20, annual trek to Superstition Mountains; March 27, Royce Thomson Arboretum at Superior . . . The 1949 outlook for automobile production is clouded by the problem of steel, according to William J. Cronin, managing director of the Automobile Manufacturers Association. Despite the fact that steel production is already above all past peacetime levels and still rising, military and European aid needs are expected to divert part of the additional steel supply from civilian markets . . . "Learn to Ski Weeks" are scheduled for Sun Valley, Idaho, as follows: January 1 to 8; 9 to 15; 16 to 22; 23 to 29. Spring "Learn to Ski Weeks" are set for April 3 to 9 and 10 to 16.

BACK COVER

Saddles in Arizona—getting saddles ready for the dudes is part of the day's work in the Southwest. Photograph courtesy Phoenix Chamber of Commerce.

FEBRUARY						
S	M	T	W	T	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

National Calendar

of Events

FEBRUARY

- Georgetown, S. C.*—Garden tours (all month).
Wilmington, Orton Plantation, Southport, N. C.—Azaleas in bloom (all month).
 1-12 *Tampa, Fla.*—Florida State Fair.
 4-6 *Holtville, Calif.*—Carrot Carnival.
 5-6 *Steamboat Springs, Colo.*—Junior Championships, Downhill and Slalom.
 5-6 *Winter Park, Colo.*—Pioneer Ski Club, Four-way Intercollegiate.
 6-10 *Palm Beaches, Fla.*—St. Anne's Fiesta.
 6-12 *Tampa, Fla.*—Gasparilla Festival.
 10 *Tampa, Fla.*—Latin Quarter Fiesta.
 11-20 *Fort Myers, Fla.*—Edison Pageant of Light and Gladioli Festival.
 12-13 *Flagstaff, Ariz.*—(Arizona Sno Bowl), Third Annual Thunderbird Ski Carnival.
 12-13 *Glendale, Calif.*—Camellia Show.
 12-13 *Steamboat Springs, Colo.*—Junior Championship Jumping.
 14-19 *Winter Haven, Fla.*—Florida Citrus Exposition.
 15-28 *Daytona Beach, Fla.*—Third Annual Fishing Tournament (Feb. 15-June 30, 1949).
 18-20 *Davie, Fla.*—Annual Orange Festival and Rodeo.
 18-22 *Indio, Calif.*—Date Festival.
 19-20 *San Diego, Calif.*—(Balboa Park), Camellia Show.
 19-20 *Winter Park, Colo.*—Class A, B, and Open Downhill and Slalom Championships.
 19-22 *Tucson, Ariz.*—La Fiesta de los Vaqueros.
 20-26 *Sarasota, Fla.*—Sara de Soto Pageant.
 21-26 *Fort Myers, Fla.*—Southwest Florida Fair.

- 21-26 *Orlando, Fla.*—Central Florida Exposition.
 21-26 *Bozeman, Mont.*—Third Annual Gallatin Empire Winter Fair.
 22 *San Diego Bay, Calif.*—Yacht Regatta.
 22 *Palm Beaches, Fla.*—Regatta.
 22 *Sun Valley, Idaho.*—Ski Club Meet.
 22 *Ecker Hill, Utah.*—(near Salt Lake City), National Ski Jumping Championship.
 23-24 *New Orleans, La.*—District 4-H Livestock Show.
 25 *New Orleans, La.*—Mardi Gras Celebrations (Feb. 25-Mar. 1, 1949).
 26-27 *Crested Butte, Colo.*—Four-way Intercollegiate and SRMSA Cross-country Championships.
 26-28 *Imperial, Calif.*—Midwinter Fair (Feb. 26-Mar. 6, 1949).
 27 *Berthoud Pass, Colo.*—Giant Slalom.
 27 *Palatka, Fla.*—Azalea Festival.
 28 *Pinehurst, N. C.*—Twenty-ninth Annual Seniors Golf Tournament (Feb. 28-Mar. 4, 1949).
 4-6¹ *La Jolla, Calif.*—Eighth Annual Invitational Tennis Tournament.
 5¹ *Tucson, Ariz.*—Baile de los Flores (charity costume ball).
 6¹ *Palm Springs, Calif.*—Annual Rodeo.
 26-27¹ *San Diego, Calif.*—(Torrey Pines Park, Third Annual Pacific Coast Glider Soaring Championship.
 NFD¹ *Cloverdale, Calif.*—Citrus Fair.
 NFD¹ *Daytona Beach, Fla.*—Stock Car Races.
 NFD¹ *Daytona Beach, Fla.*—American Motorcycle Races.
 NFD¹ *Cocoa, Fla.*—Indian River Orange Jubilee.

- NFD¹ *Winter Haven, Fla.*—Camellia Show.
 NFD¹ *Sweetwater, Fla.*—Annual Strawberry Festival.
 NFD¹ *Miami, Fla.*—Miami-Nassau Yacht Race.
 NFD¹ *Palm Beaches, Fla.*—Annual Horse Show.
 NFD¹ *Miami, Fla.*—Lipton Cup Sailing Race.
 NFD¹ *Cedar Rapids, Iowa.*—Winter Fair.
 NFD¹ *New Orleans, La.*—55-mile Floral Trail opens.
 NFD¹ *Pascagoula, Miss.*—Camellia Garden Shows.
 NFD¹ *Vicksburg, Miss.*—Spring Pilgrimage.
 NFD¹ *San Felipe Pueblo, N. Mex.*—Candlemas Day Dance.

MARCH

- Orton, Greenfield Lake, Airlie, and Wilmington, N. C.*—Azaleas and Camellias in bloom (all month).
Hollywood, Fla.—Tropical Fiesta (first week).
Orlando, Fla.—Saddle Horse Show (first week).
 1 *Lafayette, La.*—Mardi Gras.
 1 *Sioux City, Iowa.*—Mardi Gras.
 1-5 *Plant City, Fla.*—Strawberry Festival.
 1-31 *St. Augustine, Fla.*—Norwich International Black Drum Rodeo (Mar. 1-June 15, 1949).
 3-6 *Tucson, Ariz.*—Pima County Fair.
 3-6 *St. Petersburg, Fla.*—Invitational \$10,000 Open Golf Tournament.
 4-6 *Whitefish, Mont.*—(Big Mountain Ski Run), National Downhill and Slalom Championships (men and women).
 5-6 *Winter Park, Colo.*—Class C Downhill, Slalom Championships.

¹ No fixed date or tentative. Additional information available from chamber of commerce in city or town.

