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TRAVEL USA

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UNITED STATES TRAVEL DIVISION

TRAVEL USA



FRONT COVER

San Jacinto monument, 570 feet high, near Houston, commemorating this battle for Texan independence.

BACK COVER

Winter visitors to Biloxi, Miss., chief Gulf resort city, see this picturesque fishing fleet in Back Bay; submitted by Anthony V. Raquin, secretary of the Biloxi Chamber of Commerce, as typical of the tourist charm of this area.

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

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UNITED STATES TRAVEL DIVISION

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Is Travel the Third Largest "Industry" in the U.S.A.?

The transportation, accommodation, and servicing of travelers has become one of the largest business enterprises in the United States.

It is difficult to establish the relative importance of travel in comparison with other revenue-producing enterprises. Economists and statisticians as a general rule have not become aware of the importance of travel and do not include it as a specific item in their calculations.

The national income for 1947 totaled \$202,081 million, according to the Department of Commerce, with manufacturing the largest item (\$61,715 million); wholesale and retail trade next (\$37,531 million); and agriculture third (\$19,287 million). Seven other classifications follow in diminishing order.

Travel expenditures, as such, are hidden in most of these items—but easily recognizable. Travel is of utmost importance to the welfare of the manufacturing industry. The manufacture of automobiles, buses, railroad locomotives and passenger coaches, ships, airplanes, kitchen and restaurant equipment, many items of clothing, sporting goods, and countless other commodities is dependent to a large degree on the volume of travel.

The same comment applies not only to wholesale and retail trade but to agriculture, since vast quantities of raw and processed foods are required for hotels, restaurants, and food stores catering to the tourist trade.

This all points to an important fact. The public carriers, hotels and resorts, manufacturers, service enterprises, Government agencies, educational institutions, research groups, advertising firms, and others trying to serve the traveling public are in critical need of comprehensive statistics on the value, volume, and trends of travel. It is about time that economists and statisticians began to realize the importance of travel in the national economy and to include it in their calculations.

We know that approximately \$12 billion was spent in 1948 on interstate travel. This figure can be substantiated by surveys conducted by State and private organizations.

In addition, at least an equal sum must be added to cover intrastate travel; that is, travel by local people to points *within* their own State. The registration blotter at any resort or hotel will demonstrate that a large percentage of its business comes from people from the home State. Local and interstate travel in 1948 amounted, therefore, to at least \$24 billion.

Compare this \$24 billion with agriculture's \$19 billion, a part of which already includes travel.

How much longer will it be necessary for travel officials to endure a lifting of the eyebrows and run a gamut of argument each time they assert that travel is the third largest industry in the U.S.A.?

An encouraging note is struck by Dr. Harold G. Moulton, president of the Brookings Institution of Washington, in his book, "Controlling Factors in Economic Development." Under "recreation and travel," Dr. Moulton states that "the largest projected rate of increase (33-fold) in consumer outlays is in this broad field." He predicts that within the next 100 years expenditures for recreation and travel will far surpass all other consumer outlays, including "shelter and home maintenance," "attire and personal care," "food and nutrition," and "health and education."

J. L. B.

MONTANA

R. C. Henry

Publicity Director, Montana Chamber of Commerce



Montana's travel promotion as far as advertising and publicity are concerned was begun in the mid 1930's by the Montana Chamber of Commerce, and taken over by the State Highway Commission in 1947 when the State legislature authorized a State advertising department under the commission. Present director is Al Erickson, long-time newspaper man and publicist. The State chamber continues the project of State publicity as one of its activities.

Much of Montana's national advertising carries the slogan, "The land between the parks." To the south, in Wyoming but with three of its five entrances by way of Montana, lies Yellowstone National Park, and on the Canadian boundary to the north, lying altogether in Montana, is Glacier National Park. Much of the State's best scenery, much of the prime vacation land, exists in the 300-mile Continental Divide area linking the parks.

The State is big—spreading one-third of the distance along the Canadian border between the Great Lakes and the Pacific. U. S. highway No. 10, an east-to-west highway, is longer across Montana than the distance from Chicago to Washington, D. C. In general, the State's highways are excellent. These include the east-to-west No. 2, crossing the northern section of the State, and 91 and 93, south to north. Three transcontinental railroads, three air lines, and bus lines serve the State.

Especially since the war, Montana has become travel-conscious, with not only State but also sectional advertising and publicity designed to attract the traveler.

Travel today is the State's second greatest source of income, exceeded only by the income from agriculture, which includes stockraising on the State's great cattle, sheep, and wheat ranches.

Hampered in 1946 and 1947 by a lack of tourist accommodations, the travel industry constructed facilities rapidly, so that today the traveler is almost guaranteed a bed. The nightmare situation of 1946 when hundreds of tourists were compelled to sleep in their cars is gone forever. Increasingly travel-conscious, Montanans have set themselves to the project of "Montana hospitality"—not just simply western hospitality, but a super hospitality which will, it is hoped, ultimately characterize the State.

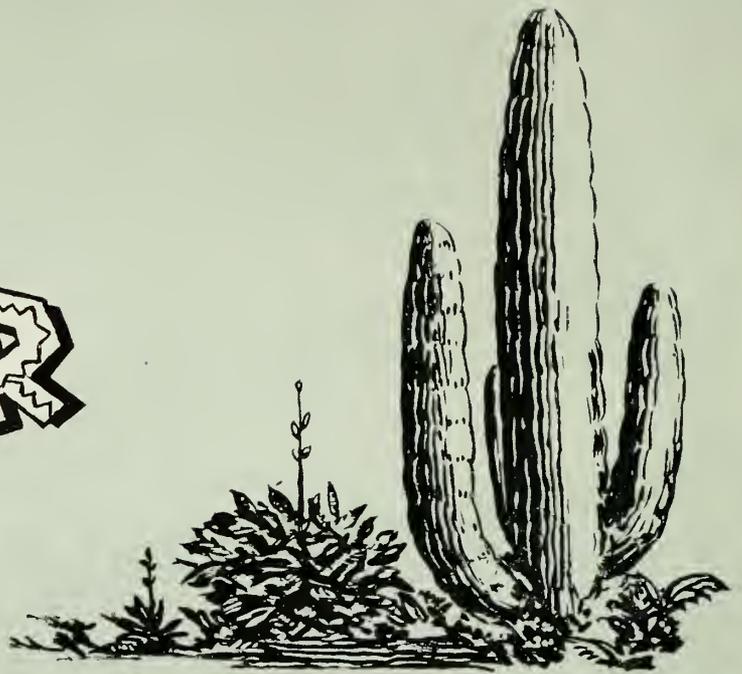
A significant development has been the establishment of the Montana Advisory Council for Outdoor Recreation, consisting of representatives of those organizations most interested in the travel trade. Headed by W. R. Rankin, director of State parks, the council has as its objective an over-all plan of State recreational and travel development, participated in by all people of the State. An important aspect is conservation of recreational resources.

Last year over a million visitors passed through Yellowstone National Park, and present indications are that when the final tally is taken this fall an even greater number will have checked in during 1949. Glacier National Park's majestic mountainous scenery drew many less, but the number of visitors here is on a gradual upswing.

COLOR

in New Mexico

Ina Sizer Cassidy



Here in New Mexico we have our prehistoric cliff dwellings, our ruined Franciscan missions antedating (though known to few) the missions of California by a century, our Indian Pueblos with the same dance dramas danced before the coming of the Conquistadores, and our old villages hidden in the mountain valley where the natives speak the Spanish of Queen Elizabeth's day. But outstanding in this land of enchantment is its color—inside and outside our homes, in our clothing, everywhere—bold, exhilarating. Why? How is it that the Southwest is so (literally) colorful?

The love of color is something to feel, to absorb, to enjoy. Not to analyze. Color is a sensation, like smell, pleasant or unpleasant; like taste, sweet, sour, or bitter; like feel, smooth, soft, or rough. Color is associated with a definite stimulus of the optic nerve, certain colors, red, for instance, being more stimulating than others. Psychiatrists tell us that color is one of the three controlling natural instincts or sensations of man, but it is about the only instinct that has been almost completely submerged by civilization. So in many cases, color is prescribed in cures of certain kinds of mental illnesses.

Color is thought to stimulate spiritual vibrations which uplift the soul. A certain religious cult flourishing on the west coast has recognized this and has decreed that its followers shall use only certain colors in their dress and home furnishing in order to live a more saintly life on earth.

However this may be, there is no question but that color is demanded in this land of brilliant sunshine, of crystal air. The atmosphere itself has a gleam of golden warmth. It is not the cold silver glitter of Tunisia. Everywhere one looks is color—on land, in sky, in tree and shrub. Tawny plain, red gold hills, orange gashes where the highway, a black ribbon, cuts through huge hillsides of yellow ochre. Field carpets of lavender verbena, yellow rosin weed, blue columbine, purple wild pea, and aster. Black boulders strewn, spewed from long-extinct volcanoes, to lend contrast.

This, the earth. Now the sky. Sunset and sunrise in our land rival those of the brilliant skies of Venice we hear

so much about. And the Cote d'Azur can show none more beautiful. In winter here the setting sun drapes a shimmering rose madder veil across snow-clad mountains cut against the turquoise sky, transforming the whole landscape into a glorious vision, giving the mountains their age-old name, Sangre de Cristo, Blood of Christ.

Perhaps it may be the primitive element of the land and its early inhabitants that explains New Mexico's use of color. All primitive people love color, and New Mexico is still primitive. In more than 400 years man has made little basic impression upon the land. It is much today as it was when the first Conquistador came. Man has not conquered the land here as he has in most other parts of the United States. Here the land has come nearer conquering man.

Space, too, has its share. Great open space has its effect upon us. It releases the spirits of its dwellers and visitors from more settled localities and frees inhibitions engendered there. Long-dormant instincts are unchained. Too often the newcomer reverts to his forgotten primitive nature, hitherto smothered or held in check by conventions.

With our houses built of the tawny earth itself, in time melting back into earth again, the eternal Mother, color must come to our aid, become a part of our life, as the struggling plants battling the elements of cold, heat, and drought must bloom, triumphantly declaring their success in fulfilling their destiny.

Color in New Mexico is a recognized necessity. And we have the courage to gratify this need, for here there is no Mrs. Grundy to demand suppression of it. Some persons seeking a cause, a reason for this departure from the conventional in the indulgence of color (also, sometime deportment), place the blame upon the altitude, for New Mexico is almost astride the Continental Divide, the great backbone of the continent, and altitude does affect people in various ways; but Alice Corbin, the poet, insists it is the latitude which affects them. I am inclined to agree with her. The love of color is inherent in all of us. In New Mexico we merely release it and "the sky determines."

New England Fairs

Robert P. Trask

Director, Division of Fairs, Massachusetts Department of Agriculture

Don't let anyone tell you that the old-time agricultural fair has gone, along with ox-drawn plows and the horse and buggy—275 agricultural organizations and 2 million people say “no”. That is the number of fairs scheduled to be held in New England this year and the number of people who will visit them, according to the estimates of the various State departments of agriculture. They are in a position to know, because in most New England States there are appropriations of prizes to be distributed at these fairs and records of attendance and exhibits are pretty accurately kept.

Beginning with Northern Maine Fair at Presque Isle the first week in August, and ending with the Satucket Horse and Agricultural Fall Show at East Bridgewater, Mass., on October 12, New England offers to the fair-minded public a greater number and a greater variety of agricultural exhibitions than any other section of the United States.

There has been a great resurgence of interest in fairs since the war, both on the part of exhibitors and patrons. Fair management has learned to study the varied interests of the general public to provide more kinds of entertainment as well as more attractive exhibits, so that people who are not agriculturally minded—and that means 90 percent of the people who attend New England fairs—enjoy a more varied and interesting program than they can find in a day spent at any other outdoor spectacle.

Different fairs feature different events. For example, most Maine and Vermont fairs offer a full program of harness horse racing every day, with many local horse owners participating. In Massachusetts, with a few exceptions, the crowds go for the runners, and seven major fairs conduct running horse races under the pari-mutuel system with substantial revenues for themselves and for the Commonwealth. Incidentally, Massachusetts' share of the profits from wagering at fairs is allocated to an agricultural-purposes fund which provides prize money for all the fairs in the State.

There is no doubt that some of the increased interest in exhibiting at fairs can be ascribed to the large cash premiums now being made available. New Hampshire allots one-fourth of 1 percent of the State's income from pari-mutuel betting for prizes at fairs. Maine has just passed a law which permits fairs to operate pari-mutuel wagering, and Connecticut, where there is no legalized betting, has a bill now pending in the general court that will set up \$25,000 annually for prizes.

The granges of New England have recently become very active in their support of exhibitions of agriculture and domestic arts. In Massachusetts alone 95 granges conduct fairs of their own, many of them attracting several thousand patrons each year. Particularly helpful to the major fairs has been the interest among granges in

competing among themselves for rather liberal prizes offered for grange displays. These displays have become the outstanding feature at a dozen fairs with as many as 10 to 15 granges competing. They are judged by score cards with credit being given for variety, quality, and central feature, and some of the most ingenious and artistic exhibits have made hall exhibits at these fairs outstanding in their interest to the general public.

As evidence of the trend toward use of mechanical equipment on all New England farms a new department has come to the fore at all fairs, and that is farm machinery and modern labor-saving equipment for the farm home. Interest in these exhibits is not limited to farm people by any means. A recent survey made at the great Eastern States Exposition by a nationally known agency developed the astounding fact that 88 percent of the people visiting the grounds made it a point to spend a great deal of time at the commercial and farm machinery exhibits.

All of this is very pleasing to fair managers because this is the only important attraction that brings customers through the gates and pays for the privilege.

Notwithstanding the fact that a majority of New England farms are without a working team of horses, and a team of oxen is unknown in many sections, they still turn up in large numbers at every fair where there is a pulling contest and fair boards recognize them as a great drawing card by offering larger prizes for these contests than any other exhibition on the grounds. It is a well-known fact that no matter what exciting feature may be in progress, when the pulling contest is announced people come hurrying from all directions to get a choice seat where they can hear the comments of the drivers and see the action. As a matter of fact, most fair grounds are woefully limited in their facilities for seating crowds that want to see the pulling contests. A few have been smart enough to put these contests inside the track in front of the grandstand.

At one fair 36 yoke of oxen showed up for one contest. At another the horse pulling started at 10 a. m., continued all day, and the finals were put on a night in front of the grandstand under the floodlights. Hundreds went home for supper and came back to see the finish. So it looks like some of the oldest contests known to man are still crowd-pleasing.

Probably there is nothing that has done more to rejuvenate the fairs of New England than the active participation of 4-H Club members and the Future Farmers of America. These young people are trained to grow and recognize fine products, their interests are varied, they are great competitors and they bring the whole family to the fair to watch them in their judging and showmanship contests and participate in their thrills as they are awarded their ribbons.



Statler Hall

A Hotel Goes to College

R. M. Johnson

The HOTEL MONTHLY

One of the best investments the travel industry can make toward future security and prosperity is the training of young men and women to come into the various phases of travel with new technical knowledge, new ideas, and new enthusiasms. The more complete and advantageous a course of training we can offer, the more good young people we can attract into the industry, and the more they can contribute to its future.

One of the biggest steps taken by the Nation's hotels in this respect is now under way at Cornell University, Ithaca, N. Y., where a 36-room "practice hotel" is being incorporated in Statler Hall, the new \$2,550,000 home of the Cornell School of Hotel Administration. The project will be operated as a regular transient hotel, serving some of the many guests that come to the university. Students will develop experience in all phases of hotel operation since, in addition to the rooms department, there will be a main dining room (to be used by the university faculty club), four private dining rooms, a cafeteria, a combination auditorium and banquet hall, and a rathskeller—all managed and manned by hotel administration students who will work up from job to job.

Behind the scenes of the guest rooms and food rooms will be work in food control, accounting, engineering, laundering, and promotion. Further facilities provide for food chemistry research and textile testing. In all of these jobs and assignments the students will be absorbing the right combination of practical on-the-job training plus basic management understanding of the whys and wherefores behind the tasks, under the supervision of Prof. Howard B. Meek and his faculty staff of 35.

Construction of Statler Hall is being financed by the Statler Foundation established by the late Ellsworth M. Statler, the great hotelman who rose from a \$6-a-month bellboy in Wheeling, W. Va., to become the founder of the chain that bears his name. Recognition of the need for the training hotel has been growing steadily ever since the late John Willy, founder of *The Hotel Monthly* and one of the principal champions of hotel administration education, first began advocating the project editorially in *The Hotel Monthly*.

Certainly, young men and women with training of this kind are going to be "good" for the hotel business, and for all the travel industry. They will be equipped with a sound, realistic education that will guide them far along a successful path—for both themselves and their industry.

AHA's First Test Institute

The first test institute on selling, advertising, business promotion, and public relations conducted by the American Hotel Association was held last month at Harrisburg, Pa.

The success of this institute will determine whether similar institutes will be held in other sections, Charles A. Horrorth, executive vice president of the AHA, stated, according to the *Hotel and Restaurant News*.

"We are convinced," the AHA executive said, "you can go so far in improving efficiency in attempting to stay at a reasonable level above the break-even point. Then you've got to do something else. That something else is— increase your business volume by better use of your selling tools, hence this institute. I firmly believe that every hotelman, large and small, will be interested in new ideas and a better know-how in use of his selling tools through attendance at the institute."

The institute has been developed at the recommendation of AHA's smaller hotels committee, Ruel Tyo, chairman. It is primarily for members in the AHA district 3 which is comprised of Pennsylvania, Maryland, Delaware, New Jersey, and the District of Columbia.

Camera Fans

Tom Johnston

Travel Editor and Sales Promotion Manager, U.S. Camera

In view of recent predictions by the photographic industry that the Nation's 30 million camera owners will spend as much on their hobby in 1949 as they did last year—\$500 million—and in view of the fact that surveys reveal the average camera fan as strongly travel-minded, it is not surprising that many people in the travel business now are directing an important share of their selling efforts at this big and prosperous hobby group.

Probably the most successful and interesting job of packaging travel to appeal to the proven migratory instincts of camera enthusiasts is being done by U. S. Camera magazine whose million readers each month represent the cream of amateur and professional photographers from coast to coast. In conjunction with several carriers, U. S. Camera for the past 2 years has been packaging and selling photo tours—unique, conducted, all-expense photographic vacations in such places as Jasper National Park, Gaspé, Yellowstone, Bermuda, and Hawaii. Featuring an informal itinerary and offering the services of well-known, expert photographers as tour guides, these tours are packaged for all interest and age groups in photography—professionals, amateurs, beginners in photography, both movie and still fans, and color enthusiasts.

For the travel agent who sells these packages to the camera fan, there is a plum of a full 10 percent commission on the high price tag.

The most recent tour—12 days—operated to Jasper National Park in June with Canadian National Railways and was priced at \$520 from New York. The next tour is scheduled for this fall—a 17-day (October 28–November 13) tour of Hawaii priced at \$770 via Pan American Airways from San Francisco. Members of this camera party are also offered the option of stopping off at Trans World Airlines "Sun Country" before or after their visit to the Islands at no extra cost in fare.

In selling its fall photo tour to Hawaii, U. S. Camera is employing the same promotion and merchandising format used in pushing its other tours. Backed by advertising support by the two cooperating carriers, Trans World Airlines and Pan American Airways, each of five issues prior to the tour departure date is giving vigorous editorial coverage to the advantages of a photographic vacation in Hawaii and to the photo tour in particular. In

these same issues readers are invited to write to the U. S. Camera travel bureau for special folder outlining prices, itinerary, tour features, and other details. All inquiries are then followed up with a letter to the prospect, and an "alert" memo to the travel agent in the area from which the inquiry originates urging personal follow-up.

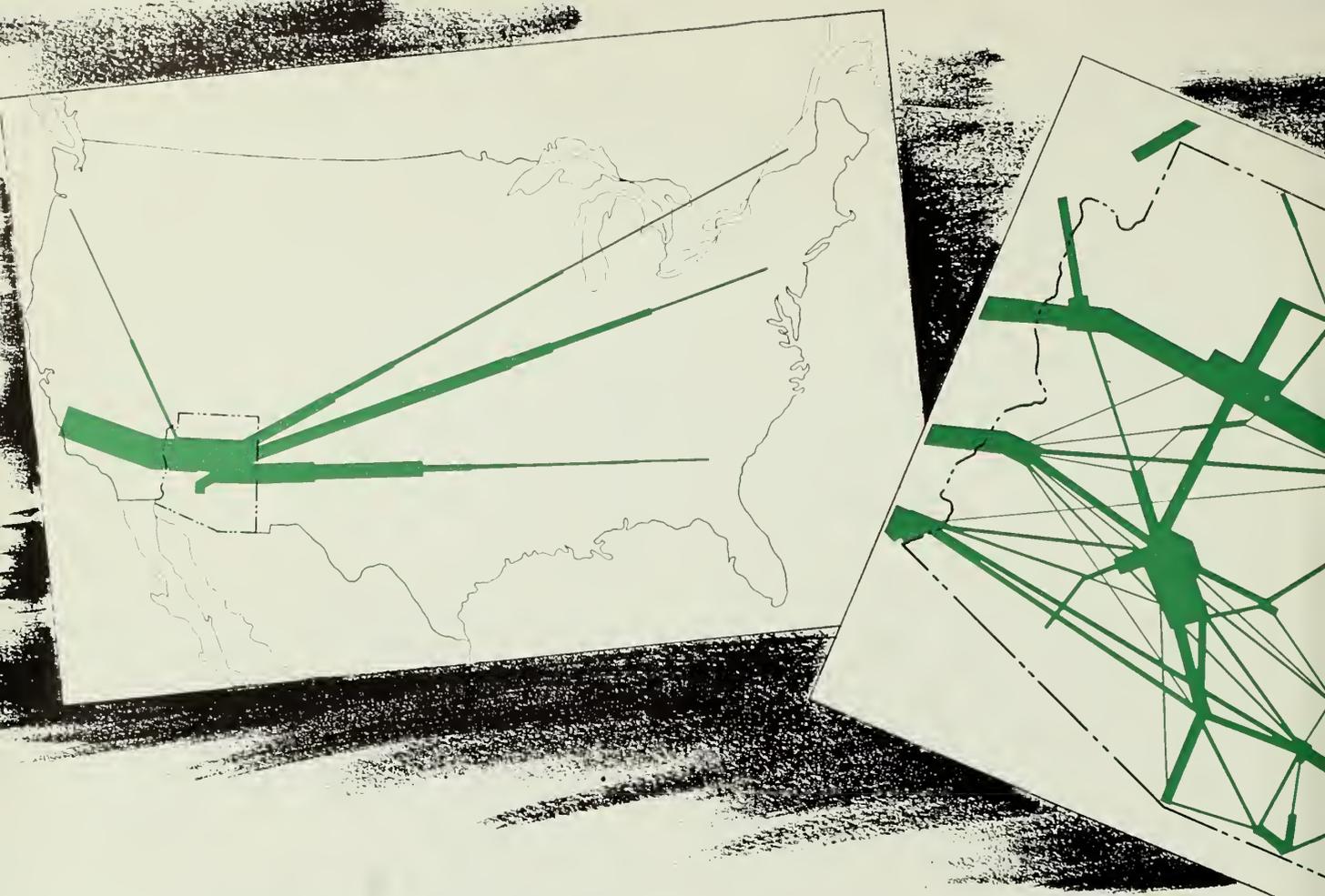
In addition to this advertising and the editorials, there are general news releases, special releases to photo and travel columnists, magazines and tour folders in TWA and Pan Am flight packets, window displays in camera and department stores, and direct mail efforts to a selection of the country's 2,500 organized camera clubs and photo organizations.

This year, more than ever, the local travel agent is being urged to push this photo tour to camera fans in his neighborhood. To help him reach these most susceptible customers, U. S. Camera will upon request, supply any travel agent with a list of camera and movie clubs in his region. The two carriers, Pan American Airways and Trans World Airlines are also offering travel films of Hawaii for showings at such organizations as might be interested in this tour.

Aside from the immediate revenue he can earn by booking the fall Hawaii tour, the travel agent by promoting these photo tours gains entree into probably the most travel-minded group in his community—people who if they cannot make the trip this fall may make one next winter, spring, or summer. To push this fall photo tour the travel agent can employ a variety of inexpensive promotion and merchandising ideas. The most obvious tie-in is, of course, with the local camera shop. Because of the natural affinity between travel and photography, an exchange of displays and mutual merchandising of each other's wares and services gives added strength to the selling program of each.

Camera tour members on the beach at Waikiki, Oahu.





First State-wide Origin-Destination

William E. Willey

Engineer of Economics and Statistics, Arizona Highway Department

Although many metropolitan area origin-destination traffic surveys have been made in the United States (two are now being completed for Tucson and Phoenix), Arizona was the first State to attempt such a survey for the entire State and for every mile of the State highway system.

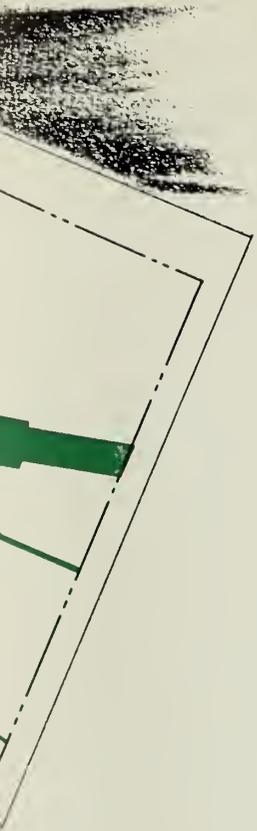
With a more or less permanent network of connecting hard-surfaced highways established throughout the State, the Arizona Highway Department thought it was time to look ahead and plan for the future. To do so it was necessary to determine the driving habits of motorists on a State-wide basis, by an origin-destination traffic survey.

The survey was conducted during the year 1948-49. The year was divided into four 3-month periods, and zones and interview stations were located so as to produce proper data that could be evaluated and analyzed for each community area of the State. The basic data to be obtained of course was information that would show the potential traffic over a road where none now exists, as well as to determine the proper location of a

new road or a relocation of an old road that would produce the greatest benefit to the most motorists. Arizona's 113,580 square miles contain approximately 4,000 miles of State highways within the 14 counties. This area was divided into 21 zones and 44 subzones. Outside the State 22 subzones were located, each situated so as to include one of the important roads affording entrance to and departure from Arizona.

Seven men were included in the field party and each station was operated to produce a typical traffic pattern for a 24-hour day. This was usually done in eight-hour shifts and expanded by factors obtained from recording traffic-count machines. The motorists were stopped and asked their origin, destination, purpose of trip, last stop, next stop, local or foreign, number of passengers, etc., recorded by hourly intervals. This procedure was repeated at each station for each season and was redone a total of four times to get the yearly pattern. This method was justified because Arizona is a great tourist State and seasonal variations in traffic patterns are generally quite large.

When the interview forms reached the Phoenix office the information was coded and cards were punched and



Composites of traffic desire lines, transcontinental and State, showing basic potential traffic pattern in Arizona.

Roadside interview and (below) coordinating hourly manual traffic record with automatic machine count, Arizona State-wide traffic survey.

TRAFFIC SURVEY

machine-tabulated. From this data desire lines were drawn on a State map showing where people drive within the State and how transcontinental motorists desire to cross the State. It might be well to point out that desire lines are drawn as straight lines from point of origin to point of destination and do not necessarily follow the path of any present highway. Actually this is one of the major points of the survey: to show where highways are needed where none now exist. Composite maps were prepared for each of the four seasons and finally a single map was prepared to show the average pattern throughout the State on a yearly basis.



In the long-range planning of modern through-highways, now that the early program of connecting small communities has been finished, we are thinking in terms of reduced distance between terminal points, reduced time by new concepts of speed, alignment and grade, reduced congestion, and above all a reduced accident rate. With the trip information between zones, it is possible to assign traffic to any new route and then determine the economic benefit ratio. That is, if the benefit to the motorist in time and mileage saved is greater on a yearly basis than the cost of construction and maintenance, then the new route is economically feasible.

It has been found on many occasions that political influence and local pressure groups, many times acting in good faith but swayed by their own local problems and wishful thinking, interfere to some degree with sound highway planning. With the data obtained from the State-wide origin-destination traffic survey and the maps and tables formulated therefrom, much of this influence can be overcome by showing in a businesslike manner and from an economic standpoint just what can be done that will result in the greatest gains for the motoring public. Economy of funds must be utilized to make substantial improvements in one place rather than a piecemeal distribution spread over the entire highway system which can only result in frittering away badly needed funds without any visible benefits. We are now confident that the State-wide origin-destination survey will set a pattern for other States to follow and for the Arizona motorists it should produce many miles of improved highways in the right place at the least possible cost.



Plants ARE GOING UP IN Colorado Springs



Send today for a new booklet, packed with facts and pictures, which tells the story of why 30 New Industries have recently located in Colorado Springs. Industries such as Timken Roller Bearing Co., Canton, Ohio; Hobby Stationers of Kansas City, Frank Shepard Company, New York City, and many other important firms.

Colorado Springs, at the foot of Pikes Peak, is in the heart of the new multi-billion dollar Western market. Debt-free city, low taxes, municipally owned utilities. Abundant pure water—310 sunshiny days a year. Here you will find a Chamber of Commerce that gets things done and is experienced in locating industries. Send now for your copy of "What's Happening in Colorado Springs!"

Send for
New Book

CRRAFT ORGANIZATION
NEW WRITERS BLESET



Colorado Springs
and **MANITOU SPRINGS**
at the foot of **PIKES PEAK**
Colorado Springs Chamber of Commerce
236 Pikes Peak Ave., Colorado Springs, Colo.
Please send me a copy of your new book,
"What's Happening in Colorado Springs."

Name _____

Address _____

AMERICA'S FINEST YEAR-ROUND CLIMATE

Resort City Draws Industry

U. S. A.); keep military installations in the suburbs of the city as permanent bases; and go after the tourist business bigger and better than before, expanding into fall (the region enjoys Indian Summer through December), and winter and spring attractions (ski developments on Pike's Peak).

Chief problem was how to attract industries to the city. Industrial surveys of water supply, transportation, rental units, source of raw materials, utility rates, available labor and rates, markets in the Rocky Mountain area, entire western area, the Southwest and the west coast, were conducted by local experts. Then two attractive advertising booklets were produced. Mailing lists were compiled from Polk & Co. (Chicago) and Thomas' Directory.

Two direct mail letters, written by D. O. Collins (Broyles agency) were sent to a selective list of 5,000 manufacturers. Both letters brought more than 10 percent return requesting a booklet with the self-explanatory title "Fit Your Plant Where You and Your Workmen Can Keep Fit."

Special surveys for certain industries were also conducted, and direct mail folders and booklets sent on request. Second step in the campaign was national magazine advertising. Single insertions brought upwards of 200 inquiries, showing a greater business interest in this part of the country than even the Colorado Springs Chamber of Commerce dared hope. Such points as "a debt-free city . . . low taxes . . . a clean city—wonderful recreation facilities—healthful . . . more work per worker . . . excellent transportation facilities . . . close to western and South American markets . . . city-owned utilities, low rates," all were included in the magazine campaign.

The trend began. Executives from eastern companies started coming to look over the town. They apparently liked what they saw. Some of the companies transferring to Colorado Springs were: The Frank Shepard Co. (Shepard Citations) from New York City, employing 200, which built a 60,000-square foot building; the Timken Roller Bearing Co., with its new plant to serve western, South American, and Canadian markets and employing 125; the Universal Electrical Co. (fractional horsepower motors) from Ohio, employing 150; the Hobby Stationers from Kansas City, with 60 employees; the Farmers' Insurance Group, just completing its \$100,000 building to employ 100 persons; and now, the Nestle Co. from New York City with its \$1 million building.

The city's chamber of commerce budget has almost doubled—from \$75,000 in 1940 to \$130,000 this year. Over-all advertising budget has averaged \$45,000 per year during the last 5 years, making Colorado Springs one of the best advertised small communities in America, rating with San Diego, Phoenix, St. Petersburg, or Tucson.

(Reprinted from May 1949 Western Advertising)

This started out as a story about the Nestle's Milk Products Co. moving its executive and administrative headquarters from New York City to Colorado Springs, Colo., where the company is constructing a million-dollar building. A quick look into reasons for the move led us straight to the Colorado Springs Chamber of Commerce, wherein lies a rather amazing story of how advertising and selling has been building a city.

Early in 1945 a planned program of advertisements to entice new industries to Colorado Springs began to appear in Time, Newsweek, Fortune, the Chicago Journal of Commerce, the Wall Street Journal, the United States News, and Nation's Business. It was a new adventure for the city's chamber of commerce, which before had concentrated solely on tourist advertising.

To date more than 35 new industries (adding a \$6 million annual pay roll) have transferred to the city, ranging from small companies employing 10 persons, to the Nestle Co., which will employ 250.

Colorado Springs, essentially a summer tourist town, was hard hit in the last depression. Just before the Second World War, city fathers began planning how to convert their annual three lucrative summer months of tourist trade to 12 months of steady pay rolls. The town of 30,000 population (now 45,000) needed steady pickings to keep itself out of the red. And so the local chamber of commerce conferred with its agency (Galen E. Broyles Co., Inc.), and set up a four-point postwar advertising program: attract small industries and businesses which employed skilled and white collar workers, and which would not detract from the clean, tourist-appealing appearance of the city; entice families to move there (some 50,000 to 60,000 families change residence annually in the

30 *Million* VACATIONS WITH PAY

Albert K. Dawson

Editor, the Travel Agent

This year over 30 million United States wage earners will enjoy vacations with pay. What this great number of persons, with time off for recreation and money with which to enjoy it, will do for travel and recreation—one of our largest and fastest growing businesses—is a matter of considerable conjecture. In 1940 travel and recreation was rated as worth over \$6 billion a year but vacations with pay have grown enormously since then.

The vacation plans of the girl at the next desk or the druggist across the street mean little if taken by themselves but they mean a lot—over \$12 billion—if taken all together.

Who gets this \$12 billion of vacation money and how is it spent? Nearly everybody gets a piece of it. There is scarcely an industry or a corner of our Nation which is not in some degree benefited. About 10 percent is spent in traveling outside the United States and the rest is spent right here at home.

Many estimates have been made as to how the tourist's dollar is divided up. Roughly it goes about like this: 20 cents for gas and oil; 20 cents for food; 20 cents for

lodging; 20 cents for merchandise and 20 cents for entertainment and miscellaneous. No two agree on the exact division but everybody agrees that it is very good business and hopes, with a little advertising, to do better the next year.

Recreation dollars are earned, by and large, in the high-income areas and spent in the low-income areas—the money flows from the city to the country. Also, the recreation dollar gives employment to hundreds of thousands of "little people," those who farm part time or have other seasonal occupations, or retired or handicapped people who conduct tourist homes and roadside stands. In many States the tourist trade helps to bridge the difference between prosperity and low income.

Travel and recreation are big business, and dollars spent in the country quickly flow back to the cities through all channels of trade. Will the flow increase? Undoubtedly, and the \$6 billion of 1940 may easily remain at the present \$12 billion figure if the gross national income remains at its present high level.

The Maine Development Commission (Everett F. Greaton, director) entitles this scene on one of Maine's 2,500 lakes and ponds "End of a Perfect Day."





TRAVEL ROUND-UP

THIS ISSUE

Ina Sizer Cassidy (Color in New Mexico, page 4) is the widow of Gerald Cassidy (d. 1934), muralist and portrait painter, whose magnificent Coronado murals will be used in New Mexico's new capitol when built.

MEDIA

PRESS

CHICAGO JOURNAL OF COMMERCE Winter Vacation edition appears Thursday, December 1.

VERMONT LIFE's summer edition's "Making History Live" by John McDill tells how the Vermont Historical Society is taking Vermont history out of the museum into the newspaper columns, radio, and movies; should interest organizations promoting their historical attractions. Now in its third volume, Vermont Life, a quarterly (\$1 yearly) by the Vermont Development Commission, Montpelier, runs to 54 pages in color.

AMERICAN SKI ANNUAL has added "and Skiing Journal" to its name, because it will be published four times yearly by the National Ski Assn. of America (Barre, Mass.), instead of only annually. The four issues will appear in November, January, February, and June. The November issue will still remain annual-size, 256 pages, and sell for \$1; other issues will run smaller and cost 25 cents each. Inclusive annual subscription after October 1 will be \$1.50, former price of the November issue only; until October 1 the journal offers a special pre-publication rate of \$1 for the year.

LINCOLN-MERCURY TIMES made its bow last month as a new bi-monthly issued by the Lincoln-Mercury division of the Ford Motor Co., Dearborn, Mich.; W. D. Kennedy, editor-in-chief. In full color, 32 pages, 8½ by 11, very attractive format, exceedingly readable, and characterized by color reproductions of water colors and other art as well as koda-chromes. An outstanding publication.

DIRECT MAIL

NEW ENGLAND HISTORIC HOUSES and Museums open to the public are listed and described in an attractive 32-page booklet issued by the New England Council, Statler Building, Boston 16. Prepared primarily for visiting vacationers, the book-

let covers more than 230 historic homes and 120 museums—a handy guide to the art treasures, architectural masterpieces, historic and industrial museums of New England.

MASSACHUSETTS TOURIST MAP, with tabular information on recreation areas, is available from the Massachusetts Development and Industrial Commission, State House, Boston 33.

FISHING CAROLINA'S COAST is the title of a 25-cent, 64-page booklet written by Bill Sharpe and published by the Marina Publishing House, Box 101, Wilmington, N. C. A guide to the game fishes, places, season, accommodations and rates, the booklet also has tide tables to March 1950.

COLLINS' TOURIST HANDBOOK of North Carolina, a directory of North Carolina resorts and accommodations, is out in 1949 edition, revised, 25 cents, Collins Co., Box 542, Winston-Salem.

WISCONSIN—Manual and Directory of Wisconsin hotels, summer resort hotels, tourist rooms, cottages and tourist cabins—published by the Hotel and Restaurant Division, State Board of Health, Madison, 232 pages, comprehensively also covers sanitation statutes, maintenance, fire protection, water and sewerage, and much other information.

TOUR GUIDE TO MINNESOTA, with strip maps and interesting information on communities en route, 132 pages, designed for use with the official highway map of the State, available from the Department of Business Research and Development, State Capitol, St. Paul 1.

ZION-BRYCE-GRAND CANYON National parks are subject of a full-color folder with map issued by Union Pacific R. R.

SCENIC SOUTHEASTERN ALASKA, folder in color with map, issued by Ellis Air Lines, Ketchikan.

VISUAL

A SHORT ON VERMONT is being made by Robert Flaherty, known for his "Man of Aran," "Nanook of the North," and other documentaries, in cooperation with the Vermont Development Commission and the Vermont Historic Sites Commission, Montpelier. Mr. Earle Newton, Director, Vermont Historical Society, Montpelier, is also working with Mr. Flaherty on the short, which may be followed by a full-length documentary.

NATO DIRECTORY of free travel films,

now out, lists 186 items available for free showing by travel agencies and other responsible organizations. Write Don Short, Secretary, National Association of Travel Officials, 316 West 57th Street, New York 19, N. Y.

PEOPLE

Sharpe to Utility

North Carolina's Conservation and Development Department is losing Bill (William Pleasant) Sharpe, manager of advertising and news division (the State news bureau), to the Carolina Power and Light Co., Raleigh; but Mr. Sharpe will continue to cooperate with his former office in commonwealth promotion.

Western NC Tourist Assn.

James P. Myers, Bryson City, N. C., is chairman of the newly organized Western North Carolina Tourist Association, P. O. Box 842, Waynesville. Secretary: Mrs. Doyle D. Alley.

DEVELOPMENT

Driv-ur-self Package Tours

Arnold Tours, 234 Clarendon Street, Boston, Mass., is offering a combination "driv-ur-self" all-expense package tour, 10 of them in fact, ranging from 2 to 5 days to the Green and White Mountains and to Cape Cod and the north and south shores, starting from Boston with a full tank of gas in a new Plymouth, Ford, or Chevrolet.

New California Coast Ships

A new design for a luxury ship based on World War vehicle-carrying landing craft with entry through ship-side will be used for two coastal California vessels to ply between San Francisco and Los Angeles by 1951, if plans of the H. F. Alexander Shipping Co. materialize.

The new ships will be 563 feet long, displace 18,000 tons, and with a speed of 25 knots will make the LA-SF run overnight, carrying 348 passengers and 46 passenger cars. Daily trips.

Full-Vision Dome Cars

The desire of travelers to see as well as get there is gratified by such new rail attractions as the Stratadome streamliner on the Baltimore & Ohio, and the new Vista-dome observation cars operated by the

Chesapeake & Ohio. A glass-roofed upper deck gives two dozen passengers full view of passing scenery.

Resort Guest Games

Michigan State College Tourist and Resort Service (East Lansing) has issued a 16-page magazine-size booklet entitled "Outdoor Games for Guest Entertainment," Circular No. R 701 in a tourist and resort publication series. The booklet contains instructions and diagrams on how to make the lay-out and equipment for 14 popular outdoor games for guests at resorts, such as badminton, croquet, deck tennis, horseshoes, quoits, shuffleboard, tetherball, and volleyball; also rules for playing.

Air Passenger Survey

Through an attractive 12-page booklet with about 50 questions on their service, United Air Lines hopes that passengers will reveal their likes and dislikes and suggest improvements in air travel. Most questions require only a check.

U. S. Camera Fall Tour

Honolulu will be the objective of camera fans in the United States taking the U. S. Camera and Travel & Camera's fall photo tour this year, October 28. (See Camera Fans, page 7.) Professional and amateur photographers will arrive at the islands at the beginning of Aloha week festivities, after which they will tour other major islands in the group, returning to the west coast November 11. Pan American Airways, which is co-sponsoring the tour, will fly the camera tourists there and back. Reservations will be made by the Travel Bureau of U. S. Camera, 420 Lexington Avenue, New York 17, N. Y.

History Ahead

More than 60 new historic markers have been placed at appropriate points along



THADDEUS STEVENS
Reconstruction Congressman
Spent Boyhood near here
Thaddeus Stevens was born in
Lawrenceville, April 9, 1792. After
studying at Peauchen Academy, he
graduated from Dartmouth in 1814.
He was elected Congressman from
the State of Pennsylvania 1850-58.
He led the "radicals" in shaping
the Reconstruction of the South.

Vermont highways by the Historic Sites Commission. The markers are cast aluminum with raised letters, double-faced, and set at right angles to the road. They are informative rather than commemorative, according to Earle W. Newton, commission chairman, therefore placed as near as possible to actual historic sites and planned for maximum tourist visibility.

A special guide booklet in color containing brief sketches on all the historic sites identified by the State's markers is expected to be available at 25 cents this month from the commission, Montpelier.

Miami Airport To Be Enlarged

About \$9 million is scheduled to be spent on improving and enlarging the international airport at Miami, Fla. Work is to start in about 60 days. The terminal building will get 12,000 square feet of additional floor space, runways and taxiways will be lengthened, and a new terminal and hotel are expected to be constructed.

CARRIERS

Air Fair?

Air Transport Association directors have decided that an air fair similar to the Chicago Railroad exposition would be quite a drawing card, should be investigated.

Record-Breaking Air Travel

A record-breaking June passenger traffic brought 1949's first 6 months to a round million, an all-time record for United Airlines, 17 percent over last year. Revenue passenger miles also reached a new high of 627 million, 16 percent gain.

Looking for an explanation of June's heavy air traffic, air line sales managers in Los Angeles put a finger on the larger number of paid vacationists, especially union groups, reports American Aviation Daily.

In this connection, the Utah news bulletin Spotlighting Utah has an item on 5,000 Carbon and Emery County coal miners who drew 15 days of regular and 10 of vacation pay and put \$2½ million into circulation vacationing in that State and elsewhere this summer.

Greyhound Student Scholarships

Again this year Greyhound Lines is giving traveling bus scholarships for a 24-day tour of the country, as far west as Denver and Amarillo, to selected foreign students. The students (32 from 11 countries) are in the United States for a year's study under grants from the American Field Service, an organization of World War volunteer ambulance drivers.

Puerto Rico Ship Service

... was resumed last month with the sailing of the *Puerto Rico* (all outside staterooms, 199 passengers) from New York City. The *Puerto Rico* is the former troopship *Borinquen*.

AOA Selling Aids

American Overseas Airlines is offering "three new selling aids" to British travel agents: A series of AOA advertisements in leading newspapers and periodicals, full-color posters for window display, and pocket-size folders on air travel to the U. S. A.

U.S. Lines Rotterdam Office

Dutch architects are reported much interested in the Quonset hut construction of the United States Lines office building in Rotterdam, completed in 4 months with the least amount of scarce materials. The shell of the building was supplied by the Great Lakes Steel Corporation of Michigan.

Better Air Connections N. Y. C.

Time required for interline connections between LaGuardia, Newark, and Idlewood Airports has been materially reduced by arrangement with domestic and international air lines in the New York area, reports the New York Interline Reservations Managers' conference.

FOR THE RECORD

Record National Park Visitors

As the end of the travel season for National parks approaches (September 30), it is estimated that this year's visitors will reach 31 million, about 1½ million more than last year which ran to 29,608,318. Visitors to National parks have risen steadily year by year since 1904's total of 120,690, reaching 1 million for the first time in 1920 and 21 million in 1941; they dropped off in war years but totaled 21,700,000 in 1947, the first full postwar travel year (National park travel year runs from October 1 to September 30).

Miami Tourist Survey

Visitors to the Greater Miami area this year averaged nearly 2 months' stay and \$14 daily expenditure, according to interviews with 550 tourists by 120 marketing students of the University of Miami, results of which are published in a 28-page "Survey of the Tourist Industry of Greater Miami," published by the University of Miami (Miami 46), \$2.

FOREIGN

Record-breaking British Travel

More than 560,000 oversea tourists spending over £55 million are expected to visit Great Britain this year, according to the Bulletin of Information issued by the British Tourist and Holidays Board.

This will exceed even 1948's record 504,364 visitors who spent £47 million, including fares to British shipping and air lines. More than 75,000 of the 1948 visitors were United States citizens who contributed £14 million.

Rome's Anno Santo

Rome's Holy Year in 1950 is expected to draw about 2 million visitors, including 200,000 from the United States and Canada, according to *Le Repertoire des Voyages*, European technical touristic journal published 10 times yearly at 152 Champs Elysees, Paris 8, and represented in the United States by the International News Co., 131 Varick St., New York 13. *Le Repertoire* has an English edition, \$3.50 yearly.

MOTORING

For Women

"Travel a la Car" is Carol Lane's (Shell's women's travel director) latest endeavor of 28 pages of tips on how, where, budgeting, packing, etc., for women planning motor trips. It also has some pointers on taking along the children, which incidentally has recently been put to actual test by Miss Lane who took along three children (other people's) age 12, 9, and 6 on a 10-day vacation trip—"for new ideas," she said.

Motoring Conference in Geneva

Consideration was expected to be given to the abolition of international auto licenses (so that the motorist can travel in any country on his home tag and driving permit) at last month's motoring conference (United Nations Conference on Road and Motor Transport) in Geneva, Switzerland, attended by over 50 nations, including the United States, interested in revising the international agreement of 1926.

Automotive Output High

United States automotive production the first half of 1949 totaled 2,994,284, a 20 percent increase over the comparable 1948 figure of 2,488,373. June 1949 out-

put was 593,650 compared with 431,046, June 1948.

AT RANDOM

MADemoiselle's Mary Parker comments favorably on the 24-hour 'round-the-clock child-care service at Ahoia Manor (Fairlee, Vt.), saying that there are countless resorts which provide day nurseries for the children, "but the little dears are back on your hands again at night unless you make special provision for baby sitters," suggesting that other resorts might take note.

NEARLY \$900,000 in vacation club checks—a record for the city—was paid out this summer by six Worcester (Mass.) banks, advertises the Worcester Telegram-Gazette.

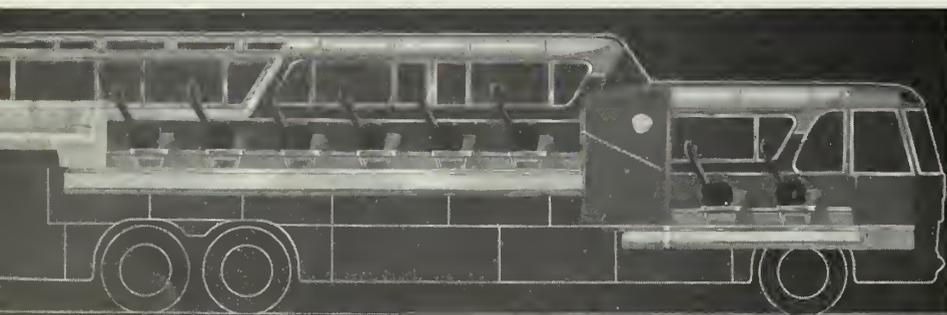
WISCONSIN'S FIRST OUTDOOR Exposition is being held September 10-18 at the Milwaukee Auditorium.

HOLIDAY'S August issue carries a feature on Grossinger's, famed Catskill Mountain resort near Liberty, N. Y., which on its thirty-fifth anniversary also breaks into film (March of Time) and prepares for still greater popularity by building its own air strip for DC-3 charter service direct from the Teterboro (N. J.) airport.

MAPS FOR AIR TRAVELERS with earth-simulating colors and contours as seen from above so that passengers can identify landmarks are being placed in seat pockets of United Air Lines planes. A 16-page booklet contains six double-page charts showing the domestic routes and a one-page chart of the Hawaiian Islands.

LARGE ROOF WINDOWS with heat-reflecting glass are special features of the six new buses for sightseers at Yosemite National Park recently added to the fleet of the Yosemite Transportation System.

The new 42-passenger Greyhound Scenicruiser and an "inside view" showing how the raised rear deck gives greater visibility.



BOOKS

Received

November 1 will be publication date for the winter edition of Russell Shaw's Southwest Blue Book. Features will include stories about Phoenix, Tucson, Douglas, and El Paso. Annual subscription which includes summer edition, is \$1 from The Russell Shaw Blue Books, 9 North Fifth Avenue, Tucson, Ariz.

University of Washington Press, Seattle 5, offers a specialized publication, Trees of Mt. Rainier National Park, by C. Frank Brockman (\$0.75; 49 pages; illustrated).

June 20 marked the release by Viking Press of Living Granite by Robert J. Dean, which tells the story of Gutzon Borglum and the heroic sculptures of Mount Rushmore (\$1.75; 128 pages; illustrated).

Noted

Wm. Sloane Associates offers on its fall list New York and the State It's In, by Keith W. Jennison (author of the jocular Vermont Is Where You Find It and The Maine Idea, best-sellers both).

For the record, Pulitzer Prize winner Robert P. Tristram Coffin's Coast Calendar reached book sellers on August 8 (\$3.75). Full of the genuine flavor of Maine, Mr. Coffin's Calendar follows the fortunes of a farm family through a single year.

Dutton will schedule a series of advanced geographies in 1950. The purpose of the series is "to make available the fullest and most up-to-date information on the world." A free prospectus can be obtained from E. P. Dutton & Co., Inc., 300 Fourth Avenue, New York City 10.

Two years of preparation have yielded the first complete history of Vermont. Earle W. Newton's The Vermont Story contains over 150 color plates and combines textual and visual methods in a sensible and pleasant fashion. Copies can be obtained from book sellers or from the publishers, Vermont Historical Society, Montpelier (\$7).

September 22 is publication date of Funk and Wagnalls' (153 East 24th Street, New York City) Fabulous Boulevard (\$3.50). The street in question is Wilshire Boulevard, Hollywood. The title tells the rest.

On November 14 G. C. Merriam Co. (Springfield, Mass.) will offer a new quick-reference source, Webster's Geographical Dictionary (\$8.50; prepublication, \$7).

Little, Brown lists November 21 as release date for Alden and Marion Stevens' The Stevens America: A Guide to the United States (\$5). All travel means are dealt with and 28 recommended transcontinental tours are given in detail.

Washington, D. C.'s Public Affairs Press will issue the 1949 edition of Elmer Jenkins' Guide to America (\$3.75). Mr. Jenkins is travel director of the American Automobile Association. His volume first appeared in 1947 and enjoyed popular and professional success.

October

- 1 Exeter, Calif.—Emperor Grape Festival
- 1 San Anselmo, Calif.—Annual Grape Festival
- 1 Davidsonville, Md. (Mott Hall's Farm)—Draft Horse Show
- 1 Stockbridge, Mass.—Annual Harvest Festival
- 1 Clinton, Mo.—Calf and Pig Club Show
- 1 Winchester, N. H.—Monadnock Region Square Dance Festival
- 1 Konawa, Okla.—Peanut Festival
- 1-2 San Diego, Calif.—Historical Pageant and Fiesta
- 1-2 Suncrest, Calif. (La Cresta Hill)—Billy Jamboree and Horse Show, Gymkhana
- 1-2 Harwinton, Conn.—Fair
- 1-2 Washington, D. C. (United States National Museum)—Fall Rose Show
- 1-4 Duluth, Minn.—Fall Festival
- 1-9 Danbury, Conn.—Great Danbury Fair
- 1-15 Monadnock Region, N. H.—Fall foliage tours
- 1-31 New Hope, Pa.—Annual Fall Art Exhibition
- 1-31 Sarasota and Venice, Fla.—Annual Fishing Tournament
- 2 Williams, Ariz.—Annual Trek
- 2 Middletown, Conn.—Horse Show
- 2 Coeur d'Alene, Idaho—Flotilla Cruise on St. Joe River
- 2 Ashburnham, Mass.—Hunter Horse Show
- 2 New Rochelle, N. Y.—Fall Horse Show
- 2-7 Greenville, S. C.—Southern Textile Exposition
- 2-8 Cherokee, N. C.—Cherokee Indian Fair
- 2-9 Muskogee, Okla.—Free State Fair
- 2, 9, 16, 23, 30 Newport-Balboa, Calif.—Yacht regattas
- 3 Madrone, Calif.—Rodeo
- 3-4 Santa Fe, N. Mex.—Saint's Day celebrations
- 3-8 San Diego, Calif.—National Doll Show
- 3-8 Mitchell, Ind.—Persimmon Festival
- 3 8 Enid, Okla.—Greater Northwestern Oklahoma State Fair
- 3-10 Little Rock, Ark.—Annual Livestock Show and Rodeo
- 3-26 Camden, N. J.—Horse racing
- 3-31 Salem, N. H.—Fall horse races
- 4 Magdalena, Ariz.—Papago He-gira
- 4 Minneapolis, Minn.—Centennial Concert
- 4 Nambe Pueblo, N. Mex.—Annual Fiesta and Dance
- 4 Rancho de Taos, N. Mex.—Annual Fiesta
- 4-8 Wichita, Kans.—National Livestock Show
- 4-10 Waterloo, Iowa—National Dairy Congress
- 5-8 Roswell, N. Mex.—Eastern New Mexico State Fair
- 5-9 Hemet, Calif.—Farmers Fair and Festival
- 6 Fullerton, Calif.—Fall Festival
- 6-8 Delano, Calif.—Wine and Harvest Festival
- 6-8 Las Animas, Colo.—Harvest Festival
- 6-8 Kalispell, Mont.—Northwest Montana Fair and Youth Festival
- 6-8 Elkins, W. Va.—Forest Festival
- 6-9 Stockton, Calif.—Centennial Days
- 6-9 Donaldsonville, La.—South Louisiana State Fair
- 7 Blytheville, Ark.—10th Annual National Cotton Picking Contest
- 7 Peoria, Ill.—Farm Youth Day
- 7-8 San Diego, Calif.—“Boom Daze”
- 7-8 San Gabriel, Calif.—Annual 4-State Barbershop Quartet Parade
- 7-9 Boonville, Calif.—Apple Show and Horse Show
- 7-9 Oakley, Calif.—Harvest Roundup
- 7-9 Durango, Colo.—Seed Show and Rodeo
- 7-9 Warner, N. H.—Fall Foliage Festival
- 7-15 Portland, Oreg.—Pacific International Livestock Exposition
- 8 Summit, N. J.—Horse Show
- 8 Fort Worth, Tex.—State Fair
- 8-9 Newburgh, N. Y.—Fall Horse Show
- 8-9 Wendell, N. C.—Horse Show
- 8-15 Indianapolis, Ind.—International Dairy Exposition
- 8-16 Washington, D. C. (Armory)—Annual Home Show Exposition
- 8-23 Dallas, Tex.—State Fair of Texas
- 9 Salem Speedway, Ind.—Big car races (AAA)
- 9 Montgomery, Minn.—Centennial Threshing Bee
- 9 St. Paul, Minn.—Leif Erickson Day
- 9 Buffalo, N. Y.—Inboard Motorboat National Competition
- 9-15 Topsham, Maine—Fair
- 9-15 Las Cruces, N. M.—Centennial Emporium, Reno, Lock Haven, Pa.—Flaming Foliage Festival
- 10-31 Lincoln Downs, R. I.—Fall Meet, Horse Racing (October 10–November 11, 1949)
- 12 Paso Robles, Calif.—Pioneer Day
- 12 Sandwich, N. H.—Fair
- 12-15 Upper Marlboro, Md.—Southern Maryland Agricultural Fair
- 12 16 Eagle Pass, Tex.—Centennial
- 12-18 Columbus, Ohio—City Hall Mum Show
- 12 31 Jamaica, Long Island, N. Y.—Horse Racing (October 12–November 15, 1949)
- 13-15 Center, Colo.—Potato Show
- 13-15 Barbourville, Ky.—Daniel Boone Pageant
- 13-15 Kingwood, W. Va.—Buckwheat Festival
- 13-16 Sacramento, Calif.—State Championship Horse Show
- 13-16 San Bernardino, Calif.—Covered Wagon Days
- 14 Duluth, Minn.—Centennial Concert
- 14-15 Kennett, Mo.—Fall Festival
- 14-16 Elizabeth City, N. C.—Sixteenth Annual Moth Boat Regatta
- 14-16 Tabor City, N. C.—Annual Yam Festival
- 15 Dinuba, Calif.—Raisin Festival
- 15-16 Newport-Balboa, Calif.—Ladies' yacht races
- 15-18 Salton Sea, Calif.—Speedboat Regatta
- 15-22 Kansas City, Mo.—American Royal
- 16 Sterling, Ill.—Fall Festival
- 16 Goldsboro, N. C.—Annual Farmers Day
- 17 Uniontown, Pa.—Fall Foliage Festival
- 17-22 Columbia, S. C.—State Fair
- 18-22 Raleigh, N. C.—State Fair
- 19-20 Opelousas, La.—Yambilee
- 19-22 Circleville, Ohio—Pumpkin Show
- 19-26 Philadelphia, Pa.—Navy Yard Open House
- 20 St. Paul, Minn.—Minnesota Historical Society Centennial
- 20-22 Del Norte, Colo.—Seed Show
- 21-23 Kingman, Ariz.—Dig-N-Dogie
- 21-23 Tombstone, Ariz.—Helldorado
- 22-23 Seattle, Wash. (Art Museum)—Amateur Chrysanthemum Show
- 22-31 Shreveport, La.—State Fair
- 24-27 Carmi, Ill.—Corn Day
- 24-30 Oklahoma City, Okla.—Made-in-Oklahoma Exposition
- 26 Phoenix, Ariz.—Annual Rose Show
- 26-27 Crowley, La.—International Rice Festival
- 26-28 Rock Island, Ill.—Harvest Festival
- 27 Washington, D. C.—National Navy Day Celebration
- 27-30 Palm Springs, Calif.—Western Week
- 28-29 Irvington, N. J.—Chrysanthemum Show
- 28-30 Lamont, Calif.—Fall Festival
- 28-30 Streator, Ill.—Corn Carnival
- 28-30 Portland, Oreg.—Chrysanthemum Show
- 28-30 Seattle, Wash. (Civic Auditorium)—Chrysanthemum Show
- 28-31 San Francisco, Calif.—Fourth Annual Grand National Livestock Exposition (October 28–November 6, 1949)
- 28 31 Lake City, Mich.—Organized Bear Hunt
- 29 Reedley, Calif.—Fiesta
- 29 San Francisco, Calif.—All-Arts Fiesta
- 29 Thomasville, N. C.—Everybody's Day Celebration
- 29-30 Merrill, Oreg.—Klamath Basin Potato Festival
- 29 31 Waldport, Oreg.—Salmon Derby (October 29–November 26, 1949)
- 31 Barstow, Calif.—Annual Mardi Gras
- 31 Pinckneyville, Ill.—Halloween Mardi Gras
- 31 Decatur, Ind.—Calithumpian Parade
- 31 Red Bank, N. J.—Annual Parade
- 31 Vineland, N. J.—Annual Parade
- 31 Islandwide, Hawaii—3d Annual Aloha Week (October 31–November 6, 1949)



Oyster boats, Back Bay, Mississippi.