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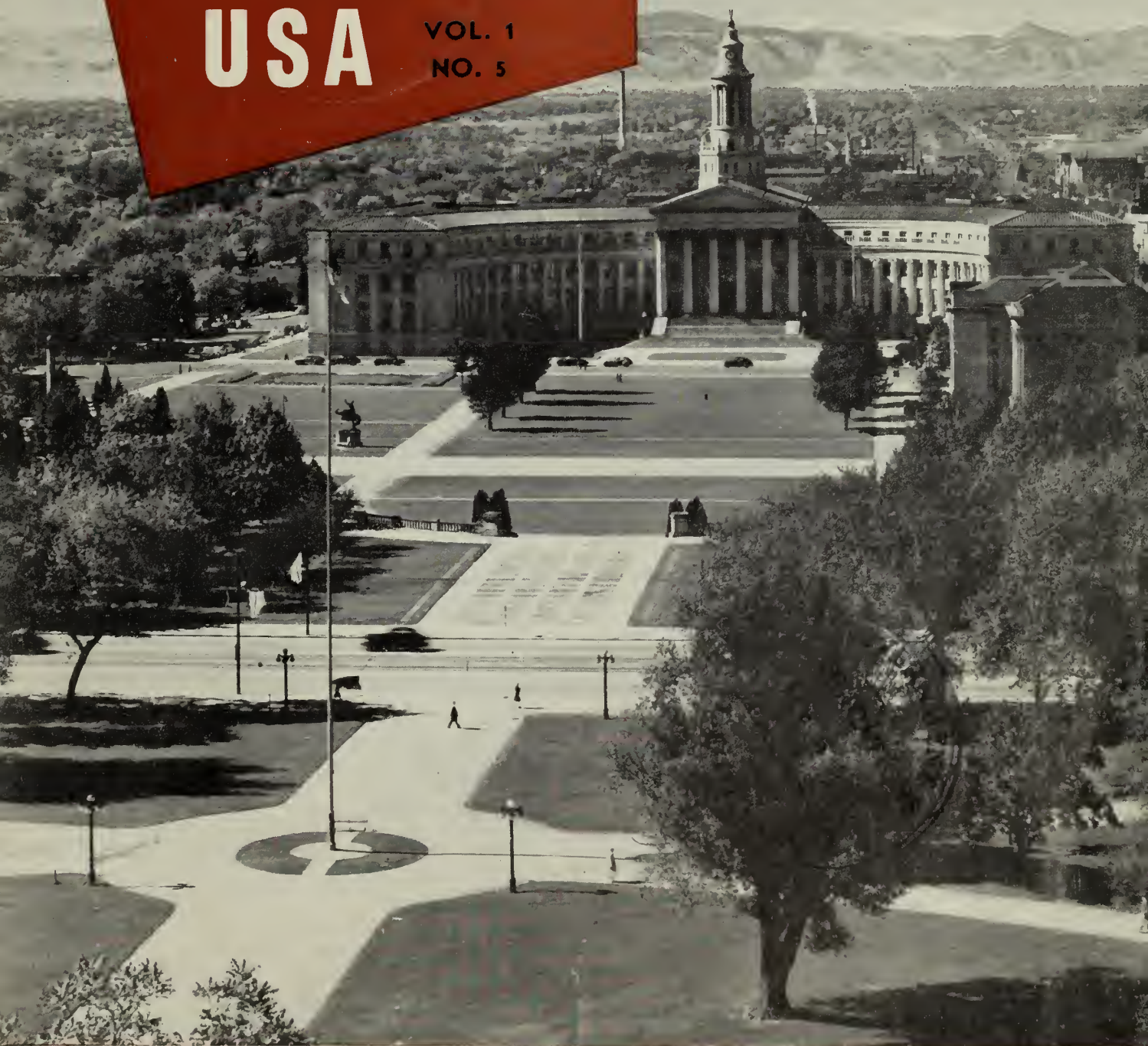


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THE COVER

Denver's Civic Center.
Denver & Rio Grande Western Railroad Photo

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

**DEPT. OF THE INTERIOR
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DEPARTMENT OF THE INTERIOR

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Travel Congress

The Third Inter-American Travel Congress will meet in San Carlos de Bariloche, Argentina, February 15-25, 1949, to continue the important work of facilitating travel between the 21 member nations in the Western Hemisphere. This work was begun in San Francisco in 1939 and continued in Mexico City in 1941.

Several postponements of previously scheduled meetings of the Third Congress will probably work to advantage in the long run. Interest in Western Hemisphere travel problems was never higher than now. The indications are that, in addition to the official United States delegation, many representatives of private firms, and organizations will attend and take an active part in the program.

The war and resulting disrupted economic conditions have prevented effective use of many of the good principles enumerated at the first two Inter-American Travel Congresses and at the Bogota Conference in March 1948. The free exchange of travel between neighboring nations is hampered by excessive procedures and the cost involved in obtaining visas, photographs, health certificates, good conduct letters, and exit permits.

The difficulties involved in simplifying these procedures are great, but the rewards from doing so would also be great. The economic and social welfare of the entire family of nations in the Western Hemisphere could be strengthened more easily through increasing the flow of travel than in any other way presently available.

The travel industry of the U.S.A. has a big stake in the facilitation of inter-American travel. Our steamship lines and air lines need passengers. They particularly need passengers coming to the U.S.A. The hotels, resorts and transportation facilities in the U.S.A. need the new business represented by an increase in travel from foreign countries to the U.S.A. They need it to help offset, in some measure, the heavy travel by United States nationals to foreign countries. They also need it to help meet a declining trend in domestic travel, brought on by the slowing down of postwar spending and the general leveling-off of our postwar economy.

It behooves all concerned, therefore, to take an interest in the proceedings of the Third Inter-American Travel Congress and to lend support to the practical application of the findings and recommendations that will be issued by the Congress.



Colorado's Trail Ridge Road is the highest continuous automobile road in America. More than 4 miles of it are above 12,000 feet. State of Colorado photo by O. Roach.

Promoting **Colorful Colorado**

By Lewis R. Cobb

Director, Colorado State Advertising and Publicity Department

Colorful Colorado—the Nation's seventh State in area, thirty-third in population—played host in 1948 to an estimated two and a half million out-of-State recreational travelers who left behind some \$125,000,000. That this number of guests and their spending was fully double that of 1941 must be attributed at least in part to the promotional efforts of the Colorado State Advertising and Publicity Department, now in its eighth year of existence.

The department was created in 1941 by an act of the State legislature which appropriated \$50,000 per year for the operation of the office under an unpaid, bipartisan, three-man committee. The budget (set biennially at \$100,000) covers not only all administrative expenses, but also those of space advertising, radio time, billboard, motion pictures, publicity, literature, and postage in the promotion of (1) tourist travel, (2) industrial opportunities, and (3) agricultural products.

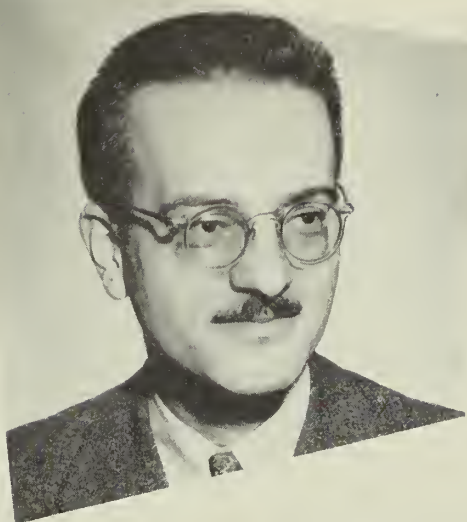
The division of funds among the three subjects to be promoted varies from year to year, but in the main, couponed magazine and newspaper advertising, literature and publicity is the major feature. During the biennial ending June 30, 1943, 1947, and 1949 (1943-45 excluded due to war-imposed curtailments) travel promotion received respectively \$68,500, \$49,400 and \$49,000. Agricultural products and industrial promotion combined received during those same 2-year periods, \$7,000, \$19,000 and \$20,000.

"The State that Tops the Nation"—so dubbed because it has the highest mean elevation—is a natural to pro-

mote. It bases 54 of the country's 81 mountain peaks over 14,000 feet in altitude; it is nearly 50 percent public domain with its two national parks (Rocky Mountain and Mesa Verde), its 8 national monuments and 11 national forests; the climate is dry and cool in summer—dry, crisp and sunshiny in winter; there are more than 2,000 alpine lakes and some 15,000 miles of mountain streams, 8,000 miles of which are easily accessible and teeming with a variety of trout. Autumn, with its big-game hunting and riot of forest colors is rapidly becoming a popular touring season in Colorado, as are winter and early spring when 34 skiing areas, nearly all equipped with modern uphill facilities, play host to increasing thousands of winter sports enthusiasts.

July and August traditionally continue to be capacity months in cool Colorado and at present the efforts of the State Advertising and Publicity Department are being concentrated on pulling the off-season visitor—or rather on dispelling the idea that there is such a thing as an "off season."

The Colorado legislature seems amply satisfied with the program and results of the department, as evidenced by its four past endorsements in the form of appropriations. When the General Assembly meets to consider appropriations for the biennium July 1, 1949, to June 30, 1951, the publicity committee and its proponents will present a strong case for an increase in the annual budget to \$150,000 to place Colorado promotion substantially closer to the national average.



Publicity

Do's and Don'ts

By Beach Conger

Resort and Travel Editor, New York Herald Tribune

The object of a resort and travel section in a metropolitan newspaper is to tell the paper's readers what they can do and see in different cities, areas, States, or countries: the most interesting historic spots, the scenic sights or drives; the methods of transportation used in getting there; the special festivals, pageants, etc.; the vacation facilities, such as golf, tennis, swimming, skiing, boating, fishing; in short, accurate news or feature stories about any attraction which is likely to bring tourists to that particular spot. After that, it is up to the reader to decide where he wants to go on the basis of information given him in the paper.

Some newspapers prefer an informal, almost jazzy style of story. Others prefer a straight news story. It is up to the publicity writer to study the material used by the paper he wishes to reach and to slant his stories accordingly.

Most publicity writers suffer from "adjectivitis." Lakes are always "sparkling," "azure," "crystal-clear." Golf courses always have "velvety greens." Fishermen are always "ardent anglers," while the fish they seek are always "scrappy," "fighting," or "wily." Hotels and resorts are usually "luxurious," or "swank." Parades are "thrilling" and "exciting." A few sample sentences follow which may be all right in a pamphlet blurb but not in a news story: "Zilchville and Jonesboro are placed like sparkling jewels in settings of natural scenic grandeur." "Lake Blatz is a crystal gem sparkling below gigantic sloping heights of forest." Just lay off the adjectives; give us the facts, and if they are interesting, we'll use them.

Something else that has been worked to death is the word "Mecca." Mecca is the center of the Mohammedan religion. There is hardly a single publicist who hasn't at some time used a phrase such as "Zilchville is the mecca of all mah jong enthusiasts of the western hemisphere." He may wish that it were, but publicity releases would indicate that the resort industry in the United States has enough Meccas to populate desert Arabia ten times over.

Even the simple mechanics of newspaper writing are sometimes ignored in publicity releases. Copy should always be double-spaced. The writing on the first sheet should start in the middle of the page, to give the editor

room at the top for instructions to the composing room. When referring to specific dates—next Sunday, next week—insert the actual date in parentheses so there can be no mistake. And in sending out stories about dated events, send them at least a month in advance. Space requirements may prevent using the stories at once, and if they are sent only 2 weeks in advance, the events may be over before the stories can be used. And most readers plan their vacations ahead, need their information early.

Statistics about how many persons visited Zilch Falls last year; how many States were represented by automobile license plates at Jones Cave; how many children rode the merry-go-round at Blatzville State Fair 3 years ago come Michaelmas, are usually wasted. The prospective vacationist looking for information about what he can do and see is not going to visit Jones Cave because there is a possibility he will see an Alaska license plate there, or because 123,456 children under the age of 12 saw it in 1947.

On pictures, *Resort Management* recently pointed out that vacations are generally planned by the women of the household, and they are not likely to pick a resort on the basis of cheesecake pictures. Be that as it may, some papers do prefer cheesecake; others like scenic shots with a little activity in the middle foreground. Again, as with stories, watch your papers to see what is used, and select your pictures accordingly. But definitely not pictures of Mr. and Mrs. Bigdome smirking at the camera and taking up two columns of cut space. At least not in travel sections. That is generally for the society editor or the small home-town paper without a resort or travel section.

A few suggestions: Use regular copy paper, not hard bond paper; the latter is too hard for pencil corrections and deletions. Don't send releases to the advertising department to be passed along to the travel editor with the suggestion that advertisers are entitled to editorial space regardless of the news value of the item; such items are often consigned directly to the wastebasket. Find out whether your editors prefer mats of pictures or prefer to make their own cuts. If you have had a hurricane, or a flood, don't try to present too optimistic a picture in stories about the effects on resorts. There will always be readers who will tell the editor he was 100 percent wrong.



(Left to right) Miss Donna Root, head of the travel bureau, and the author, specialize in advising the traveling public on a noncommercial basis.

A Library **Travel Bureau**

By Elizabeth R. Ord

Travel Counselor, Cleveland Public Library



A travel information bureau as an integral part of a public library may seem unique, but Clevelanders have long been accustomed to just this kind of coordinated service. Today the travel information bureau of the Cleveland Public Library ranks as one of the most popular specialized services offered to its patrons. Established more than 20 years ago by Miss Donna L. Root, the bureau has grown steadily in size and scope. It provides travel information in an advisory capacity without commercial aspects. Yet in rendering this service to a grateful public, it in no way encroaches on the domain of the travel agent. Actually it performs considerable spadework in his behalf. It promotes the cause of the travel industry as a whole while serving the individual in whatever manner he designates.

The backbone of the bureau is a collection of more than 50,000 current folders, brochures, and maps. These are secured directly from information bureaus, chambers of commerce, resorts, and promotional agencies, as well as from railroad, steamship, air, and bus lines. At least three copies of each folder are processed and put into a circulating file. Surplus copies are placed on a "free table," which is frequently referred to by the people who crowd around it, as a bargain table in the best tradition. The standard tools of any travel agency, such as the Hotel Red Book and the Railway Guide are available at all times. Travel magazines, both domestic and foreign, a current clipping and news release file, and a reference pamphlet file augment the other materials mentioned. But perhaps the greatest asset to the traveling public is the library's outstanding collection of more than 58,000 travel books. These range in type from the rare book category to the latest and most popular guidebook just off the press.

And who uses this material? Vacation planners, of course, come in large numbers. Some are ready for their

first travel experience, perhaps on a modest scale. Many others come regularly from season to season and year to year. Honeymoon couples are frequent visitors and there is a large clientele of inveterate globe-trotters. Some people have a serious purpose behind their trip, such as the business man flying to Egypt and the Gold Star mother making a pilgrimage to her son's grave in Belgium. Then there is that familiar and happy breed that travels continuously but never leaves home—the indefatigable arm-chair traveler.

Different motives introduce other people to our facilities. Families contemplating the inevitable move to other cities seek detailed information about their new place of residence. Travel literature never served a better purpose. Research bureaus and advertising agencies lean heavily on information gleaned from the travel files. Radio script writers, commercial artists, and newspaper reporters round out another grateful group. Students and club women who prepare papers pore over material from every corner of the globe.

Seasonal displays and exhibits are arranged frequently, with an eye to travel promotion. Posters, pictures, and photographs attract many an admiring and interested glance. Some exhibits are lent to outside agencies in full cooperation. Travel lectures and film programs have a permanent place in our working schedule. Book lists are prepared and widely distributed, for we mean what we say when we urge people to "read before you go."

For those of us who manage and staff the Travel Information Service there are no free trips or 10 percent gratuities. Our compensation comes solely from the pleasure and satisfaction afforded the individuals who seek our help and from the knowledge that one of the world's truly great libraries contributes a major share toward enlightened traveling.

San Francisco's Cable Cars

By John J. Cuddy

Managing Director, Californians Inc.

The habitat of the cable car is the northeast section of San Francisco. Here the little vehicles run a criss-cross pattern up and down the hills. Starting from four points on Market Street they tap the financial district and Chinatown, the shopping, hotel, and theater district, the heights of Nob and Russian Hills, the Western Addition, and the North Beach district out to Fishermen's Wharf.

San Franciscans regard the little cars with affection. They find them charming and festive in their roller-coaster journeys over the hills. Riding them one sees appealing views of the city, the bay, and the surrounding hills.

Out-of-town visitors are always to be seen at the Market Street end of the Powell Street line, watching the little cars being turned around on a turntable there by their crews, frequently with the aid of jovial bystanders, for the return journey to the top of Nob Hill, eight blocks to the north, and beyond. There are two lines out Powell Street. One goes to Alta Plaza, the other to Fishermen's Wharf.

These cars pass Union Square, half way to the top of the hill. Here the cable-car bells and the coachlike vehicles add gay notes to a brilliant scene. In surrounding store windows one will see reflections of the appeal of the cable cars in pictures, ceramics, novelties, and books.

The cable car was invented in San Francisco. One rainy night in 1869 Andrew S. Hallidie, a local manufacturer of wire rope, was walking up the Jackson Street hill when he saw five horses struggling to pull a crowded horse car up the grade. One of the horses fell. The driver applied the brake. A chain snapped. All five horses soon were down. Luckily, the driver brought the whole mass to a stop on a level at a street intersection. Hallidie resolved to find a better way to negotiate the hills. He invented the cable car. His first car went into operation on the Clay Street hill in August of 1873.

In the early gay 90's there were 112½ miles of cable-car tracks in San Francisco, in use by seven companies. Today there are 25.32 miles of such tracks, in use by two systems and about equally divided between them.

When the cable car first went into operation, San Francisco had a population of about 150,000. Today it has about 830,000. Meanwhile, the traffic problem has increased. A few years ago the then mayor said, "Junk the cable cars." The citizens gasped, then went into action. By a three-to-one vote, in the 1947 election, they made it mandatory for the municipality to maintain and operate the Powell Street lines. The other system is privately owned.

For many San Franciscans the cable cars symbolize an age of remembered tranquillity, with Sunday picnic trips on the little cars to Golden Gate Park, or hill-climbing expeditions on them to new residential heights. Always they have been safe. In the 75 years of their operation they have not recorded a single passenger fatality. Gaily painted and traveling at a rate of nine miles an hour, their bells ringing, they are reminders of a glowing past in this city that cherishes tradition in all its merry life.





The Resort Operators' Role

By Jay Rathburn

Publisher, Resort Management

Millions of dollars are spent each year by States, communities, resort associations, travel bureaus, travel agents, and others to attract the public to America's vacation lure, to seek adventure, to see the natural beauties and scenic wonders, to relax and play among congenial people, in clean, comfortable resort accommodations with diversified recreational facilities.

It is the resort owner who must expend his energies and his investment to supply a "product" which gives the vacationist value for his vacation expenditures. It is the resort owner who is responsible for the physical comforts and pleasures, the peace of mind, and all the intimate details that make up an enjoyable vacation.

The resort operator is comparable to the housewife expecting company. He must consider order, neatness, cleanliness, hospitality, food, comfort, and entertainment. He must be prepared as a businessman and as an individual to fulfill the role of the good host and hostess. He must so treat his guests that they will want to return for another vacation. Fundamentally, American resorts hold the key to the progress of the travel industry.

As such an important and vital factor in the travel industry, the resort owners and operators merit the co-operative effort of the travel industry as a whole. They must be helped to do a good job. Their importance should be acknowledged by the Nation, the States, the areas, and the communities. They must be given tangible evidence of the fact that they are doing a big job in the industry. They must be bolstered in their operational expansions. Their continued operations at high levels of efficiency, with constant improvement, are important to the economic welfare of their respective areas. Resort owners are contributing to the economic and social development of the Nation.

The resort owners and operators are progressive, alert businessmen. They know that the postwar picture of the vacationist accepting any accommodations just to fish

and hunt and enjoy a brief respite from daily cares has changed. They know that people have returned to normal living and have developed more discriminating tastes; that vacationists are "shopping around" and expect more for their vacation dollars.

To meet these new demands, resort owners have carried out extensive resort modernization and rebuilding programs. They are keeping pace with the trends in vacation travel and are equipping their facilities to meet the new public demands.

The trend in the industry is to eliminate the shabby, ill-equipped resorts, and those whose rates are inconsistent with quality and service offered. They are slowly but surely diminishing from the American scene.

It is the well-operated resort, with rates reasonably adjusted to the services offered, which will continue to contribute to the continued success of the travel industry.

Economic conditions, of course, enter into the picture. And, in this vein, rates should be considered. A point to be made is that resort operation, as a business, provides far more than just a place to sleep or eat. A resort operator must invest his money, give his efforts, thoughts, business acumen, personality, and executive ability to provide the accommodations and entertainment which vacationists seek. With such a contribution he is entitled to a fair return on his investment and his efforts. It is only reasonable then that his rates be such that he is compensated in some measure for these expenditures. Many resorts must be maintained year around to provide 3- to 5-month accommodations in season. Of necessity, the rates must be compatible with operating costs.

The resort operators' role in the travel industry is a vital one. Peace, freedom, and true hospitality are his stock in trade and are as welcome to the traveler-vacationists as the scenic wonders in his community and its recreational resources.



All ships are beautiful. The Red Jacket bears this out and also symbolizes the forge-ahead spirit this story expresses. U. S. Maritime Commission photo.

Let's Be Realistic

By W. Bruce Macnamee

Executive Asst. to the President, National Federation of American Shipping, Inc.

The United States now possesses the largest merchant marine in history. It was built at enormous cost to provide the overseas logistics in a colossal war that it helped to win. Despite its great size, however, it is signally deficient in one important respect. It has become unbalanced in the number of passenger ships that we need for the expansion of travel between the United States and other nations. This shortage of passenger units becomes ominous in the realization that it is the fast, maneuverable liner that must provide the immediate troop lift in event of an emergency.

It was cheering news therefore, both to the entire travel industry and our defense arm, when it was announced a start had been made to correct this dangerous weakness.

Although it is only the start of a realistic shipbuilding program, recent orders for five crack new passenger ships made world news. The announcement was hailed by President Truman, the Maritime Commission, American shipowners, and the public generally as proof of the determination of the Government and industry to rebuild our position on the seas by providing fast, efficient new passenger ships. In describing the contracts awarded for three new round-the-world liners for American President Lines and two for the Mediterranean service of American Export Lines, President Truman also revealed that a very encouraging move had been made toward the construction of a superliner for the North Atlantic service of United States Lines. This great vessel would be the largest passenger liner ever constructed in an American shipyard and there is even talk of a sister ship of equal size.

In addition to the 5 crack passenger ships for which contracts have already been placed, there are plans for 13 more to make up, at least partially, for our war losses,

and to continue the shipbuilding program. Such a program envisions augmenting our existing passenger fleet so that we will have 4 fast ships from the Gulf to the east coast of South America; 2 from the Atlantic coast to the east coast of South America, 2 for West Africa, 3 between New York and Cuba, 2 for the Caribbean, 1 superliner to English Channel ports with the eventual possibility of a sister ship; and 2 passenger-trailer ships between Long Beach and San Francisco.

In order to wrap up this passenger-ship project in a 3-year construction program, Congress must approve sufficient contract authorizations for the Maritime Commission to get the program under way.

These splendid ships will not only be an additional military auxiliary but will inaugurate faster schedules between many foreign countries and the United States. They will be potent instruments in spreading understanding and good will necessary for world peace, one of the great missions of international travel.

There is more evidence now than at any time since V-J Day of a deep concern by the American people in our future as a maritime nation. Great national organizations such as the Army Transportation Association, the American Legion, the United States Chamber of Commerce, and many others have declared themselves allies in the drive for a modern merchant fleet. We need only to move forward with a sound program to achieve our proper position. We have no overpowering ambitions for domination of the seas, but we do seek our rightful place in international maritime affairs and for our fair share of world travel by sea.

We believe that it is fair to ask and to insist that we carry all of our domestic water-borne commerce and a minimum of 50 percent of our overseas exports and imports, and



Now in service on the South American run, Mississippi Shipping Company's SS *Del Norte* rides high just after her launching. United States Maritime Commission photo.

to have in addition an adequate number of modern passenger vessels to augment world travel interchange.

If Congress at the new session in January gives the industry the green light we will be able to carry out a program that will provide us a first-class merchant marine. Many will be amazed to hear that this can be accomplished at a total cost to the individual citizen of 54 cents a year over the next 10 years.

It is even more amazing to learn that on the basis of the last 10 years of operation of the American merchant marine this new, balanced fleet will cost so little in the way of subsidy. The phrase "ship subsidy" has been thrown around so loosely by irresponsible people, and for so long, that the very word "subsidy" has gained an evil connotation. People who should know better, used to believe that it took a big chunk of Federal funds to subsidize the American merchant marine. When they are informed that during the period 1936 to 1946 the net operating subsidy was a little more than 2 million dollars a year they can hardly believe it. It is an absolute

fact. But perhaps the best way to explode the fallacy of a huge ship-operating subsidy is to point out that the Government pays considerably less in net operating subsidy to our merchant marine each year than it does to subsidize Cheddar cheese. The comparison is not intended to be ludicrous, but it aptly illustrates the point of how little the public pays to have the security of an indispensable arm of national defense.

The United States Travel Division, the American Society of Travel Agents, the National Association of Travel Officials, and other great travel promotion organizations are equally concerned in continuing a sound national merchant marine policy and they have consistently supported such a policy. It is the intention of the shipowners of the United States to cooperate closely with these Government and private agencies to bring about a balanced fleet that will include a larger number of fine passenger ships. These will be a significant factor in increasing the prestige of the United States on the seas and in augmenting the volume of world travel.

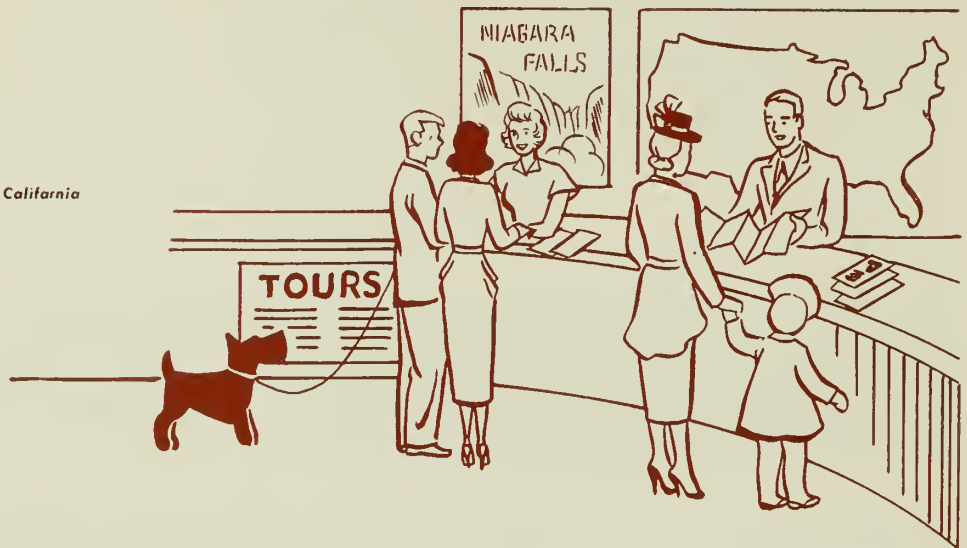
American President Line's *President Cleveland* is briefly framed by San Francisco-Oakland Bay Bridge as she leaves the west coast port. National Federation of American Shipping photo.



Selling Travel Specialities

By Philip Martin

Manager, Capwell's Travel Service, Oakland, California



Travel agent or magician? It's a toss-up as to which title is more applicable. Years of working with ships, trains, planes, and motor vehicles; consultations with people who have been in familiar, funny, and foreign places; traveling personally to all parts of the world—all these, when placed in the travel agent's brain, come out as a stimulating concoction known as a travel specialty.

Usually these interesting blends and combinations are the agent's alone. Mr. and Mrs. Average Traveler haven't the knowledge of or patience with complicated routes, services, and schedules to make their own travel brew. Or they may be fully acquainted with one or more means of transportation and not know about the services which can be made to complement or tie in with them.

Here's a simple example of what can be done. In the early days of selling snow and winter sports to Californians—in the early 30's—searching for a way to compete with railroad snow specials (which did not allow travel agencies a commission) this agency hit upon the idea of using the Sacramento River steamers with chartered buses to hustle the "ski-bunnies" from Sacramento up to the snow. This specialty sold for \$6.50, no meals. Combinations like that are the special forte of the travel agent.

The standard cut-and-dried trip, to cite a more common example, can be made more salable by turning it into a package tour. This is a combination of features, a specialized job which requires foreknowledge of changes, new services, and travel trends. Travel agents throughout the world are following the lead of the American travel man who has developed the technique of the package tour to a new degree of finesse. It's a far cry from the days when Thomas Cook was suspected of having personally built the Pyramids and the Sphinx merely to satisfy the desires of travel-lungry Britons.

On a trip to South America last fall I met a travel agent in Lima, Peru, who illustrates the influence of our methods. He was busily preparing a travel special which included a flight from the Pacific coast across the Andes to Iquitos in the eastern Andean jungle, thence 2,000 miles down the Amazon to the Atlantic by steamer. A

Guatemalan agent we talked to sells a "Jungle Trail Tour" which involves airplane, train, bus, and a launch before its one week's duration is completed.

Coming home again we find a group of 12 competing agents in the San Francisco Bay area calling themselves "Aladdin Tours" who have developed a cooperative tour of the deep South. Another organization operated by agencies in Berkeley and Oakland under the appropriate title of "Scenery Unlimited Tours," works a few miracles on what might otherwise be a routine trip. Now in their fourth year of successful operation, "Scenery Unlimited" each Sunday offers 2-week, all-expense tours from San Francisco to Vancouver and return. A tour leader accompanies each group. Stops are made every night in first-class resorts, hotels, or motels, and interesting stop-overs and side trips are included. A pause at Mystery Trees on the Redwood Highway, a short canoe ride over the rapids of the Rogue River, a visit to Sea Lion Caves on the Oregon coast, are among the unusual, off-the-beaten-track features which have made this package one of the most successful and attractive tour jobs in the West. Biggest selling point is that the tourist without an auto is thus able to see the country even more advantageously than if he were driving his own car.

Because of the war many people had to forego their plans to take pleasure trips. Now, almost 10 years later, some of these same people, for one reason or another, may not be able to attempt covering the fascinating places of their dreams in their own automobiles. Hence a package tour similar to that sold successfully by this Western organization is tailor-made to the travel needs of a large and profitable audience. The idea is old but it's the gimmick that counts.

The hundreds of package tours, travel concoctions, or specialties fill a definite niche for pleasure trippers if you know your market. Whether you're selling New England, the Thousand Islands, Florida, the Colorado Rockies, or the Pacific coast, the big idea is to make your offering as a travel agent something to watch for. You've got specialties now and there are many more to come.

AT YOUR SERVICE

UNITED STATES LIBRARIES OVERSEAS

United States libraries are maintained in connection with American diplomatic missions in 63 major cities in various parts of the world, as a part of the State Department's program of international information and educational exchange. This program has one objective: "To see that other peoples receive a full and fair picture of American life and the aims and policies of the United States Government."

This objective is being carried out through various media, including United States libraries, which disseminate American books, magazines, pamphlets, posters, music, and other educational and cultural materials.

Each United States library offers to the citizens of the host country services approximating those available through the average American public library: It provides reference service; lends books, magazines, and other printed material; and carries on varied types of activities, such as lectures, musicals, film showings, exhibits, children's story hours, and whatever else the local scene demands.

Users of the United States libraries almost invariably represent a cross section of the citizenry of the host country—students, educators, government officials, business and professional people, writers, scientists, and the general public. These libraries also provide information upon request to foreign ministries of education, schools and universities, libraries, research foundations, and outstanding scholars.

American libraries abroad are active centers of information, not morgues or repositories; their books are meant to be used, not to collect dust on the shelves. In many instances, the libraries become models for the extension and development of library service in the host country. In non-English-speaking countries, the libraries adapt themselves to the local situation and its needs in various ways, their existence serving also to stimulate interest in learning the English language.

Wherever they are located, United States libraries stand as symbols of American democracy, bringing a new concept of the American way of life to peoples of distant lands.

Foreign citizens who plan to travel in the United States for business, pleasure, or study, frequently consult United States libraries regarding transportation facilities, points of interest, hotel reservations, and other problems. For use in answering such queries in United States libraries overseas and for distribution to organizations and individuals making inquiries, the Division of Libraries and Institutes, State Department, is prepared to receive from travel agencies appropriate informational materials, such as travel booklets, folders, brochures, and maps. Correspondence on this subject may be addressed to Mr. C. E. Walton, Division of Libraries and Institutes, Department of State, Washington 25, D. C.

American travelers and business men abroad, particularly those interested in economic, commercial, educational, scientific, and cultural resources and activities, often find it useful to visit United States libraries for information concerning these matters in the country in

which they are traveling. This brings into limited operation the reciprocal feature of the educational exchange program, whereby Americans achieve better understanding of the people of other countries.

Thus United States libraries contribute to America's foreign relations in the field of educational, scientific, and cultural affairs and to the development of closer cultural ties between the United States and other Nations.

SALUTE TO THE STATES

By Fred T. Colwell

Public Relations Assistant, Capital Transit Co.

In Washington, D. C., where one of the most frequently heard questions is, "Where do you come from?", Capital Transit Company's Weekly Pass "Salute-to-the-States" series, featuring full-color reproductions of State flags, is getting an enthusiastic reception.

Among the most pleased are the members of the State societies, those groups of organized home-town patriots which flourish on the Washington scene.

The chairman of the Conference of State Societies, Carl M. Walker, when he learned of the idea, said, "I think Capital Transit's plan to reproduce the State flags will help many of those now living and working in Greater Washington to think of the efforts being made by their State societies to aid them in making new friends and renewing old acquaintanceships."

"The Weekly Pass", Mr. Walker declared, "will be a constant reminder that the State societies are organized and function to make those who live and work here feel more at home by bringing them in contact with people from their home States."

In some instances, State society dances and their other social functions have been planned to coincide with the week their flag appears on the pass.

This series, when completed, will form a set of colorful illustrations that both old and young alike will be proud to own, which explains why collectors were another group which welcomed the "Salute-to-the-States" series.

One Boy Scout leader recently informed a company official that he is going to save his weekly passes so that he can offer a complete set as an achievement prize for outstanding work done in the troop.

This is not the first time that Capital Transit has used color and attractive illustration on its passes. The beginning of the State flag series also saw the conclusion of an approximately 2-year period during which the company featured reproductions of famous paintings and other works of art in Washington's art galleries and museums.

Through the cooperation of the National Gallery of Art, Corcoran Gallery of Art, the Washington Cathedral, Franciscan Monastery, the National Museum, Folger Shakespeare Library, the Freer Gallery of Art, and other seats of Washington arts and culture, Capital Transit riders were treated to a weekly fare of Van Dyck, Copley, Botticelli, Boucher, Houdon, Hals, Gainsborough, Degas, Saint-Gaudens, Chandin, and others; Chinese bronzes and pottery of the Chow, Ming, and Ch'ing Dynasties; plaque mounts of a Palaeosyops and Stegosaurus; and an occasional photograph of a monkey, giraffe, or antelope from the local Zoo.



Travel Round-up

THIS ISSUE

"San Francisco's Cable Cars" by John Cuddy leads off a series of occasional features intended to highlight some of this country's still active vestigial transportation systems. The city's little, elongated cars, while scarcely streamlined, have long been treasured by natives and visitors alike. Efforts to replace them have stirred the citizenry to passionate oratory, nostalgic letters to the editor, and more aggressive action. The value of such rarities as tourist attractions is the idea behind the projected series of articles which will be found in future issues.

This month "At Your Service" features the activities of the United States Department of State's Division of Libraries and Institutes. Special emphasis is placed on the role of United States libraries overseas as distributors of travel information about the United States, previously touched upon in January's editorial.

SHOWS

Sports and travel will be the general themes of a number of exhibitions set for February, March, and April, including:

Chicago Outdoors Show (combined with Eleventh Annual International Sports, Travel and Trailer and Sixteenth Annual National Boat Shows), Navy Pier, Chicago, Ill., February 4-13.

Washington Sportsmen's Show, National Guard Armory, Washington, D. C., March 5-13.

Maryland Sportsmen's Show, Fifth Regiment Armory, Baltimore, Md., March 20-30.

First Annual Sports, Travel, and Boat Show, Oakland, Calif., April 9-17.

Sixteenth Annual Northwest Sports, Travel, and Boat Show, Minneapolis, Minn., April 16-24.

Fourth Annual Sports, Travel, and Boat Show, San Francisco, Calif., April 22-May 1.

DEVELOPMENT

They Bought a Town

Paul Richardson and Wendell Stout jokingly answered a newspaper ad offering the town of Dixie, Idaho, for sale. Earl T. Scott, owner of the vest-pocket village near the famous Salmon—the

River-of-No-Return—countered with a real proposition.

The two men closed out their Alaskan activities, flew to Idaho, and completed their deal with Scott.

Tom Cunning's *Idaho News* reports that Richardson and Stout plan to re-survey their new property, lay it out in 50- by 100-foot lots for summer cabins and hunting lodges in the heart of some of the State's finest scenery and fishing and hunting country. Because Dixie belies its name in winter, the men plan to raise huskies for use in packing in supplies to their customers after snowfall.

Airline Guide Grows

February and subsequent issues of *Official Airline Guide* published by American Aviation Publications, 1025 Vermont Avenue, N.W., Washington 5, D. C., will carry supplementary material in addition to the usual complete schedule information of United States and foreign air lines.

New categories offered include sections devoted to international air travel requirements; foreign travel information offices in this country; State travel information offices; travel associations, publications, and guides; domestic and international air mileages; data concerning characteristics and marks of world civil aircraft; air mail, parcel post, freight, and express information, foreign and domestic; international trade and official aviation agencies.

The February issue will include a four-color map of the United States (37½ by 26¾ inches) showing routes of United States passenger air lines and points of departure for international services. The map will be sold separately.

Skytours, Inc.

Recently formed as an association of vacation spots having airplane landing facilities, Skytours, Inc., Box 120, Swarthmore, Pa., now includes 12 resorts in its newest brochure. President is Everett J. Wood. The organization plans to recruit flying tourists on an annual membership basis entitling them to discounts and other resort privileges.

Williamsburg

Seven major projects are included in colonial Williamsburg's postwar reconstruction program. Buildings to be rebuilt or restored include the King's Arms and Blue Bell Taverns, a barber shop, and four colonial dwellings. When completed, the work will further restore the

town to its eighteenth century appearance. Archaeological investigations will continue as a part of the new authorization.

New Attractions

Ground breaking last month heralded the construction of three replicas of historic San Francisco buildings in that city's Portsmouth Square. To be rebuilt are the early Custom House, California's first public school, and Dr. Robinson's Dramatic Museum. When completed these will become an outstanding attraction for centennial years 1949 and 1950. The March issue of *TRAVEL USA* may carry a story about the reconstruction.

CARRIERS

Air Coach

Although members of the International Air Transport Association have tabled the question of world-wide skycoach tourist class rates until October 1949, experimental developments in this field are being closely watched.

Capital Airlines' low-fare "Night Hawk" service between New York and Chicago was begun on November 4 last year. The fare, one way, is \$29.60. No meals or refreshments are served. Capital has maintained an average of 40 passengers each flight while an average of 29 is necessary to keep the operation in the black. The airline company reports that much of this air coach traffic is new business, first flighters attracted by the low fares. Particularly important is the fact that the new rates and service were definitely successful despite the fact that they went into effect during a month when airline travel was dropping because of bad weather conditions.

Pan American Airways began daily tourist-class service to Puerto Rico on September 24, 1948, at a \$75 one-way fare. Since then the flights have been booked almost solid in advance. Pan American added an additional north- and south-bound flight on Fridays, Saturdays, and Sundays.

Meanwhile, after further study, it is planned that a special IATA committee will draft a proposal concerning air tourist rates which will be submitted for action at the joint conference on April 1. Cargo rates will come in for similar attention.

No Meals

Western Air Lines, first air carrier to serve food in the air, may eliminate this service on its system and pass the result-

ing 5 percent savings on to the public. In making the proposal, the company stressed the fact that they were not engaging in "rate war" tactics. The new tariff was submitted to the Civil Aeronautics Board and was set to go into effect as soon as CAB approval was received.

Elimination of meals is part of Western's cost-reduction program, which also includes consolidation of ground facilities with those of other air carriers.

Salesmanship

From several sources come reports of a new public relations activity which has been highly successful in acquainting the public with airlines facilities by means of exhibitions and short sightseeing flights.

Each Sunday Trans World Airline operates half-hour scenic flights from Los Angeles airport. For \$2.50, each, passengers get a Constellation's eye view of the Los Angeles area. Officials report that 90 percent of the customers are first fliers.

Western Air Lines also entered the sightseeing-by-air field at Los Angeles during the first annual Air Transportation Day at Los Angeles airport and enjoyed similar success with the venture.

American Airlines is in the midst of an all-out sales campaign, one feature of which is selling at a community level. Local excursion flights and walk through exhibitions have already rung up successes which astonished airline officials when the first try was made at an open house event at Boston's Logan airport. Thus the pattern was set.

Commercial tie-ins have yielded much publicity. And new angles have developed as the idea has been tried in several major cities. The result is now a greater demand for the short sightseeing hops than the company is always able to fill.

Family Plan Results

American Airlines has completed a study which throws some light on the first-of-the-week family fare discounts initiated September 13, 1948.

October, the first full month in which the Monday, Tuesday, Wednesday travel bargain operated, indicates that first-of-the-week traffic dips have now leveled out. Monday through Wednesday traffic is now even slightly better than on week ends.

October revenue from the family plan was \$632,787, with \$219,703 of that amount representing half-fare tickets. Company officials state that they are well satisfied that the plan is a revenue producer, although the exact value of the half-fares is still a subject of company and Civil Aeronautics Board studies.

American's plan under its original tariff would have expired on December 31, but the company, together with other airlines using the idea, has asked CAB for an extension until March 31.

FOREIGN

Travel Plans

Plans of the new Representatives in America of the European Travel Com-



Visitors pause on a rustic bridge spanning Mirror Lake in Bellingrath Gardens, Mobile, Ala., where more than 200,000 azalea plants enhance 800 acres from February through April. Wm. Lavendar photo.

mission, operating within the framework of the International Union of Tourist Officials, include a 1949 joint European advertising and promotion campaign. The program is designed to outline progressive effects of the Marshall plan and to demonstrate how travel abroad helps European recovery and gives fresh impetus to world trade and understanding.

Officers of the Representatives are: Chairman, Birger Nordholm (Swedish National Tourist Office); vice-chairman, Louis Law (British Travel Association); treasurer, Henry Pillichody (Swiss National Tourist Office); and secretary, Philippe de Croisset (French National Tourist Office, North America). Countries to be represented will be those participating in the Marshall plan.

South Africa

V. Pistorius, of the staff of the South African Government Information Office, 500 Fifth Avenue, New York 18, has been appointed commercial liaison officer, South African Railways. He will continue his association with the information office according to "South Africa Reports," but will concentrate on the promotion of tourist travel and publicity for the State-owned South African Railways.

NEW MATERIAL

Airport Directory

Iowa's Aeronautics Commission distributes free to registered airmen and fixed base operators in the State a loose-

leaf airport directory. Each Iowa installation's runway length, facilities, obstacles, and directions are given, together with a line drawing of the field. As revisions are made, new pages are sent to book-holders.

Mexico and Colombia

Eleventh edition of the standard time-proven *Motoring to Mexico* has been prepared by Elizabeth Hastings, special assistant, Travel Division, Pan American Union, Washington 6, D. C. (25 cents a copy). The new version, off the press a few weeks ago, contains more pages than previously. Little-known roads to less-frequented places are investigated. Baja California gets attention.

Visit Colombia also from the Union's Travel Division (15 cents) is another in the "Travel in the Americas" series and is also prepared by Miss Hastings. This 24-page booklet covers its subject fully and includes a short bibliography of books about the country.

Hotel Promotion

Rapid changes in travel habits are recognized by a 56-page book published by the American Hotel Association, *How To Sell the Motor Traveler*, (\$1). Six chapters trace the trend toward motor travel, examine the new business challenge this involves, and outline possible solutions to the problems presented to hotel business.

Off-season Build-up

American Overseas Airlines, 180 Regent Street, London, W. 1., announces a new poster and a folder for direct mail promotion of off-season Atlantic travel to the United States. The poster, a striking design involving double arrows converging in the legend "AOA to USA," bears the slogan "There's Always Sunshine Above the Clouds." The same theme is echoed in the trim folder.

San Francisco

Two new folders are available from the S. F. Convention and Tourist Bureau, Civic Auditorium, San Francisco. Scarlet, gold, and black make an outstanding *Invitation to San Francisco* in which the city's attractions are photographed. *Eating Around the World in San Francisco* makes a bid for gourmets and includes a map and data about things to do in addition to listing the famed eating places of the city by the Golden Gate.

Ohio's Landmarks

A folder under that title is being distributed by the Ohio State Archaeological and Historical Society, Columbus 10, Ohio. Stress is on the State's position in history and important places are briefly described and located on a clear outline map.

Puerto Rico

Features of our easternmost territorial point and tourist accommodations furnish the backbone of a new magazine, *This*

Week in Puerto Rico now being published by the Office of Tourism, P. O. Box 3968, San Juan, Puerto Rico. Also available from the same source are a new San Juan city map and an informational folder of general interest.

For Children

The New York Convention and Visitors Bureau, Inc., 500 Park Avenue, New York City, demonstrated its alertness by including a section of events especially attractive to children in its quarterly calendar *New York in Winter*. The outstanding designs which have become a trademark with the bureau are equaled by the new format. The folders cover a remarkably wide range of appeal in listing visitor information.

Monthly Checklist

A *Monthly Checklist of State Publications* is sent free to State agencies sending copies of their publications for listing in this Library of Congress summary. Each issue runs to nearly 30 pages and is also for sale through the United States Government Printing Office, Washington 25, D. C. (15 cents per copy, \$1.50 per year.)

French Railroads

French National Railroads, 610 Fifth Avenue, New York City 20, has available a 20-page booklet describing *French National Railroads*. The report in English is directed to North America in a foreword by Marcel Flouret, president of the administrative council of the National

French Railroad Society. A brief history of the lines, a description of services, and facts and figures are graphically given in a series of photos, charts, and graphs with textual supplement. The book is of interest not only to potential travelers but also to railroad fans and members of the travel industry.

Map Ready

"Recreational Areas of the United States Under Federal or State Administration" a 9-color map measuring 43 by 32 inches, is now being distributed by the United States Travel Division. National forests and parks, wildlife refuges, Indian reservations, and State parks and recreational areas are among the features shown in identifying color on the map face. The reverse contains salient facts about all features highlighted, together with other information for travelers.

Eastern Ski Map

Ski developments from New York City north to Montreal and including western Maine are covered by a map issued by The National Survey, Chester, Vt. Map and text on reverse are notably uncluttered. As long as the supply lasts the maps can be obtained in quantity by travel organizations if postage is paid: 25 maps—18¢; 50—24¢; 100—30¢.

VISUAL

Color Slides

Southwestern Monuments Association, Box 1728, Santa Fe, N. Mex., has sets of six Kodachrome 35 millimeter slides by Paul Thomas on southwestern subjects ranging from buildings and churches of Santa Fe, N. Mex. to Zion National Park, Utah. The sets are priced at \$2.75. List and further particulars can be obtained from the association, a nonprofit, nongovernmental organization dedicated to the "preservation and interpretation of Southwestern features of outstanding national interest."

Winter Film

The Film Library of the New York State Department of Commerce, 40 Howard Street, Albany 7, N. Y., has a 16 millimeter color sound film "Winter in New York" available for free showings to audiences of 50 or more. Narrated by Bob Stanton, NBC sports announcer, the film runs 29 minutes and features ski technique as well as outdoor winter scenes in the Empire State.

Arrangements for showings can be made by giving the Department name and address of applicant, three choices of showing dates, the name of group requesting film, and probable audience size.

BACK COVER

Southern Florida's Everglades—a sea of waving grass, horizons broken only by small jungles of cabbage palms. Florida News & Photo Service, Inc.



National Capital Park's 1949 *Outdoor Program* will be ready for distribution in March. It lists special public services in the Nation's Capital offered by this unit of the National Park Service.

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

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)

Philadelphia, Pa.

Rose Show (first week)

1 Lafayette, La.

Mardi Gras

1 Sioux City, Iowa

Mardi Gras

1-4 Ocala, Fla.

Southeastern Fat Stock Show

1-5 Plant City, Fla.

Strawberry Festival

1-6 Imperial, Calif.

Mid-Winter Fair (Feb. 26-Mar.
6, 1949)

1-31 St. Augustine, Fla.

Norwich International Black
Drum Rodeo (Mar. 1-June 15,
1949)

3-5 Winter Park, Fla.

(Rollins College)

Bach Festival

3-6 Tucson, Ariz.

Pima County Fair

3-6 St. Petersburg, Fla.

Invitational \$10,000 Open Golf
Tournament

4-5 Lake Placid, N. Y.

United States Eastern Amateur
Ski Association Interscholastic
Championships

4-6 Whitefish, Mont.

(Big Mountain Ski Run)

National Downhill and Slalom
Championships (men and
women)

4-12 Philadelphia, Pa.

Motorboat and Sportsmen's Show

5 Franconia, N. H.

16th Annual Invitation Meet
(Downhill, Slalom and Com-
bined—teams and individuals)

5-6 Winter Park, Colo.

Class C, Downhill, Slalom Cham-
pionships

5-6 Gilford, N. H.

U. S. Eastern Amateur Ski Assn.
Jumping, Cross-Country and
Combined Championships

5-6 Mt. Hood, Oreg.
Pacific Northwestern Ski Assn. Jr.
Championships

5-6 Tollgate, Oreg.

(near Pendleton)

Nat'l Championship Cross-Coun-
try (Class A men)

5-6 Walla Walla, Wash.

Nat'l Cross-Country Race Cham-
pionships

5-12 Temple City, Calif.

Camellia Festival

5-12 Baton Rouge, La.

4-H Club Show

5-31 Natchez, Miss.

Home and Garden Pilgrimages
(Mar. 5-April 3, 1949)

6 Hoodoo Bowl, Oreg.

Intramural Giant Slalom

6 Arapahoe Basin, Colo.

Jr. Giant Slalom

6-13 Riverside, Calif.

Arbor Week

7-8 Sioux City, Iowa

Inter-State Shorthorn Breeders
Show and Sale

9-19 Miami, Fla.

(Dinner Key)

Flower and Garden Show

10-12 Ft. Valley, Ga.

Ham and Egg Show

10-20 San Bernardino, Calif.

34th Annual Orange Show

12 North Conway, N. H.

Invitation Team Race (men and
women)

12-13 Aspen, Colo.

Roche Cup Downhill

12-13 Sun Valley, Idaho

Class B & C Downhill and Slalom
Championships

12-13 Seattle, Wash.

Nat'l Classic Combined Champion-
ships (Jumping and Cross-
Country)

12-15 Clearwater, Fla.

International Snipe Boat Regatta

13 Pinehurst, N. C.

Spring Junior Horse Show

13 Pinkham Notch, N. H.

15th Annual Wildcat Race (Ap-
palachian Mountain Club)

13 27 New Orleans, La.

Spring Fiesta

14 Sioux City, Iowa

Aberdeen Angus Show and Sale

14-16 Hattiesburg, Miss.

Livestock Show

14-19 Eustis, Fla.

Lake County Fair

15 17 St. Petersburg, Fla.

Southland Powerboat Regatta
Flower Show

(Recreation Pier)

17-19 Calexico, Calif.—

Mexicali, Mexico

International Desert Cavalcade

19 St. Petersburg, Fla.

St. Petersburg to Havana Race

19 20 Aspen, Colo.

North American Championships
(Open Downhill and Slalom)

20 Phoenix to Superstition Moun-
tains, Ariz.

Annual Trek of Phoenix Dons.

Search for Lost Dutchman Mine.

20 Pinehurst, N. C.

Moore County Hounds Hunter
Trials

20 Mt. Hood, Oreg.

Gretchen Fraser Trophy Races

20-31 Brandenton, Fla.

De Soto Festival

21-26 Philadelphia, Pa.

Flower Show

23 27 Tucson, Ariz.

Tucson Livestock Show

24 Hollywood, Calif.

Annual Academy Awards

24 Meyersdale, Pa.

Somerset County Maple Festival

24-26 Indiana, Pa.

All-State College Band Festival

26 Camden, S. C.

Carolina Cup Steeplechase

26-27 Sun Valley, Idaho

9th Annual Open Championships
for Harriman Cup

26-31 Inglewood, Calif.

International Flower Show (Mar.
26-Apr. 3, 1949)

27 Berthoud Pass, Colo.

Downhill and Slalom

27 Anthony Lakes Ski Area, Oreg.

Jumping Meet

27 Hoodoo Bowl, Oreg.

Downhill and Slalom Races

28-30 Batesville, Miss.

Livestock Show

31 Pottsville, Pa.

All-State High School Choral Fes-
tival (Mar. 31-Apr. 2, 1949)

