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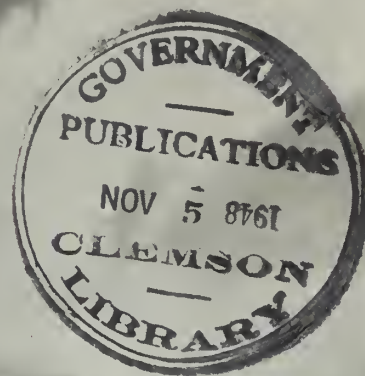
TRAVEL USA *Bulletin*

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November 1948

UNITED STATES TRAVEL DIVISION

TRAVEL USA *Bulletin*

VOL. 1 NO. 2 NOVEMBER 1948



The Cover

Coit Tower and Telegraph Hill, San Francisco, California.

Photo by Gabriel Moulin Studios courtesy Californians Inc.

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Travel Statistics

As this issue of TRAVEL USA goes to press, the most significant of the many undertakings now in progress at the United States Travel Division is, perhaps, the presentation to the Bureau of the Census of our plans to utilize the 1950 population census as a means of gathering what would be the first accurate and detailed body of travel statistics in the U. S. A. The plan was presented on October 1, 1948. The decision of the Bureau of Census will be given in an early issue of TRAVEL USA and through other outlets before that time.

Starting from the original suggestion made last June by our collaborator, Don Thomas, managing director, All-Year Club of Southern California, the plan has been carefully developed by this office with the assistance of the United States Travel Division Advisory Committee and our collaborators from the National Association of Travel Officials.

The plan, if used, will answer the following questions:

1. The total number of persons who take vacations.
2. Where do they go?
3. What do they like to do?
4. What types of food and lodging do they prefer?
5. How long do they stay?
6. What means of transportation do they use?
7. How much do they spend?
8. What time of year do they prefer to travel?

A bulletin giving the text of the entire plan is being printed and will be available to the travel industry regardless of what the final decision of the Bureau of the Census may be.

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Sioux Women at the Pine Ridge Reservation School in South Dakota. Photo by Office of Indian Affairs.



INDIAN CRAFTS

For Gift Shops

There are over 200 tribes of Indians within the continental United States and Alaska speaking dozens of languages. Among them are probably more craftsmen, proportionately, than in any other racial group in the United States. These skilled American craftsmen create a great variety of art forms and produce articles in the Indian traditions which fit perfectly into the contemporary scene. Many present day Indian craft articles, such as rugs, baskets, pottery, jewelry, toys, furs, moccasins, dresses, and accessories, can be used in modern homes and as parts of modern dress. Many combine utility with esthetic value.

To develop fully the potential market and to organize production to meet the requirements of modern merchandising, the government has established the Indian Arts and Crafts Board within the Department of the Interior. To enable gift shops and other retail outlets to obtain genuine Indian hand-made products, the Board has compiled a list of craft schools and agencies. This list is reproduced on page 13.

Carved Ivory From Alaska. Photo by Office of Indian Affairs.





New York From Governor's Island.
Seidman Photo Service.

The Value of the Visitor to New York City

By Royal W. Ryan

Executive Vice President,
New York Convention and Visitors Bureau, Inc.

The visitor industry is New York City's second largest industry, second only to the manufacture of ready-to-wear clothing. Convention, recreational, and business visitors will spend one billion dollars in New York City in 1948 alone.

The visitor dollar plays a vital part in the economic welfare of the city because it reaches into every business either directly or indirectly. Hotels, restaurants, department stores, night clubs, taxis, and others are the recipients of the visitor dollar on the first turn-over, but those dollars are in turn directed to hotel and restaurant purveyors of foods and beverages, wages, utilities, taxes, supplies, and a host of other businesses depending on the source. Such institutions as banks and newspapers whose success is bound up with the general economic conditions of the community are also affected by the visitor industry.

It is perhaps the fact that the visitor industry is spread over so many other industries that its significance is overshadowed at times by smaller industries whose interests do not have the ramifications affecting the visitor industry.

The facts above refer only to the economic value of the visitor. Equally important is the prestige accruing to a city which has the attractions designed to build visitor business and to manifest the proper hospitality to its visitors.

Yes, the visitor business is big business even to big New York, citadel of finance and commerce. New York, however, like any smaller city or region, must sell itself in a continual campaign of visitor promotion to capture its share of the market.

Significant Figures

From the United States Department of Commerce's Survey of Current Business

	June 1947	June 1948
Airlines:		
Passengers carried revenue—thousands—	1,065	1,187
Passenger miles flown revenue—do—	538,377	575,019
Rail:		
Operating revenue passenger		
millions of dollars—	81.9	84.2
Passengers carried 1 mile—millions—	4,096	3,660
Pullman Company:		
Revenue passenger miles—do—	1,215	1,040
Passenger revenues		
thousands of dollars—	9,193	9,516
National Parks —thousands—	1,489	1,482
Hotels:		
Average sale per occupied room		
dollars—	4.75	5.27
Rooms occupied percent total—	93	89
Restaurant sales index average same		
month 1929-100—	248	248
Foreign Travel:		
Passports issued—number—	21,831	30,372

"No Bumps Please"

By Lawrence Galton

Editor's Note: We obtained permission from the publisher and the author to reprint this article because we believe that it illustrates a valuable service made available to the public by oil companies.

NOT long ago a man in Boston had to go to Arizona with a trailer, taking his invalid son and daughter-in-law. They had to go by the fastest and also the healthiest route and had to camp every night within the reach of a doctor.

The Boston man unloaded his problem in a letter that eventually got to the desk of a graying gentleman named Rudd Lowry in New York. In an hour Lowry had sent him what he wanted.

Highway Pilot Rudd Lowry sometimes answers 700 letters and 150 telephone calls a day from peregrinating people with problems. He maps routes for circuses and bands. When traveling salesmen want to hit 245 towns without backtracking, Lowry supplies the itinerary.

Except in the rare cases of those who know of his existence, Lowry's clients don't come to him directly. He's employed by Rand, McNally and Co., which makes road maps for most of the large oil companies. To reach Lowry with a problem, you just write the oil company which distributed the map you use.

One of the most frequent requests comes to Lowry from doctors all over the country. A patient recovering from an operation in a city hospital must go back to his small-town home via ambulance. What country roads at that time of year are safe and bump-free?

People with heart trouble, traveling in the West, often ask for routes with low enough elevations to be safe. Veteran amputees want to drive their specially built cars on trips without hitting busy highways and cities.

To do his job, Lowry uses a huge commercial atlas, WPA State guide books, literature of every State, and ferry schedules. Highway departments of every State send him road reports twice a week. A staff of 2 to 10 helps. But a good deal of the time Lowry depends on his own experience.

In the past 20 years he has driven 2½ million miles in the United States. His touring started at 14, when he became a Barnum and Bailey clown, continued as he played villains in tent shows and acted with stock companies. Later he went to work for various oil companies as service-station superintendent and site-leasing man, traveling all the time. In the Navy in World War II, he expedited the shipping of equipment. When a 10-ton aircraft-rescue boat 36 feet long had to be sent overland from Quincy, Mass., to Norfolk, Va., in time to meet the sailing of a battleship, Lowry piloted it in 29 hours.

Most requests that come into Lowry's office are for information on the best roads to follow. Then come points

of interest along the way, hotel and cabin accommodations, and ferry schedules. But recently an elderly school-marm, going to Denver from New Hampshire, wrote: "My interests are strictly in geology, natural scenery, history and museums, not in night clubs. Send me a route."

She got it.

Reprinted from *This Week Magazine*. Copyright 1948 by the United Newspapers Magazine Corporation.

University-Trained Guides

By James E. Osgood

Office of Tourism, San Juan, Puerto Rico

A SCHOOL for tourist guides, conducted by the Office of Tourism in conjunction with the University of Puerto Rico, is now in operation. Within five weeks' time tourists may request guide service through the travel agencies, the hotels, or directly from the Office of Tourism.

These new official guides are university students who wish to assist in building the tourist program for their island. They are now seeing their own towns through tourist eyes and are brushing up on their knowledge of fact and legend which surround the many local places of interest.

Official guides, with their fresh simple uniforms, a gray skirt with white blouse, maroon belt, and brown and white shoes for the women; and gray slacks, white shirts with maroon tie, and brown and white shoes for the men, are easily recognized by tourists and local residents alike. A further distinguishing feature is that each blouse and shirt has embroidered upon it the seal of Puerto Rico.

On the register are carried certain pertinent facts about each guide—his major subject at the university and his outside activities—so that guides may be matched to tourists in such a manner that they share much the same interests.

Training is all-inclusive so that guides may take their clients to historical points of interest, on shopping expeditions, swimming, and even for a good malted milk or a meal in San Juan's restaurants.

Supplementary to the guide service is the Information Desk, now located in the Office of Tourism, third floor, Flamingo Building, Ponce de Leon Avenue, Stop 19½, Santurce, and which will be moved to Isla Grande Airport as soon as the new terminal building is completed. This information desk is equipped to answer any question at all about Puerto Rico.



Junior Vacation Planners

by L. H. Ristow

Chairman, National Bus Traffic Association, Inc.

LONG-RANGE planners aren't restricted to government and business. About a month ago my older daughter came up with, "Dad, next year let's go to Colorado." I know that from now on, until the time comes for a vacation, I'll be hearing about Colorado. At the proper time I will be given a final clinching sales talk—so, my friends in Colorado, I will undoubtedly be seeing you next year.

From my own experience, and that of many of my friends, I am convinced that a sizable percentage of travel is generated by the youngsters in the family. One of their big arguments—and we travel people will agree—is that travel is educational. It helps them with their history and geography; it broadens their outlook; it makes them better American citizens.

In my teen days travel wasn't so easy—it wasn't particularly comfortable; the places to visit were not as accessible. Compared with today it cost much more. Paid vacations were the exceptions rather than the rule and, finally, in the community from which I came, only the wealthy took extended vacation trips.

But that's all changed now—millions of folks, from the poor to the rich, are taking vacations. Although Dad might in many cases prefer to stay home or loaf in some favorite spot he has been visiting for years, the youngsters are convincing him that he should take them to see the country.

Many in the travel industry expected vacation travel to drop off this year, but the bus industry experienced an increase. Although more people were carried, the gross revenues will be about the same as last year, or a little less, because we have not been able to make the proper fare adjustments. Profits of the industry will be less because of greatly increased costs.

A spot survey with some of the major bus carriers reveals that tours have shown a remarkable increase. A gain has been shown in package tours, itinerary tours and individually prepared tours. The public's experience in obtaining reservations during the past few years has convinced them that prepared arrangements are safer. The excellent cooperation given tour agencies by hotels and resorts this year has contributed considerably to the increase in prepared tours.

Tours usually consist of many miles of transportation, stops at numerous places, and a chance to see the country (best done by bus—that's a plug), possibly at the insistence of some youngster. Maybe some of our advertising and publicity should be directed to him. Sell him

early—he'll sell the trip to Mom and Dad. Also bear in mind that youngsters have flexible minds—so maybe I'll be going to the Smokies instead of Colorado next year.

Travel Research

As the result of a questionnaire mailed in February 1948 to about 2,000 readers of *Woman's Home Companion*, who live in all parts of the country, the Research Department of the Crowell-Collier Publishing Company has prepared a report analyzing the vacation preferences, experiences, and plans, which it believes is representative of more than 3,750,000 families receiving the magazine.

In 1947, 2,625,000 Companion families spent about 500 million dollars for vacations. In 1948, it is estimated that 3,000,000 Companion families will spend more than 725 million, or 45 percent more than in 1947. These families also spend about 130 million a year for vacation clothes and equipment.

Section 1 of the report shows the usual types of vacations, kind of accommodations, and methods of transportation chosen by the *Companion* vacation travelers.

In Section 2, the story of how much *Companion* readers are currently spending for away-from-home vacations is presented by comparing actual outlay in 1947 with planned expenses for 1948.

Section 3 shows trends in post-war vacations by comparing 1947 experiences with 1948 plans.

Choice of transportation for making the 1948 vacation trip showed the following preferences: Auto, 76 percent; train, 20 percent; bus, 7 percent; plane, 6 percent; boat, 3 percent, and all others, 1 percent. In some instances, as revealed above, a few travelers expected to use a combination of methods of transportation. It is interesting to compare these percentages with the findings of the *Pathfinder* Magazine, which conducted a similar survey. In reporting 1948 vacation plans, *Pathfinder* readers gave their choice of transportation in the following order: Auto, 55.5 percent; train, 20.7 percent; bus, 9.8 percent; boat, 6.7 percent; plane, 5.1 percent; other, 0.5 percent; and no mention, 1.7 percent.

Still another travel survey made by Western Hotels, Inc., reported in *Front*, July 1948, showed that 60 percent of their customers arrived by automobile, 20.9 percent by train, 9.79 percent by bus, and 8.3 percent by airplanes.

The Virgin Islands

By David E. Maas

Editor, *The Beachcomber*

ONLY ten hours from New York and seven from Miami, by plane, the beautiful Virgin Islands—St. Thomas, St. Croix, and St. John—are ideal for vacations the year around. These islands, which the United States purchased from Denmark in 1916, lie within the tropic zone to the east of Puerto Rico. Here mean temperatures vary only 5° from coldest winter to warmest summer, with the lowest recorded winter temperature at 63° and highest recorded summer temperature at 91°. There's no "rainy" season, no "dry" season, and the sun always shines.

How to get there—

Air transportation is the most convenient manner of reaching the Virgin Islands. Pan American Airways provides daily service from New York and Miami to San Juan, Puerto Rico, and from San Juan to St. Thomas. Eastern Air Lines offers daily trips from Miami to San Juan, and Caribbean Atlantic Airlines have an excellent daily schedule of flights from San Juan to St. Thomas and St. Croix. If you are going to St. John, buy your plane tickets to St. Thomas, where you may arrange for a boat trip to St. John. At the present time no regular passenger steamship service has been established. However, cruise ships occasionally put in for brief visits, and the Alcoa Steamship Company provides freighter service from New York to St. Thomas.

What to do in the Islands—

Swimming, tennis, fishing, hunting, sailing, horseback riding, hiking, and photography are the principal sports to be enjoyed. There is no golf, polo, speedboat, or dog racing. Spectator sports include baseball, basketball, softball, and cricket. St. Thomas affords limited opportunities for night life and there are numerous social activities on St. Croix in which visitors may participate. Cars may be rented in St. Croix and in St. Thomas for exploring the countryside, and a boat trip to and around St. John is a never-to-be-forgotten experience. On rugged St. John, where Caneel Bay Plantation Resort and Trunk Bay Estate are open the year around, there are many hiking and horseback trails.

What to bring—

Light, comfortable, carefree sport clothes are most popular with visitors. Overcoats may be left at home. Travelers should bring bathing suits, beach towels, sun glasses, and diving masks, and for the popular sport of



Ideal for Vacations the Year Around

spearfishing, rubber sneakers are a good protection against cuts on the coral. Camera and film is a must, for there are magnificent views and exotic native scenes at every turn of the roads and trails.

Information—

Write to the Tourist Development Board, St. Thomas, the Chamber of Commerce in St. Croix, and the *Beachcomber*, St. Thomas—they will all answer inquiries and provide information and assistance.



Fort Christian, Charlotte Amalie, St. Thomas Island. Erected 1671, Alcoa Line photo.



H. H. Mobley, Director, Missouri Division of Resources and Development. Hammond Irwin Studios Photo.

Lake of the Ozarks in Central Missouri. This photo by the Missouri Resources Division was judged one of the best 100 of 1947 by the Encyclopedia Britannica and the University of Missouri School of Journalism.

MISSOURI

Division of Resources and Development

By Prentiss Mooney

Assistant to the Director

MISSOURI has not changed appreciably since war's end, but its stature as a vacation area has increased considerably. Much of the credit can be given to the State's legislature, which created the bipartisan, nonpolitical State Division of Resources and Development just before the hostilities ceased.

The division is divided into five primary fields of work: Aviation, industrial development, recreation and tourist travel, water resources and flood control, and operation of the State museum. In addition, publicity and research sections work with these primary sections on projects where their technical services are required.

The publicity section is tied up closely with the travel section, especially in the publication of travel literature. These include booklets on areas as well as over-all coverage of Missouri.

There are only three persons in the travel section, but five district representatives augment the work of this group, as with other sections. The publicity section has two writers, two photographers, advertising man, artist-draftsman, and a secretary. This is a total of ten for the two sections.

The budget of the entire division for the current fiscal year is \$370,000, with \$9,360 going for salaries to the recreation and travel section, and \$22,980 to the publicity section. The average annual cost for publications and film production comes to about \$76,200. Travel expense, construction and shipping of displays, and space at travel shows amounts to around \$4,000. Advertising runs at \$37,500, bringing the total outlay to \$150,040.

Missouri used national advertising with State funds for the first time in its history in March 1946. An advertising fund of \$50,000 was used the first year, with \$75,000 earmarked for advertising each fiscal year following. This is divided nearly as equally as possible between industrial and travel advertising. All travel advertising stresses spring or fall vacations.

Of course, an accurate cost per inquiry is kept, each response being credited to the media producing it.

Each fall the division sends out a questionnaire to at least 10 percent of those persons who answered ads. Leading questions last year brought out these facts:

- 57.3 percent actually visited Missouri.
- There were 2.43 persons per party.
- Average spending was \$8.03 per day.
- Average stay was 9.9 days.
- 77.8 percent came by motor car.
- Largest segment (26.9 percent) attracted to Missouri by advertising.
- 98.2 percent reported a pleasant vacation.
- 89.9 percent said prices were comparable to other resort areas (8.7 percent wrote in, without solicitation, that prices were below average).
- 95.9 percent said accommodations were satisfactory.
- 61.1 percent planned another Missouri vacation; 8.7 percent did not; 30.2 percent had not made up their minds.

These questionnaires were sent according to media used in advertising, on a percentage basis. By means of these results, the media really producing vacationists to Missouri were determined. (Cost per inquiry for each ad already was known.)

Returns from the 1948 questionnaire are being received and, while incomplete, generally show trends similar to those of 1947.

Publications issued include:

Name	Date published	Copies distributed	Pages
White River Country-----	1945	92,000	40
Lake of the Ozarks Country--	1946	71,000	44
Mark Twain Country-----	1947	30,000	40
Big Springs Country-----	1947	16,800	40
Pictorial mapfolder-----	1947	105,400	¹ 1,724
Variety Vacations—Missouri-----	1948	92,250	20
Floating and Fishing-----	1948	7,500	20
Pony Express pamphlet-----	1948	2,500	⁴ 6
Pony Express Territory ² -----	1948	³ 40,000	40
Meramec Valley ² -----	1948	³ 40,000	40

¹ Square inches.

² In hands of printer.

³ On order.

⁴ Columns

Two films, one featuring Missouri as a spring vacation-land, the other in the fall, were produced at a cost of

\$32,400, including 73 prints. Showings have been made in 27 States, Canada, Cuba and the District of Columbia, as well as all of Missouri's 114 counties. Over 3,000 separate showings have been made before a counted aggregate audience of 480,783.

The division placed exhibits at 13 sports and travel shows during the last two years, with slightly more than 31,000 signed cards requesting literature being received at the booth.

A recent survey conducted for the American Hotel Association by an advertising agency showed Missouri currently is ranked eleventh in the nation in point of travel dollar volume. Conservative estimates, based upon sales tax receipts from resort hotels, motor courts, cafes, etc., fixed Missouri's travel income at \$169,000,000 in 1947.

For the less than \$40,000 expended in travel advertising last year, the questionnaire revealed those persons who wrote in for literature in response to keyed ads spent \$4,725,655 in Missouri.





Sightseeing on Lake Mead on the border between Arizona and Nevada. Photo by William Belknap, Jr.

Let's Come Out From Behind the Door!

By Larry Delp

*Vice President and General Manager,
Gray Line Sight Seeing Company*

THAT is advice to much of the travel industry today. The door has opened on a twelve-month tourist business in the United States. Still many persons in the travel industry are standing behind the door. It is about time for everyone engaged in the travel industry to come out from behind this door and open the arms of their services to the millions of tourists who are pouring through to year-round vacations. Many persons in the travel industry still feel that the tourist dollar is being spent only 3 or 4 months a year. Additional vacations are now being given to millions of employees, and these employees are spending their vacation dollar, not only during the summer months, but throughout the entire year. They seek largely the same type of enjoyment and pleasures for their vacation period as the persons who receive their vacation during the old standard, June, July, and August period.

Many tourist centers are finding that the vacation business is increasing tremendously during the so-called "off season." We, of the Chicago Gray Line, have recognized this; especially since the close of World War II, and in order to provide as complete a Gray Line service for the year round vacationists as for the ones who travel during the summer months, the Chicago Gray Line inaugurated in the fall of 1947 a new policy of operating all of its scheduled sightseeing tours of Chicago the full year round. This means that tourists passing through Chicago are able to avail themselves of the same sightseeing tours on New Years Day as they would on the 4th of July. The results of this change of operation have been astounding. We naturally felt that, inasmuch as this full schedule was being operated for the first winter season of 1947 and 1948, there would be many schedules that would not operate.

However, this was not the ease. Considering the complete number of schedules offered, there was less than 5 percent that were not operated during this first winter season.

We were firmly convinced that we could obtain a considerable amount of additional business by offering our full tour schedule during the winter months, and in order to offer the traveler, and agent booking the traveler on our various tours, the fullest protection in connection with this new wintertime schedule, we went one step further and *guaranteed* the operation of these schedules to the extent that if one passenger arrived in Chicago holding a coupon for any one of our tours, that passenger was accommodated. This arrangement gave the booking agent and the tourist confidence that they would not be disappointed in arranging for one of our tours during the winter season. Consequently, the results were most gratifying. We are, at this time, looking forward to an even greater business during the winter of 1948 and 1949.

In addition to our regularly scheduled tours of Chicago, we have added a two- and a three-day package tour of Chicago which is being very well received by tourists and agents alike. It is the firm conviction of Harry Dooley, president of the Gray Line of Chicago, and myself, that all that the tourist requires is a little added incentive such as we have offered here in Chicago to create a very fine 12-month tourist business which will serve, not only to provide year-round revenue, but will tend to reduce the tremendous excess of summer travel and spread this travel over the other months of the year, which will increase profits for those in the tourist business.

Let's sell U. S. A. twelve months a year!!!!

The Travel Agent

By Fred H. Dietz

*Executive Secretary
American Society of Travel Agents, Inc.*

IN every active community there is an individual or a company whose business it is to take over all the irksome little details of assisting travelers in arranging their trips. He is the local travel agent. His is a career, as technical as law, and as exacting.

The travel agent, as the name implies, is an agent. He represents all the common carriers—the airlines, steamship companies, railroads, buslines, as well as hotels and resorts. Economically, his position in the industry is justified because the carrier and the hotel, obviously, could not possibly afford to have branch offices everywhere. So the travel agent represents the interests of these principals and receives from them a commission for the business he transacts in their behalf. But this does not affect the rate to the individual traveler.

In addition to being able to issue tickets, and arrange for hotel accommodations, the travel agent can be helpful in many ways. He has visited most places in the world of travel, and he is kept posted on the requirements of all countries. It is his business to know. He steers his clients around difficulties and delays in reaching their destinations.

In these quickly changing times, first-hand knowledge of current conditions is invaluable. For example, let us consider the current requirements for visiting Austria. The travel agent knows on what grounds a military permit to that country is issued; he knows which hotels in Austria are authorized to accept tourist business, and what are the current requirements for visiting Austria, and what are the current rates. He knows the currency regulations in France, Switzerland, Holland, and can supply the answers to many questions that arise in connection with travel abroad. The traveler may, for instance, wish to know what items are permitted into Great Britain free of duty. Which hotels in The Hague, Paris, or Zurich offer the best value in rates, food, and services. Is it possible to travel through Italy comfortably, and without too much red tape? Are requirements too drastic for the American tourist? What effect has the devaluation of the franc had upon current restaurant and hotel prices in France? These are a few of the many points on which the travel agent can advise his clients—without cost.

Travel within the United States, while not involving the difficulties associated with travel abroad, can be made more enjoyable by having the local travel agent work out

the details in advance. Whether the chosen destination is East, West, North or South, he can secure accommodations, arrange for transportation, sightseeing services and throw in extra services that will add immeasurably to the enjoyment of a holiday. All he needs to know is the kind of vacation desired, for how long, and the price the traveler is prepared to pay. One transaction under one roof—instead of many transactions, many calls and much correspondence—completes the operation for each traveler.

Members of the American Society of Travel Agents are identified by the A. S. T. A. insignia, which is a guarantee that the agent who displays it is dependable, knows his business, and has met the exacting requirements for membership in his national organization.

A full-scale model of one of the passenger cars which will make up the Chesapeake and Ohio's proposed "Train X" is shown below. The low-slung, lightweight car has a single pair of wheels at the rear, with the forward end coupled to the preceding car. It is only about one-third the length of standard passenger cars, 2½ feet nearer the rails, and the center of gravity has been lowered 18 inches. "Train X," conceived to provide faster, more comfortable service, and cut equipment costs, is said to be designed for speeds up to 150 miles per hour. Chesapeake and Ohio photo.





Travel Round-up

MEETINGS

N. A. T. O. Conference

Approximately 300 members of the nation's \$11,000,000,000 travel industry will gather at the ocean-front Robert Richter Hotel, Miami Beach, November 16, 17, and 18 for the eighth convention of the National Association of Travel Officials.

Headed by President Everett F. Gration, Augusta, Maine, almost every State in the country will be represented. State and regional resort officials, national transportation leaders and accredited travel writers will spend 3 days discussing and analyzing past, present and future trends of the country's big travel business.

Governor Millard F. Caldwell of Florida, who is chairman of the State advertising commission, will welcome the delegates. Other speakers will include Don L. Thomas, Los Angeles, Calif., founder-president of N. A. T. O. (1941-45) and managing director of the All-Year Club of Southern California, and D. Leo Dolan, director of the Canadian Government Travel Bureau.

Discussion of N. A. T. O.'s program on year-round vacations will be led by Garth Gate of New York City, travel director of Scripps-Howard Newspapers. Further attention will be devoted to the three-point program dealing with N. A. T. O.'s immediate objectives, adopted at the January meeting of the executive committee upon recommendation of the legislative committee, of which Clyde E. Edmondson, director of the Redwood Empire Association, San Francisco, Calif., is chairman. Discussion of "Whats New In The Travel Picture" will be led by James L. Bossemeyer, Chief, U. S. Travel Division, Washington, D. C.

The legislative matters under consideration include repeal of the 15 percent Federal tax on domestic transportation and sleeping space, establishment of the United States Travel Division as a full-fledged separate Bureau of the United States Department of the Interior and financing of the Bureau to advertise United States travel attractions in foreign countries.

Promotion of travel host schools and emphasizing the importance of travel to the man in the street will be further discussed at the convention. This represents the current program of the membership committee, headed by Tom Cuning, Boise, Idaho.

Business sessions will include election of 1949 officers.

Delegates will be taken on an inspection tour of Eastern Air Lines' facilities around Miami Beach, including the new terminal, followed by a cocktail party and dinner at which Captain Eddie Rickenbacker, president, will speak.

American Automobile Association

The 46th annual meeting of the American Automobile Association will be held in San Antonio, Tex., November 15, 16, and 17. Headquarters for business sessions will be the Gunter Hotel, but delegates will also be housed in the Plaza and the St. Anthony. Delegates will register on November 14 and business sessions will start the next morning at 9:30 o'clock. Elections will be held on Tuesday afternoon, November 16, and Wednesday morning will be devoted to the annual meeting of the board of directors.

A. S. T. A.

The annual meeting of the American Society of Travel Agents was held in Savannah, Ga., October 18-23. A report of this meeting will be given in the December issue of TRAVEL USA.

National Bus Traffic Association

The annual meeting of the National Bus Traffic Association was held at the Congress Hotel in Chicago on September 14, 1948. A brief review of the portions of the program pertaining to travel promotion will appear in the December issue of TRAVEL USA.

American Hotel Association

The 37th annual meeting of the American Hotel Association was held in Washington, D. C., September 20-21-22, 1948. More than 1,000 delegates attended this, the largest meeting in the history of the Association. The December issue of TRAVEL USA will summarize the portions of the program having the most direct bearing on travel promotion matters.

Merchant Marine Conference

The annual Merchant Marine Conference and meeting of the Propeller Club of the United States was held at the Waldorf Astoria Hotel, New York, October 13-15, 1948. A review of the passenger traffic items on the program will appear in the December issue of TRAVEL USA.

Army Transportation Association

The annual meeting of the Army Transportation Association was held in New Orleans, La., October 4-5, 1948. Representatives of all branches of the travel industry attended the meeting.

HIGHWAY TRAFFIC

August Record

Motor-vehicle travel on main and local roads of the United States continued through August on the same record level attained in July, according to preliminary figures obtained by the Public Roads Administration through its system of nationwide automatic traffic recorders.

Traffic in vehicle-miles on all rural roads in August totaled 19,500 millions, a gain of 4 percent over the same month in 1947. Main roads, with 14,581 millions of vehicle-miles, bore the brunt of the traffic and experienced a higher percentage gain than local roads when compared with August 1947. Main road traffic was up 4.8 percent from last year, while local roads with 4,830 million vehicle miles showed a gain of 1.8 percent.

Total rural traffic in August was 11.3 percent greater than during the same period in 1941 and 102.7 percent over 1943.

The central regions with 10,140 millions of vehicle-miles had the heaviest traffic, a 6-percent increase over August 1947. The eastern regions totaled 5,709 vehicle-miles or 0.8 percent more than during the same period last year. The western regions gained 3.8 percent with a total of 3,651 vehicle-miles. Traffic on all city streets during August was 6 percent greater than in August 1947.

During August 1948, 51 toll facilities on highways throughout the United States were used by 20,499,443 passenger automobiles, a 10.9 percent increase over August 1947.

Record Registration

In the August issue of *Automobile Facts*, published by the Automobile Manufacturers Association, the statement is made that "Car, truck, and bus registrations in the United States are at an all-time high. More than 40,000,000 vehicles will be using America's streets and highways by the end of 1948, an increase of 17 percent over 1941."

It is further pointed out that before December 31 motor vehicles will have been driven this year about 400 billion miles, approximately 20 percent more than the distance they traveled in the last prewar years.

"Behind the steering wheels of the country's cars, trucks, buses, rolling up this enormous traffic volume, are 50,586,000 licensed drivers, 49 percent of the entire U. S. population over 16 years of age."

INDIAN CRAFTS

Genuine Indian arts and crafts products may be obtained for resale from the following sources. This list has been compiled by the Indian Arts and Crafts Board, Office of Indian Affairs, United States Department of the Interior.

ALASKA—Native arts and crafts, Alaska Native Service, Juneau, Alaska. Ivory and wood carvings, fur and skin goods, baskets, dolls. (Wholesale and retail.)

ARIZONA—Hopi arts and crafts, Hopi Indian Agency, Keams Canyon, Ariz. Baskets, plaques, jewelry, woven fabrics, pottery, katchina dolls. (Wholesale and retail.)

The Navajo Arts and Crafts Guild, Window Rock, Ariz. Navajo rugs, silver and turquoise jewelry. (Wholesale and retail.)

DISTRICT OF COLUMBIA—Indian Crafts Shop, Department of the Interior, Washington, 25, D. C. Silver, rugs, carved ivory, beadwork, basketry, pottery, dolls. (Retail only.)

FLORIDA—Seminole Indian Arts and Crafts Association, Fort Myers, Fla. Aprons, skirts, dolls. (Wholesale and retail.)

MONTANA—Northern Plains Indians Crafts Association, Browning, Mont. Quill and beadwork on buckskin, dolls, moccasins, buckskin jackets, beaded ornaments, purses, bags, rawhide boxes. (Wholesale and retail.)

NEVADA—Wa-Pai-Shone Craftsmen, Inc., Carson Indian Agency, Stewart, Nev. Washo, Shoshone, and Paiute baskets, dolls, and woodcrafts. (Wholesale and retail.)

NEW MEXICO—Pueblo Indian Arts and Crafts Market, Santa Fe Indian School, Santa Fe, N. Mex. Pottery, silverwork, woven luncheon sets and runners, woodcrafts, Indian paintings. (Wholesale and retail.)

NORTH CAROLINA—Cherokee Co-operative Arts and Crafts Association, Cherokee, N. C. Baskets, woven towels and runners, blankets, braided rugs, dolls. (Wholesale and retail.)

NORTH DAKOTA—The Arts and Crafts Association, Turtle Mountain, Belcourt, N. Dak. Beadwork and baskets. (Wholesale and retail.)
The Fort Totten Arts and Crafts Association, Fort Totten Indian School, Fort Totten, N. Dak. Beadwork. (Wholesale and retail.)

OKLAHOMA—Southern Plains Indians Arts and Crafts Center, Fort Sill Indian School, Lawton, Okla. Beadwork, buckskin work, and silver jewelry. (Retail only.)

Sequoyah Weavers Association, Sequoyah Vocational School, Tahlequah, Okla. Woven yard goods, blankets, scarfs. (Wholesale and retail.)

SOUTH DAKOTA—Pine Ridge Arts and Crafts Shop, Pine Ridge Agency, Pine Ridge, S. Dak. Bead and quill work, pottery, baby blankets, and scarfs. (Wholesale and retail.)

Rosebud Indian Arts and Crafts Shop, Rosebud Agency, Rosebud, S. Dak. Porcupine quill and beadwork. (Wholesale and retail.)

Sioux Indian Arts and Crafts Shop and Museum, Rapid City, S. Dak. Buckskin, quill and beadwork. (Retail only.)

MISCELLANEOUS

Travel Art Exhibition

An exhibition of travel advertising art, sponsored by the United States Travel Division, opened at the Telfair Academy of Arts and Sciences in Savannah, Ga., on October 17 and will continue through November 6.

The exhibition consists of approximately 100 items selected from material submitted by travel organizations and advertisers in the United States and foreign countries. The selections were made on a merit basis by Charles Seymour, Jr., Assistant Chief Curator of the National Gallery of Art, who is an expert on design and the use of color.

While there are exceptions, the exhibition as a whole reveals a far more conservative spirit prevailing in American poster art than is manifested in foreign posters. Commercial artists in the United States will have to meet the stiff competition being offered by foreign artists. Some of the most effective travel posters were entered in the exhibition by small countries such as Denmark, Holland, Belgium,

and Switzerland. Fine posters were also entered by Austria, a country which is again making a bid for tourist trade.

Customs Hints

The Bureau of Customs of the U. S. Treasury Department, has issued a folder, *Customs Hints*, which is designed to help speed through the customs returning Americans, visitors from Canada, Cuba, Mexico, and other Western Hemisphere nations.

Customs Hints fills a badly needed spot and supplies much useful information.

Traffic Traps

Jack Harrison Pollack's thought-provoking article, "Traffic Traps for Tourists," in the August 21 issue of *Collier's*, should be read by State highway officials, chambers of commerce, and travel agents. It is a factual presentation of an American Automobile Association report. A limited number of reprints of the article are available at the headquarters of the American Automobile Association, Pennsylvania Avenue at 17th Street NW., Washington 6, D. C.

New Bus Service

The San Diego-California Club announces that all day sightseeing trips along the spectacular "Highway to the Stars" to Palomar Observatory are now being scheduled out of San Diego every Wednesday and Sunday. Information may be obtained by writing the San Diego-California Club, 499 West Broadway, San Diego, 1, Calif.



Charles Seymour, Jr., Acting Chief Curator of the National Gallery of Art, and James L. Bossemeyer, Chief of the United States Travel Division, consider a group of posters submitted for entry in the Travel Art Show. Interior Department photo.

Cautious Spending

Vacation spending isn't as free as it was last year. American Automobile Association officials say there is a definite tendency by vacationists to spread their dollars and to choose less costly facilities. The over-all volume of travel and spending in 1948, however, will be about the same as last year, they believe. This will mean 60 million persons vacationing in 20 million cars and spending an average of \$100 each, for a total of \$6,000,000,000.

New Hotel

Work will begin soon on a \$2,500,000 hotel in New Orleans, according to an item in a recent issue of the *News Letter* published by Louisiana Department of Commerce and Industry. The plans call for a 331-room hotel to be located on a 15-acre plot of land fronting on Lake Pontchartrain.

VISITORS

Union of South Africa

Robert Murray, managing director of African Car Hire (Proprietary) Ltd., and associated companies of Capetown, South Africa, is touring the United States with Mrs. Murray after preliminary conferences with officials of the U. S. Travel Division, Department of the Interior, and Herbert A. Wilkinson, Chief of the Travel Branch, Office of International Trade, Department of Commerce.

Mr. Murray's itinerary includes Canadian points, Chicago, San Francisco, Los Angeles, and New York City, with side trips to Yosemite and Grand Canyon National Parks. In the course of his journey, Mr. Murray plans to visit key

people in the travel industry in connection with his study of the U. S. travel business and to confer with field officials of the National Park Service because of his interest in the administration of these Federal areas.

PUBLICATIONS

Touring with Towser

A directory of hotels and motor courts that accommodate guests with dogs is published and distributed free by the Gains Dog Research Center, 250 Park Avenue, New York 17, N. Y. The booklet is titled, "Touring with Towser," and the information it contains will greatly simplify the problems of the traveler who does not wish to leave his pet at home.

Booklets and Folders

"Travel Information Offices Maintained by the States and Territories," the first in a series of travel information folders to be published by the United States Travel Division, is now ready for distribution. The second folder of the series, "State Parks and Recreational Areas," will be available within the next few weeks.

"Texas Guest Ranches," a 30-page directory distributed by the Traffic Service Division, Texas Highway Department, Austin, Texas. Gives locations of guests ranches throughout the State, and lists mailing addresses, seasons, activities, and rates.

"Dude Ranches of Washington, 16-pages, published and distributed by the Department of Conservation and Development, Division of Progress and Industry, Olympia, Wash. Describes facilities and rates of dude ranches in Chelan, Grays Harbor, Kittitas, Okanogan, and Yakima counties.

An attractive folder, with illustrations in color, emphasizing the attractions of "Indian Summer" on Cape Cod was distributed this fall by the Cape Cod Chamber of Commerce, Dept. I. S. 48, Hyannis, Mass.

An exceptionally attractive folder, "New York in Fall," a quarterly calendar of events in New York City, September through November, is available for free distribution to prospective visitors by the New York Convention and Visitors Bureau, Inc., 500 Park Avenue, New York, N. Y.

Maps

Official Alabama Road Map for 1948. Distribution free by the Alabama State Highway Department. The map is in two colors and contains, on the reverse side, insert maps of Birmingham, Montgomery, and Mobile, and a table of mileage between principal points. It folds to pocket size.

Back Cover

Skiing at Sun Valley, Idaho. Photograph by Union Pacific Railroad.



United Air Lines presents to each passenger embarking for Honolulu, a practical and colorful souvenir. Enclosed in a decorative wrapper are folders describing the flight, attractions of Hawaii, and procedure for abandoning ship in case of emergency, a menu card, stationery and post cards, passenger list, flight log, luggage stickers, and baggage checks.

DECEMBER						
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

JANUARY						
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					

OF EVENTS

December

- 1-2 *Los Angeles, California*
(Union Stockyards)
Great Western Livestock Show
(Nov. 27-Dec. 2)
- 1-3 *McMinnville, Oregon*
Pacific Coast Turkey Exhibit
- 1-3 *Sweetwater, Texas*
Sweetwater Stock Show
- 1-3 *Sunnyside, Washington*
Turkey Show
- 1-4 *Gatesville, Texas*
Central Texas Poultry Show and Sale
- 1-31 *Tucson, Arizona*
Thoroughbred Horse Racing
- 1-31 *Hollywood, California*
(Hollywood Blvd.)
Santa Claus Lane
- 1-31 *Miami, Florida*
(Tropical Park)
Horse Racing
(Dec. 1-Jan. 15, 1949)
- 1-31 *West Palm Beach, Florida*
Annual Sailfish Derby
(Dec. 1-Mar. 31, 1949)
- 2-3 *Alma Michigan*
Michigan Turkey Festival
- 2-4 *Plant City, Florida*
Annual Hillsborough County
Junior Agricultural Fair
- 2-5 *El Paso, Texas*
International Aviation Days
- 3 *Tucson, Arizona*
(San Xavier Mission)
Second Papago Feast of St. Francis
- 5 *St. Petersburg, Florida*
Tampa Bay Handicap Sailing Races
- 5 *Weslaco, Texas*
Anniversary Celebration
- 6-8 *Ackley, Iowa*
Four-County Fair
- 7 *Statewide, Delaware*
Delaware Day
- 8 *Lompoc, California*
La Purisima Mission Fiesta
- 10-11 *Brooklyn, New York*
Horse Show

- 14-16 *Phoenix, Arizona*
Beef Cattle Show
- 15 *Flagstaff, Arizona*
Arizona Sno-Bowl Opens
- 15-31 *Fort Lauderdale, Florida*
Fishing Tournament
(Dec. 15-Apr. 15, 1949)
- 16-17 *Pharr, Texas*
Valley Vegetable Show
- 16-25 *Los Angeles, California*
Las Posadas
- 17 *Kill Devil Hill, North Carolina*
Annual Celebration Wright
Brothers First Flight
- 20 *New Orleans, Louisiana*
Louisiana Purchase Day
- 21-24 *Anson, Texas*
Texas Cowboy's Christmas Ball
- 24 *Tucson, Arizona*
La Posado (Mexican Xmas)
- 25 *San Juan Pueblo, New Mexico*
Matachines Dance
- 26 *Miami, Florida*
(Dinner Key)
3d Annual Orange Bowl Regatta
- 26 *Miami, Florida*
Orange Bowl Marine Pageant
- 26 *San Juan Pueblo, New Mexico*
Turtle Dance
- 26-28 *Newport, California*
(Balboa Harbor)
Christmas Regatta
- 26-31 *New Orleans, Louisiana*
Mid-Winter Sports Carnival
- 28-31 *El Paso, Texas*
Annual Southwestern Sun Carnival
(Dec. 28-Jan. 1, 1949)
- 28-31 *Santa Anita Park, California*
Horse Racing
- 29 *Lamar, Colorado*
Annual Cowboys Ball
- 29-30 *Miami, Florida*
Orange Bowl Aqua Follies
- 30-31 *Honolulu, Hawaii*
Pineapple Festival
(Dec. 30-Jan. 1, 1949)

- Coronation of "Queen." Cavalcade. Pineapple Bowl. Game in Honolulu Stadium, New Year's Day
- 30-31 *Fort Lauderdale, Florida*
Venetian Festival
(Dec. 30-Jan. 1, 1949)
- 31 *Santa Ana, California*
Santa Annual Frolic
- 31 *Colorado Springs, Colorado*
New Year's Eve Fireworks (Atop Pikes Peak)
- NFD¹ *New Orleans, Louisiana*
Creole Horse Show
- NFD¹ *Navajo Reservation, New Mexico*
(Hqrs. at Window Rock)
Fire, and Squaw Dances held at various points of Reservation after first frost.
- NFD¹ *Zuni Pueblo, New Mexico*
Shalako House Dedication Dances (In early December at night)
- NFD¹ *Oakland, Oregon*
Northwest Turkey Show
- NFD¹ *Charleston, Beaufort, Georgetown, Summerville (low country), South Carolina*
Gardens open for season

January

- 1 *Pismo Beach, California*
Annual Clam Festival
- 1 *Pasadena, California*
Tournament of Roses, Rose Bowl Game
- 1 *Tampa, Florida*
Tangerine Bowl Game (Football)
- 1 *Tampa, Florida*
Cigar Bowl Game (Football—Night)
- 1 *Jacksonville, Florida*
Gator Bowl Game (Football)
- 1 *Miami, Florida*
Orange Bowl Game (Football)
- 1 *New Orleans, Louisiana*
Sugar Bowl Game
- 1-5 *Lakeland, Florida*
(Municipal Stadium)
7th Annual Jaycee Rodeo
- 1-10 *Padna Hills, California*
Las Posadas

¹ No fixed date. Write to the Chambers of Commerce in the cities and towns listed above for additional information.

