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TRAVEL USA

Bulletin

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October 1948

UNITED STATES TRAVEL DIVISION

TRAVEL USA

Bulletin

VOL. 1 NO. 1 OCTOBER 1948



The Cover

Navy and Marine Memorial
Washington, D. C.
Photographed by
Abbie Rowe,
National Capital Parks.

Issued monthly by

**The UNITED STATES TRAVEL DIVISION,
NATIONAL PARK SERVICE, DEPARTMENT
OF THE INTERIOR, WASHINGTON 25, D. C.**

Approved by the Bureau of the Budget

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Purpose and Program

For many years the United States of America was one of the few large countries in the world that did not maintain an official Government travel office. This was an anomaly in view of the fact that fifty or more foreign nations were officially engaged in promoting travel to their own countries and the principal target of their well organized campaigns was, and still is, the American tourist.

In 1940, Congress took the necessary steps to create within the Department of the Interior an official organization to encourage, promote, and develop travel to and within the United States. The activities of this new office, which were carried on successfully for a brief period, were suspended from 1942 to 1947 as a result of stringent restrictions on both foreign and domestic travel imposed by World War II.

The United States Travel Division is again in operation. Its staff is engaged in initiating a new program that has been devised with the aid of representatives of all important phases of the travel industry. The attraction of foreign visitors to this country will have an important place in this program. Initially, these efforts will be concentrated within the Western Hemisphere, but will be extended to other parts of the world as changing economic conditions make such action desirable. Within the U. S. A. all possible cooperation and assistance will be given to the travel industry and the traveling public in maintaining a high level of domestic travel.

The Travel Division will not compete in any way with private travel organizations, but will seek to bring about the full utilization of existing facilities and will encourage the establishment of new facilities when and if they are required.

TRAVEL USA will be issued free to travel organizations in this country and throughout the world. It will serve as a medium for the exchange of ideas beneficial to the development of travel and will describe services offered to industry by the Travel Division and other Government agencies. It will also foster the use of United States registered ships and planes overseas.

----- **California** *relives in pageantry*

"DAYS OF '49"

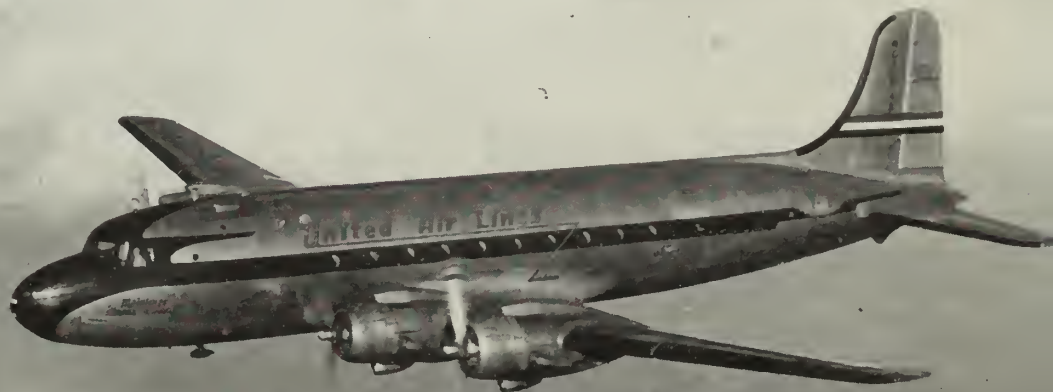
By Bill Scammon

Celebration of the first of California's three centennial years, Gold Discovery, 1948, Gold Rush Days, 1949, and Statehood, 1950, will be brought to a climax this month in San Francisco with appropriate pageantry.

On October 23 there will be an illuminated night parade with 40 elaborate floats, 30 bands, and 25 drum corps. More than 86,600 square feet of gold and silver foil have been used in the decoration of the floats, which were designed by Art Director Mel Melvyn. The night parade will be preceded on October 17 by a day parade in which will ride the horsemen of the Portola Trek as the last stint in their reenactment of the expedition of Portola and his men from San Diego to San Francisco. These horsemen, in early Spanish costume, left San Diego on July 13 and have been feted with festivals and pageants all along the route of their 790-mile, 108-day ride.

Participation in the celebrations during the next two years will be State-wide as it was during the present year. Scores of cities and smaller communities will stage individual events in commemoration of their 100 years in history. The principal theme for the events next year will be the "Gold Rush" or the "Days of '49." Announced also as part of the program for next year will be celebrations marking the centennials of art and music in California, and in 1950 California authors will be similarly honored. During all 3 years there will be ceremonies unveiling historic markers throughout the State.

Detailed information concerning the centennials may be obtained from William Scammon, Coordinator of Publicity, California Centennials Commission, Ferry Building, San Francisco.



Aerial view of San Francisco where many of the Centennial celebrations will be held. United Air Lines photo



Promotes Vacation Travel on a Limited Budget

Don Parry, Director of Public Relations for the Connecticut Development Commission, has charge of the State's travel promotion program, with a staff of four persons regularly employed and additional temporary personnel during the busy season.



CONNECTICUT

Development Commission

By Don Parry

Connecticut, third smallest State in the Union and one of the most highly developed of all the States industrially, does a successful job of recreational travel promotion through the Connecticut Development Commission.

The Connecticut Development Commission, which handles publicity and promotional activities as well as other functions, has four administrative divisions. Since recreational promotion is so largely a matter of advertising and publications, this function is handled by the Public Relations Division, which also has charge of all advertising done by the Commission, and creates the general literature.

Because of the predominant importance of manufacturing industry in the economy of Connecticut, the Development Commission's budget for space advertising in periodicals, totaling about \$50,000 per year, is 80 percent industrial and only 20 percent recreational advertising. With no more than \$10,000 to spend for advertising, the effort must be concentrated not only as to seasons of the year but also as to advertising media.

Connecticut, the southernmost of the New England States, does not have sufficient snow cover in an average winter to allow much opportunity for development as a winter sports area, and vacation travel is largely con-

centrated into the popular summer months. The advertising of Connecticut as a vacation area is therefore carried on during the Spring and early Summer months when vacations are being planned.

In order to make sure that Connecticut gets the utmost value from its advertising dollar, the Commission conducts a survey each year among those who have answered the advertising and requested literature. By means of a return, prepaid postcard these correspondents report on their vacation travel, amount spent, and other vital facts. Since all advertisements are keyed to show the source of inquiries, this annual survey enables the Commission to select those publications which bring the greatest return per advertising dollar spent.

The survey also offers a sound statistical basis for estimating the total revenue brought to Connecticut by vacationists. By conservative statistical methods it can be shown that recreational revenue each season amounts to more than \$10,000,000. Business directly traceable to the State's advertising amounts to more than \$1,000,000 per year. With less than \$10,000 to spend in advertising, this shows more than a 100-to-1 return on the recreational advertising program, which is felt to be ample justification for continuance of a travel promotion program by a tax-supported agency.

Understatement in the Southwest

WHETHER by accident or design the State of Arizona seems to have clicked as one of the truly smart promoters in the country's \$10-billion tourist industry. While Nation-wide tourist revenues have increased an estimated 67 percent since 1939, Arizona claims a 300 percent jump—from \$25 million in 1939 to \$100 million in 1947. Yet Arizona does not advertise itself nationally, distributes practically no cheesecake or boiler plate to U. S. newspapers, and has not staged a single scooter race or underwater picnic to get its girls bouncing about in front of newsreel cameras. Instead, it puts out a magazine. Through its highway department, it publishes *Arizona Highways*, a monthly that takes no advertising, charges 35 cents a copy, \$3 a year. The magazine circulates to 180,000 subscribers, all but 20,000 of them nonresidents. Result: Of annual promotion expenses of \$461,000, Arizona has to pay only \$100,000, while people who don't live in the State foot most of the

rest in the process of being convinced that they ought to go there.

One of the features of this tour de force consists of full-color photographs by such masters as Ansel Adams, superbly reproduced on heavy stock. The magazine wears this opulence well. Without the derivative, neo-slick quality that mars so many regional publications, *Arizona Highways* has an easygoing, twangy sort of charm that is partly a reflection of its editor, Ray Carlson, who, like most Arizonians, believes there is no need to rub in the patent fact that Arizona is the best of all possible States. Therefore the magazine's prose is essentially a quiet appreciation among connoisseurs of the State's fauna and flora, its exciting topography, and the legends of Doc Holliday, the Earp clan, and Dutch Annie.

Arizona Highways has become such a showcase that Carlson can get the pick of the region's artistic output at the pulp rates of 2 cents a word, \$15 a picture. Some contributors, notably authors Ross Santee and Clarence Budington Kelland, charge nothing at all. With virtually no expenses save printing, net sales receipts of \$392,000 last year came close to covering costs. An annual appropriation from the legislature of \$100,000 covers the small magazine deficit and all the rest of the State's promotion program, which consists almost entirely of production and circulation of road maps.

As soon as he gets expanded press facilities, Carlson plans to put *Arizona Highways* on national newsstands and to spend money for the first time to publicize the magazine itself. Immediate goal: 100,000 more readers. "We think that would be good," he says, "for a little country journal."

(Reprinted from July *Fortune*—copyright *Time*, Inc. 1948.)



Wish You Were Here . . .

Florida, second State in annual volume of picture postcard sales, is reaping the benefit of a direct-mail publicity campaign that is telling the story of Florida to over 30,000,000 people a year. Russell Kay in an article, "Having a Good Time—Wish You Were Here", Florida Newspaper News and Radio Digest, July 1948, points out that every day thousands and thousands of visitors purchase and mail picture postcards to relatives and friends throughout the Nation and world. This activity represents an annual investment of \$600,000 in sound publicity and costs the State of Florida not one cent.

Curtis Travel Survey

By Clifton W. Housley

Recreation and Market Analyst
The Curtis Publishing Company

The Research Department of the Curtis Publishing Company has just begun a Nation-wide survey of the habits, patterns, and expenditures of America's vacation travelers. The survey, which is Nation-wide in scope, is on a continuing monthly basis and will provide information of interest to all organizations and groups interested in the transportation, travel, hotel, resort, and tourist business. The survey will show the following information:

1. The number of families throughout the U. S. taking vacation trips.
2. The average number of vacation trips taken per family.
3. The average number of persons per vacation trip.
4. The average length of time spent on each vacation trip.
5. The States and foreign countries in which the vacation trips were taken.
6. Method of travel—whether by automobile, train, bus, airplane, or boat.
7. Distance traveled on vacation trips.
8. Transportation expenditures by method of travel.
9. Types of living accommodations used on vacation trips while en route and at destination (hotel, tourist court, etc.).
10. Number of days spent in each type of living accommodation.
11. Expenditures for food, beverages, and accommodations while on vacation trip.

This information is of interest not only to the transportation, travel, and hotel businesses, but also to city, State and area groups who are exerting strenuous efforts to increase tourist travel in their respective communities.

The survey is being conducted through a consumer panel operation consisting of 4,000 families living in every State of the Union. These families represent an accurate cross section of all U. S. families and are carefully selected as to geographic distribution, age, income, and other characteristics.

Due to the large amount of work involved in developing this information, the results will not become available until late fall—possibly around November or December of this year.

Nation-Wide Travel Statistics

A plan for compiling travel statistics as a part of the 1950 Population Census has been presented to the Bureau of the Census by the United States Travel Division.

Based on a suggestion made by Don Thomas, Collaborator, U. S. Travel Division and Managing Director, All-Year Club of Southern California, the plan was carefully developed by a subcommittee of the U. S. Travel Division Advisory Committee. The research staffs of the Association of American Railroads and the American Hotel Association furnished valuable assistance to the subcommittee.

A leaflet setting forth the plan is being printed by the U. S. Travel Division and will be distributed to organizations on the mailing list at an early date.

The decision of the Bureau of the Census with reference to the plan will be announced in a forthcoming issue of *TRAVEL USA*.

Air Transport—Facts and Figures

The Air Transport Association's annual *Facts and Figures*, published by the Air Transport Magazine, is 16 pages packed with useful information, tables, charts, and graphs, pertaining to the air-transport industry. The ninth, or current, edition carries the statistical tables through 1947 operations.

Questionnaires Pay Dividends

The present expanded activities of the Territorial Information Department (Chicago and northern Illinois), located at 140 South Dearborn Street, Chicago, are largely based on the results of a mail questionnaire sent out in 1945. The coverage which requested a rating of cities by heads of manufacturing companies in Northeastern U. S. asked for opinions on two scores: the city as a place (1) to live and (2) in which to do business.

Chicago rated high as a desirable business location, rather low as a place in which to live. The Territorial Information Department, until then primarily concerned with stressing advantages to business in Chicago and northern Illinois region, took its cue from the questionnaire. Living facilities and recreational opportunities were underscored by a large, 52-page book, "Why People Enjoy Living in Chicago and Northern Illinois," devoted almost exclusively to pictorial evidence of the area's virtues.

The increase in scope of operations paid off. In 1947 the questionnaire was reinitiated, and Chicago ranked high in both categories.

How Is Passenger Business on the Railroads?

By Earl B. Padrick

Chairman, Transcontinental and Western Passenger Associations

This year we are frequently being asked, "How is passenger business on the railroads?"

The answer in general terms is that traffic is down slightly on a passengers-carried basis, while on a revenue basis there is a gain being reported by some railroads. Others report the reverse. Generalizations never are satisfactory, and this is the case this year.

The trend of the traffic indicates a need for more aggressive selling on the part of all concerned.

One very bright spot this year is the volume of all-expense-tour business handled by the tourist agents, members of the Rail Travel Promotion Agency, which, up to August 1, 1948, was more than the entire year of 1947. This yardstick is on the basis of the 10 percent commissions paid to tour and travel agencies for sales of all-expense tours on the railroads for the periods covered.

This big increase is very encouraging. It means that the all-expense tours are being developed and aggressively sold by tour and travel agents throughout the United States, which is of benefit not only to the railroads but also to others in the travel industry participating in such tours, such as hotels, sightseeing companies, and others.

This year, too, we are seeing more new equipment being placed in service every month. The car builders, because of shortages which all industry has experienced, are about 2 years behind on deliveries. So far many complete new trains, and on other trains new coaches are already in operation with more new equipment being delivered at an accelerated pace. Fall and winter will see sleeping-car together with feature-car deliveries being made in much greater volume.

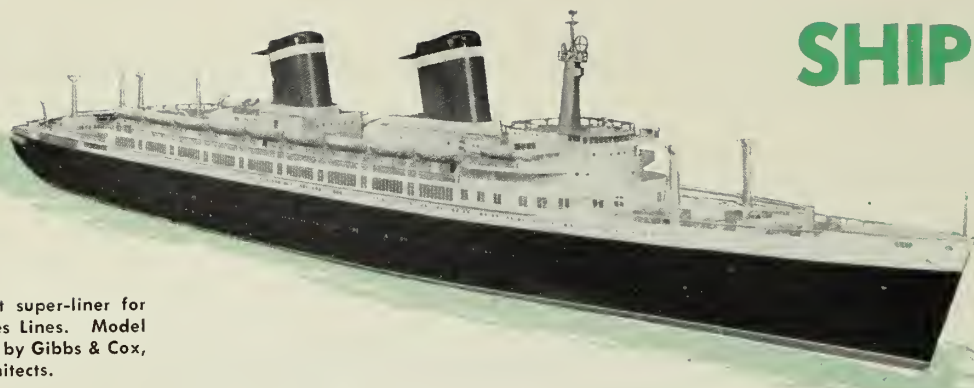
All this points to greater opportunity to provide an even better travel package to the traveling public in all sections of the country.

Looking forward, as people in business and industry are doing, we undoubtedly are facing a period when more aggressive selling and better merchandising are needed.

The railroads, through their accelerated training programs, desire to give their customers the best possible and more personalized service. Through the Rail Travel Promotion Agency they will continue to work with tour and travel agents in the promotion and development of additional all-expense-tour traffic. It is hoped this accelerated program of the railroads will bring continued prosperity for all those concerned in the travel industry.

Chicago's Railroad Fair closed September 30 after a phenomenally successful season which began July 20. Attendance surpassed the 3 million mark—a daily average of more than 45,000 visitors. Next year it is expected that the Fair will be reopened on June 15 or July 1 with a greatly expanded program of exhibits and special events. Photograph by Alexander and Associates.





Model of 980 foot super-liner for the United States Lines. Model and photograph by Gibbs & Cox, Inc., Naval Architects.

New Ships for the American Flag

By Vice Admiral William W. Smith, USN (Ret.)

Chairman, United States Maritime Commission

American flag passenger ship services throughout the world will be greatly augmented under a new ship construction program announced recently by the United States Maritime Commission.

The Commission awarded a \$50,000,000 contract on August 11 to the Bethlehem Steel Corporation for the building of two passenger vessels for the Mediterranean service of American Export Lines, and a \$32,000,000 contract on August 18 to the New York Shipbuilding Corporation for the construction of three combination passenger-cargo ships for the round-the-world service of American President Lines. In addition, the Commission authorized, on August 13, invitations for bids for the construction of a superliner, which may cost \$65,000,000, for the North Atlantic service of the United States Lines.

These vessels, and others expected to be authorized for construction in the next few months, will revitalize the shipbuilding industry of the United States and enlarge the sorely depleted passenger services of the American Merchant Marine. They will be built under a program for which the 80th Congress approved a total of \$178,000,000 in contract authorizations to the Maritime Commission after receiving a supplementary budget message in which President Truman pointed out the need for passenger ships and tankers to round out the American merchant fleet.

The President recently hailed the Maritime Commission's announcements of contract awards as "the beginning of fruition of many months of hard work on plans for a new shipbuilding program in the United States."

Referring to the funds made available by Congress to finance Federal construction-differential subsidy grants for the new ships, President Truman said: "The willingness of private steamship companies to match their capital with these Federal funds for the building of ships is most encouraging. I hope that additional contracts can be placed. A Maritime Commission, military and industry liaison committee is now exploring the possibilities of

extending the merchant ship construction program under the provisions of existing legislation which makes available to private companies construction-differential subsidies offsetting the higher costs of building ships in American yards as against building them in foreign yards.

"The efforts of this committee, and the continued cooperation of industry with the Government through the Maritime Commission, will assure us of an American Merchant Marine adequate for both trade and defense, as envisaged in the national maritime policy expressed in the Merchant Marine Act of 1936."

The American Export Lines vessels will be built in the Quincy, Mass., shipyard of the Bethlehem Steel Corporation. They will be the first new passenger ships constructed in this country since the war, and the second largest merchant ships to be built in the United States. They will be 683 feet long with a beam of 89 feet, and will carry 972 passengers in 354 staterooms arranged in three classes. The crew will number 551. The vessels will measure 30,000 tons displacement and will have a speed of 22½ knots.

The American President Lines vessels will be built at the Camden, N. J., yard of the New York Shipbuilding Corporation. They will be larger and faster than the original C3 ships in the American President Lines round-the-world service, measuring 526 feet in length over all, with a beam of 75 feet and a speed of 19 knots. Displacement will measure about 19,600 tons, and deadweight tonnage will be approximately 10,600. They will carry 228 passengers in 67 staterooms and a crew of 162. They will be operated as one-class ships, on a fortnightly schedule encircling the globe in 98 days.

The proposed superliner for United States Lines will be the largest passenger vessel ever laid down in this country. She will be 980 feet long and will carry upwards of 2,000 passengers, making a speed of 28 to 30 knots. She will be able to carry 12,000 troops, in an emergency, a distance of 10,000 miles without stopping.

TOMORROW



Above: Artist's drawing of one of the three round-the-world ships for the American President Lines. Photograph by American President Lines, Inc.

Below: The American Export Lines will have two express passenger vessels like the one shown in this artist's drawing. Photograph by American President Lines, Inc.



Interoceanic Canal Route

The Governments of Colombia and the United States have agreed to conduct a preliminary reconnaissance by air, land, and river, of the proposed Atrato-Truando interoceanic canal route through Colombia, according to *Foreign Commerce Weekly*. This reconnaissance will be for the purpose of obtaining preliminary estimates of costs in order to permit of a comparison between this and other possible canal routes.

The reconnaissance will be carried out by a mixed commission of Colombian and American engineers. The actual field study will be made by two groups, one of which will proceed from Humboldt Bay on the Pacific Coast, while the other will enter the Atrato River Valley from the Caribbean Coast.

It is expected that the reconnaissance will be undertaken within 2 months and completed in 5 or 6 weeks.



Artist's view of one of four new one-class passenger liners put in operation September 21 on a fortnightly New York-Mediterranean service by American Export Lines. The vessels are the *Excalibur*, *Exochorda*, *Exeter*, and *Excambion* and will each accommodate 125 passengers.

National Parks

Attendance Up

National Parks are ending another travel year September 30 with a new record for attendance. While final figures were not yet available when TRAVEL USA went to press, there was every indication that the total number of visitors to all the areas in the National Park System would reach the 30-million mark, which had been predicted earlier in the year.

On July 31, attendance to all areas had reached 20,424,881, a gain of 3,268,111 (19 percent) compared with the same period of the 1947 travel year. Toward the end of August, Yellowstone National Park, which had 932,503 visitors in 1947, reported that this year there would be over 1,000,000 visitors. Other areas with more than a million visitors for the 1948 travel season are: Great Smoky Mountains National Park, the Blue Ridge Parkway, Lake Mead Recreational Area, Lake Texoma Recreational Area, and the Lincoln Memorial in Washington, D. C.

For the 12 months ending June 30, 27,881,015 people visited national park areas. Region One, including all States east of the Mississippi except Michigan, Indiana, Illinois, and Wisconsin, had 9,614,612 visitors. Region Two, embracing 11 Middle Western and Rocky Mountain States had 3,503,593 visitors. Region Three, 8 Southwestern States includes Texas and Oklahoma, 6,606,907 visitors. Region Four, 5 Pacific Coast States including Idaho, Nevada, Alaska, and Hawaii, 4,812,543 visitors. The national capital parks had 3,343,360 visitors.

Improved Facilities

During the year considerable improvements have been made by concessioners in some of the national parks. The Yellowstone Park Company has spent \$750,000 in rehabilitating its various hotels and in the installation of a fire-prevention sprinkler system. The Glacier Park Company has also installed a sprinkler system in its hotels, and at the Grand Canyon the Fred Harvey Company is spending \$150,000 on cabins, cafeteria, and an improved heating system.

National Park Concessions, Inc., reopened the Windigo Inn at Isle Royale for the first time since the war, and made considerable improvements to Rock Harbor Lodge. One new 12-room unit was added by the Virginia Skyline Company, Inc., to its facilities at Big Meadows in Shenandoah National Park. Permits were also granted by the National Park Service to numerous concessioners for the construction of overnight cabins, bathhouses, and docking facilities at Lake Texoma Recreational Area.

At Bluff Park on the Blue Ridge Parkway in North Carolina the National Park Service will spend \$160,000 for the construction of a coffee shop and a 30-room overnight lodge, and a gasoline station. It is expected that these improvements will be ready by the beginning of the 1949 summer season.



Mr. Singer, Chairman
—Harris and Ewing



Mr. Horrworth



Mr. Macnamee
—Harris & Ewing



Mr. Padrick
—Koehne, Chicago



Mr. Redfern
—Del Ankers



Mr. Ristow
—Gore Studios

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- M. F. Redfern, Vice President, Traffic, Air Transport Association of America.
- L. H. Ristow, Chairman, National Bus Traffic Association, representing the National Association of Motor Bus Operators.

Dude Ranches

Charles G. Moore, president of the Dude Ranchers' Association, gave a rather gloomy forecast of the 1948 dude-ranch season in the July quarterly number of *The Dude Rancher*. He noted among other things that bookings for travel abroad were heavy, that there was less advertising of dude-ranch vacations than in former years, and that the best travel advertising he had seen was being done by Canada.

Now that the 1948 season has closed, Mr. Moore says: "Unhappily my forecast turned out to be more or less correct. The dude-ranch business has been very spotty this year and has fallen off considerably since last year.

"I am of the opinion that the principal reason for this falling off is that the great spending spree, following the war, is about over. Other things that enter into the picture are travel to Europe, the reduction of rates to Europe, and the fact that for some inexplicable reason there is no Federal tax on steamship transportation. It looks very much as though our Federal Government was more interested in European travel than travel within the United States.

"It has been necessary to raise dude-ranch rates approximately 10 percent this year, but even this raise will probably not offset the increased cost of operation.

"While dude ranchers do not cater to transient trade, we have had more short-time business this year than usual. There has been a great wandering public this summer—people wandering about the country in automobiles. We have taken in some of these people because they were old guests or because they came with letters from former guests. Since we had cabins available, we took them in for short stays."

Motion Pictures

Of considerable interest and value to the travel industry is the series of motion pictures depicting the natural resources of the States produced by the Bureau of Mines in cooperation with private corporations.

Films already completed and available for distribution are those on Texas, Oklahoma, California, and Ohio. Now in production for release before the end of the year are films on Arizona, Wyoming, Oregon, Washington, and Nevada. For the promotion of this program various industries have already provided over \$600,000.

The films are all 16-mm with sound and color with the exception of those on Texas and Oklahoma, which are in black and white. Each film requires approximately 30 minutes for showing, and with 100 copies per State it is estimated that each film will be shown 6,000 times a year.

Responsible individuals or organizations may borrow these films free of all charge except transportation costs. Requests for loans should be addressed to Louis F. Perry, Supervising Engineer, Graphic Services Section, Bureau of Mines Experiment Station, 4800 Forbes Street, Pittsburgh 13, Pennsylvania.

UNITED STATES TRAVEL DIVISION ADVISORY BOARD

The Advisory Board, authorized by Congress, meets quarterly, advises the Secretary of the Interior on the Policy and program of the United States Travel Division.

Members representing the Federal Government:

H. H. Kelly, Department of State.

John H. Sicker, Department of Agriculture.

Paul H. Jordan, Department of Commerce.

E. H. Cox, Interstate Commerce Commission.

Stephen C. Manning, United States Maritime Commission.

George W. Burgess, Civil Aeronautics Authority.



Mr. Kelly



Mr. Sicker
—U. S. Forest Service



Mr. Jordan
—O. E. M. Photo



Mr. Cox



Mr. Manning



Mr. Burgess



Travel Round-up

MEETINGS

A. S. T. A. Convention

Special trains from Chicago and New York, business meetings, panel discussions, golf and bridge tournaments, lunches, cocktail parties, dinners, and a special exhibition of travel advertising art will be features of the 18th Annual Meeting and Convention of the American Society of Travel Agents in Savannah, Ga., October 18-22, 1948.

Leaving Chicago on Saturday and New York on Sunday, special trains will arrive in Savannah Monday morning, October 18, after picking up delegates at Philadelphia and Washington.

The announcement sent out from the home office of A. S. T. A. in the Hotel McAlpin, New York City, states that a limited number of invitations to attend the convention have been issued to non-member companies within the travel industry.

A post-convention tour is being arranged by a special committee. This tour and the special trains for Chicago and New York will leave Savannah Saturday, October 23.

N. A. T. O. Conference

Captain Eddie V. Rickenbacker, president and general manager of Eastern Airlines, has accepted the invitation of the National Association of Travel Officials to be their banquet speaker November 16 in Miami Beach, Fla., when travel and resort officials from all over the United States will meet for a 3-day annual conference.

General committee meetings will be held November 15 and business sessions on November 16 and 17.

Inter-American Travel Congress

The Third Inter-American Travel Congress, comprising representation of the 21 American Republics and the Dominion of Canada, will meet in Buenos Aires, Argentina, December 6-15, 1948. The Congress was originally scheduled to meet in April, but was postponed to permit more time for perfecting the agenda of this first postwar meeting. The first Congress was held in San Francisco in 1939, the second in Mexico City in 1941.

The United States Government is a member of the Inter-American Travel

Congress and will send an official delegation to the Buenos Aires meeting, with instructions as to this Government's position with respect to the items on the agenda.

In addition to the official delegates from the member countries, representatives of private associations and corporations engaged in travel activities may attend the Congress as associate members upon invitation by the organization committee of the Congress. It is estimated that more than 400 delegates will be present.

Copies of the complete agenda for the Congress may be obtained by bona fide travel organizations upon application to Francisco J. Hernandez, chief, Travel Division, Pan American Union, Washington, D. C.

International Union

E. W. Wimble, chairman of the Home Holidays Division of the British Travel and Holidays Board, was elected president of the International Union of Official Travel Organizations at its third annual conference held in Oslo, Norway, during the past summer.

The Union was formed to provide the framework for a world-wide federation of the official government travel offices of the various nations. Comprised originally of representatives of 19 European countries, many new members were added this year, including Australia, Canada, Ceylon, East Africa, Ecuador, Iceland, Peru, Southern Rhodesia, South Africa, Uruguay, and the British West Indies.

At the Oslo conference it was announced that the Economic and Social Council of the United Nations had conferred upon the Union consultative status, category (b), applying to international organizations founded on inter-governmental initiative.

The work of the Union is conducted chiefly through study commissions, which report to the membership at the annual conferences, or to the executive committee if interim action is necessary. Reports were submitted at the Oslo conference on International Travel Statistics, Social or Popular Travel, United States-European Transport Facilities, Frontier Formalities, European Tourist Industry and European Recovery and Exchange Restrictions and Regulations.

The United States is not a member of the Union but has sent observers to the three international conferences already held. The United States Travel Division maintains liaison with the Union and is compiling a file of its publications and reports which will be made available to accredited research workers.

FOREIGN TRAVEL

Passport Analysis

In July the Passport Division of the Department of State for the first time compiled a summary of passport statistics covering the months of April, May, and June. Similar summaries will be made each quarter and will be available to industry on request.

During the second quarter of the year, 82,786 passports were issued or renewed. The break-down in the summary reveals state of origin, object of travel, mode of travel, destination, occupation, status of applicants, and additional persons included in the passports.

New York State provided nearly one-third of all travelers to foreign countries. Personal business was given as the object of travel by more than half of the applicants for passports, with pleasure travel second. The greatest number of travelers were headed for western Europe, but a considerable number were also destined for Latin America. By occupation the largest group was housewives, with skilled laborers second, and students third. More men than women had reason to travel abroad, and the applicants for passports were almost evenly divided between native-born and naturalized citizens.

An all-time record for passports was made in 1930 when 203,174 passports were granted. In 1947 the number was 202,424. During the first seven months of 1947, 139,321 passports were issued. For the same period in 1948, 164,116 have been issued. At the present date approximately 500,000 United States citizens have effective passports.

HIGHWAY TRAFFIC

Upward Trend

Motor-vehicle travel on main and local roads for the country as a whole continues to increase in volume and, on the basis of preliminary figures obtained by the Public Roads Administration through its system of nation-wide automatic traffic recorders, it appears that a new record for July has been established.

Rural traffic in vehicle-miles on main roads for July 1948 reached an astronomical total of 14,581 millions. This was an increase of 13.3 percent over July 1941, 126.2 percent over July 1943, and 6.5 percent over July 1947. On local

roads the volume of travel was 4,941 millions of vehicle-miles, or 11.1 percent over July 1941, 86.1 percent over July 1943, and 9.7 percent over July 1947.

Rural traffic had the highest rate of increase in the far western States. In the eastern regions, including the eleven New England, Middle Atlantic, and South Atlantic States, the total volume of travel on main and local roads was 6,179 million vehicle-miles. This represents an increase over July 1941, of 0.6 percent, July 1943, 135.2 percent, and July 1947, 4.9 percent. In the central regions, embracing 20 States, the total volume was 9,263 million vehicle-miles; 14.3 percent over July 1941, 102.5 percent over July 1943, and 8 percent over July 1947. In the western regions, with 11 Mountain and Pacific States, the total volume was 3,665 million vehicle-miles, or 35.6 percent over July 1941, 116.1 percent over July 1943, and 9.7 percent over July 1947.

During July 1948, 54 toll facilities on highways throughout the United States were used by 20,783,919 passenger automobiles, a 12.7 percent increase over July 1947.

Alaska Highway

The United States customs officer at Fairbanks, Alaska, reports that persons and vehicles entering Alaska during the present season over the Alaska Highway are as follows: May, 262 vehicles, 591 persons; June, 679 vehicles, 1,819 persons; July, 773 vehicles, 2,126 persons; August, 630 vehicles, 1,617 persons.

PETROLEUM

The petroleum picture has shown a substantial degree of improvement during the past several months, although the possibility of temporary and local supply difficulties during periods of exceptionally severe weather or abnormally heavy demand remains. The very considerable increases in crude oil production and refinery runs that continue to be realized, plus the substantial net import balance that has been attained this year, have made it possible to avoid any shortage of gasoline on the consumer level this summer and have minimized the possibility of a shortage of burning oil during next winter. Over all, however, petroleum continues to be in scarce supply.

Stocks of gasoline, kerosene, and fuel oils are higher than last year and are, in general, at record seasonal highs. However, in view of the continued sharp increase in demand, such higher inventory levels are essential to the meeting of consumer demand in full and on time. If prudence in the use of petroleum products is observed by the consuming public, such difficulties as may occur should be minor and of very brief duration. Unless there are unfavorable developments that cannot now be foreseen, gasoline should continue to be available to the motorist when and where he wants it; and adequate

supplies of fuel should be available to meet in full the petroleum requirements of the various forms of public transportation.

MISCELLANEOUS

Travel Art Exhibition

The United States Travel Division will sponsor an exhibition of travel advertising art in the Telfair Academy of Arts and Sciences at Savannah, Ga., October 17 through November 7. The exhibition will consist of posters, calendars, and original drawings or color photographs from which magazine advertising was prepared.

Only items of outstanding merit have been included in the collection and these were selected by a committee under the chairmanship of Charles Seymour, acting chief curator of the National Gallery of Art.

Posters and other examples of advertising art representing many phases of the travel industry in the United States have been entered in the exhibition, which will also include many items submitted by the official travel bureaus of nations in Europe and Latin America.

Following the showing at Savannah, it is planned to stage the exhibition in art galleries in other American cities.

Treat 'Em Right

In noting from a survey that visitors to Colorado were spending more care-

fully, the *Denver Post* warned: "When a vacationist is watching his pocketbook, he is particularly sensitive to any suspicion that he is being gouged. Chambers of Commerce and civic groups can render an important service if they will undertake to protect our visitors from unjustified charges. If a tourist is gouged any place in Colorado it is a matter of public concern—not merely a private affair between the gougee and the gouger."

Hunting and Fishing

Outdoor Life for September contains a complete compilation of the hunting seasons, 1948-49 for all States and Territories. Included also are the hunting seasons for all provinces and territories of Canada. A similar compilation giving fishing seasons and regulations was in the August issue of *Outdoor Life*.

Trailer Camps

In a recent issue of *Holiday News Letter* it was reported that auto-trailer vacationists were feeling the Nation's current housing shortage. Established trailer camps, particularly near large communities, in many instances have been transformed into permanent trailer home sites because of the emergency on living accommodations.

Americans in Canada

Our neighbor to the north played host to nearly 25 million Americans this summer according to recent estimates. This huge number represents two American tourists for every man, woman, and child



Interior view of the "Visionaire," a new type of sightseeing bus put in operation in major cities this year by the Gray Line Associated Sight-Seeing Companies.—Calumet Photo.

in Canada. The Dominion rates tourism and transportation travel second only to her first industry—the production of paper pulp from timber.

Americans in France

Hotels and shops in Paris and the resort areas have had an especially successful season. It is estimated that more than 100,000 Americans have visited France this year.

Southwest

Arizona's tourist industry is estimated at \$100 million annually by Gordon Strachan in an article in the August *Santa Fe Magazine*. The New Mexico State Tourist Bureau is plugging "Four Season Travel" and has recently put out some excellent news releases describing the equitable fall and winter climate of New Mexico and the colorful Indian ceremonies held in those seasons of the year.

PUBLICATIONS

Recreational Area Map

The United States Travel Division will have available for distribution late in November a 9-color map showing the recreational areas of the United States.

The map, 43 by 32 inches, will show all of the national parks, national monuments, historic sites, and other areas administered by the National Park Service. It will also show the national forests, national wildlife refuges, Indian reservations, the Appalachian and Pacific Crest trail systems, reservoirs impounded by the Bureau of Reclamation and the Tennessee Valley Authority and the locations of approximately 1,100 State parks and State recreational areas.

The parks and recreational areas are described on the reverse side of the map and here also are given the names and addresses of State and Territorial travel offices and State park authorities.

Sources of Travel Information

After October 15, the United States Travel Division will have available for free distribution a folder giving the names and addresses of the travel and tourist offices maintained by the States and Territories. This leaflet will be the first in a series of similar publications describing "Sources of Travel Information."

Travel Host Schools

Communities that wish to organize a Travel Host School may obtain an excellent manual on this subject by writing S. Valentine Saxby, Secretary, National Association of Travel Officials, 4306 Luverne Street, Duluth 4, Minn. The price is 25 cents per copy.

The manual was originally prepared by the Oregon Advertising Club of Portland in cooperation with the Travel Informa-

tion Department of the Oregon State Highway Commission. It has been revised for NATO.

Anniversary

Hawaiian Islands magazine, *Paradise of the Pacific*, observed its sixtieth anniversary in August with a special edition. In an editorial its publishers promise to continue to follow in the future the same policy which was stated in the first issue in 1888: "It will be a monthly publication, devoted to diffusing abroad for the benefit of tourists and others . . . reliable information on Hawaii, with occasional papers on current events, though politics and personalities will be carefully avoided."

House Organ

Redwood Empire News, official house organ of the Redwood Empire Association, 85 Post Street, San Francisco 4, Calif., began publication in July. Its first number, 8 pages, contains a statement of policy, news, and feature stories.

New Trade Journal

Pacific Pathways, quarterly western pictorial magazine, now issues in the intervening months a supplementary trade publication, *Western Travel*. Containing current travel news about the West, it will have a controlled circulation of 3,500 covering recognized travel agents and automobile club travel bureaus in the United States and Canada. Address: Pacific Pathways, 1114 West Eighth Street, Los Angeles 14, Calif.

TRAVEL BOOKS

HISTORIC SPOTS IN CALIFORNIA. By Mildred Hoover, Hero Rensch and Ethel Rensch. Stanford: Stanford University Press. 1948. 411 pp. \$5.

MOTHER LODGE ALBUM. By Othello Weston. Stanford: Stanford University Press. 1948. 177 pp. \$5.

PORTRAIT OF NEW YORK. By Cecil Beaton. New York: B. T. Batsford. 1948. 136 pp. \$5.

CHICAGO. Photographs by Arthur E. Haug. Text by Robert Cromie. New York: Ziff-Davis. 1948. 96 pp. \$2.50.

ALONG YOSEMITE TRAILS. By Josef Muench. New York: Hastings House. 1948. 101 pp. \$2.75.

A WEEK IN NEW YORK (in Spanish). By David Saavedra. New York: Hallsby Press. 1948. 98 pp. Illustrated. An interpretation of New York City for Latin American travelers and students.

Back Cover

Seacoast silhouette—near Arch Cape at Cannon Beach on the coast of Oregon. Photograph by Union Pacific Railroad.

VISITORS

Principality of Monaco

Gabriel Ollivier, director of the National Tourist Office of the Principality of Monaco, arrived in New York City on September 22 to confer with travel officials of this country. In the course of his visit Mr. Ollivier traveled to Washington, D. C., to meet Herbert A. Wilkinson, Chief, Travel Branch, Office of International Trade, Department of Commerce, and James L. Bossemeyer, Chief of U. S. Travel Division, Department of the Interior.

Mr. Ollivier intends to use the facilities of his large office in Monte Carlo for the purpose of developing reciprocal travel between the United States and Europe. He is especially anxious to receive travel promotion material concerning the United States from any agency wishing to have literature available either for reference or distribution to potential tourists in Monaco.

A secondary purpose in coming to this country was Mr. Ollivier's interest in American methods of travel promotion. During his brief sojourn in Manhattan he paid formal visits to a number of organizations, accompanied by his secretary, Mlle. Francoise Maccario, and Robert H. Wall, Assistant Chief of the U. S. Travel Division. He was especially impressed by the variety of organizations which play such active and successful roles in the field of domestic travel.

While in Washington, Mr. Ollivier conferred with Francisco J. Hernandez, Chief of the Pan American Union's Travel Division, for the purpose of establishing close relations with his office for the purpose of developing reciprocal travel activities.

In addition to his duties as director of Monaco's tourist program, Mr. Ollivier also carries on a well-rounded program of lectures and training classes as president of the International Commission of Tourist Personnel. He stated that his impressions of the United States gleaned during his brief but concentrated visit will help him to dispel many misconceptions which frequently deter Europeans from visiting this country.

Sweden

In response to a request from the New York office of the Swedish Tourist Association, the U. S. Travel Division is assisting two officials of RESO, the Travel and Holiday Organization of the Popular Movements of Sweden, in arranging a tour of the U. S. A. to study hotel and resort facilities.

Ivan Ohlson, President of RESO, and Einar Lindskog, Manager, Hotel Department, arrived in Washington, D. C., September 24, 1948. They spent the day in conference with U. S. Travel Division officials and other officials of the National Park Service.

Their tour will take them across the northern tier of States, down the Pacific Coast, and return via a southern route to New York City.

NOVEMBER						
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				

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

of Events

NOVEMBER

- 6-7 *Tucson, Arizona*
Old Tucson Days
- 1-30 *Narragansett, Rhode Island*
2d Annual Striped Bass Tournament (Sept. 6-Nov. 30)
- 1 *Shreveport, Louisiana*
Louisiana State Fair (Oct. 23-Nov. 1)
- 1-13 *Salem, New Hampshire*
Horse Racing (Rockingham Park)
- NFD¹ *Pacific Grove, California*
Annual Butterfly Pageant (On arrival Monarch butterflies—usually first week November)
- 1-6 *Panama City, Florida*
Bay County Agricultural Exhibit
- 1-6 *New Haven, Connecticut*
Annual Fall Chrysanthemum Show (East Rock Park)
- 1-6 *Gorham, Maine*
Harness Racing
- 1-9 *San Francisco, California*
Grand National Livestock Exposition, Horse Show, and Rodeo
- 1-13 *Lincoln Downs, Rhode Island*
Horse Racing
- 2-9 *New York, New York*
National Horse Show
- 4 *Claremore, Oklahoma*
Will Rogers Anniversary Program
- 4-6 *Webster, Florida*
Sumter County Breeder Show
- 4-7 *Pasadena, California*
Southern California Flower Show (Horticultural Center)
- 5 *Crowley, Louisiana*
International Rice Festival
- 5-6 *Bandon, Oregon*
Cranberry Festival
- 5-7 *El Paso, Texas*
100th Anniversary of Fort Bliss
- 5-14 *Phoenix, Arizona*
State Fair
- 7 *St. Petersburg, Florida*
Florida Sailing Association Regatta
- 7 *Marlow, New Hampshire*
Marlow Hill Beagle Club Field Trials

- 8 *Blackwell, Oklahoma*
National Rabbit Show
- 10 *Charlotte, North Carolina*
Charlotte Exposition and Food Show
- 10-13 *Wilmington, North Carolina*
National P. G. A. Golf Tournament
- 11 *St. Petersburg, Florida*
Armistice Day Regatta
- 12 *Tampa, Florida*
Tampa-Fort Myers Sailboat Races
- 13-14 *Alpena, Gaylord, Grayling, and Lewiston, Michigan*
Hunters' Round-up
- 14 *San Diego Bay, California*
Armistice Day Handicap Race (Yachting Regatta)
- 14 *Englewood Cliffs, New Jersey*
Square Dance "Callers" Jamboree
- 14-21 *Hawaii, T. H.*
Aloha Week (Parades, festivals, luaus, fishing parties, canoe races.
- 15 *Colorado* (high altitude areas)
Ski season opens
- 15-19 *White Plains, New York*
Annual Fall Antiques Exposition
- 17 *Trenton, New Jersey*
10th Annual 4-H Baby Beef Show and Sale (Fair Grounds)
- 18 *Orlando, Florida*
Jersey Cattle Club Show and Sale
- 19 *Macclenny, Florida*
Baker County Pine Festival
- 25 *Newport Harbor, California*
Thanksgiving Day Yacht Races
- 25 *New Orleans, Louisiana*
Horse Racing Season Opens
- 26 *Hollywood, California*
Santa Claus Lane (Hollywood Boulevard, Nov. 26 to Dec. 31)
- 27-28 *Scarsdale, New York*
Horse Show
- 27 *Los Angeles, California*
Great Western Livestock Show and Rodeo (Union Stockyards, Nov. 27 to Dec. 2)

DECEMBER

- 1-3 *McMinnville, Oregon*
Pacific Coast Turkey Exhibit
- NFD¹ *Oakland, Oregon*
Northwest Turkey Show
- NFD¹ *Zuni Pueblo, New Mexico*
Shalako House Dedication Dances (In early December at night)
- NFD¹ *Navajo Reservation, New Mexico*
(Hqrs. at Window Rock)
Fire, and Squaw Dances held at various points of Reservation after first frost.
- 1-3 *Sunnyside, Washington*
Turkey Show
- 2-3 *Alma, Michigan*
Michigan Turkey Festival
- 3-5 *Tucson, Arizona* (San Xavier Mission)
Second Papago Feast of St. Francis
- 5 *St. Petersburg, Florida*
Tampa Bay Handicap Sailing Races
- 6-8 *Ackley, Iowa*
Four-County Fair
- 8 *Lompoc, California*
La Purisima Mission Fiesta
- 10-11 *Brooklyn, New York*
Horse Show
- 14-15 *Phoenix, Arizona*
Beef Cattle Show
- 15 *Flagstaff, Arizona*
Arizona Sno-Bowl Opens
- 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 Posada (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

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

