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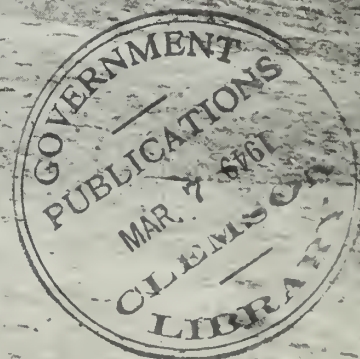
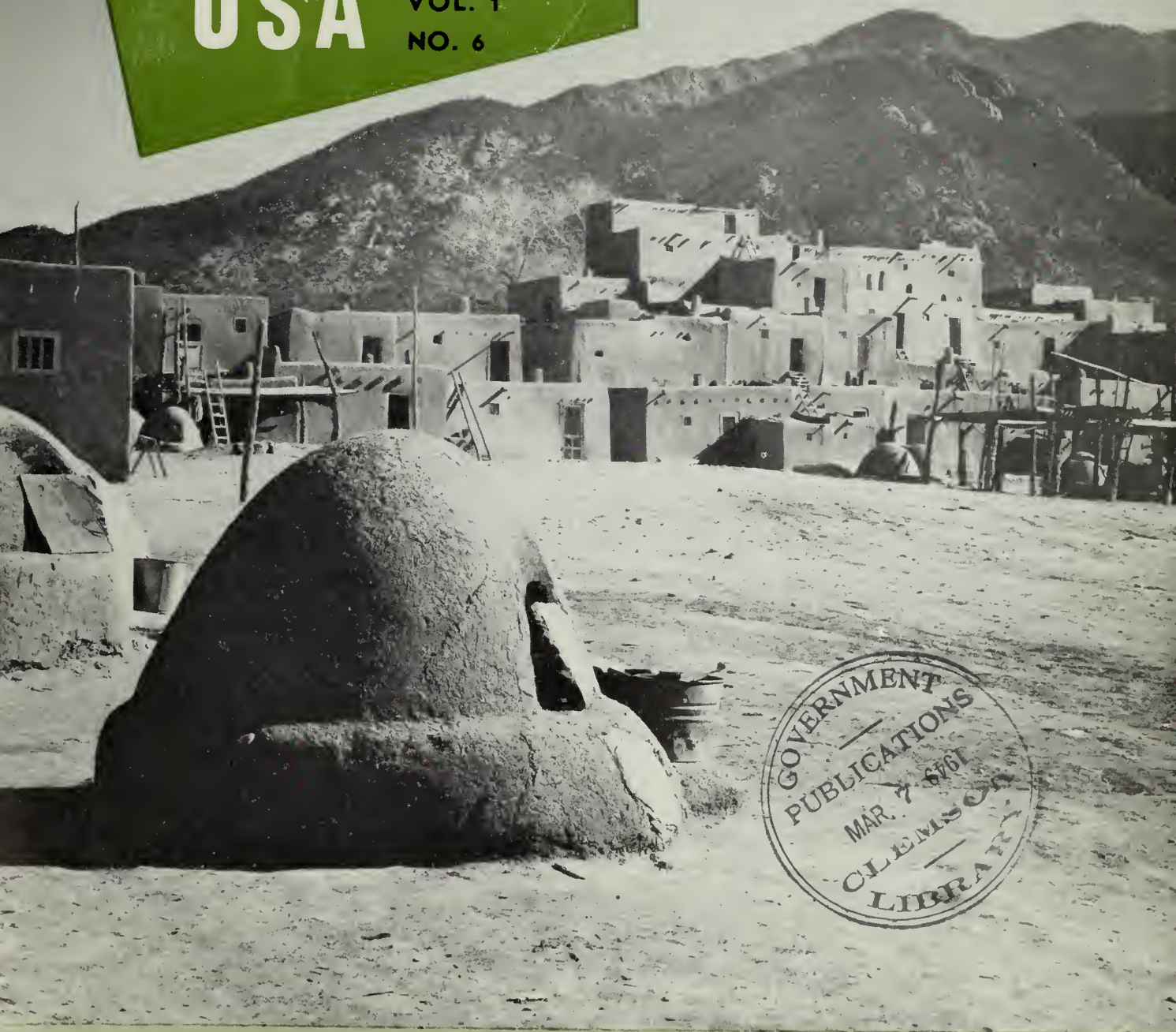
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TRAVEL USA

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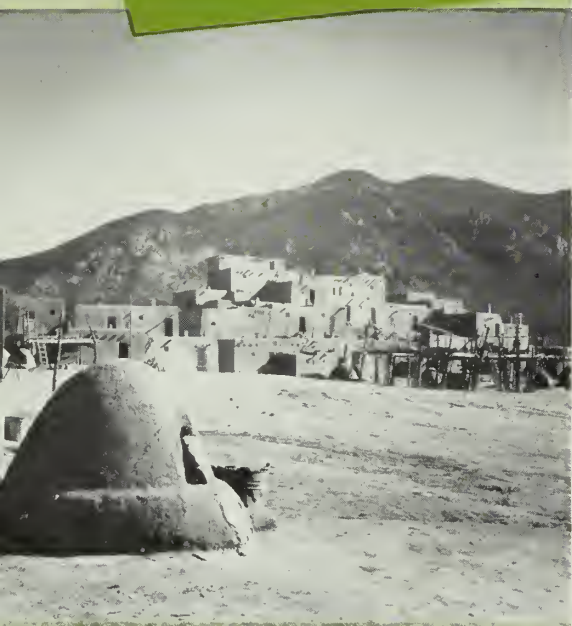


March 1949

UNITED STATES TRAVEL DIVISION

TRAVEL USA

MARCH
1949
Vol. 1 No. 6



FRONT COVER

Ancient Taos Pueblo, northern New Mexico,
New Mexico Tourist Bureau photo.

BACK COVER

Mt. St. Helens, Union Pacific R. R. photo

Issued monthly by

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

**DEPT. OF THE INTERIOR
WASHINGTON 25, D. C.**

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

Approved by Bureau of the Budget, Aug. 30, 1948

DEPARTMENT OF THE INTERIOR

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NATIONAL PARK SERVICE

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UNITED STATES TRAVEL DIVISION

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Welcome to the USA

One of the three basic functions of the United States Travel Division is to promote travel from foreign countries to the United States. At present only a few members of the world family of nations are in position to allow their citizens the dollar exchange necessary for trips to this country. Conditions are on the mend, however, and such travel should increase steadily.

Although the United States has long had the most highly developed domestic travel industry in the world, it has never been a great "host" nation, in the travel sense. If we are to become a host nation, as we surely must under present world trends, there is much to be done in developing the manners and techniques appropriate to this situation. There now exists a sufficient influx of world travel to provide the testing ground we need in welcoming visitors from abroad and in seeing that they are well treated during their stay in this country.

Specifically, these are some of the things needed:

Concise and attractive printed information, in the language of the visitor, to be handed to him just before or immediately on arrival. This should outline the steps in clearing the customs, immigration, health, and other official inspections, give information on where and how to convert his currency to ours and direct him to an information bureau maintained by the municipality or port authority. Here he should receive a cordial welcome, in his own language, and be given all possible aid in reaching his hotel and in planning his subsequent activities.

More important than this direct treatment is the indirect or unseen safeguards that must be established. The impressions that these visitors carry back home with them will have a vital bearing on our world relationships. Our visitors must not be allowed to fall into the hands of unscrupulous operators or forced to make their way unaided.

Although the initial and perhaps greatest responsibility for welcoming and caring for the foreign visitor falls upon the cities containing large sea and air ports, every community must share this responsibility if the foreign visitor is to have an opportunity to visit all parts of the Nation.

We must develop a technique that will afford a cordial reception and true hospitality, not just for "distinguished" visitors, but to all visitors to our shores.



New Mexico's Tourist Bureau

Joseph A. Bursey

Director

**New Mexico State Tourist
Bureau photo.**

Organized as part of the State Highway Department in 1935, the New Mexico State Tourist Bureau conducts a national advertising and publicity campaign designed to encourage and stimulate a greater flow of recreational travel to and through New Mexico.

The tourist bureau's budget for its first year was \$50,000. Traffic counts kept for the bureau by the checking stations on the border showed that 900,000 nonresident motor vehicles entered the State in 1935.

The activities of the tourist bureau have increased every year except during the war period. The budget for 1948 totaled \$181,000; for 1949 the Bureau has been granted an appropriation of \$271,000, all of which will be used for tourist promotional activities. The tourist flow last year totaled 2,500,000 nonresident motor vehicles.

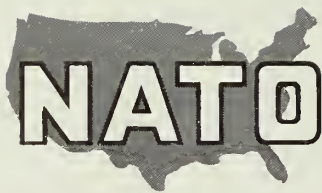
For the current year, advertisements in color appeared in 12 major magazines with a total circulation of 16 million. In addition, we carried 280-line black-and-white advertisements in some 53 newspapers in the metropolitan centers of the Nation. These newspapers had a circulation of 19 million copies.

We also maintain a publicity department which distributes each year several thousand prints from our large file of negatives. We have four moving pictures, each 400 feet in length, filmed on kodachrome, with sound added, which are in constant circulation. Approximately 50 prints of each picture have been made and distributed. In 1948 we estimated that more than 5 million people saw our pictures. Nearly every television station in America has shown them at least once and some have shown them several times.

We distribute some one-half million pieces of literature annually. During 1948 we received 105,000 inquiries from our paid advertising.

We have also marked outstanding points of interest in the State. We have a uniform highway marker which costs approximately \$300 each to build and erect. A total of 175 of such markers have been placed along the highway to call attention to outstanding points of scenic and historic interest.

The tourist bureau maintains a permanent office staff of five employees, which is increased by three or four persons during the rush season.



National Association of Travel Officials

W. Murray Metten

*Chairman, Press Committee.
(Mr. Metten is Travel Editor, News-
Journal Papers, Wilmington, Del.)*

Back in the fall of 1940 a small group of State travel officials and a few newspaper travel editors met in a one-day conference at the Mayflower Hotel in Washington, D. C. As your reporter recalls that occasion, when the chairman called the meeting to order, only one thing was definite. Everybody was in hearty agreement that a national travel organization must be formed that day—an organization capable of truly heading up the Nation's mushrooming travel industry. That the men who tackled that job 8 years ago planned well and wisely is now a matter of record. The National Association of Travel Officials was organized and its name meant exactly what it said.

Lot of things have happened since 1940. But NATO was drawn up on firm foundations and its officers guided it safely through the hectic war years. Today NATO commands respect and gives promotional leadership to America's big \$12 billion travel industry.

If you question the \$12 billion figure just a brief glance at recreational revenues will immediately show you that travel is big business. The State of Florida, for example, reports they expected to reach \$800 million in 1948 from tourist revenues. The All Year Club of Southern California advises tourist expenditures for 1948 at \$458 million. The State of Pennsylvania reported \$600 million in vacation travel in 1948. Atlantic City, N. J., estimated its gross guest revenues were \$551 million in 1947.

But to get back to NATO. Up until two years ago its plans and policies were pretty closely controlled by its voting members. The voting privilege was held only by State officials whose compensation came directly out of public tax funds. Newspaper travel editors and others only held associate memberships.

At the annual meeting in Chicago two years ago membership privileges were broadened. Associate members were given full voting privileges. Transportation and hotel interests were invited to affiliate with NATO and quickly did so. Nationally known leaders in rail, air, steamship, bus, and hotel management were given posts of responsibility. NATO had now reached its maturity.

Today, membership in NATO is held by most of America's recreational resort areas both large and small. Travel officials from about every one of the 48 States belong. Top executive representation is enjoyed from the American Society of Travel Agents, American Hotel

Association, National Bus Traffic Association, Inc., Trans-Continental & Western Passenger Association, and numerous other nationally known travel groups.

Now for a final word about NATO's plans for 1949. Everett F. Greeton, twice elected president, who also is executive secretary, Maine Development Commission, State House, Augusta, Maine, has some very definite convictions as to the responsibilities that must be assumed and the performance that must be expected of NATO this year.

High on the list of "musts" is the 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; increased Federal appropriations for Nation-wide highway improvement; a continued promotional program for year-round vacations to level off present peak season rushes; promotion of travel host schools to afford a better understanding of tourist travel in general.

These are some of the plans NATO has for the months ahead. To implement this big program they have set up national headquarters in New York City at 316 West Fifty-seventh Street, and elected Don Short, well known travel authority, to the post of secretary to coordinate their Nation-wide travel promotion. NATO is not only looking ahead for the year 1949 but it is planning to fill its responsibilities as leader of the travel industry for 1950, 1951, and the years thereafter.

S. Valentine Saxby

S. Valentine Saxby of Duluth, Minn., who has been secretary of the National Association of Travel Officials since the founding of the organization, retired from that office immediately following the NATO national convention in Miami Beach, Fla., in November, 1948.

In recognition of his long and distinguished service to the organization, he has been made an honorary life member, and member ex-officio of the executive committee for life.

Where Are They Going This Year?



Peter B. B. Andrews

(Former Industrial Economic Advisor, War Production Board)

Personal expenditures for travel, vacations, and related business may reach the staggering total of almost \$44 billion in the 3 years 1948 through 1950. Barring the unforeseen, these years represent the greatest vacation travel period in the history of the Nation, both in time and money.

This forecast reflects the deferment of so many vacations because of the war, the trend to more and longer vacations, greater travel facilities including more autos, trains, planes, busses and ships, reopening much of the world to tourists, the present high earning power of individuals, and the general business outlook.

Foreign travel has picked up sharply since the war and it is likely that about a billion dollars a year will be spent in foreign travel in the 3 years. About \$645 million a year will be spent in Europe and the Mediterranean, about \$150 million in the West Indies and Central America, about \$75 million in the Far East and South America, and about \$150 million in Mexico.

U. S. A. First

Principal vacationing interest of Americans, however, centers on this hemisphere, particularly the United States. About 74 percent of vacation travelers in these three years should roam in the good old U.S.A. About 8 percent will head for Canada, 4 percent for Mexico, Central America and the Caribbean, 2 percent for South America, 1 percent for Alaska, and 11 percent for all other, including Europe.

Today more than four-fifths of all persons employed in private industry in the United States and 97 percent of all office workers are eligible for paid vacations. The vacation time and destination of these people are as varied as their tastes. Despite cramped conditions in many resorts, gas or other possible shortages, near future years will witness further expansion in vacation travel, with many vacations taken on credit.

Automobiles lead as the mode of travel for future vacationists; 63 percent indicate they will drive, while only 18 percent choose the railroad, 10 percent bus, 7 percent airplane, 2 percent boat. Something of the over-all distribution of expenditures for tourist travel alone is to be seen in

the outlay of 60 million Americans traveling in 20 million cars.

These car drivers will put out over one and a half billion dollars for gasoline, oil, garaging, repairs, and accessories; another billion for places to sleep; a billion and a quarter for meals; a half billion for amusements; almost another half billion for soda pop, hot dogs, and other refreshments; and one and a half billion dollars for camping supplies, souvenirs, and numerous miscellaneous items.

Many Vacationists

Many of the passengers using the air and a sizable number from the millions traveling by train and bus are on vacation. These, together with the numerous people using interurban electric trains, ferries, canal and lake boats, river and coastal steamers, may likewise be classified as tourists; and what they spend may be added to the amounts put out by motorists.

Nevertheless, there is more to consider than the money taken in by the Nation's 20,000 hotels catering chiefly to tourist travel, the nearly 20,000 tourist courts and camps, the tens of thousands of tourist homes, or by any of the other outlets and services. Back of the tourist business are secondary industries which also can lay claim to some share of the revenue from tourist travel.

The tourist dollar spent at a hotel, for instance, goes into the construction industry for the manufacture and distribution of hotel furniture and other equipment, into the food-products industries, the farm and the mine, the textile mill, the florists. Even the musicians who entertain the tourist, the makers of their instruments, and the composers and publishers of the music they play come in for their share of what the tourist spends.

Less tangible benefits also are derived from the touring trade. Travel creates new customers for goods found and enjoyed in other localities, and introduces hitherto unknown commodities and brands into the areas visited. Knowledge and culture spread through travel likewise fosters trade in certain types of items such as books, and through the contribution which travel makes to health, it increases worker efficiency.

(Condensed from Printer's Ink)



CONVENTIONS

Are an American Institution

J. S. Turner

*Executive Vice President, Cincinnati Convention and Visitors Bureau, Inc., and
Secretary-Treasurer, International Association of Convention Bureaus*

The men in the executive positions of the convention bureaus in America's principal cities are primarily interested in the dollar value of the business which they produce. Theirs is the tough competitive task of obtaining, year by year, an equitable share of this business, which annually runs into the hundreds of millions. Basically their job is that of maintaining a favorable balance of trade for their cities in these migratory dollars. To do this they must be, and are, sales and service engineers of experience and consummate skill.

It is, however, entirely natural that through these years of experience (and membership of the International Association of Convention Bureaus, in 43 cities, aggregates hundreds), the sociologic as well as the economic aspect of their business has been forcibly presented to them.

Woven permanently and prominently into the pattern of this Nation's development is this peculiarly American institution. Rooted in the earliest traditions of our country; the very device by which our democratic concepts and processes were formulated and accepted; thriving in the fertility of man's inalienable right to assemble peaceably and to give free expression to his beliefs and purposes—conventions, possibly more than any other institution, have made great contributions to the development and unity of the American way of life.

We who have been in the convention business for many years now have seen the functioning of this institution through a wide divergence of eras and circumstances. Growing in volume through the booming twenties, we saw the industrial and professional organizations rise to the emergencies of the depression thirties. When war struck, and the need arose for the integration of American business in the war effort, to attain the staggering volume of production required, we saw that integration effected in large part through the established network of the great trade associations. Every imaginable product—machinery, testing materials, chemicals, canvas goods—on through the ranks of the necessities of war the roll was called.

Peace brought its need of readjustments, and again these were and are being accomplished through these great associations, whose conventions, national regional and State, are the focal point of cooperation in the industry which they represent.

It has seemed to me, as I am sure it has to my contemporaries in the convention field, that something of the greatness and the soundness of America lies in the

mobility of our people. We are a traveling nation, both business-wise, to the great conventions to which I have referred, and for recreation. And this mobility, that mixes the people of every State in convention city or vacation area, brings with it an understanding of the problems and the philosophy of all regions. In other lands, and among people lacking this mobility, democracy has fought hard for existence, or died.

Hardware dealers from Florida and from North Dakota sit side by side in convention; families from New England and New Mexico are neighbors in a national park or on the shore of a Minnesota lake. Differences of accent and environment become bonds of interest instead of barriers to understanding. The Kentuckian and the Canadian fish from the same canoe, and an international boundary becomes another line on a map instead of a line of fortifications.

It would seem unlikely that this mobility of a people is or can be in jeopardy, because it is an essential part of our make-up. But the institutions that foster it and the facilities that serve it should be the beneficiaries of every safeguard.

New York Convention Bureau Speeches

High speech points in December's Biltmore Hotel meeting of the New York Convention and Visitors Bureau:

Royal W. Ryan, executive vice president, NYCVB: Travel is no longer a luxury item purchased by a relatively few people in the high income brackets. During the present decade, more than 30 million American wage earners have been granted vacations with pay. These workers, as distinguished from the "white collar workers" who have enjoyed paid vacations for many years, constitute a brand-new travel market which will be influenced by proper promotion.

Abe Stark, commissioner, department of commerce, City of New York: Our cooperation with the convention bureau is definitely a part of our responsibility. The visitor business . . . brings approximately a billion dollars a year of new money to our various consumer industries and added tax profits to the city government. In the travel field, as in other commercial areas, competition is growing keener every day.

Developing Air-Consciousness

R. O. Mertes

Director, School and College Service, United Air Lines



New England's oldest airport does its bit to welcome new arrivals by air. Bethany Airways, Inc. photo.

Whether we call the age in which we live the Air Age or the Atomic Age, we must recognize that both youth and adult should receive information and education about the airplane in order to understand the new world concepts now emerging. The war made all peoples air-minded—but it did not succeed in making all peoples conscious of the far-reaching effects of the airplane on our lives during a peacetime development and economy. The majority of peoples will be affected by what the airplane accomplishes and contributes to the social and economic development of the world—not as participants in terms of occupation.

Recognizing that industry had a social obligation to education—and more specifically, that educators were in need of assistance in developing the proper concepts about commercial aviation—United Air Lines started its school and college service in 1940. This service was delegated the responsibility of (1) constantly surveying the needs of educators in relation to aviation education and (2) serving educators as fully and widely as possible with materials of instruction meeting these changing needs and correlating with school curricula on all grade levels.

During the past 8 years, activities have centered about the production and distribution of teaching aids allied with Air Age education—booklets, leaflets, maps, picture sets, slidefilms, motion pictures, recordings, and other aids which would help interpret the latest developments in aviation.

United Air Lines was the first to feature full-time field representatives, and today school and college service offices are maintained at New York, Chicago, Seattle, San Francisco, and Los Angeles in order to expedite materials to teachers and to personalize services in terms of specific needs. Staff members are constantly working with educational groups, both State and city, and with the Civil Aeronautics Administration in teacher institute programs and the like. Field personnel also assist in setting up

tour groups through airport facilities, attend education conventions in their areas, and in general, offer any personal services which will assist in developing air-consciousness among educators and students.

In the motion picture field, United Air Lines now serves with three films: "High Way to Hawaii," "Yellowstone and the Grand Tetons" and "Of Men and Wings." "High Way to Hawaii" is the latest 16mm color-sound picture and has a running time of 28 minutes. The picture takes one by air from San Francisco across the Pacific to Honolulu. Scenic attractions as well as the industrial and community life of major islands in the Hawaii group are interestingly combined.

"Yellowstone and the Grand Tetons" is a 16-mm color-sound picture with a running time of 30 minutes. This film takes the individual by air to Yellowstone and follows through with interesting tours through the scenic wonderland of Yellowstone and the Grand Tetons.

"Of Men and Wings" is a 16-mm sound picture with a running time of 18 minutes. It traces the development of coast-to-coast airmail and passenger service from 1920 to 1947, and incorporates important social and political events taking place during this period.

As a part of its audio-visual contribution to air conditioning America, School and College Service distributes seven slidefilm subjects covering research engineering, meteorology and navigation, global geography, air transportation jobs, and other aviation aspects. These slidefilms are supplemented with fully illustrated booklets.

Teachers or other interested adults desiring more information about the materials and services available may write to School and College Service, United Air Lines at Chicago 38, Ill.; New York 17, N. Y.; Seattle 1, Wash.; San Francisco 2, Calif.; or Los Angeles 14, Calif. A complete listing and order form will be mailed. This form lists all the many materials and services available free of charge.



Preserving American History

Maj Gen. U. S. Grant, 3d (Ret.)

Why should the travel industry be interested in the National Council for Historic Sites and Buildings, an organization devoted to the preservation of physical remains of our historical heritage?

For the same reason that it would be interested in any activity that promotes greater travel in this country.

A concrete example makes the point. In England there is a society that has operated successfully for more than 50 years in the preservation of historic sites and buildings, the National Trust. Today that organization comprises more than 1,000 properties. Millions of American and foreign visitors visit the areas, planning their trips with the help of the National Trust, which has become a potent and important factor in the cultural life of the country.

Important in this country is the influence of our own National Park Service, which, unlike the National Trust, is a Government bureau. Today it has more than 100 historical and archeological areas, and administers them so well that all Americans may be proud of its achievements. In light of this, there is a question that naturally follows: As long as there is a Federal service to deal with historical preservation, why is it necessary to establish a private organization to work in the same field? The answer is that the Government cannot and should not undertake all the work of historical preservation. It is a fact that the National Park Service does not secure sufficient appropriations for the maintenance and upkeep of all its present areas and cannot expect to expand considerably in the years to come.

It is also true that States, even though some of them have taken increased interest in preservation, cannot or will not carry the load; neither can the dozens of relatively small regional and local societies that devote themselves to preservation.

Because of these considerations the National Council

for Historic Sites and Buildings, a nongovernmental organization, came into being. It lists among its constituent and affiliated organizations more than 30 of the most important national, regional, State, and local societies with an interest in preservation. An office with a small staff has been established in Washington, D. C., at 511 Tenth Street NW. It has been able to make its influence felt on several projects of Nation-wide interest, such as saving certain historic Army posts.

The program of the National Council embraces more than technical and expert assistance in the preservation of historic sites and structures. It includes setting up a central information office where data concerning historic sites and structures will be correlated, and an educational and public relations program to stimulate the desire to see the Nation's history on the spot where it took place. It also includes support of a proposed organization to be called the National Trust for the Preservation of Historic Sites in the United States, a charter for which is being sought from Congress. The National Trust will make possible historical preservation on a Nation-wide scale on terms not unlike those under which the National Trust operates in England.

Henry David Thoreau once noted, "If you have built castles in the air, your work need not be lost; that is where they should be. Now put foundations under them." The National Council is attempting to put a solid foundation under its dream and currently is conducting a membership drive. Members of the travel industry, wise enough to see the long-range benefits of such a movement, are invited to join. If you realize that there is much to be done and little time in which to do it, that the preservation of our heritage is the concern of all Americans, and that our heritage is one of which everyone can be proud, you will want to be a part of this effort. It needs the help of everyone.

Plimoth Plantation

Dexter M. Brooks

The "sample" house at
Plimoth Plantation.
Randall W. Abbott photo.



The restored homes of the Pilgrim fathers are rising again from the very soil they trod in Plymouth, Mass.

Plimoth Plantation, Inc., a non-profit educational corporation headed by Henry Hornblower II, has just completed a sample house, beam and board, authentic of the type which was built by the Pilgrims after their landing in 1620.

The objective of Plimoth Plantation, Inc., is to build a living monument in the form of a complete full-scale reproduction of the famous "First Street," now Leyden St., in order to recapture the spirit of importance which Plimoth Plantation played in the very beginning of American history. At present, the original street cuts through the center of the business section of Plymouth and makes it impracticable for attempted restoration, but the gift of 30 acres of land in the southern part of the town by an appreciative Plymouth summer resident will provide an excellent location with an adaptable terrain.

The reconstructed plantation will consist of "First Street," a "cannon shot" long, with 12 cottages and the Governor's House. At the top of the rise surmounting all will be the fort.

The architectural firm of Strickland and Strickland is in charge and is working in close collaboration with such authorities as S. E. Morison, John O. Brew, and Kenneth J. Conant, all of Harvard; Ronald C. Lee and J. C. Harrington, both of the National Park Service; Arthur A. Shurcliff, Douglas S. Byers, Walter M. Pratt, and Bertram K. Little.

Much of the information used in the research has been culled directly from eyewitness reports. William Bradford wrote, *This summer they built a fort both strong and comly, which was of good defense, made with flat roof and battlements, on which their ordinance was mounted.* Another report of this nature is from the writings of John Pory, secretary of Virginia, who visited Plymouth near this time. Pory writes, *And their industrie as well appeareth by their building, as by a substantial palisado about their settlement of 2700 feet in compasse, stronger*

than I have seen any in Virginia, and lastlie by a block house which they have erected at the highest place of the towne to mount their ordinance upon, from which they command all the harbour. These descriptions, of which many have been found, make for a high degree of authenticity in the rebuilding of Plimoth Plantation.

Completion of a "sample" house—a replica of the First Pilgrim House, near Plymouth Rock—ended research. But a search began for materials which included such uncommon things as large hand-hewn oak beams and hand-sawed planks and thatch for the roofs. There was an equal shortage of craftsmen who could hew with a broad axe and adze, and "rive" shingles with a "frow." Carpenters who worked on the Pilgrim house had to learn a new technology and terminology. The large timbers, the girts, plates, summer beam, and corner posts were connected by hand-made mortise and tenon joint and fastened together with "trunnels" (tree nails), made with a hatchet. The carpenters had to rely on "eye" and their native skill, had little use for the square and level. The stone for the fireplace and hearth was laid in clay. The lintel is a massive squared oak beam. A lucky find was an experienced local thatcher who had familiarized himself with the art in England during his youth. The thatch and the stone were the two things that offered no problem.

With the land and plans for Plimoth Plantation already available it is expected that as soon as funds are available the "First Street" will once more be laid out as it was 327 years ago. Descendants of the Pilgrims, who are scattered from coast to coast, have already evidenced interest in this rebuilding of the homes of their Fathers.

Citizens of Plymouth, Mass., who are sponsoring Plimoth Plantation, Inc., firmly believe, as do many visitors to this national shrine, that the Pilgrim fathers are deserving of a worthy memorial. An authentic reproduction of Plimoth Plantation, where the germ of democracy was born and nurtured by the Pilgrims through hardship and adversity, will be a live and tangible one.



College for Travel Counselors

Bob Brayton

*Department of Public Relations,
American Automobile Association.*

AAA Counselor at work.

The profession of supplying the motorists of America with authentic travel information has developed into a highly specialized science among AAA motor clubs. Gone is the day when John or Mary Doe was handed a set of tour books and maps and installed as a travel counselor. In their place is an individual who has been carefully chosen on the basis of personality, appearance, initiative, intelligence, and resourcefulness; then thoroughly schooled in a multitude of subjects.

The developing of an individual into a veritable walking encyclopedia of travel knowledge according to the standards of the American Automobile Association is a painstaking process. The new trend in training a travel adviser combines classroom instruction, on-the-counter experience, research, and field trips to acquaint trainees with local and regional conditions.

Many clubs have set up on-the-job training courses which closely parallel the educational program pattern of our public-school system. Usually they are divided into three units. The first corresponds with the primary grades and is designed for the apprentice travel counselor. The second unit of training for the junior travel counselor parallels the elementary grades. The third, for senior counselors, matches high school.

It is recognized that the courses of study vary among the clubs having such training programs; however, the basic subjects are the same. The apprentice travel counselor first of all is given a thorough indoctrination of the history, objectives, and services of the individual motor club and the American Automobile Association. He is then taught the basic techniques of travel counseling, given a survey of travel publications, maps, and materials used in touring bureaus, and makes a preliminary study

of principal tourist areas and travel routes. Since the on-the-job training method is usually employed, the apprentice is combining his classroom instruction with over-the-counter experience.

Just as the student in the elementary grades of the public schools advances from simple arithmetic problems to the more complicated fractions and decimals, so the junior travel counselor takes up a more technical study of geography, geology, topography, and psychology. He makes a botanical study of the United States, learns about the rivers of the country, and makes a further and more comprehensive study of tourist objectives including Mexico and Canada. Motion pictures produced by State recreational units are utilized to give visual information of tourist objectives. Voice training, use of the telephone, and pronunciation of names of places enter into the course. It is at this stage that field trips are introduced. The students take their studies afield where they obtain first-hand information on highway conditions and travel objectives.

Where approximately 6 months are devoted to developing a junior travel counselor, at least a year is spent in rounding out the education of a senior. During this time the finishing touches are added in a variety of subjects and a still more comprehensive study is made of local, national, and international tourist objectives.

Upon graduation, the individual has become a living and breathing bulletin on roads and road conditions, scenic attractions, and of sports and recreational facilities. It might be said that he has become a human repository of all data that in any way impinges on the field of travel. His training has enabled him to dispense the type of information and render the kind of service for which the AAA has become world-famous.



AT YOUR SERVICE

We Work for Good Highways

Arthur C. Butler

Director, National Highway Users Conference

Hessler photo.

The importance of good highways to America's tourist industries is self-evident. That good highway policies are necessary to get good highways is not. More than 1,000 organizations affiliated with the National Highway Users Conference and with State highway users conferences are active in this field—in the public interest, and the tourist industry's interest also.

Because the Conference's affiliates include motor clubs, trucking associations, manufacturing groups, bus associations, farmers, and many other groups, the good highway policies for which it strives cover all kinds of highway matters. Primarily the Conference's purpose is to encourage the continued growth of highway transportation in the interests of every citizen. That means that the Conference not only strives for sound future policies but also opposes developments threatening harm to our great highway-transportation industry—such as unfair or excessive taxation, and unfair or excessive regulation.

Two specific activities of the conference are especially important to the tourist industry. One is the insistence that special highway-user taxes should be used for highway purposes only. Statistics have shown that in a recent 13-year period these taxes could have built 95,000 miles of highways, had all of them been used for that. But they were not.

It is easy to imagine what those 95,000 miles of lost roads have cost America's tourist industry. States whose bad roads do not attract motorists are paying a heavy price for this folly of fiscal diversion. Twenty-one States have amended their constitutions to limit this misuse of special tax revenues; more are expected to act.

Another endeavor significant to the tourist industry is NHUC's active cooperation with many other organizations in behalf of uniform State traffic laws. The automobile traveler is confronted with a bewildering variety of State laws. The legal hand signal for a right turn in one State may indicate a left turn in another. Accidents, injuries, and deaths result. Uniform hand signals are but one small phase of the problem. Adoption of the Uniform Vehicle Code—a model traffic code for all States—is constantly being advocated by the National Highway Users Conference.

On these two particular matters, and on scores of other problems that limit the fullest enjoyment of the highway by the traveler, the Conference is constantly alert to find and publicize the answers needed for highway progress. Its legislative reporting service, research department, and public relations section are busy with the same highway problems that engage America's vast tourist industry.

Minnesota Celebrates Her Centennial

Larry Nelson

Publicity Director, Minnesota Territorial Centennial

Centennial fever has come to Minnesota. This year marks a century of progress since James K. Polk signed the act establishing territorial status for Minnesota March 3, 1849.

"Centennial" has become a keyword among merchants, advertisers, and the public. Centennial glassware, compacts, scarfs, wearing apparel, and novelties are making their appearance on store shelves. Automobiles carry State Centennial license plates and windshield stickers. Mail of the larger commercial houses carry the Centennial slogan. A commemorative postage stamp will be issued in March.

The year gives indication of being a round of celebrations in the land of picturesque lakes. Cities and towns are expected to fly streamers and banners over "Main Streets", forming an arch for floats, snappy marching units, bands, and drill teams. The Centennial queen will attend many State festivities. There will be new Centennial dance tunes, new Centennial ballads.

County organizations and local committees have scheduled over 500 celebrations ranging from art shows and music festivals to the fun-packed, whoop-and-holler celebrations reminiscent of the early days of lumbering and mining.

On the more sober side, civic organizations, churches, fraternal groups, and legislators will pay homage to Minnesota's pioneers. Local history will be given a rebirth in school curricula.

Minnesota's 10,000 lakes and majestic forests will have the same comforting relaxation for the thousands of tourists on their annual Minnesota vacation. But these tourists will also enjoy the colorful pageantry re-enacting the importance of territorial days in six State parks and local celebrations. A traveling troupe of actors with historic costumes and stage properties, and the famed Red River Valley ox carts, their greaseless axles squeaking, will provide authentic color.

Establishment Day on March 3 will officially launch the year's events on a State-wide basis. There will be a legislative program at the Statehouse in St. Paul with dinners and luncheons.

The centennial year will be climaxed by special exhibits at the State fair, opening on August 27 and running through Labor Day.

Chicago Railroad Fair

The 1949 edition of the Chicago Railroad Fair will open June 25 and run for 100 days, closing October 2.

The exposition will occupy the same area on the lake front as in 1948. Changes and additions to existing exhibits will be made and plans are being developed for outstanding new presentations.



Travel Round-up

MEETINGS

United States Travel Division

Advisory committee and collaborators of the United States Travel Division meet in Washington, D. C. March 1. Two new collaborators have been appointed, James B. Robbins of the American Association of Travel Agents, and J. S. Turner of the International Association of Convention Bureaus.

PRESS

Special Editions

- Albany (N. Y.) *Times-Union*:
 - April 10—Western Travel and Resort Number.
 - May 8—Spring Travel and Resort Number.
 - June 5—Annual Summer Travel and Resort Number.
 - July 10—Midsummer Travel and Resort Number.
- Chicago Journal of Commerce*:
 - June 2—Summer Travel and Resort Special.
 - December 1—Winter Travel and Resort Special.
- New York *Herald-Tribune*:
 - March 13—World Travel and Trade Guide.
 - May 8—Spring Vacation Section.
 - June 12—Summer Vacation Section.
- Wilmington (Del.) *News-Journal*:
 - March 16-17—Early Spring Garden Number.
 - April 20-21—Annual Spring Vacation Number.
 - June 8-9—Annual Summer Vacation Guide.

Magazine Features

Better Homes and Gardens schedules travel-interest articles in the March, April, and June issues. March will have Hal Burton's Washington, D. C.—The One Vacation Your Family Owes Itself with a picture in four colors and a day-by-day schedule for seeing the town in a week; April—How to See the Rockies in Two Weeks by Fred Bond, author of *Westward How!*; June—10 Days in New England by Ray Giles which takes the reader from New York City to Cape Cod, through Boston into Maine and then back through New Hampshire, Vermont, and western Massachusetts.

Mademoiselle's Look Where You're Going! by Mary Parker, covers in lively

travel in general with some inside tips and a lot of the latest that every travel agent should know. March issue.

Sunset, Magazine of Western Living, plans a March article on how to see Alaska, based on a first-hand factual report by a writer who drove up the Alaska highway, interviewed all the travel people, and sidetripped 6 weeks by air and train. Also an article on a freighter trip to South America. Also Western Travel News.

Highway Traveler, Greyhound Lines' house organ, plans a story in its April-May issue on Massachusetts Patriot's Day activities, centering around Paul Revue, by American Univ.'s (Washington, D. C.) director of journalism H. D. Crawford.

DEVELOPMENT

Wilderness "Trail Riders"

First of this year's 14 or more low-cost trips into wilderness areas sponsored by the American Forestry Association with the National Park Service and the Forestry Service will be the Great Smokies of North Carolina and Tennessee June 14.

\$20 Million Bus Terminal

Construction of the Port of New York Authority's magnificent new bus terminal began as this issue of TRAVEL USA was being published. Scheduled for completion next year the terminal will consolidate the movement of 2,500 intercity buses that daily enter and leave Manhattan. Touted as the "most modern, spacious and comfortable bus terminal in the world" the 4-level brick and steel structure will have interior roadways, a roof parking areas for 500 cars, shops, restaurants, a bank and news reel theater. It will occupy the entire block from Fortieth to Forty-first Street between Eighth and Ninth Avenues.

Air Sleepers to Hawaii

United Air Lines overnight sleeper service United States to Hawaii begins March 3 out of San Francisco, March 4 out of Honolulu, using DC-6's with eight berths in the rear and 36 seats forward for sitter-ups. SF departures Thursdays, Fridays, Saturdays, and Sundays at 11:45 p. m. arrive Honolulu 7:20 a. m.; Honolulu departures at 8 p. m. Fridays, Saturdays, Sundays, and Mondays get to SF 7:10 a. m. Berth charge planned at \$50, plus regular fare of \$150 one way, and \$270 round trip, excluding tax.

California Mission Restoration

Another old mission—San Antonio, near King City, Calif., off U. S. 101—will be restored by the Franciscans. Work has

started with \$50,000 from the Hearst Foundation. San Antonio was established in 1771.

New Idaho Span

Motorists to Portland, Oreg., through Lewiston, Idaho, will soon find their way paved in ultra-modern 4-lane steel and concrete over Clearwater River, path of Lewis and Clark in their trek to the Pacific. The new bridge, now under construction to replace a 42-year structure, will link Lewiston with Idaho's longest scenic-arterial roadway, U. S. 95 and the Lewis-Clark Highway to Montana. Lewiston is the "jump-off" for boat trips into Hell's Canyon of the Snake River, one of the most spectacular in the West.

U.S. Libraries in Australia

United States Libraries are scheduled for reopening in Australia by acting director of the United States Information Service for Australia Thomas A. Alexander who was flying there for that purpose as TRAVEL USA was being published. Teacher and student exchange between the two countries also is expected as soon as agreement is reached. Both events are considered by Australians as conducive to closer relations.

Drive-Thru Shopping Lane

Reported a "first," a drive-through shopping lane where shoppers can buy groceries, meats, drugstore items and even ice cubes without leaving the steering wheel is planned for construction in Chicago this spring.

Health Resort Approval

American health resorts and spas can now get endorsement of the American Medical Association, through the Council on Physical Medicine, 535 Dearborn Street, Chicago, where application blanks are obtainable, if the applying resorts meet certain criteria for AMA accredited listing such as location, physician medical director, physical medicine treatments.

Ranch Guest Pick-Up

Ranchers' Rendezvous is a new trick in Tucson (Ariz.) where guest ranch operators pick up guests who have spent the day in town. Don Jones who runs it at 8 East Pennington Street will also help guests find accommodations.

CARRIERS

Peak Ship Passengers

Alcoa Steamship Co. reports record number of passengers in 1948, topping 1947's high mark. There were 52 weekly passenger and express freight sailings com-

pared with 39 the preceding year. The company reports boom winter business due to an increased interest among tourists in the Caribbean area, also that room-with-bath freighter accommodation has caught public liking.

Railroads Spend \$1¼ Billion

Railroads in the United States invested \$1¼ billion on plant improvements and new equipment in 1948, probably an all-time record. They bought over 100,000 freight cars compared with 63,000 in 1947, and have orders in for another 100,000.

Cost of operation has doubled since 1939, and last year's large freight volume (640 billion ton-miles, 43 percent over 1929) brought only a 4¼ percent return on net investment out of which comes interest, rentals and other fixed charges plus part of improvement expenditures before dividends are divided, according to President William T. Faricy of the Association of American Railroads.

Bermuda Flights Cheaper

A new low round trip to Bermuda of \$126 plus tax from eastern seaboard cities between Boston and Washington is announced by Colonial Airlines which has daily departures from New York and semi-weekly from Washington. There are stop-over privileges on through tickets.

FOR THE RECORD

Eastern Oklahoma Lakes Association

Objectives of the newly organized Eastern Oklahoma Lakes Association (William R. Kavanaugh, Exec. Sec., Tahlequah, Okla.) are: Cooperation with Corps of Engineers in its eastern Oklahoma flood control plans; assistance and cooperation with the State's Planning and Resources Board and Park Division in furthering State Parks; liaison with Fish and Game Commission to encourage fish and game propagation; cooperation with Highway Commission; production of informative material on recreational, agricultural, and industrial development of the area; encourage traveler accommodation construction and classify and rate tourist service offered.

Colonial Williamsburg Appointment

Colonial Williamsburg has appointed Kershaw Burbank, director of public information. Mr. Burbank was senior staff member of Earl Newsom & Co., public relations consultants, New York City. Mrs. Alma Lee Rowe will continue senior member of the Colonial Williamsburg's public information department.

Ohio's Memorials Popular

Last year marked a peak in visitors to Ohio's State memorials and museum, according to director of the State Archaeological and Historical Society Erwin C. Zepp, totaling 1,771,000. Clark Memorial received most (278,000) visitors. Nearly 5,000 leaflets were sent out in response to requests from Ohio residents and 15 other States and 3 foreign countries.

U.S. Acquires Old Germantown House

The historic Perot-Morris House in Philadelphia, once headquarters of General Howe and home of Washington briefly while President, has been acquired by the Government to be preserved as part of the Independence National Historical Park project of the United States Interior Department.

Long-Range Highway Program

The Kansas Highway Fact-Finding and Research Committee has recommended a 20-year program of highway improvement with an average annual expenditure of nearly \$89 million to the 1949 State Legislature. The recommendation was based on Highway Needs of Kansas by the Automotive Safety Foundation and Highway Finance Estimates by the Kansas Legislative Council, simultaneously released.

\$10 Million from Jamaica Tourists

Tourist business last year was worth \$10 million to the island, of which three-quarters came from North American travelers, according to government survey. Over \$7 million of the total was estimated net profit.

\$13 Million for San Francisco

Travel—San Francisco's largest business—brought 115,450 visitors for an average 4½-day stay and \$24 spending to the city last year for a total \$13 million income, declares San Francisco Convention and Tourist Bureau's president, W. Lansing Rothschild, in the Bureau's 40th annual report to business firms and city officials. Left behind by visitors, this money circulating around the city at a velocity of 26 times a year meant \$100 million of trade to San Franciscans, he pointed out.

Sunset Magazine Travel Survey

Sunset has issued a fine, quickly grasped attractively printed compendium of results from a query of its subscribers on their travel last year and plans for 1949, available in single copies to business people writing to *Sunset Magazine*, 576 Sacramento Street, San Francisco 11.

NEW MATERIAL

Louisiana

Louisiana News Digest (formerly *Letter*) has a new format as well as name, is nicely dressed up with a color cover and compactly presented each month by the State's Department of Commerce and Industry. The department's tourist bureau (G. C. Ducote, director) uses it as a mailing piece.

Virgin Islands

A 4-page brochure published by the Division of Territories and Island Possessions of the United States Interior Department covers the geography, climate, history, government, people, commerce, transportation, and tourist attractions of this Possession where United States tourists can bring back duty-free English textiles, Danish porcelain, silver

and jewelry, French perfumes, Swedish glass, etc.

First Aid for Foreigners

Soon to be used by United Air Lines is a booklet with customary questions and answers in four languages—French, German, Spanish, and English. Non-English-speaking foreigners should find it a lifesaver in finding out times of arrival and departure, baggage, meal, checking in details; United counter agents should welcome it, too.

To Alaska and Interior

The White Pass and Yukon Route (J. G. Blanchard, general passenger agent, 407 Douglas Bldg., Seattle, Wash.) has issued its 1949 Agents Sales Manual (Tours to the Interior of Alaska and the Yukon) with complete information on fares, connections, accommodations, points of interest, fishing and hunting, climate, and clothes to take. Also two rack folders in color, *The Lure of Alaska* and the Yukon, and Alaska Highway.

Delaware, Lackawanna and Western R. R.

Lackawanna R. R.'s brochure has a short history of the line with over a dozen pages of pictures of its engines with descriptions.

United Air Lines

Dependability is the title of a booklet telling of seven major developments that have led to better service to travelers and shippers. Very graphic and easy reading.

Also being distributed is a 4-color flight information packet—on meals, reading and writing material, chair adjustment, what's available for baby.

Georgia

Rioting in color and color photos is a 32-page booklet on that State pictorially presenting a tourist travelogue, published by the State Division of Conservation, Atlanta. It won't stay long on counters.

The "Little White House"

From the Roosevelt Warm Springs Memorial Commission (a State agency) comes a beautiful booklet with the story of Franklin Roosevelt's second home, with photos and descriptions of the rooms and also of the former president. Sells for 70 cents but a 2-page leaflet on the dwelling is published by the same commission for free distribution to visitors.

Arizona

The Tucson Sunshine Climate Club, 500 Lariat Avenue, has a booklet in color about the area and a membership card on application that entitles the visitor to a packet of complete information.

New York City

A new 16-panel rack folder for visitors with a large color map of the city locating "high spots" has been issued by the New York Convention and Visitors Bureau, 500 Park Avenue.

Highways

Planning and Financing Our Highways by the National Highway Users Conference, 938 National Press Bldg., Washington, D. C., thoroughly discusses desirable

policies on highways, safety, Federal aid, taxation and revenues. Informative and attractively presents a weighty subject.

Also out by NHUC three other booklets of interest—a digest of house trailer laws and requirements (\$1), another on Why the Toll Method of Financing Roads is Unsound, and Bus Facts, according to which intercity bus mileage totals a billion a year.

Oregon

Beginning way back with the fur-seeking Astorians in the early 1800's, Old Oregon Trail by Walter E. Meacham and issued under sponsorship of the American Pioneer Trails Association, Inc., 1775 Broadway, N. Y. C., by the Union Pacific R. R., takes the reader through 100 well-written pages of that great trail's intensely interesting history right up to today. Accompanying the booklet, also through the graces of the Union Pacific which parallels most of this famous route, is a large pictorial map of the entire area that briefs the historical highlights of the trail.

Michigan

The Michigan Department of Aeronautics, Capital City Airport, Lansing, has issued a complete air chart and port directory for the State, 1949 edition. If offered for resale, 75 cents.

Selling

A Handbook of Selling in Three Dimensions by the Ivel Corp., N. Y. C., may aid travel people in setting up effective displays.

Western North Carolina

Mainly for the motorist is a 24-panel rack folder on this mountainous playground. Tours are outlined to all points; large pictorial map.

BOOKS

Received

New York City Guide (1948-49) is available from the Chamber of Commerce of the State of New York, 65 Liberty Street, New York 5, N. Y. The handy-size, 96-page booklet tells how to see New York to best advantage, with down-to-earth schedules and a good subway map.

American Ski Annual 1949 is off the press and can be secured from Roger Langley, Editor, Box 33, Barre, Mass. This 288-page publication of the National Ski Association of America lives up to past performance as an excellent clearing-house for feature material and other matters of moment to winter sports.

Introducing Washington, D. C. is an 84-page book recently published by Anderson House, 726 Jackson Place, Washington, D. C. (\$3). Author Clara McIntyre intends the little volume as a means of acquainting visitors and new residents with the features and conveniences of the Nation's Capital. The well-illustrated volumes contains a large map insert.

Historic sites in and about Richmond, Va., are covered in a 30-page booklet Historic Trails—Richmond and James River. Copies can be obtained for 25 cents from Cussons, May & Co., Inc.,

Richmond, Va. Author Caroline Rivers Harrison has written the guide with the requirements of the motorist uppermost in mind, although a pedestrian can use it to great advantage.

The Inverted Mountains edited by Roderick Peattie is another addition to the American Mountain Series published by The Vanguard Press, Inc., 424 Madison Avenue, N. Y. 17 (390 pages, illustrated, \$5). Subtitled "Canyons of the West" the new book contains new material on the Grand Canyon and Bryce and Zion and brings a fresh viewpoint even to its twice-told tales.

Foster and Stewart Publishing Co., 210 Ellicott Street, Buffalo 3, N. Y. have added a large pictorial guide, The Washington Story by Joseph Leeming, as a companion piece to their highly successful The Niagara Story by Raymond Yates. The new book, of souvenir proportions, bears a color photograph of the Capitol on the front cover and of the Jefferson Memorial framed in Tidal Basin cherry blossoms on the back. Its 56 pages include an accurate and exhaustive round-up of Capitol material in photographs and text. Either volume \$1.

Noted

Two items of 1849 California are on publishers' lists. Doubleday on February 24 released Evelyn Wells' and Harry Peterson's The '49ers (\$3) and Joseph Henry Jackson edited Gold Rush Album for Charles Scribner's Sons for February 28 publication (\$10 boxed).

Fishing is given the nod by Doubleday with March 24 publication of Here's How in Fishing by Morie Morrison (\$2.95). William Morrow offers fishing ehuekles with Till Fish Us Do Part (\$3) by Beatrice Cook wherein the age-old triangle of man-woman-fishing is given full treatment.

California's wine country is dealt with by an authority in Vines in the Sun by Idwal Jones (William Morrow, \$3.50). On the scientific side is the one-volume Fieldbook of Natural History by E. Lawrence Palmer (\$7) published by Whitteley House.

A revised edition of The Gardener's Travel Book edited by Edward I. Farrington will be published in May by Oxford University Press (\$4). The new guide to Canadian and United States gardens will contain new data of a practical nature including fees, time when gardens are open, and how to reach them.

VISUAL

Utah Films

The Department of Publicity and Industrial Development offers the following films, all 16-mm. sound color: Fun in Utah, 12 minutes; Adventure in Color, 16; Salt Lake City, 12; Let's We Forget, 10; Call of the Canyons, 35; Land of the Crimston Cliffs, 34. Write Commissioner Rulon S. Howells, Publicity and Advertising Division, 8 West 2 South, Salt Lake City, or direct to Film Library, same address. Return charges and insurance fee prepayable; no other charge.

California Missions

Just completed as TRAVEL USA was being published and available on loan is a 20-minute, 16-mm. sound color film highlighting the old Missions, Santa Barbara Fiesta, flowering Lompoc Valley, the Salinas Rodeo, Monterey Peninsula, obtainable from Ray Hewitt, secretary-manager, California Mission Trails Assoc., Ltd., 607 South Hill Street, Los Angeles 14.

Indiana Parks

A 16-mm. sound color film, Your State Parks, covers outstanding scenic features and facilities for visitors. Audio-Visual Aids Division, Indiana University, Bloomington.

Arizona

United States Bureau of Mines offers a new 16-mm., 40-minute film on Arizona and all its scenic and other attractions and interests, in full color with commentary and music, available to all organizations and schools free of charge from the Bureau of Mines Experiment Station, 4800 Forbes Street, Pittsburgh 13, Pa., by asking for film X-178.

AT RANDOM

New Format

An attractive new format has been added to the breezy house organ of the Northwest and North Coast Greyhound Lines which began a contest for a name for the periodical as TRAVEL USA was being published.

Birthday

Pioneer Valley Association of Massachusetts (headquarters Northampton) celebrates its tenth birthday with the issuance of a nice brochure in color dedicated to the valley's 17 newspapers, 8 radio stations, and 350 Pioneer Valleyites who work to build association membership and promote development of the area.

Mexico to Canada "Hike"

This month, according to prospectus by J. C. Wampler, 1940 Hearst Avenue, Berkeley, Calif., hikers can start a real trek lasting to October, border to border, 2,200 miles long . . . but hikers need not turn pale, it will be mainly motor vehicle with some back-packing. Effort will be made to arrange for "cut-ins"—part-way hikers—en route. Mr. Wampler's fields of interest are anthropology and archaeology, plus mountaineering.

Traveling Australian Book Display

A collection of 200 representative Australian books, pamphlets and pictures is on its way to Oklahoma for a 3-week display, beginning its 1949 tour through the United States upon request to the Australian News and Information Bureau, 636 Fifth Avenue, New York City. Borrowers pay one way.

Williamsburg Flowers

The Colonial Williamsburg Garden and Flower Symposium is scheduled for the first week in March, with discussions, tours, exhibits and special features.

APRIL

S M T W T F S

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

APRIL

- Fort Myers, Fla.*—Tarpon Tournament (Mar. 15–July 15, 1949).
Hanover, Pa.—Antiques Show (second week).
 1 *Leesburg, Fla.*—Annual Bass Tournament (Apr. 1–Nov. 1, 1949).
 1 *Orlando, Fla.*—Yacht Club Regatta.
 1 *Sarasota, Fla.*—Fishing Tournament (Apr. 1–Sept. 1, 1949).
 1–2 *Pasadena, Calif.*—Spring Garden Tours.
 1–2 *Pensacola, Fla.*—High School Band Festival.
 1–3 *Southern Pines, N. C.*—Annual Sandhills Horse Show.
 1–3 *Wilmington, N. C.*—Azalea Festival.
 2–3 *Douglas, Ariz.*—Rodeo.
 2–3 *San Diego, Calif.*—County Orchid Show.
 2–3 *Arapahoe Basin, Colo.*—Downhill and Slalom.
 2–3 *Berthoud Pass, Colo.*—High School Downhill and Slalom.
 2–3 *Sun Valley, Idaho.*—6th Annual Western States American Legion Junior Championships.
 2–9 *Tampa, Fla.*—Latin - American Fiesta.
 3 *Jacksonville, Fla.*—Metropolitan Fishing Tournament (Apr. 3–Dec. 31, 1949).
 3 *New Orleans, La.*—1st Annual Amaryllis Show.
 3 *Mt. Hood, Oreg.*—Far West Kandahar.
 4–9 *St. Petersburg, Fla.*—Festival of States.
 6–9 *Wickenburg, Ariz.*—Desert Caballeros Spring Ride.
 6–9 *De Ridder, La.*—Fat Stock Show.
 6–9 *Chapel Hill, N. C.*—26th Annual Spring Dramatic Assn. Festival.
 7 *Biloxi, Miss.*—Official Birthday of Biloxi.
 7–14 *Miami Beach, Fla.*—International Tennis Tournament.
 8–9 *St. Augustine, Fla.*—St. Augustine Fiesta.
 8–10 *Phoenix, Ariz.*—Championship Rodeo.
 9–10 *Pikes Peak, Colo.*—Intercollegiate Downhill and Slalom.
 9–14 *San Francisco, Calif.*—Grand National Junior Livestock Exposition.
 10 *Winter Haven, Fla.*—(Cypress Gardens), Gardenia Festival.
 10 *St. Augustine, Fla.*—Blessing of Shrimp Fleet.

- 10 *Pinkham Notch, N. H.*—American Inferno (winter sports) Race.
 10–17 *El Centro, Calif.*—Western Week and Round-up.
 10–17 *Laguna Beach, Calif.*—L u a u Week.
 11–16 *Philadelphia, Pa.*—Annual Country Life Exposition.
 14–28 *Lexington, Ky.*—(Keeneland Track), Spring Races.
 16 *Los Angeles, Calif.*—“Blessing of the Animals” in Olvera Street.
 16 *Tuckerman’s Ravine, N. H.*—Harvard-Dartmouth Slalom.
 16–17 *Twenty-nine Palms, Calif.*—Hobby Show.
 16–17 *Manchester, Vt.*—Easter Snow Carnival.
 17 *Tucson, Ariz.*—Yaqui Indian Dances.
 17 *Hot Springs Mountain, Ark.*—Easter Sunrise Service.
 17 *Mammoth Mountain, Calif.*—Costumed Easter Egg Ski Race.
 17 *Riverside, Calif.*—(Mt. Rubidoux), Easter Sunrise Services.
 17 *San Francisco, Calif.*—(Mt. Davidson), Easter Services.
 17 *Twenty-nine Palms, Calif.*—Annual Easter Parade.
 17 *Pikes Peak, Colo.*—Pikes Peak Championships.
 17 *Daytona Beach, Fla.*—Easter Sunrise Service on Beach.
 17 *Korona, Fla.*—Polish Easter Services.
 17 *Mayport, Fla.*—(Ribaut Monument), Easter Sunrise Services.
 17 *Palm Beach, Fla.*—Easter Yacht Regatta.
 17 *Winston-Salem, N. C.*—Easter Sunrise Service.
 17 *Mt. Hood, Oreg.*—Golden Poles Races.
 17 *Bethlehem, Valley Forge, and Philadelphia, Pa.*—Easter Sunrise Services.
 17 *Stowe, Vt.*—Mt. Mansfield Sugar Slalom.
 17–20 *Cochiti, Santo Domingo, San Felipe, and other Indian Pueblos, N. M.*—Spring Corn Dances.
 17–23 *Riverside, Calif.*—Festival of Music and Art.
 17–24 *Tarpon Springs, Fla.*—Byzantine Easter Processional.
 18–25 *Charleston, S. C.*—Azalea Festival.
 22 *Macon, Ga.*—Bibb County Flower Show.
 22–24 *New Orleans, La.*—Annual Horse Show.
 22–24 *Oklahoma City, Okla.*—Second Annual Air Show.

- 23–24 *Coronado, Calif.*—Flower Show.
 23–24 *Hemet, Calif.*—Ramona Pageant (following weekends incl. May 7–8).
 23–24 *Lone Pine, Calif.*—Lone Pine Stampede.
 23–30 *Statewide, Virginia.*—Garden Week in Virginia.
 24 *Climax, Colo.*—Downhill and Slalom.
 24 *Donaldsonville, La.*—St. Amico’s Pilgrimage.
 24 *Eugene, Oreg.*—White Water Parade on McKenzie River.
 24–27 *Holly Springs, Miss.*—Annual pilgrimage to historical homes.
 25–26 *Tampa, Fla.*—Annual High School Music Festival.
 25–30 *Erie and Adams Counties, Pa.*—Peach and Cherry Blossom Time.
 26 *Oakland, Calif.*—Calif. Spring Garden Show (Apr. 26–May 1, 1949).
 29 *Thomasville, Ga.*—Rose Show.
 29 *Statewide, Md.*—Twelfth Annual House and Garden Pilgrimage (Apr. 29–May 9, 1949).
 29–30 *Philadelphia, Pa.*—Penn. Relay Carnival.

MAY

- Charleston, S. C.*—Schutzenfest (first week).
 1 *Arapahoe Basin, Colo.*—May Day Slalom.
 1 *San Felipe Pueblo, N. Mex.*—Annual Fiesta and Corn Dance.
 1 *Gallinburg, Tenn.*—Old Harp Singers Meet.
 1–7 *Sandpoint, Idaho.*—“Howdy” Week (trout season opens).
 3 *Taos Pueblo, N. Mex.*—Ceremonial Races; Corn Dance.
 5 *Tucson, Ariz.*—Fiesta Primavera.
 7 *Payette, Idaho.*—Annual Blossom Festival.
 7–13 *Santa Barbara, Calif.*—Rancheros Visitadores Trek.
 8–14 *Chickasaw State Park, Tenn.*—Southern State Fox Hunters’ Assn. Field Trials.
 8–14 *Memphis, Tenn.*—Cotton Carnival.
 9–15 *Boise, Idaho.*—May Music Week.
 14 *Nashville, Tenn.*—Iroquois Steeple Chase.
 21 *New Castle, Del.*—Old New Castle Day.
 26 *Albuquerque, N. Mex.*—Feast Day of San Felipe de Neri.
 27 *Albuquerque, N. Mex.*—Annual Fiesta.

