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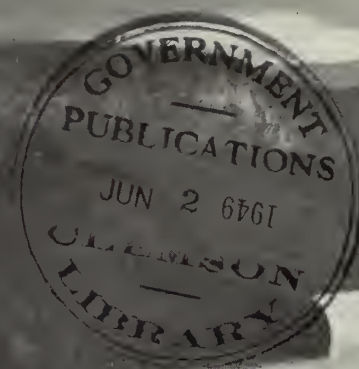


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TRAVEL USA

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UNITED STATES TRAVEL DIVISION

TRAVEL USA

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FRONT COVER

Crown Point on the Columbia River highway, a few miles east of Portland, Oreg. Oregon State Highway Commission photo.

BACK COVER

Big Spring, Big Spring State Park, near Van Buren, Mo. Massie—Missouri Resources Division photo.

Issued monthly by

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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 on request to organizations and individuals engaged in travel and related activities.

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Did You Know This?

Our comment on travel this month is already prepared in that we wish to quote from the Washington, D. C., Evening Star column of sports writer Francis Stann. Everyone interested in the development of travel will find food for thought in what Mr. Stann has to say.

"Maybe, like a lot of other people, you don't realize how many . . . outdoors folk there are in the United States. Did you know there are 14 million anglers licensed in the country and that they spend approximately 1 billion 400 million annually? And these figures don't include fishing in tidal waters, meaning bays, oceans, etc.

"There are 13 million licensed hunters who spent another billion 400 million, plus motorboat owners who have 6 billion invested.

"And now, if you'd like it translated in terms of money, a few words from Frank Menke, the sports historian, lifted right from his New Encyclopedia of Sports.

"First off, anglers (all sport fishermen), shooters (hunters and target shooters), and motorboating devotees rank in that order in spending. Golfers and bowlers follow, with nobody else in sight.

"The two armies—the anglers and the gunners—who rarely are mentioned on the sports pages—spend more money each year," writes Menke, "than would be needed to buy all the race tracks in America, all the race horses, all the football stadia, all the baseball parks, all the professional ball players, all the ice rinks and hockey players, all the dog racing tracks and dogs, all the polo fields and horses, all the rodeos with their complete equipment, all the automobile speedways—and there still would be enough left to buy handsome post offices in wholesale quantities."

"Menke estimates there are 25 major horse parks, plus 75 minor tracks and that approximately 17,500 thoroughbreds and trotting horses are campaigned annually. These properties, plus all sires and broodmares, are worth, he says, less than one-tenth what anglers and shooters spend every 12 months.

"If you owned all professional baseball—parks, players, the works—Menke estimates you'd have \$45,000,000 invested. Anglers and firearms devotees, he discloses, spend almost that weekly."

OREGON

Attracts the Tourist

Manley F. Robison

Director, Travel Information Department, Oregon State Highway Commission, Salem

Oregon's travel business has soared from an estimated annual value of less than \$25,000,000 in 1935 to \$92,000,000 in 1948. Recreational travel in Oregon now ranks third from the top as a revenue producer, exceeded only by agriculture and lumber.

The Oregon State Highway Commission Travel Information Department has taken an active part in this growth since its establishment in 1936. An aggressive national advertising campaign carried on by the department since its inception except during the war years is credited with consistent gains in the number of vacationists seeking recreation and relaxation in Oregon.

Oregon advertisements have been promoting scenic attractions through extensive use of color pictures. Advertisements in national magazines and a selected list of motor club publications and newspapers for the 1948 travel year brought 135,000 mail inquiries, setting a new record. Processing inquiries was kept on a daily basis, assuring rapid replies.

A vacation folder, a 32-page color booklet covering the State in general, is sent to every prospective visitor along with an invitation to write to the department if information is wanted on any particular area. This results in the preparation each year of several thousand letters answering specific questions, sometimes requiring considerable research.

Advertising is supplemented with black and white glossy photographs to travel editors, magazines, travel agencies, and other groups serving the traveling public. Likewise articles and travel information releases are prepared for general distribution. Special material is supplied to travel writers to facilitate preparation of material for national consumption.

The department circulates some 50 prints of two 16-millimeter color-sound travel films, "The New Oregon Trail," and "Glimpses From Oregon State Park." They are loaned without cost to travel groups, clubs, and other organizations throughout the United States.

The photographic division has scenic negatives on file

covering all sections of Oregon, supplemented by 4 by 5 and 5 by 7 color pictures to show off Oregon's colorful scenic areas. Enlargements in sepia and color are used for display purposes, including travel and sports shows where the department may be represented.

The department cooperates closely with chambers of commerce, highway associations, motor club representatives and other Oregon groups associated with tourist travel promotion in all sections of the State.

Functioning as a segment of the State highway organization, travel information department funds are allocated annually by the highway commission. An advisory committee comprised of business leaders and publishers appointed from the various geographical areas of the State establishes operating policies and programs.



June brings rhododendron and squaw grass into bloom on the slopes of Mount Hood.



From the Four Corners of the Earth

Donald J. Shank

Vice President, Institute of International Education

Since the time of Alexander the Great it has been the habit of serious students to travel in search of knowledge. Until recently the movement was limited to the well-to-do who could afford the luxury of extra money spent in broadening their education and cultural contacts. Since the end of World War I, however, student travel has, with the assistance of governments and private agencies, increased until international students are now numbered in the tens of thousands.

This year there are 26,759 visiting students in the United States, from literally the four corners of the earth. From Burma and Iceland, from Lebanon and Poland, from Siam and Sweden, from Nepal, Hungary, and the Fiji Islands—and from 142 other countries or dependencies—they are living testimonials to the wisdom of Daniel, who prophesied “many shall run to and fro, and knowledge will be increased.”

Equally encouraging for those who believe in travel as a means to the promotion of peace and good will are the numbers of Americans going abroad to live and study for a year or more. It is estimated that in 1948–49 more than 8,000 will reap the benefits of intimate contact with the culture and people of more than 15 nations.

How does an interested student find out about such things as scholarship opportunities, courses of study, entrance requirements, travel regulations? More than 30,000 of them turn for help and information each year to the Institute of International Education, 2 West Forty-fifth Street, New York 19.

The institute was founded in 1919 with the aim of promoting international good will and peace by aiding a two-way exchange of students between the United States and other countries of the world. It has no scholarship funds of its own, but administers those of a large number of institutions, government and private agencies, and individuals.

The institute has under its auspices this year 1,204 students and specialists, here and abroad, studying in the widest possible range of subjects—from engineering to education and from agronomy to architecture.

A program recently undertaken in cooperation with the Government of Korea will bring about 35 Korean students to the United States. Twenty-one German and Austrian students are here now, under the joint auspices of the Institute of International Education, the National Catholic Welfare Conference, and the Student Relief

Campaign of the National Federation of Catholic College Students. Under an arrangement with UNESCO, the institute, in cooperation with professional organizations, supervises travel and study programs of reconstruction specialists from six war-devastated countries, who will make use of the knowledge they acquire here in rebuilding the educational and cultural systems of their homelands. Nineteen Americans have traveled to Switzerland to study on fellowships given by Swiss universities and societies, and administered by the institute.

The institute has the responsibility for the preliminary selection of students applying for foreign study awards under the Fulbright Act. This act, sponsored by Senator Fulbright of Arkansas and passed by Congress in 1946, provides that certain sums of money derived from the sale of war-surplus materials in some 20 countries abroad be set aside in the foreign currency to pay the tuition, travel, and maintenance of selected American students for a year of study in those countries. Foreign students coming to the United States from these 20 countries can receive travel awards out of Fulbright funds and so supplement scholarship grants given by colleges and universities here.

Agreements under the Fulbright Act have been signed with China, Burma, the Philippines, Greece, the United Kingdom, New Zealand, Belgium and Luxembourg, France, and Italy. Negotiations are at present proceeding with Austria, Australia, Egypt, India, Iran, the Netherlands, Norway, Pakistan, and Turkey.

Forty students are now studying in the United States under this program, and another 40 abroad. This number may seem small, but it must be remembered that such a large program takes a great deal of negotiation and organization. It is expected that within the coming year 500 foreign students will be able to travel to the United States under Fulbright, and that 350 Americans will receive complete awards for study abroad. The program is planned to assist a large-scale movement of students among the 20 countries for a 20-year period.

The growth in international education is a wholesome one. An ever-widening circle of people will benefit from the broadened contacts, the increased knowledge, and the international point of view gained by these students. The value to peace and international understanding derived from educational travel cannot even be estimated.

Gatlinburg *Great Smoky* Resort Center

Bart Leiper

Close to the unspoiled wilderness areas of the Great Smoky Mountain National Park in North Carolina and Tennessee is a model resort village, replete with all creature comforts—Gatlinburg, Tenn.

Only a score of years ago an unimpressive hamlet with a minimum of modern conveniences, Gatlinburg today has 6 splendid resort hotels, numerous lodges, tourist homes, and many motor courts, providing accommodations for 4,000 visitors.

The most impressive natural feature about Gatlinburg is the stupendous back drop of triple-peaked Mount LeConte towering over a mile almost straight up beyond the village, forming a constantly changing mountain panorama with quick-change cloud patterns of which visitors never tire. No other mountain in eastern America has a greater sheer ascent from the valley floor.

Gatlinburg came into its present form as a resort center wholly through the efforts of some six original families who caught the vision early, and planned well and skillfully the development of each resort feature.

Progressive strides are being taken by the community to develop types of entertainment outside the range of adventures within the Great Smoky Park itself, which, after all, is generally the major objective of a trip to Gatlinburg. Nine holes of a contemplated 18-hole golf course are expected to be ready this year, located near Pigeon Forge, a few miles over paved highway from the village. And construction has been under way for some time on a modern swimming pool of large proportions.

Gatlinburg has been selected as the annual summer meeting place of those engaged in making such handicraft articles as woodcarving, weaving, pottery, hammered metals, and allied hand-made articles of real worth. Numerous shops in Gatlinburg sell handicraft products indigenous to the southern Appalachians.

Travel to the Great Smokies is still on the increase, even though the 1947-48 travel year witnessed an all-time record of nearly 1,500,000 visitors. The National Park Service in its official report for January 1949 indicated that visitors were almost double those for January 1948.

Fine U. S. highways lead to the park—No. 11 from the northeast and southwest, 25 north and south, and 70 east and west. Quick access is afforded from Knoxville, Tenn., via Tenn. 71, and from Asheville, N. C., via U. S. 19 and N. C. 107 which enters the park from the Indian village of Cherokee.

Gatlinburg's nearest railway or air line approaches are Knoxville, Tenn., and Asheville, N. C., from which Trailways and Gray Line sightseeing buses also serve the park from both cities.

The entertainment program at Gatlinburg naturally centers upon the enjoyment of the park, through visits by auto over well-paved and carefully graded motor highways, or by horseback and hiking trips over portions of the 600 miles of mountain trails. There are some 8 or 10 distinct motor trips ranging from 40 miles to more than 200 miles. These may be made in personal cars, or in the special hotel sightseeing limousines with skilled native driver-guides.

Provision has been made at several delightful park areas for camping, either with or without trailers. Ample outdoor fireplaces are provided with wood for fuel, and there are modern toilet facilities. Camping permits are secured at park headquarters or ranger stations.

This year for the first time in several seasons, the Trail Riders of the Wilderness are making horseback camping pilgrimages into the Smokies, arranged by the American Forestry Association, 919 Seventeenth Street NW., Washington 6, D. C.

A sea of clouds rolling over the Great Smoky Mountains.
Tennessee Conservation Department photo.



Michigan for Resort Operators

Robert J. Furlong

Administrative Secretary, Michigan Tourist Council

How can we help the individual resort operator to improve his accommodations? This question was posed by the Michigan Tourist Council at a meeting in 1946. It was an action-provoking question.

For years Michigan State College, oldest land-grant college in the Nation, had been assisting farmers through its extension program. This large-scale research program included personal contacts with farmers and provided agricultural specialists to counsel them.

It was only natural, therefore, that the Michigan Tourist Council should take its problem to officials of the college. And promptly formed was what is known today as the Tourist and Resort Extension Program for Michigan Resort Operators.

The program is patterned after the college's time-tested agricultural extension service. It is educational rather than a promotional or regulatory activity. It includes research, personal contacts, group meetings and the preparation of a variety of instructional pamphlets and folders.

Michigan State College has assigned four specialists to the program under L. R. Schoenmann, director of the college conservation institute. These specialists, all professionals in their fields, give full time to the job of helping the resort operator, regardless of whether experienced, a newcomer or a prospective operator.

Research is an important part of the work. Site development, landscaping, and resort lay-out are studied. New construction methods are being developed for builders of cabins, cottage, lodges, boat docks, even shuffleboard courts. Experiments are conducted on insulation, heating, ventilating, and weather-proofing. Quantity food preparation is a problem.

Findings become immediately available through pamphlets, direct mail and personal consultations.

The word "extension" in the program is literal. No matter how remote a resort operator may be from Michigan State College at East Lansing, he has complete service available. And whether he owns a single boat and a one-room cottage or a swank resort hotel he gets full help, at no cost.

The comprehensive services available through the program cover the location of buildings and recreational areas; plans for overnight cabins, courts and motels, cottages, lodges and resorts; quantity food service; kitchen and dining room planning; facilities and programs for guest entertainment, both indoor and outdoor; fire prevention; weed and pest control; waste disposal systems; rustic structures; landscaping; paints; insulation; quantity food buying, food storage, recipes, menus, rules for

meal preparation, costs and pricing; outdoor fireplaces, picnic tables, rustic bridges, retaining walls; traffic barriers.

The resort operator unfamiliar with bookkeeping finds the extension service of special value. A specialist will come right into the operator's office, sit down with him and show him how it should be done.

On the extension staff is a dietitian especially trained in quantity food buying, menu planning, and food preparation.

As the program continues to grow in popularity throughout the tourist service industry of Michigan, individual consultations must of necessity be limited. There will not be enough staff persons to answer the requests. But the service is already meeting that problem.

Workshops for resort operators are being arranged throughout the State. Operators bring in their problems to discuss them with the specialists and with other operators. Classes are held in the various phases of resort management and ample time is given to round-table practical discussions. The staff specialists who conduct these workshops are available for individual consultations.

As a part of the program a tourist-resort display room is maintained throughout the year on the campus of Michigan State College showing the newest developments in ground layout and building plans, construction materials and methods, furnishings, equipment, utilities, paints and preservatives. Over 17,000 persons have visited it since its opening in January 1948.

Resort operators who come to the campus can also consult staff members of the college in other departments. Perhaps the operator is interested in the hotel aspects of his business. The college has staff members trained in hotel administration who will give him advice.

The country agricultural agents and home demonstration agents in the State's 83 counties are available to the resort operators in their areas and provide a connecting link with the headquarters at East Lansing.

Also working hand-in-hand with Mr. Schoenmann and his staff are the Michigan Tourist Council and the four regional tourist and resort associations in Michigan: The Upper Peninsula Development Bureau, the East Michigan Tourist Association, the Southeastern Michigan Tourist and Publicity Association, and the West Michigan Tourist and Resort Association.

All these agencies provide Michigan's tourist and resort business with a service that is unique and, although young, already paying dividends—dividends reflected in improved man-made assets so vital to the natural attractions of a vacation land.



Berkshire Festivals

Paul W. Foster

Executive Secretary, Berkshire Hills Conference, Inc.

In 1934 enterprising residents of Berkshire County in Massachusetts conceived the idea of symphonic music in the open air for the summer season. Players from New York gave three concerts on the Dan Hanna estate in Stockbridge under the direction of Henry Hadley. The idea, then new in this part of the world, grew and expanded from summer to summer.

In 1936 the Boston Symphony Orchestra under Serge Koussevitsky was engaged. This orchestra has become the nucleus of the Berkshire Festivals ever since. In 1937 the concerts were given in the grounds of Tanglewood which had been presented to the orchestra the previous winter. In 1938 the "Shed," erected by contributions to the Festival Committee, was inaugurated.

War suspended the festivals in 1942 and 1943, but in 1944 Dr. Koussevitsky presented a series of Mozart concerts by a chamber orchestra in the theater-concert hall of the school of the Berkshire Music Center at Tanglewood. These chamber series have been continued along with the larger festival concerts in the Shed which were resumed in 1946.

Music in the summer has gradually become a pleasant and rewarding custom in many parts of the country. The Berkshire Festivals draw thousands from all parts of the United States. As many as 14,000 attend a single concert.

The Berkshire Music Center, established at Tanglewood in 1940 with Dr. Koussevitsky as director, runs concurrently with the festivals and the student performances of concert and opera are attended by festival guests.

The Berkshire Festival in 1949 will be given through five weeks in July and August under the direction of Serge Koussevitsky who will then conclude his conductorship of the Boston Symphony Orchestra.

A second cultural attraction which has meant much to



Above left: Tanglewood Shed; right: Air view of the "Shed"; insert: Folk dancing at Jacob's Pillow.

the appeal of the Berkshire region was established several years ago when the Jacob's Pillow Dance Festival came into being under the directorship of Ted Shawn of the ballet. It takes its name from its location on a scenic highway route in the Berkshires known as "Jacob's Ladder" a few miles east of Lee and some 30 miles west of Springfield, Mass.

In a modern theater opening on a typical Berkshire background, hundreds of students of the dance make an annual visit for instruction under capable guidance in the summer season and, with visiting artists, provide a series of performances for Berkshire visitors.

The Berkshire Hills Conference is perfecting plans to encourage artists to make the Berkshires their summer residence. Their work will be presented in a fall exhibit, confined to art actually done in Berkshire, and subsequently exhibited at museums throughout the country.

Planned Tour Packages

Arthur S. Bostwick

Greyhound Lines



Greyhound Highway Tours Travel Bureau
105 West Madison Street, Chicago, Ill.

The prepared tour—embracing transportation, hotel accommodations, and sightseeing—is a travel item with an amazing potential.

This is supported by the experience of Greyhound Highway Tours, Inc., the corporate unit within Greyhound Lines that prepares and markets more tour packages than probably any other single organization in the travel realm. The Greyhound highway tour tariff generally is considered the most complete and comprehensive guide of its kind ever compiled.

During 1948, for example, Greyhound Highway Tours sold in excess of \$3,500,000 worth of prepared tour business. This volume was easily the largest in any calendar year since the establishment of the specialized Greyhound service in 1932. Tour sales in 1947 amounted to \$2,163,000.

The widespread facilities and resources of the entire Greyhound system, including a score of affiliated Greyhound operating companies, are major factors in the success of the Greyhound tour organization.

The planned tours are sold by some 50 Greyhound travel bureaus throughout the country, by ticket agencies and independent travel agents. The portfolio contains more than 300 all-expense parcels fashioned to meet seasonal and popular travel trends. In addition some of the tours are designed to develop interest in scenic and historical attractions in the off-the-beaten-path category. Greyhound lines and the multiple connecting bus services reach virtually every part of the United States.

Greyhound has adopted the following definitions to differentiate between various types of tours: Prepared tour—one in which a number of individual tour items are combined with bus transportation and the entire tour is offered to the public at a fixed price; package tour—one which is offered to the public at a fixed price which covers a specific combination of items which are, in most cases, furnished at a specific location; tailor-made tour—one

which is prepared especially for an individual by combining a number of individual tour items with bus transportation, with one or more package tours frequently used in its preparation.

A sustained promotional program including literature has proved singularly successful. Many booklets and folders, each designed to do a specific job, have been issued. A slick paper, four-color booklet titled “Amazing America Tours by Greyhound,” fostering general interest in tourist attractions, was distributed to persons interested in a planned tour.

More recently, a series of folders for distribution in and near the Nation’s larger cities, provided information in terms of the respective cities as points of origin, citing the prices of various tours and giving itineraries in detail. The contents of these folders range from 17 to 30 tours.

Greyhound Highway Tours also devised a new travel ingredient, a tailor-made loose-leaf booklet titled “Highway Highlights” which describes points of interest on the tourist’s specific route with illustrated stories of communities, monuments, historical events, and waterways. It is available to purchasers of expense-paid Greyhound tours.

Greyhound’s magazine and newspaper advertising frequently mention travel bureau services. Specific tours are described and prices quoted at the local level in newspaper advertisements. Emphasis often is placed on the fact that travel bureau services are available at no additional cost to the passenger.

An increasingly important source of prepared tour business is Greyhound’s foreign passenger service. Many agencies have been established in the western European nations, offering not only transportation in the United States but tour services as well. Trained passenger agents meet persons arriving from abroad who plan to travel via Greyhound Lines and assist them on their way to their destinations.

For Publication...

Josef Muench, ASPA

If we can rely upon the adage that a picture tells more than a thousand words, then the people who travel from one end to another of our country with an average of one camera to each hand, must be amassing a staggering number of volumes on the beauties of America.

Placed end to end or side by side, they would probably cover the entire earth with a film, most of which alas, could not be seen through!

The fact that these enthusiastic and energetic "amateurs" have not put all of the professional photographers out of business must be that they are so eager to place themselves and fellow travelers in front of the camera, that they lose sight of the background. Since you or I, or any average tourist look about the same 10 feet away from Old Faithful or on the steps of a venerable mission, or beside a cabin at the Grand Canyon, the result of all this effort and expense is not a real record of a thrilling vacation. Add some under-exposure and quite a bit of over-exposure, plus holding one finger over the lens opening and forgetting to turn to the next film and you know why people are still interested in looking at magazines and newspapers that show our national parks and recreational areas.

For publication there may be people in the pictures, but they should be only a part of the arrangement which leads the eye to the main point of interest—whether a waterfall or a glacier, a wild animal or a geyser.

Almost every view that the photographer decides would be interesting for publication is apt to prove as temperamental as a prima donna when it comes to posing for a picture. She invariably has a profile which is best only from a given angle and will be fussy as to the hour and lighting conditions when "at home" to a camera. Such spots as the fascinating prehistoric cliff dwellings of the southwest even go so far as to be unapproachable at all but short seasons when the sun penetrates the great caverns. Some of the waterfalls discourage picture hunters by sending spray out at him when he tries to get their portrait, or like Bridal Veil Fall at Yosemite, fading away to a trickle toward the end of summer.

Blissfully unaware of these limitations the amateur shoots from the hip without even drawing a bead, and so misses fire most of the time.

The earnest seeker of photographs for publication must disregard the comforts of bed to catch glorious sunrises and forego the satisfaction of regular meals to be at the spot when the scene is best.

But each locality, whether it is home to the photographer or a remote point reached on his travels, has possibilities that will yield pictures that do tell much more than a thousand words and so will interest the practical-minded editor for publication.

Yacht harbor in San Francisco; and, seen through the arches of the cloistered inner quad, the Stanford Memorial Church with its mosaic showing the Sermon on the Mount. Photos by Joseph Muench, from the book *SAN FRANCISCO BAY CITIES* by Joseph Muench.



New Graphic Techniques

The advertising of an airway company linking Europe with the United States, like American Overseas Airlines, presents a practical as well as an esthetic problem. AOA were the first in this field to realize that what suited the American public was not necessarily the best adapted to European needs. In launching a special program for Europe, Mr. H. W. Bernhardt, the director of AOA advertising in London, had to take a number of factors into account. Posters, guides, and leaflets had to be designed for simultaneous use in many countries with different languages. They had to underline the distinctive features of air travel, above all its speed and the variety of services it performs. They had also to avoid all trodden paths if AOA advertising was to be easily distinguishable from that of other airlines.

The air provides the most modern form of travel. Therefore, in seeking the solution, Mr. Bernhardt looked for designs in harmony with modern trends. These he found with the talented Lewitt-Him duo, who have been working in close cooperation with him during the past year. Copy, lay-out, and designs are the subject of constant consultation between Mr. Bernhardt and Lewitt-Him, and the lively sense of partnership which they have developed is responsible for the unity of style achieved in the resulting publicity.

As so often before, the compulsion of practical requirements acted as a stimulus to creative ingenuity. The outstanding feature of work by Lewitt-Him is its imaginative quality. Most interesting is the way in which the imagination, at first cribbed and confined, proceeds to master the idea of motion. The pictorial translations of the relativity of time and space—a concept which aviation has brought down into the realms of everyday fact and experience—are explored with all the delight of new discovery. It goes a long way beyond mere illustration or caricature. It represents, in fact, a definite attempt to give pictorial form to abstract ideas. The result is achieved with a notable economy of means. The eye is never diverted from the subject by unnecessary detail. Everything in these designs, including the finely gradated coloring, helps to build up an effect which, however strong, is suggested rather than stated. The lettering is usually discreet and not allowed to upset the balance of the whole. The ideas connected with air travel are speed, saving of time, convenience and, not least, the joy of soaring into the sunlight ever-present above the clouds.

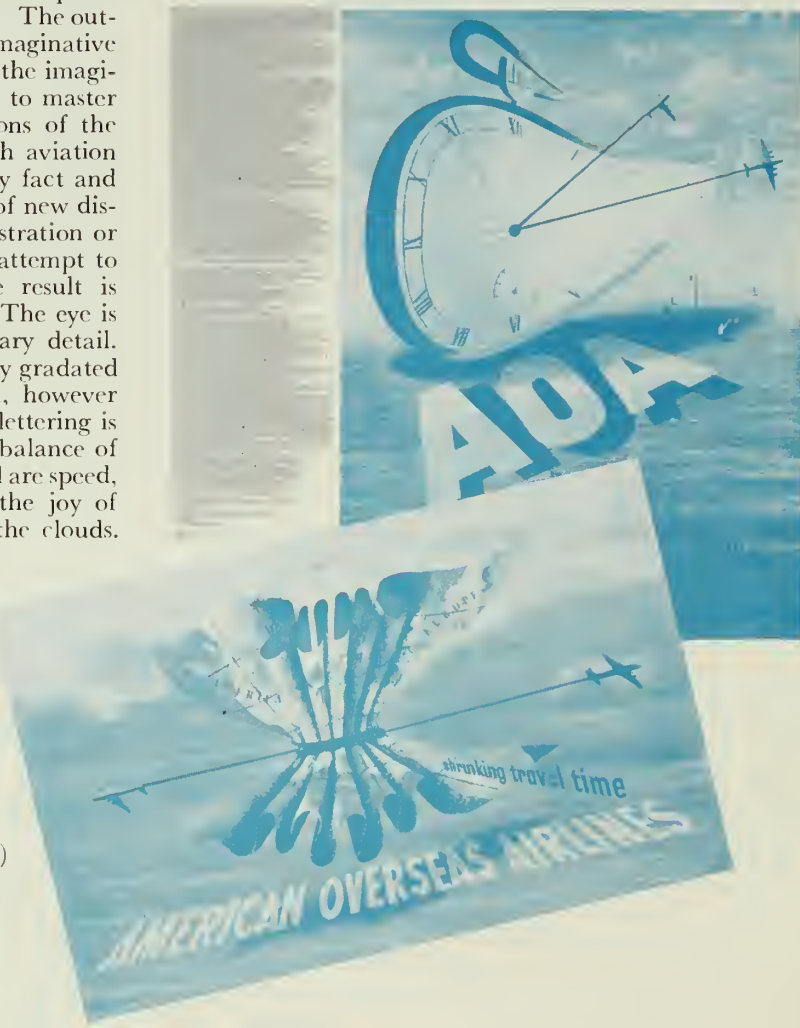
Two AOA posters illustrating the effect of air travel on the traveler's time. (SEE INSIDE BACK COVER FOR OTHER MODERN AOA POSTERS.)

(Reprinted from *Graphis* 22, by G. O. Austen.)

Airlines have compressed into a few hours journeys which formerly took days and even weeks. It is precisely this new relationship between time and distance which the artists have brought out in a series of startling contrasts.

The "shrinkage" of time is spatially illustrated by a map of the world folded and drawn tight at the center by a thread of an air route. A pocket-watch, standing upright on an airfield with air lines for hands, is elongated at one side to suggest the time gained by the air traveler. Weight too has a changed significance. The aircraft defies the laws of gravity and lifts a large packing-case over a globe which has become relatively small. The sense of motion is implied by an airliner describing a violet parabola under a starry sky through a gateway formed by the initials AOA. A shadowy projection of these initials underneath leads the eye in horizontal perspective toward the distant goal, USA.

Travel advertising is generally associated with pictures or photographs of landscapes. These designs differ in that they are applicable to air travel alone. A few carefully selected symbols convey a universally intelligible message. They show at a glance all that flight implies in altering our normal conceptions of time and space.





NEW ORLEANS' 20th CENTURY MARKET PLACE

C. E. Frampton

Director, Promotion and Public Relations, Louisiana Department of Commerce and Industry

The twentieth century's embodiment of the age-old market place is New Orleans' new International Trade Mart. An imposing 1½ million dollar structure of concrete, glass, and steel, the Trade Mart exhibits more than 700 products from 32 States and 26 foreign countries.

A logical running mate to the city's International House, a clearing house for trade information and business contracts, the five-story mart serves as an ultra-modern display and trading center, offering domestic and foreign manufacturers space in which to display and sell their wares, all under one roof and in one operation.

Though other ports have service facilities, the International Trade Mart is the first permanent exhibit and sales center of its kind in the Nation. All goods on exhibit are available for sale. Exhibitors are expected to complete sales on the spot, since the mart functions neither as an exhibition or an office building, but as a combination of both.

The air-conditioned mart building is located near the heart of the New Orleans business district. It greets the viewer as a broad curved expanse of shining white concrete broken by vertical patterns of glass blocks. Arrayed on the roof are the flags of many nations.

Entering the marble lobby, the visitor receives the impression of a United Nations meeting with businessmen conversing in all tongues, interpreters standing ready to assist—and fascinating exhibits from all over the world.

Indirect fluorescent lighting gives the interior an appearance of daylight, and the building is constructed to minimize dust and noise. The first floor is terrazzo, while the other four are asphalt tile.

Three fast passenger elevators provide transportation

from floor to floor for businessmen and visitors, while a freight elevator, convenient loading docks, and removable partitions allow the exhibitor maximum flexibility in arranging his display and serving buyers.

Leased to tenants on a yearly basis, the exhibit spaces range from 192 to 2,600 square feet, and display such varied items as tapestries, shotguns, soda fountains, furniture, precision tools, pool tables, and glass and stoneware.

The 1½ million dollars of bonds to construct the mart were purchased not only by large concerns but also by doormen and stenographers, shipping clerks, and small businessmen. That their faith in the city's future was justified is evidenced by the amazing increase in traffic through the Port of New Orleans. In 1947 it totaled 1¼ billion dollars—five times as much as in 1940.

The story behind the modernistic Trade Mart began in 1943 when New Orleans leaders—city officials, business and professional men, and others—contributed \$250,000 to build International House, the Mart's complement, which since 1945 has provided visiting businessmen with air-conditioned offices, free secretarial and translation service, a research department, and all the comforts of a top-notch club, complete with lounge and bars.

Two years later the port asked for and got the present 20-acre free trade zone, offering a custom-free area in which products from abroad may be stored, packaged, and otherwise handled before being brought into the United States or reexported.

Then in November 1948 doors were formally opened to the International Trade Mart, an ideal setting for the domestic or international buyer and seller, and the twentieth century's answer to the market place of old.



Main reading room
Library of Congress

At Your Service

The Library of Congress

Milton M. Plumb, Jr.

Information Officer

Library materials by the millions—7,606,576 pieces in fiscal 1948—pour into the Library of Congress annually. Almost half of this material is acquired through the activities of the Exchange and Gift Division, a unit of the Library's processing department.

Established in 1943, the Exchange and Gift Division is responsible for the acquisition of materials by gift, official deposits and donations, and for exchanges and transfers which are effected under statutory obligations. The Library of Congress is the depository of publications received by the United States from foreign governments in return for its own publications under the Brussels Conventions of 1886 and other treaty arrangements, and a number of States have statutory provisions by which copies of their publications are sent to the Library.

Of some 3,225,768 pieces channeled into the Library's collections through the exchange section in fiscal 1948, more than half (1,899,942) came through transfer from other Federal agencies. Gifts from private individuals and institutions amounted to 78,659 pieces in addition to an estimated 174,790 manuscripts in 194 collections.

One of the more interesting activities of the Exchange and Gift Division results from the fact that it acquires State publications on behalf of the Library. Some 78,868 pieces of material published by State legislative bodies, executive departments, boards, commissions, and other agencies, as well as by institutions, colleges, universities, and other organizations subsidized wholly or partially by a State, were received in the last fiscal year. From this mass a total of 14,028 different titles were listed in a monthly publication prepared by the Division entitled *Monthly Checklist of State Publications*. This listing covered all important items received except periodical publications, since only the first issues of serials are reported.

The Library of Congress has been publishing the monthly checklist since 1910. It is sent free to State agencies which furnish copies of their publications for listing, and the Library also has a limited number of copies available for exchange. Others may purchase copies from the Superintendent of Documents, United States Government Printing Office, Washington 25, D. C., at 15 cents a copy; annual subscription rate is \$1.50, except to countries that do not extend the franking privilege, where the rate is \$2.25.

St. Augustine's Horse-Drawn Carriages

Albert C. Colee

One of St. Augustine's prime tourist attractions is its horse-drawn carriages driven by old Negro coachmen in high silk hats whose fabulous tales of the history of the country's oldest city are as amusing and interesting as the authentic data.

A leisurely ride down the streets steeped in history in a surrey with the fringe on top is a perfect way for visitors to enjoy the present while remembering the past. The surreys are parked along the many tree-shaded streets ready to give tourists a complete sightseeing trip of the forty-odd places of interest including the Fountain of Youth, Fort San Marcos, the Oldest House, Old Spanish Quarters, and other historic and picturesque places.

The story of these carriages goes back to the days before Henry Flagler came to St. Augustine and made it famous by building the beautiful Hotel Ponce de Leon. The sightseeing carriage business for the pleasure of the traveling public was founded over 80 years ago by J. L. Colee, grandfather of the present operator—Colee's Sightseeing Carriage Co.

Some of the original equipment is still in use.

Most of the hack drivers have been with the company for over a quarter of a century, and are very proud of their knowledge of the city's history.

The horses are so well trained they practically take the tours without reins, stopping at the red lights and continuing through the green. The drivers have tales about the almost human intelligence of their horses. One coachman claims his horse "Harry" always looks around when his carriage is being loaded to see how many people he will have to pull.

When traveling the east coast of Florida it is pleasant to stop in St. Augustine, climb into one of the sightseeing surreys, and clip-clop through sunny streets on a tour of some of the oldest history in the United States.





Travel Round-up

COMING

An article on interior decorating as a factor in the resort field, specially written for TRAVEL USA by Mrs. Draper of Dorothy Draper, Inc. . . Dr. William C. Menninger, M. D., of the Topeka, Kans., Menninger Foundation and his ideas on why people need vacations . . . A story on the restoration of Virginia City, Nev., with its fabulous Comstock Lode and almost legendary characters.

MEDIA

PRESS

Magazine Preview: Western Advertising, the Western Business Magazine, June issue, will have its annual survey of community advertisers (budgets, methods of raising funds, names of advertising contacts, etc.).

DIRECT MAIL

OHIO is the subject of three attractive folders in color, two (This is Ohio, and Ohio Suggests a Motor Tour) by the State Development and Publicity Commission, Columbus, and the third (Ohio Landmarks) by the State Archaeological and Historical Society, Columbus. Worth getting also is the periodical Historic Ohio, issued by the Development and Publicity Commission, 402 State Office Building.

HOT SPRINGS (Ark.) national park—a 32-panel folder in color on “a little Switzerland” and “the Nation’s most popular spa,” published by the Chamber of Commerce.

GEORGIA’S U. S. 441, “most direct highway North-South” (Clayton-Fargo), is called the Uncle Remus route; mapped and described by the U. S. 441 Highway Association, Douglas, Ga.

ESSO ROAD NEWS will be issued monthly this summer in four editions: New England, New Jersey, Middle Atlantic, and Southern, and distributed free by Esso dealers. Each issue will have a detour map of construction on main highways. 21 West Street, New York City.

FLY UNITED to Vacationland is a thick folder with pictures in color of popular spots in the United States, and hints to the traveler, including recommendation to use the skilled services of the travel agent.

FRESNO’S BACKYARD, three national parks and two forests, is only 91 minutes from the city, according to a folder with

illustrated map by the Fresno County C. of C.

WESTERN HOTELS, INC., issues an interesting little house organ entitled Front! from the New Washington Hotel, Seattle, Wash.

TRAIL RIDERS of the Wilderness 1949 Tours (15) begin June 14, are described in an illustrated folder by the American Forestry Association, 919 Seventeenth Street, Washington, D. C.

WISCONSIN Conservation Department, State Office Building, Madison, has issued a magazine-size, 28-page booklet entitled Vacation in Wonderful Wisconsin, and a pocket-size folder on Wisconsin fishing regulations in 1949.

GRAND CANYON-Zion-Bryce national parks in southern Utah and Arizona is a colorful folder by the Utah Parks Co., Cedar City, Utah, for use by tour and travel agents.

UTAH LAND OF COLOR, a brochure by the State’s Department of Publicity and Industrial Development, has been distributed to 94 other Senators by the Senator from Utah, Elbert D. Thomas.

NEW YORK STATE Vacationlands, 1949 summer book and vacation guide, 192 pages, pocket-size, with full-color photos, will be available from the Travel Bureau, Department of Commerce, Albany 7.

ST. PETERSBURG, Fla., has three new folders in color out in time for the summer business, including a directory of accommodations and services for its greater Gulf beaches. Chamber of Commerce.

A **TINY PACKET** of sand from Long Beach island (N. J.) stapled to a card saying “Put this white beach sand in your shoes and you’ll always come back to magic Long Beach island,” is used for publicity by the board of trade, Ship Bottom, N. J.

ANOTHER tourist appeal—one that gives the tourist personal publicity—is used by the Climate Club of Douglas, Ariz., which places penny postcards next to guest registers with the invitation to fill in information on visit and name of hometown newspaper to which card is sent.

PACIFIC NORTHWEST Playground for 1949, comprehensive, pictorial, 55 pages, covering Oregon, Washington, Idaho, Montana, and Alberta, Can. is published by Pacific Northwest Broadcasters, Symons Bldg., Spokane 8, Wash.

VISUAL

FILMS FOR SCHOOL and industry are cataloged, described, and indexed in a 52-page booklet published by the Castle

Films, Inc., 1445 Park Avenue, New York 29. The catalog lists 1,964 16-millimeter motion pictures and 35-millimeter film strips, including those used by 13 Government agencies in training work.

UTAH SCENERY will provide the background for an estimated \$500,000 to be spent this year on eight outdoor motion pictures planned by a new corporation headed by Joseph B. Erwin, in association with T. C. Atkins, Hollywood.

DEVELOPMENT

U. S. Camera Tours

Picture takers will shoot up photogenic Jasper Park in the Canadian Rockies on their fourth annual camera tour for 10 days beginning June 26. Tour is sponsored by U. S. Camera and Travel and Camera, and the Canadian National Railways. U. S. Camera (420 Lexington Avenue, New York 17) also plans an annual photo tour to Hawaii, 18 days.

U. N. Resources Conference

Scientists from all over the world will meet August 17 at Lake Success, N. Y., to present papers on minerals, water, lands, forests, energy and fuels, food, wildlife, and fish at the United Nations Scientific Conference on Conservation and Utilization of Resources.

ASTA Convention, Mexico City

Plans have already been laid for ASTA’s convention October 20–27 in Mexico City by Chairman Rigby, Executive Secretary Robins and others. Last year’s convention was in Savannah, Ga. The Mexican Government offered the week’s all-expense trip at \$100 a member, including sight-seeing and entertainment.

New National Historic Site

Historic Puerto Rican forts of El Morro, San Cristobal, Casa Blanca, and El Canuelo have been designated the San Juan national historic site by the Interior Department.

Cooperative Advertising Campaign

The cooperative advertising campaign begun last year by the Arizona towns of Benson, Bisbee, Bowie, Douglas, San Simon, Tombstone, and Willcox for a share of the tourist dollars usually heading for Phoenix, Tucson, and the Grand Canyon, is expected to be enlarged this year. Representatives of the towns got together

in 1948 and formed the Cochise County Friendship Association, advertised first in *Holiday*; this year may see ads in major eastern and midwestern cities as well as national magazines.

New Alaska Cruises

The Canadian Pacific Railway Co. (Vancouver, B. C.) has added the S. S. *Princess Kathleen* to its *Princesses Louise* and *Norah* on the Alaska service. The *Kathleen* with accommodations for 300 will make 8 special cruises of 9½ days each, and in addition to the regular ports of call will visit Glacier Bay, Behm Canal, and Gardner Canal. This is the first time the Canadian Pacific has included Glacier Bay on its schedule. The *Kathleen* is a 6,000-ton vessel with a speed of 21 knots. First cruise leaves Seattle June 15; last, August 27.

Portland Seeks Tourist Fund

A drive for \$25,000 in addition to the regular budget has been started by the Portland, Oreg., Chamber of Commerce to finance the Visitors Information Center the next 2 years, making its services better known to travelers and local people.

Free Water for Outboarders

The Outboard Boating Club (307 North Michigan Avenue, Chicago 1) predicts that State legislatures this year will give increased attention to proposals that shore property on selected lakes be bought by States to guarantee boating water to outboard enthusiasts who do not own summer lake property. There are 2½ million small-boaters, says OBC, and the number is growing fast.

FOR THE RECORD

Northern Great Lakes Report

A progress report and financial statement has been issued on the tourist promotion program conducted by Northern Great Lakes Area Council (Ferguson Building, Sarnia, Ontario), covering Ontario, Minnesota, Wisconsin, and Michigan.

Travel Writers Association

New president and secretary-treasurer of the Travel Writers Association of Greater New York are Richard Joseph (Esquire) and Horace Sutton (Saturday Review of Literature), respectively.

1948 Pacific Northwest Tourists

A comprehensive report on 1948 Tourist Travel in Washington, Oregon, Idaho, and Montana has been compiled by Donald Greenaway and Maurice Lee of the School of Economics and Business, Washington State College, Pullman, Wash.

PEOPLE

Swiss Visitor

Florian Niederer, assistant general manager of the Swiss National Tourist Office, paused in Washington at the end of a prolonged swing through the United

States . . . his honest impressions of this country will furnish the basis for a TRAVEL USA article that should be stimulating. Mr. Niederer adds another to the growing list of truly international-minded world travel executives who visualize the eventuality of reciprocal international travel.

From Canada

D. Leo Dolan, well-known director of the Canadian Government Travel Bureau, visited Washington on official business with the Canadian Embassy, but found time to renew old friendships with W. Bruce Macnamee, of the National Federation of American Shipping, and Francisco J. Hernandez, chief of the Pan American Union's Travel Division.

CARRIERS

New Luggage Weights

Airlines serving Alaska and Hawaii now permit 66 pounds free luggage.

Self-Help

"Printers' Ink" reports that the New Haven Railroad is using newspaper ads to ask customers' help in setting train schedules to Cape Cod this summer. Readers are invited to fill out questionnaires indicating preferences as to times they would like to have trains run.

Aviation Handbook

Esso Export Corp. (25 Broad Street, New York 4) has issued a compact pocket-size manual with atlas, navigational charts and tables, and other information useful to flyers.

All-Expense Package Tours

On United Air Lines: To Rocky Mountains from 11 U. S. cities every Friday, two tours, 9 and 16 days; to Hawaii, seven "economy" tours ranging from 9 to 23 days (information on Rocky Mountain and Hawaii packages available any United office); to Alaska, four tours from 10 to 16 days from Seattle (Alaska Travel Bureau, 7th and Pine, Seattle).

Pan American "Bermuda Holiday" tours, 7, 10, and 14 days, from \$187 up plus tax (1109 Connecticut Ave., Washington 6).

Thomas Cook & Son, 812 15th St. NW., Washington 5: Seven Western tours from 7 to 30 days; five Eastern tours for Westerners from 10 to 24 days; many others, to New England, Gaspe peninsula, Nova Scotia, etc.

Chessie tours: Seven, to New York City, Virginia Beach, Washington, Williamsburg, etc. Chesapeake & Ohio Ry., 1214 Terminal Tower, Cleveland 1.

FOREIGN

British Promotion

More emphasis on attracting tourists to the entire British Empire instead of advertising "Come to Britain" will be placed on future travel promotion by the Tour-

ist Division of the British Tourist and Holidays Board, according to Lord Hacking, chairman of the British Travel Association. British territories, such as South Africa and Southern Rhodesia, are expected to cooperate in the idea of expanding two-way tourist traffic with the United Kingdom.

French Publications

Quite different but equal in appeal are two pieces issued by the French National Tourist Office (610 Fifth Avenue, New York 20); the first entitled "France Says Come", with Bemelman's drawings, in pocket size; the second, Brittany, a larger and artistically illustrated booklet.

BOOKS

Available now from Tewkesbury Publishers, 200 Lyon Building, Seattle, Wash., is the 540-page paper-bound "Alaska Business Directory, Travel Guide, and Almanac" (\$2.50). The book contains 2 maps, 350 illustrations, a mile-by-mile description of the Alaska Highway and its approach roads.

Rand McNally's Road Atlas (United States, Canada, and Mexico) can be ordered from the New York, Chicago, San Francisco, and Toronto (W. J. Gage) offices now. Paper, \$1.25; in dozen lots; de luxe leatherette, \$3.00; in any quantity.

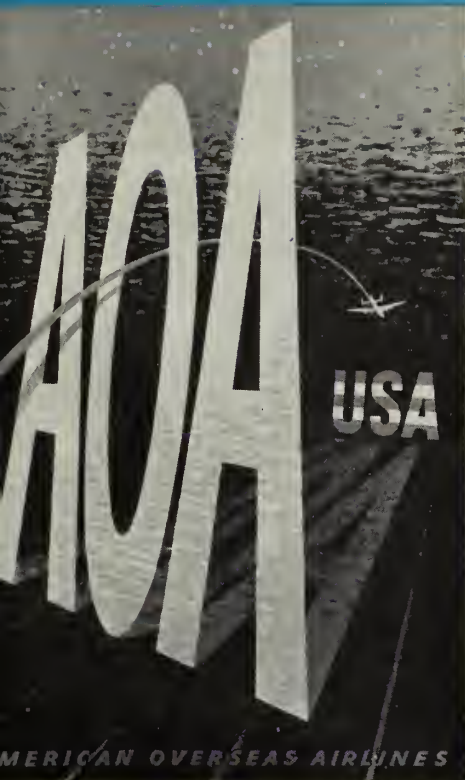
Rinehart plans a big national promotion campaign for its "Rivers of America Series" to coincide with fall publishing of two new titles "The Ohio" and "The Potomac." The whole series will be tied in with the two new volumes.

Macmillan put "The Spell of the Pacific" (\$6.50) on bookstore shelves in May as the last word in anthologies of writing about the Pacific area from Pierre Loti to Somerset Maugham.

Carl Maas' small, paper-bound "Guide to California" (\$0.25) at last has a companion piece in Signet's paper-bound "How To Know and Enjoy New York" (\$0.35) just released for sale through the usual wide outlets employed by the New American Library of World Literature, Inc., 245 Fifth Avenue, New York City 16. This implements the company's early announcement that they were entering the travel book field with Mentor Guides covering all 48 States and other points of interest. Mr. Maas' New York guide packs much information and 2 small maps into a pocket-size, 143-page book.

Bound in boards, "How to Profit from the Tourist Business" by C. P. Holway, a 45-page guide for community development covers means of attracting tourists, methods of assessing local tourist assets, as well as other similarly practical matters. Single copies \$1.50. Discounts on quantity purchases can be arranged with the publisher: Jay Rathburn, 926 N. Plankinton Avenue, Milwaukee 3, Wis.

The National Calendar of Events for July had to be omitted this issue. The full total of nearly 500 July events will be used in the first issue of the new quarterly NATIONAL CALENDAR, "Summer 1949."



Illustrations of the imaginative technique used by American Overseas Airlines to give pictorial form to abstract ideas. See article "New Graphic Techniques," page 10.

