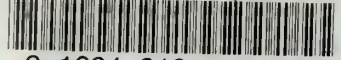


Clemson University

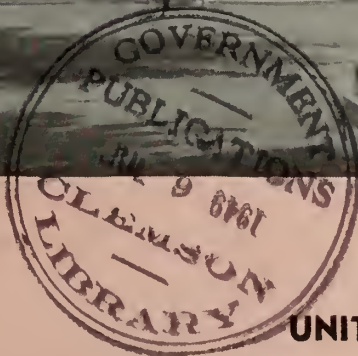
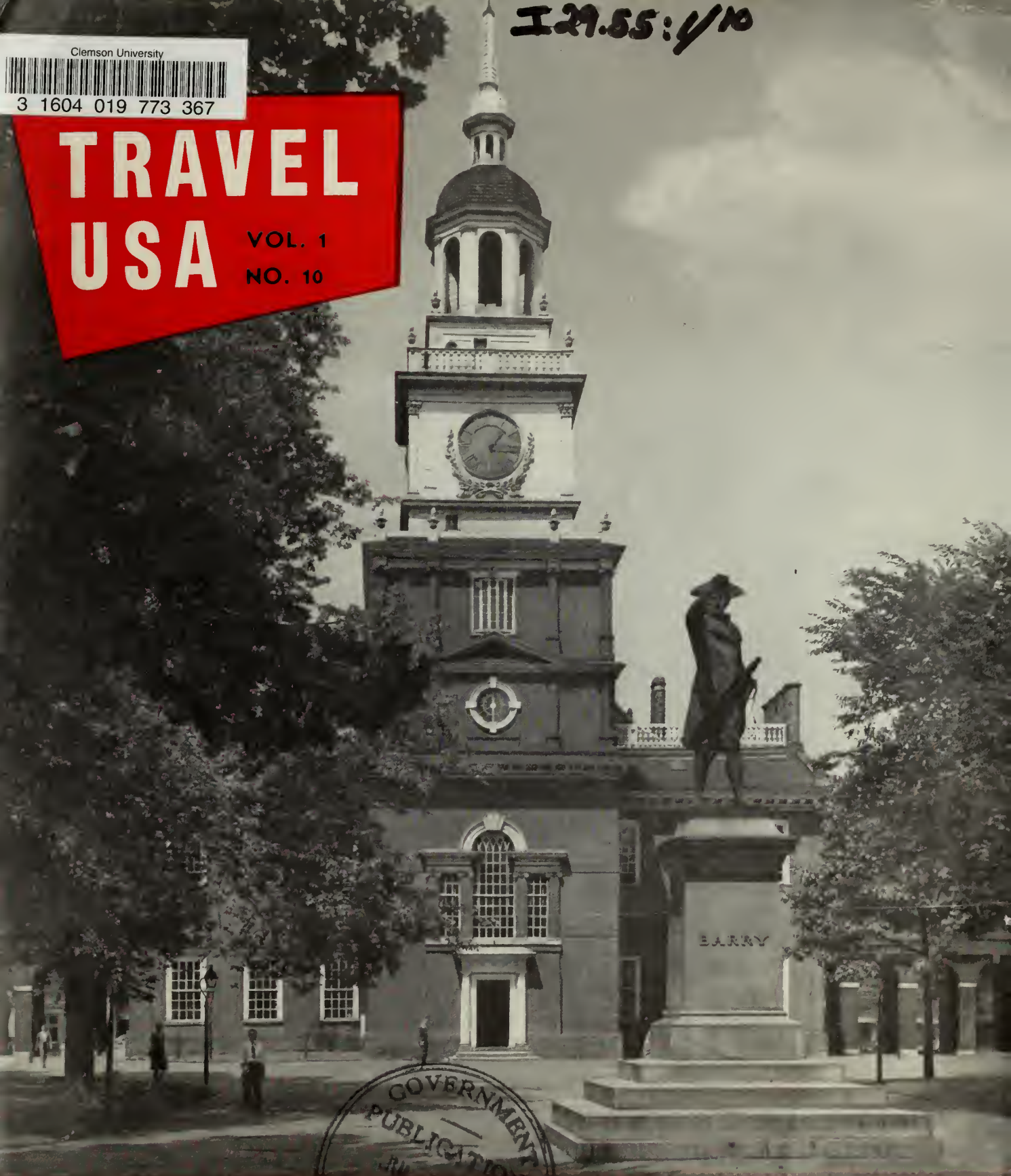


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TRAVEL USA

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NO. 10



July 1949

UNITED STATES TRAVEL DIVISION

TRAVEL USA



FRONT COVER

Independence Hall, Philadelphia. *Courtesy Pennsylvania State Department of Commerce.*

BACK COVER

Grand Lake, Colo. Altitude 8,153 feet. *Courtesy Colorado State Advertising and Publicity Department.*

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

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DEPARTMENT OF THE INTERIOR

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NATIONAL PARK SERVICE

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UNITED STATES TRAVEL DIVISION

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Every Season Has a Reason

From that day in the early 1920's when the All-Year Club of Southern California adopted its name, the campaign among travel promotion organizations to spread travel throughout the year has been gaining momentum.

Reduced to its simplest terms, this campaign aids the individual by opening up new types of enjoyment and it aids the travel industry by offering the ultimate goal of a stable year-round business.

The travel industry, for obvious reasons, has "caught on" to the four-season travel idea faster than the general public, although the response from that quarter has been little short of phenomenal.

But the force of long-ingrained habit is strong. In spite of the progress that has been made in demonstrating the charms of fall, winter, and spring, summer is still vacation time to a vast majority of people.

Reduced to cold logic, there are three compelling reasons why summer remains the king of vacation seasons. These are first, force of habit; second, school is out; and third, it is the season when the weather permits swimming and similar outdoor sports for those who do not have the time or money to go to sunny winter climates.

Not much can be done about those individuals and family groups falling in categories two and three. If a family has children in school, its opportunities for other than summer vacations are limited. And if a family prefers swimming, and sun bathing to winter sports and does not have the wherewithal to go more than a few hundred miles from home in search of what it wants, then summer vacations may be the only answer.

There remains as a fertile field for the four-season travel gospel that vast throng of vacationists governed by force of habit. Millions of single persons and married couples without children are free to go and come as they choose if they can be freed of the force of habit and sold on the more reasonable rates, the better service, the greater freedom of action and the wide variety of attractions generally available in fall, winter, and spring.

For a long while, travel organizations did more talking among themselves about the merits of four-season travel than they did to the general public. This phase is passing. The logic of four-season travel is now being presented more convincingly to the public although there is still too much emphasis on scenic attractions and activities and too little emphasis on the savings that are possible, both in money and in wear and tear on the nerves.

Every season has a reason. Summer has such good ones that all the traffic we can divert from it to other seasons will not alter its leading position, but will immeasurably help the vacationists and the travel business.

J. L. B.

LOUISIANA

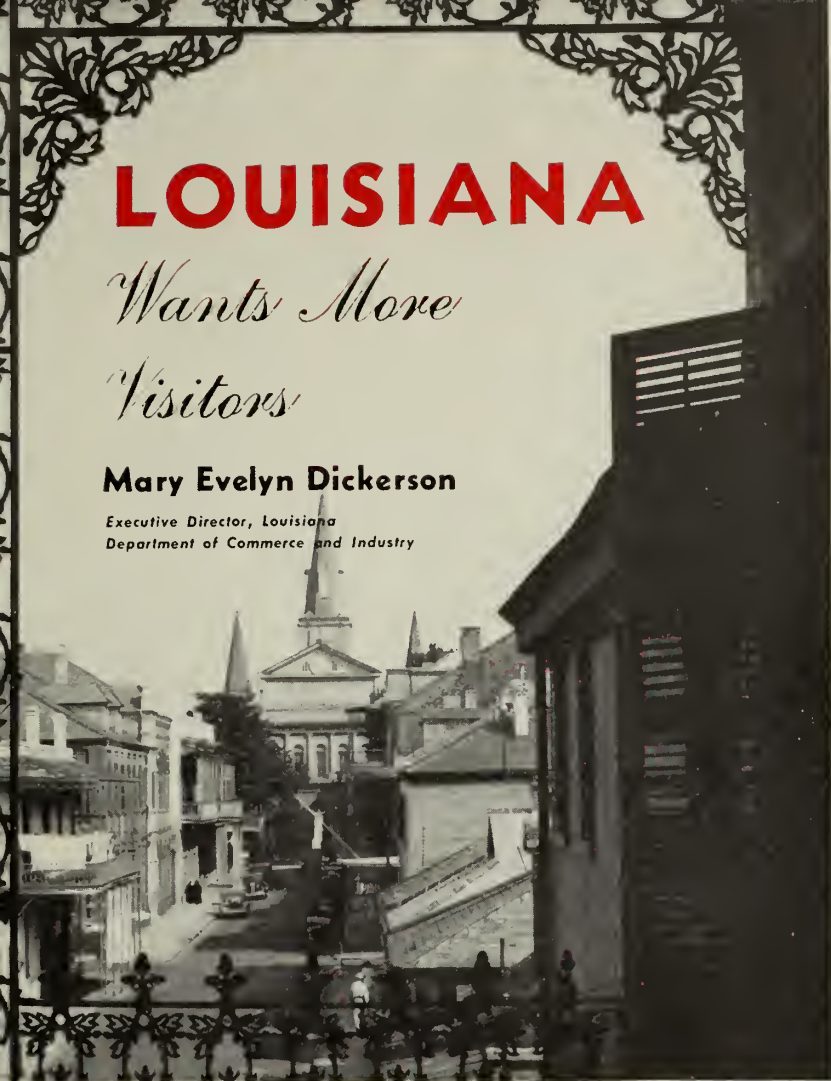
*Wants More
Visitors*

Mary Evelyn Dickerson

*Executive Director, Louisiana
Department of Commerce and Industry*

St. Louis Cathedral, French Quarter,
New Orleans

New Orleans' busy commerce—one
of the interesting faces of this
many-sided southern city



Louisiana's tourist bureau is making an all-out effort this year to capture a larger share of the American tourist dollar.

Louisiana's 1948 tourist business totaled approximately \$100 million of the estimated \$12 billion spent by tourists in the United States. The Louisiana Tourist Bureau hopes to increase this return at least 25 percent.

The tourist bureau will produce new tourist literature and at least one 30-minute sound-color motion picture that will be made available not only in Louisiana but to travel bureaus and interested groups outside the State.

Other plans are under way to welcome visitors to Louisiana and help them make their stay both profitable and enjoyable. Roadside parks will be established along every major highway in the State; they will be constructed and operated under supervision of the State highway department. Cabins, in some instances, and rest houses, barbecue pits, and other facilities will be provided.

In addition, the Louisiana Tourist Bureau will construct wayside cabins at the entrance of every major highway into Louisiana, with large standard-size illuminated billboards welcoming the out-of-state visitors. Employees of the department at the wayside stations will supply the visitors with road maps, literature, and other information.

In the bureau's all-out program to convince visitors that Louisiana is a friendly as well as a beautiful and romantic place, motorized police officers will stop all out-of-state automobiles, affix "decal" welcome stickers to the windshields of the automobiles, and extend to the visitors during their stay in Louisiana the full police protection of Louisiana and every assistance desired by the motorists in making their Louisiana trip a more pleasant one.



CINCINNATI'S TERRACE PLAZA

A new idea in hotel design. On the 8th floor, above two department stores beneath, is the hotel lobby, top right. Guest rooms, immediately below, are simple, striking. Adjoining the hotel lobby is a roof-top terrace garden (bottom) for alfresco dining (or winter skating). Upper left, Gourmet Room. Skyline Room (center, right) opens on the roof terrace. Photos courtesy Ruthraff & Ryan, Inc., Cincinnati.



Northern Pacific Railway
Photo

Dude Ranch Vacations

Walter C. Nye

Executive Secretary, Dude Ranchers' Association

Now that we have about outlived the war hysteria and have had our fling at seeing how far we could travel in the shortest space of time, we find good substantial people giving serious thought to a vacation designed to relax tired and overworked bodies and minds—a vacation on a dude ranch.

Life on a western dude ranch is a natural life, one that is not duplicated anywhere. True, there are many localities where similar vacations are offered, but without the broadness of the western plains and the mightiness of towering mountains, they lose much of their picturesqueness. Ranch life has always been influenced by the broad plains and the high peaks, in fact the broad-brimmed hat with its high crown is emblematic of the West. The customs, the dress, the mannerisms so typical are very impressive, and have fostered a philosophy which has become most interesting to the city dweller; in particular, the person who has lived long among artificial things and has been associated with man-made institutions.

A vacation on a bona fide dude ranch is a house party. The ranchers are friendly people, with strong personalities. When a guest arrives he feels immediately the friendly atmosphere. A ranch welcome is something that instills in the "dude" a restfulness and a confidence that he has really found something to his liking.

When should a "dude" come for a vacation? Every season has its attractions. Early spring is wildflower

time in the meadows along the creeks, and the pure air is permeated with the scent of pine and sage. In the fall early frosts color the leaves gold, crimson, and scarlet against the green pines. The clear crisp air is refreshing.

On nearly every well-regulated dude ranch the rate charged the vacationist is all-inclusive. A horse is assigned the "dude" on arrival and is his "pal" while there. Horseback riding is number one in popularity on all ranches. Next is fishing—slipping up to a nice creek and dropping a fly in a likely pool with the hope of being smart enough to land a mountain trout.

There are many other very interesting things to do on a western dude ranch—trail riding, pack trips, mountain climbing, moonlight rides, steak fries, trips to community dances and to the real western rodeos, and many games.

Dude ranch activities develop ravenous appetites. Good wholesome, nourishing ranch food with ranch dairy products and fresh garden vegetables, and ranch-processed meat satisfy them to the full. There is plenty of food, well prepared; the dude rancher takes pride in feeding his guests well.

Dude ranchers are optimistic about the dude ranch business for this year. The trend in dude ranching is toward a family business; mother brings the children, and father comes out the last of the season to spend a week or two with them.



Union Pacific Railroad
Photo

COLLEGES and UNIVERSITIES

ENGINEERING
TRANSPORTATION
TRAFFIC MANAGEMENT



RAILWAY INFORMATION SERIES NO. 14
ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING, WASHINGTON 6, D. C.

Telling Them about **RAILROADS**

Thomas J. Sinclair

*Manager of School and College Service
Association of American Railroads*

For more than a century Americans young and old have been fascinated by the excitement and glamor that are part of the railroad tradition—the power of our locomotives, the pleasant thrill and sense of adventure inspired by the sound of a train whistle in the distance, the sight of endless rails stretching to the horizon, and the mystery of far-off places.

This romance of railroading and, in late years, an increasing awareness of the essential nature of railroads, have stimulated a tremendous volume of inquiries and requests for information about railroad history, equipment, organization, services, operations, and so on. Teachers and pupils constitute the largest single group of inquiries by far, for the school appetite for information about railroads is virtually insatiable.

To help meet this demand, the public relations department of the Association of American Railroads organized in 1937 a section which was to become known as the school and college service. Inquiries and requests reaching this service now average 1,300 a week and frequently total 2,000. Since all of these inquiries cannot be answered through correspondence on an individual basis, the school and college service has produced about two dozen publications which are designed primarily as teaching or school reference aids. Many of them, however, have general appeal and are sent upon request to persons outside the teaching field. Primary media are booklets, brochures, leaflets, and other printed matter. Most aids are illustrated—many with pictures, some with maps, charts or graphs.

Authentic data on the railroad industry as a whole are put into acceptable teaching aid forms and distributed without charge. The aids adhere to professional educa-



tional standards. Although materials are not prepared for specific grades, attention is given to the interests of school divisional level—grade schools, high schools, and college.

There is no advertising of individual roads or equipment. The objective of all materials is to tell the story of American railroads—all of them—their history, progress, problems, and accomplishments.

In addition to materials designed especially for pupils, teachers' manuals with suggestions for effective use of supplementary materials are prepared and made available. All items for teachers or pupils are distributed on a request only basis and, with the exception of displays at teachers' conventions, there has been no deliberate promotion of the available material.

Nonetheless, the service now receives more than 65,000 inquiries and requests a year. Nine out of ten requests are handled by sending specifically requested publications or other appropriate material. An average of more than 200 inquiries a week require special handling, including individually prepared letters or specially prepared memoranda. Many of the special inquiries, perhaps 40 percent, require more or less extensive library research. This last is especially true in the case of inquiries from professors, textbook writers, magazine editors, newspaper information services, teachers, rail fans, and others of mature stature.

Briefly, then, the work of the School and College Service of the Association of American Railroads, Transportation Building, Washington, D. C., is the production, revision, and distribution of booklets, bibliographies, lists, manuals, slidefilms, etc., designed to meet the demands of school and public for information on railroad transportation in America.

Virginia City, Nev.
Right: St. Mary's
Church, built
1877, and old
buckboard in the
foreground



Virginia City

NEW BONANZA

Ruth Lusch

Sierra Press Bureau

Virginia City, only 23 miles from Reno, was once the mecca of the world's great.

Here the richest deposits of silver and gold ever discovered anywhere on this planet yielded a total of \$1,100,000,000. This wealth helped Lincoln turn the tide of the Civil War, laid the first trans-Atlantic cable, and built the city of San Francisco into a capital of finance.

Here 40,000 people resided on the sides of a sharp cleft in the mountains, building parvenu mansions and entertaining lavishly. Piper's Opera House was the goal of all the great turn-of-the-century artists, and billings included Edwin Booth, Patti, Lotta Crabtree, Modjeska, and Lily Langtry.

There are now 800 residents of this "liveliest ghost town." Alarmed by the gradual disintegration of the place, these people, together with many citizens of nearby Reno, have banded together to form the Virginia City Foundation Trust.

Its leader is Mrs. Helen Marye Thomas whose grandfather was a financial leader in the days of the big bonanza, and the group is dedicated to the restoration of this famous city.

The slanting buildings, sagging above the deep tunnels, with tilting roofs and cracking walls, will be strengthened; the broken board walks repaired; and all twentieth century encroachments—such as neon signs—are definitely on their way out.

The historic appearance of the community will be protected by the new Virginia City zoning ordinance, which covers the erection of new structures and the rebuilding of the old. This is the only building code in existence in the country which looks backward 80 years.

There is also an advisory architectural board. Leading architects of Nevada have volunteered their services to assemble information on the authentic 1870 exterior and interior designs of buildings, for use by the Virginia City foundation trustees, and a planning board.

At the completion of the rebuilding job, visitors will be able to view the city as it was—a prosperous mining metropolis. It will not only be a memorial to the old West, but a living drama, constantly re-enacted for the rest of the world.

This unique restoration program will revive adventure-packed Virginia City for the modern pilgrim seeking the glamor of the past.

Oldtime Virginia City saloon;
picture taken 1898





Jones Beach State Park,
L. I., N. Y.



Ecola State Park on the
Pacific, Oreg.

STATE PARK

Sidney S. Kennedy

Chief, State Cooperation Branch, National Park Service

This year the Nation's State park systems will play host to 110 million visitors. People will use these areas for sightseeing, picnicking, camping, fishing, swimming, boating, hiking, riding, winter sports, and other forms of outdoor recreation. They will use them for the study of natural history and the history and prehistory of our country. They will use them for vacations, for group camping, and for educational programs.

This recreation estate is composed of 1,600 State parks, parkways, historic sites, and other types of recreation areas scattered through 47 States. Illustrative of these areas are New York's magnificent Adirondacks and her world-famous Jones Beach, Pennsylvania's Valley Forge, Florida's Highlands Hammock, Kentucky's Cumberland Falls, Michigan's Grayling winter sports area, Indiana's dunes along Lake Michigan, Oregon's coastline parks, and California's coastal redwoods,



Brown County State Park, Ind.



Ledges State Park, Iowa

KS

Introducing a series on State park systems

State parks serve a dual purpose. Many of them were established primarily to preserve outstanding examples of the States' natural and cultural heritage. Mountains, forests, seashores, lakes, prehistoric dwellings, and places where events of history occurred are thus protected and made available for public enjoyment. These features are the show windows of the States.

Many parks of this type also provide opportunities for active recreation. However, since they are located where found—without regard to population distribution—they must be supplemented by other areas located and developed solely to meet the recreational needs of the public. Present-day leisure time, urbanization, and means of transportation have stimulated a rapidly increasing demand for park and recreation facilities. Most of the States are now expanding their programs so as to provide conveniently located recreational facilities for their people.

Highlands Hammock State Park,
Fla.



Skytourists



Everett J. Wood
President, Skytours, Inc.

The skytourist—the personal aircraft owner—represents a new and steadily growing class of travelers. Resorts equipped to cater to this class of tourist find it a most profitable addition to their present business.

Skytourists know no distance or season but, favored with good weather, travel the year round. Therefore, resorts find in them an excellent stop-gap during dull periods and a tendency to lengthen their seasons.

Today there are 95,997 civilian-owned aircraft in the United States. Each year shows a steady increase. After the thrill and novelty of learning to fly a personal plane has worn off the owner finds that its greatest usefulness is for travel. The personal aircraft owner is taking advantage of this fact to see and enjoy more of this wonderful country in which we live. To him has been opened new horizons, new experiences, and a broader and fuller life.

Compared with other modes of travel, the personal plane offers many advantages: It is quick; it is safe as any other means of transportation; it is clean; it is inexpensive (Capt. William Odom's recent 5,300-mile flight from Honolulu to New York in a standard popular four-place personal plane required only \$75 for fuel).

By air one travels to new places, over enhancing vistas of green pastures, blue lakes and streams, mountains and plains, to places of natural, scenic, historic, and recreational enjoyment.

The personal aircraft owner has a tool for traveling. With it he can yield to his whim or mood and without much planning or preparation. Upon short notice he is able to hop off in his plane and in a few hours spend a day or week end at some distant place of his choice. Thus he is inclined to travel more often, bypass the overcrowded popular resort and seek those unusual, out-of-the-way places. There he finds more privacy and new friends.

With all these favorable characteristics is it any wonder that travel by personal plane is increasing every year?

Skytours, Inc., Box 120, Swarthmore, Pa., was organized over 3 years ago to represent the personal aircraft owner who is seriously intent upon the use of his plane for traveling, and to encourage and promote better facilities and accommodations for his convenience. Through careful study and planning, endless miles of travel, and the cooperation of resort managers, chambers of commerce, CAA, and other State and civic organizations, much has been accomplished.

Skytours maintains a constant survey covering not only the United States but Canada and Mexico. There is a very large number and variety of interesting places that can be reached by air. These are written up in bulletin form and passed on to Skytourists. From this very large number of places, Skytours representatives have selected a small number of resorts which offer the finest in hospitality and entertainment and are especially equipped to anticipate the need of "fly-in" guests. This special group, now numbering 17, has been organized as a separate division of Skytours and is known as Skytours Air Resorts, a national chain. The managers of Skytours air resorts are themselves Skytourists and understand the problems and thinking of the air tourist. When the flying traveler visits these resorts he finds new friends with much in common, speaking the same language; there is an immediate bond of friendliness and fellowship that dispels any commercial atmosphere and which means so much to what is often the lonely traveler. These resorts have their own board of directors; its chairman is Rocco Bunino, Sunset Villa, Blairstown, N. J.

Skytours, Inc., is largely supported by a yearly membership fee paid by the Skytourist, who is supplied all necessary air travel information covering resorts, places of interest, suggested overnight and eating accommodations, technical airport and ground transportation data. The Skytourist has a Skytours personal identification card which introduces him to all Skytours air resorts where he receives special courtesies and discounts. The Skytourist is made to feel that he is a definite part of a growing movement and these resorts are his clubs, his rendezvous while traveling.

Typical Skytours air resort



CANADA'S SECOND BIGGEST BUSINESS

D. Leo Dolan

Director, Canadian Government Travel Bureau

Editor's Note: The Canadian Government's recently published official guide for travel promotion on a community level—the Travel Schools Manual, issued by the Canadian Government Travel Bureau, Ottawa—contains a foreword so well worth reading that Mr. Dolan was asked to expand it for publication

Tourist travel in Canada has become rather more than just one of the country's major industries. It is really big business, so big that the standards of living of all Canadians are affected by its progress.

Its product is Canada itself, and who would ask for a finer one? Its sale staff includes every Canadian. Its annual volume in U.S. dollars has exceeded the quarter-billion mark, and there is good reason to believe its expansion can go a long way yet.

Because it is so big, there is terrific competition in the travel business. Every community in every province is concerned with attracting tourists to this country, keeping them as long as possible, and making them want to come back.

We Canadians are a curious people. We have a habit of taking our blessings for granted. We sometimes fail to give the fullest enthusiasm to our own activities and our own achievements. Perhaps we hesitate to reveal our quiet pride in our country because we think it would sound like boasting and self-acclaim.

Our friendly competitors in the travel business have no such inhibitions. We must shed them ourselves if we are to do a proper job of selling our country's charms to a travel-hungry world.

Today the tourist industry provides more American dollars to the Canadian people than any other, with the sole exception of our export of newsprint. It is therefore no mean industry, and its future is a matter of concern for every citizen of the Dominion, not only those engaged in providing the primary services to travelers.

There are now more than 13 million Canadians, and it seems to me they are amazingly reticent about the fundamental facts of Canadian life. Those of us who have had the job of telling the Canadian story abroad have found no lack of listeners, and no scarcity of material to work with. But we have encountered surprisingly little competition within our own borders. Canadians seem happy to leave the job of selling the Dominion to those whose official responsibility it is.



There is no good reason for our people's reserve. Canada is esteemed out of all proportion to her population or her military importance, and travel in Canada is exceedingly effective in furthering its own development. Those who come here want to return, because Canada is so delightful a product it practically sells itself. We cannot coast on that assumption, however. Canadian tourism calls for the same kind of realistic attention we give our other activities on the markets of the world.

The average Canadian has a habit of accepting the tourist business as a pleasant contribution to his own and the national welfare. But if the industry is to continue to flourish, we must learn to accept a personal responsibility for the visitors who surge across our boundaries each year. We must rid ourselves of those attitudes of self-depreciation which keep so many of us silent when we could be telling the Canadian story.

For this reason the Canadian Government Travel Bureau, which believes community cooperation is essential to the success of any tourist trade expansion, is furthering a program of activity which any live-wire Canadian community can use to benefit its travel future. This travel school manual has been prepared as a guide for travel promotion on the community level so the industry may be developed to the maximum of our ability. If it can help your community in sponsoring speedy and progressive action on the behalf of our tourist guests it will have done its job.

The Canadian Government Travel Bureau gratefully acknowledges its indebtedness to the National Association of Travel Officials, which has done such commendable work on behalf of the tourist industry in the United States. The suggestions and techniques advanced by the NATO with respect to travel schools have been invaluable in preparing this manual for the Canadian travel industry.

Record Motor Travel

Between 65 and 70 million Americans will take vacation trips this year in their family automobiles, according to estimates by tourist and resort agencies. They will spend from six to seven billion dollars at gas stations, restaurants, motor courts, hotels, resorts, and camps.

Another 10 million persons will travel by train, bus, airplane, and boat on vacation trips, and will add a few more billion dollars to the income of the Nation's vacation and travel industry.

The vacation industry has grown rapidly since World War II, and travel experts predict it will keep growing in the future. Several factors account for this increase:

1. Since 1940, vacation pay has been granted more widely in business and industry. Today about 9 in every 10 job-holders in the U. S. are covered by some type of vacation payment plan.

2. About 34 million passenger cars are in use today, compared to 29½ million in 1941. With more new cars now on the road, the pre-war pattern of seven in every eight vacationists traveling by car is back in force again.

3. "Real income" of the average U. S. family is about a third higher than in 1939. It means millions of families for the first time can afford vacation trips.

Last year, the American Automobile Association reported 60 million persons took vacation trips in private cars, compared to 46½ million motoring vacationists in 1937. This year, AAA predicts motor vacation trips will exceed all past totals.

As Americans grow more vacation-minded, new economic benefits are resulting in all 48 States. There now are an estimated 30,000 motels along main highways of the Nation, compared to 20,000 in 1941. Some 14,000 resort hotels and cabin establishments depend on motor vacationists. Sale of fishing and hunting equipment is far above pre-war levels.

The American Hotel Association reports that 78 percent of all U. S. hotels have installed, or plan to install, special facilities to lure more automobile travelers.

They include special motor entrances and registration desks, so motoring families need not pass through the hotel lobby on the way to their rooms.

Hotel chains are developing "outpost inns"—small branch hotels on the outskirts of town. They have attractive cabins for guests, plus shops, restaurant and other hotel facilities—and moderate prices.

For while vacation travel will break all records this year, travel experts say vacationists will be watching their money more closely. More people will hunt vacation spots nearer home, and more will try "roughing it" at camp grounds in State and Federal parks.

Many States now have special agencies to promote and advertise their vacation attractions. In Florida, where such promotion has existed for years, 4½ million tourists yearly spend \$700 million—or \$300 million more than the State's yearly farm income and \$200 million more than the value of all goods manufactured in Florida.

Idaho's winter sports center, Sun Valley, brings an estimated \$50 million in business to the State yearly.

Estimated Vacation Travel Income of States in 1948

(Estimates are based on studies by State Government agencies, tourist bureaus, AAA motor clubs, Federal reserve banks and other sources.)

In millions of dollars

Alabama	50	Maryland	50	Ohio	500
Arizona	100	Massachusetts	192	Oklahoma	60
Arkansas	125	Michigan	500	Oregon	92
California	700	Minnesota	200	Pennsylvania	600
Colorado	125	Mississippi	200	Rhode Island	19
Connecticut	51	Missouri	200	S. Carolina	50
Delaware	50	Montana	61	S. Dakota	60
Florida	700	Nebraska	60	Tennessee	150
Georgia	105	Nevada	60	Texas	350
Idaho	50	New Hamp-		Utah	100
Illinois	350	shire	108	Vermont	53
Indiana	325	New Jersey	375	Virginia	150
Iowa	185	New Mexico	80	Washington	150
Kansas	250	New York	1,000	W. Virginia	100
Kentucky	71	N. Carolina	200	Wisconsin	300
Louisiana	100	N. Dakota	30	Wyoming	50
Maine	115				

The six New England States report \$538 million in yearly vacation income.

The Pacific Northwest, one of the last remaining regions where wilderness areas can be found in U. S., now is reported to be the fastest growing vacation regions in the Nation.

(Reprinted from *AUTOMOBILE FACTS*)

Credit Reporting Service for Travel

A much needed service to the travel industry will be provided by the newly formed American Travel Trade Association, which will collect and disseminate confidential credit information to its members.

Hotels, resorts, sightseeing companies, steamship lines, air lines, and railroads may become members of the association. Each member transmits information monthly to the association's central office in New York City regarding delinquent accounts owing to them by travel and ticket agencies. This information is consolidated and distributed in bulletin form to all members requesting the information.

By means of this cooperative effort on the part of the purveyors to the travel agencies, accurate information relative to the bill-paying activities of such agencies is available to all interested members.

In addition to the credit bulletins issued each month, there will also be a special report operation by the association. A member may request information on an individual or company with particular reference to financial background and stability and receive a special report from the association offices.

The American Travel Trade Association is a non-profit company incorporated under the laws of the State of New York. Membership dues have been set at a very reasonable figure. Interested companies may address the association at Room 1900, 20 Pine Street, New York City 5.



Travel Round-up

THIS ISSUE

"State Parks," by Sidney S. Kennedy, introduces a series of articles on the these "show windows" of the States, to be written by the State parks director or other State official . . . first of which will deal with North Carolina.

"Virginia City, New Bonanza" is the fourth of a series on restoration of historic places which have value as tourist attractions, "Colonial Williamsburg," "Plimoth Plantation" and "Restoration of Gold-Rush Columbia" having appeared in January, March, and April, respectively.

MEDIA

DIRECT MAIL

FOREIGN LANGUAGE tour promotion folders on the United States in Swedish, Spanish, French, and Portuguese are obtainable from the National Bus Traffic Association, 506 South Wabash Avenue, Chicago 5, or Greyhound offices.

A SPANISH EDITION of a booklet on tourist highlights and landmarks in the United States, to stimulate northbound traffic, is being distributed through travel agents and Pan American-Grace Airways offices in Panama and South America.

WASHINGTON, D. C., pocket guide to tourist attractions, 54 pages, is issued by B & O's traffic department.

MICHIGAN'S UPPER PENINSULA is the subject of a large, illustrated 180-page booklet issued by the Upper Peninsula Development Bureau, Marquette, Mich.

EASTERN AND CENTRAL MICHIGAN are covered by a 126-page booklet in color by the East Michigan Tourist Association, Log Office, Bay City, Mich., with a tourist and resort map of accommodations available in that area.

OUTBOARD BOATING CLUB of America, 307 North Michigan Avenue, Chicago, has issued safety posters featuring antics of Lem Lubber who violates rules wholesale getting himself and everyone else in trouble.

NEW HAMPSHIRE Recreational Calendar, spring-summer 1949, is available from the State Planning and Development Commission, Concord.

YELLOWSTONE—Two new folders on vacations there, by Northern Pacific Railway, are available at any of its travel offices.

GLACIER PARK—A booklet and folder are available from Great Northern Railway, Saint Paul 1, Minn.

MARYLAND at a Glance, in folder-form, is published by the Maryland Department of Information, Annapolis.

ALASKA HIGHWAY PACKET, new enlarged 1949 edition, with four color maps, is sold by Northwest Mapping Service, 655 East 45th Street, Seattle 5, \$1.

VISUAL

SANTA FE Film Bureau, 80 East Jackson Blvd., Chicago 4, offers two 16mm sound-color films by the Santa Fe Railway: At Your Service, 2½ reels on modern freight service and Along the Santa Fe Trail, 3½ reels, scenic, on passenger services.

KENTUCKY DAM, is a 20-minute sound-color 16mm by the Tennessee Valley Authority, Knoxville, Tenn.

A RECREATIONAL TRAVEL Film directory is being compiled by the National Association of Travel Officials for distribution to travel agents and responsible organizations.

DEVELOPMENT

Seaside on Vacation

Worthy of emulation is the Seaside (Oreg.) Chamber of Commerce idea of having the town's resort owners vacation in one another's hotels and motels so they can put the shoe on their own foot and see whether it is comfortable for the visitor. Successful last year, the first time it was tried (\$49 net profit for the CofC), the idea will be used again this Sept. 10-12.

New Louisiana Tourist Stations

Sites have been chosen for two additional tourist welcome stations at Tallulah and Shreveport, east and west entrances of highway 80.

Utah Canyon

Colossal Canyon will become better known, the State's Department of Publicity and Industrial Development hopes, now that it has been explored and photographed by National Geographic. It is about 30 miles west of Moab adjacent to the Colorado River.

Angel Island, Calif.

Angel Island has been recommended for a resort and recreational center for

San Franciscans by the building committee of the board of supervisors. A prospective lessor, if the island is acquired from the War Assets Administration for that purpose, is reported ready to invest \$1 million in developing it.

Grand Central Exhibit

Sixteen large murals and a pictorial map of New York State's vacation attractions with a daily 40-minute fashion show are getting plenty of interest at the new travel information center on the east balcony of the Grand Central Terminal, New York City.

CARRIERS

Personalized Timetables

Personalized timetables featuring the train rather than a chronological arrangement have been issued by Santa Fe and Chesapeake & Ohio railroads.

Mannequins and Scenic Points

United Air Lines is promoting its service with lifesize mannequin window displays at key traffic offices. The first display, at the Chicago loop office, uses a man, woman, and child on Waikiki beach, tropical flowers, a palm tree.

And on United's DC-6 planes, new public-address systems are being used to tell passengers the scenic and historic points of interest being flown over.

Chicago Railroad Fair

A San Francisco cable car will be operated on Lake Michigan's shore-front slopes by Western Pacific; and an actual sample of the Rockies, using red stone from foothills near Denver, will be constructed by the Denver & Rio Grande, at the Chicago Railroad Fair.

Also Chesapeake & Ohio will operate a twin-unit diner and tavern lounge seating 52; adjacent will be the C & O's "500" passenger locomotive, largest in the world.

Summer Excursions

Sixteen new summer excursion fares averaging 30 percent under normal are supplementing Pan American Airways summer vacation program to the Central American and Caribbean area.

Black Hills Package Tours

The Kyote Lines (Aberdeen, S. D.) are operating all-expense tours into the Black Hills-Sioux land out of that city daily.

Rail Export Handbook

A substantial, very informative handbook on port facilities on the Gulf of Mexico and the Rio Grande border with synopsis of general export-import procedure has been published by the Missouri Pacific Lines, St. Louis.

FOR THE RECORD

Tennessee Vacation Survey

Vacations—a Major Tennessee Industry, is the title of a 21-page study issued by the State Planning Commission in cooperation with the Tennessee Tourist and Development Association, 432 Sixth Avenue North, Nashville 3, which points out that the full economic significance of the State's \$150 million vacation business has not been fully grasped by Tennesseans.

Traffic Volume

March 1949 motor vehicle traffic on main and local roads in the United States was up over 8 percent compared with March last year, according to the Public Roads Administration. In millions of vehicle-miles the total was 15,682. City street traffic was also heavier by 9½ percent.

Roy Beckman

Roy C. Beckman resigned as director of the Florida State Advertising Commission June 1 and has been investigating a number of prospective new affiliations in the travel field. He is continuing as collaborator for the U. S. Travel Division, and as chairman of the U. S. Travel Division committee of NATO.

Ohio Society Report

The 1948 annual report of the Ohio State Archaeological and Historical Society, Ohio State Museum, Columbus 10, shows a 25 percent increase over 1947 in people visiting the State's 52 State memorials and museum. The estimate was 2 million.

FOREIGN

Staggered Vacations

Norway is seriously contemplating staggered vacations to avoid a midsummer vacation slump in production. Both employers and employees are favorably inclined, according to News of Norway published by the Norwegian Information Service. Norway's compulsory vacation law went into effect last year, and wage-earners in most categories get 3 weeks with pay.

AT RANDOM

THE FOLLOWING LETTER sent to all members of his organization by Oregon State Parks Superintendent S. H. Boardman is regarded by TRAVEL USA as a

fine and spontaneous example of action in the direction of true travel courtesy and hospitality.

"Gentlemen: A State-wide movement is being made by organizations in general and officials of Government, on down through administrators of business, to greet the visitors within our gates with courtesy and homey friendliness.

"There is no place where it can be better exemplified than in our parks. This courtesy not only applies to the visitor but to our own people. You can tell them about your park, where the trails lead, the interesting points to be seen. Don't let an outlander struggle with a deflated tire, lend a hand. Don't blow up the wonders of your park, but lead him into telling of the things he has at home. He will get ours without telling.

"Don't just make this a summer policy but a continuous policy of conduct. On your week ends, holidays, special days, it is your duty to mingle with your guests in making their stay a pleasant one.

"You don't have much to take with you when you leave this world, but you can leave a lot of yourself in dispensing your finer attributes to your neighbor. Sincerely yours. . . ."

PROMOTIONAL LITERATURE is tabularly categorized and described by Hal Evry, 734 South New Hampshire, Los Angeles 5, as a "step toward standardization of promotional literature terms."

PUERTO RICO is questioning travel agents on needs and desires of tourists to the Island, replies to be confidential, according to the first issue of a travel newsletter from the Office of Tourism.

ALL EMPLOYEES in Logan, Utah, who come into contact with visitors may attend tourist school classes sponsored by the Chamber of Commerce and conducted by a city schools director.

BAN ON SHOOTING Alaska's mountain sheep goes into effect this month, for the first time in the Territory's history, to prevent extinction of this animal found nowhere else under the United States flag.

WATERFOWL KILL last year has been estimated by the Fish and Wildlife Service at about 17 million, 48 percent over 1947.

TRAVEL AMERICAN paper dining-place mats in color on interesting historical and scenic places are manufactured by Astell & Jones, Inc., 3360 Frankford Avenue, Philadelphia 34.

BOOKS

Florida's fabulous off-shore islands are dealt with in Mary Helm Clarke's 56-page *Major and Minor Keys of the Florida Reef* (from author, 2716 Granada Blvd., Coral Gables, Fla., \$0.35).

Rand McNally & Co. promises something really new when its *Cosmopolitan World Atlas* makes its bow October 1. Pre-publication price \$10. After that, \$12.50. The firm wants to make it clear that the new atlas is not a revision of old material but is a specially prepared new

book which represents a fresh approach to atlas-making.

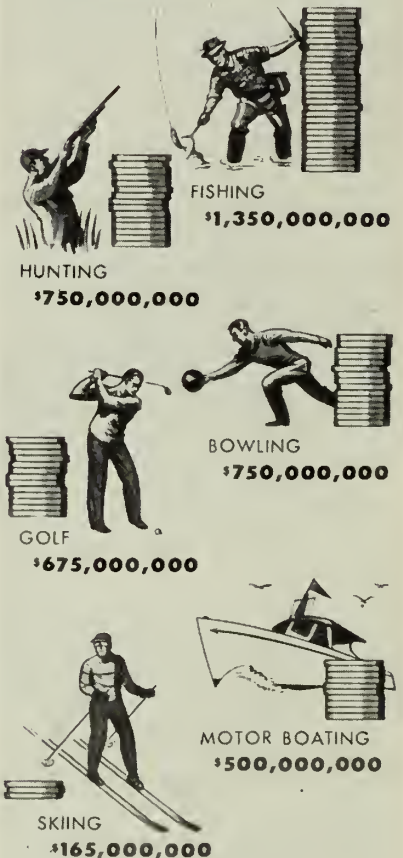
Wm. H. Wise & Co., Inc., 50 West 47th St., New York City 19, schedules spring 1950 publication of *The Wise Fishermen's Encyclopedia*. The book will be illustrated in color and black and white, contains 1,400 pages, and will sell for \$4.95.

August will see publication of *The American Guide* edited by Henry G. Alsberg (Hastings House \$7.50). The volume, representing four-and-a-half years of work by Alsberg will be a book-club dividend. It represents a "complete travel guide to the U. S." and will be the first of its kind since the 1910 Baedeker.

Because photographs can capture the flavor of a place so effectively when taken by an expert, Fritz Henle's *Virgin Islands* says more in 72 pages of pictures than the equal amount of text could convey. (Hastings House, New York City 22; published June 14, 1949, \$3.50.)

WHAT'S HAPPENING

TO AMERICA'S SPORTS BILL



BY RAY BETHERS Sources - Graphics Institute
1948 Estimator by Sport Magazine

Courtesy THIS WEEK

Why You Need a Vacation

William C. Menninger, M. D.

Your vacation is a serious matter. You may never have thought of it this way, but as a psychiatrist I have seen many people risk serious mental trouble because they did not understand the importance of vacations.

Let me say frankly that mental ill-health is perhaps the greatest menace to the equilibrium of American life today. And like so many problems it is best attacked by prevention. Simple and ordinary as it may seem, a satisfying vacation is a very practical step for everyone to take not only to prevent a real maladjustment later but to improve mental health.

As a psychiatrist I would actually prescribe a vacation for any of the following mental states, all of them signs of stress and strain in your personality: If you have become "fed up," if you are "just going along on nerve," if you feel bogged down, as though you are dragging along and "always tired," or if the pressures of life are making you lose your sense of humor. But the best prescription of all is to take a vacation before you reach any of these states.

Unvarying routine can affect anyone's mental efficiency. I have known men and women who took pride in having worked some vast number of years without a let-up. It always amazes me to hear them announce the fact as though their self-denial were some kind of an achievement. Such persons aren't smart—they are only jeopardizing their jobs, their health, and their home life.

A measure of the recognition that this fact has earned is the attitude of big business and industry, which usually insist that employees take vacations. These firms find that employees come back refreshed, eager to do their jobs better.

WHAT IS A VACATION?

What is a vacation? Like many concepts, it is easier to say what it isn't than what it is. A vacation does not necessarily mean great expense or an elaborate itinerary. It need not last a long time. It does not mean doing nothing—that is the most tiresome task in the world because you cannot quit and rest.

A vacationer "vacates"—he quits doing something to do something else. Usually that something else has a larger element of free choice than his everyday occupation. A vacation is time to spend as you like, time for playing instead of working.

What are the mental-health values basic to all types of vacations? Obviously no one can prescribe a specific type of vacation for someone else unless he knows that person intimately. A vacation must fit the individual. It has to be tailored according to his resources—and his needs. His needs, in turn, are determined by the factors of his personality. What delights one vacationer might bore another completely.

Still there are three points against which everyone can measure the benefits he expects to gain from his holiday. No one holiday will furnish them all, perhaps, but see if you do not notice something that has been neglected in your own past experience, something you might well seek this summer. Ask yourself:

1. *Will my vacation be refreshing?* Mental relaxation is far more important than physical rest. The office worker who goes hunting or fishing spends far more physical energy than he does on the job, but the exhaustion he feels is a very different type of fatigue from what he experiences after a strenuous business day. Physical tiredness can be overcome by rest. Mental weariness leads only to tension.

So for this reason, above all else do not plan to spend your vacation "keeping in touch with the office." Avoid a vacation that will include worries about the situation at home or the amount of money you are spending. Try to undertake only what you can accomplish comfortably, pleasantly. Some people waste half their vacations traveling long distances and are worn out before they even reach their haven of rest. Take it easy. Don't pretend that you are going to relax and then keep yourself in a state of tension.

A CHANCE TO UNWIND

A vacation is beneficial in somewhat the same way as a night's sleep. Sleep is refreshing, a rebuilding process, a period of recuperation for both mind and body. These same values are achieved through a vacation which offers a decided change in activity in a different environment. In short, a chance to unwind.

2. *Will it enrich my interests?* There are great benefits in using your free time to widen your knowledge or skill. Some people enjoy traveling and learning from new scenes. Others are happy in a hiding place where they can read uninterruptedly, or even work very hard on a self-assigned project whose completion will give them satisfaction.

New techniques, new information may be as satisfying to acquire as a new coat of tan. It is said that Dr. Einstein relaxes with the violin while his friend, Fritz Kreisler, relaxes with mathematical puzzles. In the same way, you can relax as you widen your interests.

Think, too, in terms of a planned effort to realize some strong or long-anticipated wish. Not every summer can be spent this way, but one of them might. It may be a once-in-a-lifetime trip to New York or California, or even a trip abroad. Even simpler, it could be the return to an old stamping ground, or a trip to see special friends. In a surrounding of firm friends, with a comfortable recollection of old experiences shared, many people find rest, even inspiration.

3. *Will it break monotony?* Even though we may like our jobs, most of us are burdened with routine, the irksome details we must attend to

A survey made not long ago showed that over half the industrial workers questioned said they would choose a different line if they could start over again. This does not mean that they are totally dissatisfied, but it does mean that they are not entirely content. Monotony played a big part in their decisions. None of us can escape it entirely.

This applies not only to job holders but to wives and mothers as well. There is considerable monotony in the household tasks which constitute their jobs. Also there are the inevitable emotional drains upon women by their families.

A CHANGE!

Vacations should compensate for these imbalances. They should supply the things that everyday life lacks. An ideal vacation for a harassed mother would be a stay at a good hotel, even for a short time, where she doesn't have to do the dishes or pick up after the children. She would also be wise to seek the companionship of people her own age, whose friendship and conversation would be on an adult level.

I know one young woman who lived in a Midwestern city not particularly noted for fine restaurants. At vacation time she so hankered for good food that she deliberately chose to visit a small hotel in Maine that was famous for its sea food.

She knew there would be really nothing much to do. But she ate royally for two weeks, and she came home satisfied and ready for another year's battle with poor restaurants and the kitchen range.

It would be well for the menfolk to note that breaks in the monotony are needed by everyone. For father to stay home and work in his shop or loll in the hammock may be fine for him, but mother gets no relief from her chores, and there is no change of scene for the children.

All of the points I have mentioned are approaches to the same goal. Whatever your vacation, you are seeking an escape—the one that best fits your needs. Looked at from a psychiatrist's point of view, a vacation that permits real escape is a chance to return to a childlike feeling of selfishness and irresponsibility. And within limits, that is a good thing. With full social approval and a free conscience, we indulge ourselves in living for the moment. We can do what we want, when we want to, how we want to. This "infantile" mode of living, to use the technical term, can be defined as a state in which we feel no burdensome obligations or responsibilities. It is probably the greatest vacation value for mental health.

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GRAND LAKE, COLO.