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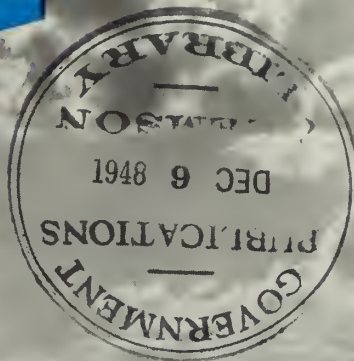


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UNITED STATES TRAVEL DIVISION

TRAVEL USA *Bulletin*

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The Cover

Boston's skyline from across the Charles River. Photo by the Boston Chamber of Commerce.

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The Travel Agent

The importance of the part being taken by the travel agent in the development of tourist travel in the U.S.A. is daily becoming more apparent.

Years ago travel agents in the United States were few in number and their activities were confined largely to the sale of trips abroad with an occasional de luxe tour of the national parks here at home.

Today there are more than 3,500 travel agents in this country. In addition to foreign trips, they handle a great variety of domestic tours, and this part of their business is increasing from day to day. There are, in fact, a great many travel agents who sell domestic travel almost exclusively. Geographic conditions have a great deal to do with this. In general those agents in the interior cities tend to sell more domestic travel than those located in the coastal cities which are centers of transportation to foreign countries.

Great progress has been made in adjusting the business relations between travel agents and the interests in the travel business which they serve. Otherwise the upsurge of the travel agents in the domestic travel field would not have been possible. A great deal more remains to be done, however, before the full potentialities of the travel agents for selling domestic travel will be realized.

The United States Travel Division will use every means within the scope of its policies to aid all parties concerned in this matter, since it is such an important step in developing travel to and within the U.S.A.

In the meanwhile the public has discovered that the travel agent is a handy fellow. He can avert many headaches in the planning and scheduling of trips and if he operates according to the best practices, the total cost to the buyer need not be higher than if the component parts of the trip were bought piecemeal.

-----Highways to Prosperity

By Robert O. Swain

Assistant Director, International Road Federation

RECOGNIZING the need for highway improvement—and expansion—throughout the world, American automobile, rubber, and petroleum interests have organized the International Road Federation, which is dedicated to the improvement and extension of highways and highway transport. Headquarters have been established in Washington and London.

The International Road Federation is promoting the education of both the public and the governments in all countries of the world concerning the social and economic benefits to be derived from adequate road systems. It encourages and supports the planning and execution of sound programs for the improvement and extension of road systems everywhere. The Federation believes that a good system of roads can reshape the face of a country . . . can open undeveloped regions to settlement . . . quicken the movement of goods . . . help the spread of news, culture, and entertainment. In short, good roads can knit an entire country by making travel easy.

A modern highway system can transform backward farm areas into prosperous enterprises by providing a choice of markets, permitting perishable produce to be transported and sold far and wide, and making it possible to locate farms wherever the soil is fertile . . . And when a rural area boasts modern roads, farm children can attend good schools, farm families can shop regularly in towns and cities, enjoy medical service, and, in general, better their standard of living.

Without an up-to-date network of roads, on the other hand, no country can make full use of its land resources. Farmers in outlying regions, isolated from the marketplace, eke out only the meager livings and have no incentive to grow more than they themselves can consume.

Just as railroads gave birth to new towns and cities all along their routes, so do new highways create prosperous new businesses as they stretch across the countryside. Service stations, garages, whole new markets for factory and farm spring up when a new highway goes through. And no country possesses an adequate distribution set-up for manufactured products if it lacks well-developed roads and modern trucking facilities. For trucks constitute that all-important link necessary

to round out a complete transportation system. Trucks can go everywhere, giving door-to-door service on busy city streets and in remote villages. Half the communities in the United States would be isolated from the rest of the world but for automotive and truck transportation.

The far-reaching effect of road-building programs is also evident in the field of employment. Highway projects create jobs not only for construction workers, but also for workmen in numerous other industries as the new highways open new markets. According to the United States Public Roads Administration, an investment of \$100,000,000 in highway construction eventually creates business amounting to approximately \$315,000,000, for such varied industries as quarrying, retail and wholesale trade, mining, farming, forestry, and many others. New business in such volume naturally creates new jobs. And full employment is an important factor to a really prosperous nation.

Yes, good road systems have proved indispensable to the economic, cultural, and social well-being of every healthy nation since civilization began. The sturdy foundations of the Roman empire rested largely upon the excellent roads built by far-sighted, realistic rulers. But today, unfortunately, when nations everywhere are in critical need of new road development, the public takes its highways for granted—not realizing the vital role they can play in bringing about a newer and greater prosperity.

This, then, is the task the International Road Federation has undertaken: to stimulate public opinion; to help secure an effective development of road systems, and to cooperate with all organizations sincerely striving for the same goal.

History Is Now

Historic Midwest Houses by John Drury, University of Minnesota Press, Minneapolis 14 (\$5). Early historic landmarks as well as contemporary birthplaces and homes of important people are dealt with in 246 pages of text and pictures. A fresh approach to a perennially interesting subject.



Mr. Furlong is administrative secretary of the Michigan Tourist Council. Photo by Hajos-Ellison.

In Isle Royale National Park, one of Michigan's many tourist attractions. Photo by National Park Concessions, Inc.

MICHIGAN

Tourist Council

By Robert J. Furlong

MICHIGAN is admittedly one of the Nation's most popular vacation lands. This statement is based on the fact that in this leading industrial State the tourist business is considered to be in the first bracket of top industries. It has been estimated that tourists spend upwards of 400 million dollars a year in Michigan.

Recognizing the importance of the tourist business to the general economy of the State, the Michigan Legislature in 1945 created the Michigan Tourist Council and charged it with this duty: "To advertise the resort and recreational advantages of the State of Michigan and to promote the development of the tourist industry of the State of Michigan."

The Michigan Tourist Council consists of nine members: The secretary-managers of the four regional tourist associations (the Upper Peninsula Development Bureau, the East Michigan Tourist Association, the West Michigan Tourist and Resort Association, and the Southeastern Michigan Tourist and Publicity Association), and five members appointed by the Governor for terms of 5 years each.

An administrative office, under the direction of Robert J. Furlong, administrative secretary, is maintained by the Council in Lansing, the State capital. Through this office are channeled the Council's activities regarding advertising, general publicity, preparation of pamphlets, brochures, etc., and all other Council functions.

The Council operates on a budget of approximately \$250,000 per year.

In its advertising program the Michigan Tourist Council uses several national magazines and a large number of strategically located newspapers—both in-state and out-state. In 1949 technicolor motion pictures will be used to further promote Michigan's tourist business. These travelogue films are scheduled for showings in 12,000 to 14,000 theaters throughout the Nation.

The Michigan Tourist Council prepares and distributes colorful pamphlets and brochures on a variety of subjects pertaining to the State's vacation attractions. One of the most recent of these is called "It's Hunting Time in Michigan." This is a companion folder to one on fishing, issued earlier in the year.

To determine the effectiveness of the Tourist Council's national advertising program, a recognized readership research service was employed. Results of a survey conducted by this service showed Michigan's tourist industry enjoyed a traceable return from its visitors of \$128 for every dollar invested in national advertising.

The Michigan Tourist Council operates and maintains year-round information offices in Lansing and Detroit, Mich., and in Chicago, Ill. These offices give on-the-spot services to those highly populated areas. A third information center is operated in Cleveland, Ohio, during the late spring and summer months.

Through its Tourist Council Michigan has joined with Minnesota, Wisconsin, and the Province of Ontario in an organization called the Northern Great Lakes Area Council. Representing similar interests with almost identical resort and vacation facilities to promote, this organization seeks to stimulate mass travel into the Great Lakes region.

In all of its activities, the Michigan Tourist Council works closely with the four regional tourist associations in the State. The result is a carefully planned and executed promotion program for each region and for the State as a whole.

The Air Travel Story of 1948!

By M. F. Redfern

Vice President, Traffic, Air Transport Association of America

OUT of postwar conversion, confusion, and much misinformation, there emerges a clear-cut answer to a criticism that has been leveled at air transportation from its very inception. "I would like to fly but I cannot depend on being there when the schedule says I will." Until recently that question mark in the potential air traveler's mind has been valid to varying degrees.

New air navigational techniques have made that comment shop-worn and out-of-date. Since the war the air lines, the military, and the Government regulatory bodies, the C. A. B. and the C. A. A. have been pouring money and brains in enormous quantities into experiment and research to take the "maybe" out of air transport schedules. With what success the problems have been solved is ably demonstrated by the following facts.

In the New York area for example, which generates a high percentage of air travel, during the winter seasons of 1945-46, and 1946-47 (December, January, and February) around 4,000 flights each season had to be canceled because of traffic congestion, not taking weather conditions into consideration. In addition, virtually every flight operating in this area encountered lengthy traffic congestion delays (average 33 minutes) whenever visibility became restrictive (under Federal regulations a restrictive visibility condition is defined as cloud level at 1,000 feet or under with inability to distinguish an object 3 miles or more distant).

During the same period of 1947-48, there were no cancellations due to traffic congestion, and 76.5 percent of all aircraft in the area operated with no delays, the

balance encountering an average delay of but 11 minutes. Conditions in other areas of high concentration have improved to a similar degree, so that air operations under newly developed techniques have statistically eliminated the major uncertainties. The science of electronics, which governs the Instrument Landing Systems and Ground Controlled Approaches, has made the major contribution to that end. New methods of scheduling of aircraft and simplified traffic operating patterns completed the picture. Now only rare conditions of weather make flight cancellation necessary and delay an infrequent annoyance.

Paradoxically, for the first year in its history, air transportation in the United States has encountered a declining market for its services. Fortunately this trend seems to be changing at this time. As a matter of fact, the demand for all common-carrier passenger service has been below that of any postwar year so far. It is definitely felt that the private automobile has severely cut into the market of carriers for hire.

A brighter spot exists, however, in the field of pleasure and vacation travel. More and more people are catching the appeal of the speed of air travel as a major consideration in vacation plans. A 2-weeks vacation can now be spent at the most distant point on the globe with little loss of time in transit. As a result, travel agents are doing more business by air, and package air tours are becoming increasingly popular.

A recent survey revealed that about 35 percent of air passengers were traveling for pleasure.

Sixty-four passengers can ride in Lockheed's Constellation. Alternate sleeper arrangements will accommodate 34. Photo by courtesy of Air Transport Association of America.



Make Use of Your Own Assets



Miss Shoemaker is the executive director of the Pioneer Valley Association in Western Massachusetts. Her promotional booklet, *Vacations 1870 & nowadays*, has won for her wide acclaim. Photo by Bachrach.

By Elisabeth Shoemaker

Executive Director, Pioneer Valley Association

I HAD been specializing in real estate and financial promotion when I went to Cape Cod in 1934 to handle that region's first tourist campaign. Therefore, I wanted to see what other advertisers were doing in this field and I assembled a great many copies of the advertising then appearing and the booklets and folders used for follow up. In a week I had 300 booklets issued by States, regions, and cities, and many of the travel sections of a great many newspapers.

I spread them all out on my office floor in Hyannis, and they all looked alike! All but two or three of the booklets had a bathing girl on the cover. That was the year, too, when all the advertisements were headed "Come to ———." Usually this headline was accompanied by a bathing girl in a coy, beckoning pose. Often a newspaper page would have 15 or 20 of these gals, selling regions from New England to Texas.

I decided I wouldn't use a bathing girl for Cape Cod's first literature. The Cape had issued one folder before my time—its cover bore a picture of a cross-looking fisherman in a sou'wester (to me very repellent looking, aside from the fact he suggested rain—the one thing vacationists don't want).

I announced at a public meeting that we would use the historic theme in all our copy. The next day the chairman of our committee received a letter from a college professor who, 2 years earlier, had written a thesis, "What Are the Recreational Appeals of New England?" He had sent out to a great many persons a list to be checked in order of importance of subjects ranging from bathing to history.

These subjects covered just one word, so history was

"history" and it was last on the list. The professor said that history received practically no votes and urged the Cape officials to get rid of me immediately before I wasted their advertising money.

The Boston Traveler also disagreed in an editorial, which said that I was wrong—that any tourist would rather look at a bathing girl than see Paul Revere's horse, if this were possible.

The professor's handling of "history" didn't get votes on his survey. I thought our handling of history would get vacationists, and it did.

We went ahead on the historic line, publishing booklets that reproduced old ship logs and captains' journals, and a booklet on old ship figureheads, and another one on Cape Cod legends—and the public loved them. The space advertising was not always historical, but it did reflect the unique things the Cape has to offer. One of the most successful advertisements used in that period was headed "This Is a Fair Land and Here I Shall Make My Home," a statement alleged to have been made by Thorvald Erickssen, the Norse explorer.

When I came to Pioneer Valley, a territory much larger than the Cape (2,500 square miles), 10 years ago, the promotion problems were quite different. Our area adjoined the Berkshire Hills section that had its own organization, which had been advertising for 14 years. We had to identify our region—10 years later we still do.

When I arrived the then-new organization was using a letterhead decorated by a sour-faced Pilgrim father. You see quite a lot of this in New England and, in all due deference to our forebears, that cross-looking Pilgrim, in my opinion, has no advertising appeal. The

letterhead was redesigned with a three-color cut of a spray of mountain laurel, which is our official flower and an asset we also advertise.

The historical booklets I have designed require approximately a year's research and there was not time to do one during my first year in Pioneer Valley. However, we produced an out-size photographic booklet with a girl in a rather mussed-looking dress standing on a high hill, looking the way she *would* look after a hard climb and not slicked down. Most of the photographs too, were larger than usual, for I believe that scenic photographs lose so much when they are reduced to small sizes that it is hardly worth while using them.

After a year of research we brought out our first historical booklet here titled "The Land of the River Gods," describing the early boatmen on the Connecticut River, who were so big and strong that they actually were called River Gods. It is so easy to tie the past into the present. For instance, in the River God booklet, we described how the region looked then and said—it's still the same, it's still quiet and beautiful.

Our last booklet, which won an award in the 1948 annual contest of the Direct Mail Advertising Association of America, is titled "Vacations 1870 and Nowadays" and describes the development of the vacation idea, not only in our territory but all over the United States. We used rare old prints showing vacationists at Long Branch, N. J., Newport, and other places.

Has this approach been successful? The best way to answer that is to say, it darn well had to, after telling the various committees the proposed booklets would cost

from 60 cents to \$1 each. On Cape Cod the committee members were accustomed to folders costing 7 and 8 cents, but we found that booklets costing 40 cents (14 years ago) produced so much more in returns that there was no argument.

In Pioneer Valley we spend as much as \$125 for art work and plates for one of our 100-line advertisements, but we know it is worth it from the type of mail received.

People keep both our advertisements and our booklets for years. It is not easy to throw away a dollar booklet and so it lies around the parlor table for a long, long time. People write us who see our booklets in the homes of friends and relatives, and they say they tried to borrow the booklets, but the friends or relatives say they wouldn't give them up; so they copy down our names and ask for their own copies. This has developed quite a list through the years.

We use our literature with return cards to mailing lists tailored to our order; for instance, to presidents of women's clubs and businessmen in high-income groups. We have had 20-, 25-, and 30-percent returns from first mailings to these lists.

Part of our work covers the promotion of old farm houses for summer and year-round homes. Our material produces excellent prospects for this department.

I don't mean to say every advertiser should use the historic idea. If they did, I probably would go back to the bathing girl; but I plead for use of those assets of an area that cannot be confused with the assets of any other and, from my travels, I know that every area has such special advantages.



Booklets and folders by Union Pacific and Chesapeake and Ohio.

By Jerry Carpenter

IT SELDOM is possible to outline a program for the development of winter sports which may be adopted in its entirety since the problems of communities differ radically. It is possible, however, through the presentation of successful projects to fit such projects into a program for any local community.

Rarely has any group faced a more discouraging prospect than the one which confronted the committee of the California State Chamber of Commerce (at that time The California Development Association) some 20 years ago. Unlike the situation in the communities of the New England, North Central, and many of the Mountain States where the population, snowed in for the winter, red flannels and all, welcomed this new recreational outlet, in California the competition from every sort of all-year outdoor sports was tremendous. Here was a population of native sons and adopted sons—the former boasting of their tropical winter climate; the latter glorying in the fact that they had had the courage to pull stakes and leave less favored climes to spend the rest of their lives in the sunshine of the Golden State. Snow and ice could not be sold to them even at a cent a ton, or so it was thought. Even after California had secured the Olympic Games for 1932, the International Olympic Games Committee could not be brought to believe that we had the snow, the terrain, and the know-how. The propaganda of “The Land of Sunshine and Roses” had been too thoroughly sold and so the winter Olympics went to Lake Placid.

The fact that winter sports have grown to an estimated \$30,000,000 business in California since the first active promotion was started about 1928 is evidence that the promotional ideas adopted at that time were sound. First came an analysis of the various groups who might be expected to benefit from the development of such sports. Department and sporting goods stores might benefit from the sale of wearing apparel and also, along with the larger hardware stores, from the sale of equipment and accessories. The railroads could increase their passenger traffic hauling fans to the snow areas during the slack winter months. Bus lines, then just getting a good start, would benefit likewise, along with special charter service. By creating a new demand for winter driving (cars were usually put away for the winter, out of the rain) to the snow areas, the sales of gas and oil and tires, to say nothing of antifreeze, skid chains, and other winter driving accessories would be stimulated. Resorts, long closed during the winter months, might find it possible to keep the cash register jingling all year. Possibly a new trend

Photo courtesy California
State Chamber of Commerce.

g a Winter Sports Program

in vacationing in the mountains in winter might be established, snow or no snow. Permanent records of "Fun in the Snow" would stimulate the sales of cameras, film, and photo equipment. Newspapers and periodicals could benefit through increased advertising of stores and resorts. Billboards and streetcar cards might also be used advantageously. Possibly new industries could be developed to manufacture wearing apparel, skis, and accessories.

Development of such a program required a complete understanding of its potentialities and the full cooperation of each group in its promotion. Committees were formed by groups—transportation, oil and gas, department and sporting goods stores, newspapers, radio, billboards, photo finishers, etc. Many meetings were held and gradually skepticism, because of the newness of the project, vanished. The program got under way.

At the same time, plans were put in motion to develop areas for the enjoyment of the sport and where the ski boots, ski suits, and equipment that would be sold could be put to use. Most of the best areas were in the National Forests and the National Parks . . . today 43 percent of the State is federally-owned. The cooperation of these agencies was not easy to secure as their representatives at that time were definitely not snow-minded. Snow removal on roads leading to the areas was expensive and additional expenditures for recreation were certain to be opposed. At the risk of choosing less desirable areas than those at the inaccessible higher elevations, our efforts had to be confined to areas on roads which were already being cleared of snow to keep communities from being isolated during the winter. The sympathetic cooperation of the State Motor Patrol in governing winter driving was essential. The U. S. Forest Service, the National Park Service, counties with mountain recreation areas, the State Highway Department, and the State Motor Patrol early were brought into all of our conferences.

Since 1929 a Winter Sports Guide has been issued annually with maps and detailed information about accommodations at all areas. "Tips for your Trips" contains suggestions and advice upon just about everything the skier needs to know. Snow depths at all areas and road conditions are released weekly to press and radio, along with ski gossip and tournament coverage. Articles are furnished to house organs and publications. As many as 500 billboards, and thousands of street car cards carrying the message of "Fun in the Snow" have been used over the years. Plans for building of skis were



At Bosquet's, Pittsfield, Mass. Photo New Haven R. R.

Jerry Carpenter, director of the Travel and Recreation Department of the California State Chamber of Commerce, is considered the father of winter sports in the far Western States and is well qualified by experience to write on this subject.



furnished to the manual training departments of the schools with splendid results. Preconditioning exercises to condition unused muscles prior to reaching the snow were furnished to physical educational instructors and many night classes were established. Winter sports shows were promoted in the metropolitan centers. These shows consist of motion pictures, winter queen contests, style shows, folk dancing, entertaining speakers, ski instruction, etc. Even before the popularity of the 16 mm. film, winter sports motion pictures were produced and exhibited free to schools, women's clubs, luncheon clubs, fraternal organizations, boy and girl scouts, and many other groups. So much for the promotion phase.

To stimulate competition, the California Ski Association was organized by and made an integral part of our committees shortly after the program got under way. A policy was adopted to clarify responsibility. The conduct of tournaments, rules, judges, first aid and ski patrol, skiing classifications of skiers' proficiency, instruction, etc., would be handled by the Association and its affiliated members; the promotional phases by the over-all committees. Ski clubs were organized in large and small communities to the extent of some 200 before the war, many with year-round activities.

But the end is not yet. As skiing has advanced, so has the demand for bigger and better ski hills, more and longer ski tows and lifts, more and cheaper accommodations. These demands must be met if the sport is to continue to grow as competition in other less expensive sports continues to be keen. Funds not now available must be secured for the national forests and the national parks so that they can help in providing the necessary simple facilities, such as water and sanitation. Because of the adverse conditions and keen competition we have had to take our promotion of winter sports seriously, far more seriously than many other more-favored areas. If this brief recounting of our promotions may suggest a thought or two for a program for other new developments, or additional ideas for areas that are already far along in their development, we consider it a privilege.



Mushing with Torghee sled dogs in eastern Idaho. Photo by Idaho State Board of Publicity.

Travel and Inter-American Relations

By Francisco J. Hernandez

Chief, Travel Division, Pan American Union

INTER-AMERICAN travel is literally on the march. It has increased by leaps and bounds since the cessation of the recent hostilities, and this favorable trend is expected to continue at least until the other travel areas of the world are sufficiently restored from the havoc of World War II. Problems of ocean, land, and air transportation, viewed against the background of prewar experience, are being met with energy and determination, and to judge by the job done so far by carriers, hotels, travel operators, and other services, the demands of travel-starved citizens of the American Republics will be fairly well satisfied.

Realization of the economic importance of tourist travel, both in the Western Hemisphere and in Europe, is now more evident than ever before. Inclusion of specific measures in the European Recovery Plan for the development of a greater volume of travel to the Western European countries is particularly significant. On this side of the Atlantic, the need of foreign exchange has prompted most of the Latin-American Republics to survey carefully their resources in the travel field and to encourage the building of hotels and the expansion of other facilities. Some of the countries have even raised the status of their official travel-promotion agencies. Mexico, for instance, has overhauled its own and placed it under a national commission headed by the Secretary of Gobernación (Interior), top ranking Cabinet member in the neighbor to the South. Haiti now has an Assistant Secretary of State for Tourism. Colombia raised the rank of its old Tourist Section to a full-fledged department in the Ministry of National Economy. Perú, Cuba, and others maintain autonomous corporations of Juntas, most of them with increased resources and facilities.

It is encouraging indeed to witness so many of the southern republics seizing the opportunity to organize their tourist industry on a sound, permanent basis while reaping the economic and other benefits travel is capable of providing. The United States, on its part, is even now attracting a considerable number of the Latin American travelers who, before the war, trekked every year to the spas and pleasure resorts of Europe, and, from all indications, they have thoroughly enjoyed the change.

There is urgent need, of course, for effective measures looking to the reduction, if not outright elimination, of deterrents to travel, such as burdensome entry formalities, including passports, visas, photographs, police certificates, etc. Many are the countries that have gone all out for simplification. Furthermore, action is also being taken in the field of general promotion as recommended by the First and Second Inter-American Travel Congresses held respectively in San Francisco, 1939 and

Mexico City, 1941, taking into consideration the following basic factors which gave force and significance to their deliberations:

(1) Recognition of the economic, social, cultural, and political importance of tourist travel in its local, national, and international phases, with the consequent necessity of promoting it in every possible way to an extent equal to that by which industry, commerce, and agriculture are promoted in their production, distribution, and consumption aspects;

(2) Recognition of the responsibility of both public and private interests in the promotion of tourist travel, including in this field official action, private activities, and joint efforts of both; and

(3) Reaffirmation of the solidarity of the American nations and recognition of the important influence of tourist travel within the scope of inter-American relations.

If it is true that personal contacts and experiences are conducive to knowledge and understanding, it logically follows that the promotion of an ever-increasing inter-American travel deserves the active and unqualified support of all those who believe in better inter-American relations. The currents of travel thus stimulated cannot fail to have a tremendous social and cultural significance and, in addition, set in motion economic factors which have a helpful effect upon the purchasing power, available exchange, export and import trade movements, and the general prosperity of the American countries.

Significant figures

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

	July 1947	July 1948
Airlines:		
Passengers carried revenue		
thousands__	1, 100	1, 181
Passenger miles flown revenue		
do_____	533, 706	546, 018
Rail:		
Operating revenue passenger		
millions of dollars__	85. 9	87. 5
Passengers carried 1 mile---millions__	4, 413	4, 094
Pullman Company:		
Revenue passenger miles-----do__	1, 139	1, 028
Passenger revenue		
thousands of dollars__	8, 558	9, 334
National parks-----thousands__	2, 654	2, 652
Hotels:		
Average sale per occupied room		
dollars__	4. 70	5. 12
Rooms occupied percent total-----	87	83
Restaurant sales index average same		
month (1929=100)-----	225	227
Foreign travel:		
Passports issued-----number__	19, 611	21, 699



Travel Round-up

RESEARCH

United States Chamber of Commerce

Tourist Promotion Activities, Report No. 133 of the Commercial Organization Department of the Chamber of Commerce of the United States, Washington, D. C., is available for distribution.

The material in the report is designed to assist executives who are actively engaged in tourist promotion work. The first edition includes data from the "1947 Survey of Local Chambers of Commerce" with descriptions of Tourist Courtesy Schools, Newcomers Clubs, Information Centers, and allied activities. Reprints of courtesy cards and windshield stickers are included along with three Patterns of Progress reports of chamber of commerce projects.

The last section is devoted entirely to a bibliography on the tourist business. It includes sources of information on a variety of subjects dealing with the industry. For convenience the material is classified under: (1) Government Publications; (2) Nongovernmental Publications; (3) Selected Magazine Articles; (4) Trade Journals; (5) Directories and Trade Associations.

Automotive

The 28th edition of *Automobile Facts and Figures*, 80 pages, published by the Automobile Manufacturers Association, New Center Building, Detroit 2, Mich., presents an impressive and varied array of statistical data pertaining to the automobile industry. It should help to solve many research problems.

Oregon Survey

The Oregon State Highway Commission points out in a recent report that the travel industry is operating nationally on an increasingly competitive basis because the crest of the postwar vacation travel wave is leveling off. In addition, travel abroad is being pushed by European countries and resorts, Canada, and Mexico.

Currently, 45 out of the 48 States are engaged in aggressive promotion of their recreational and other resources by national advertising and publicity. In the years 1944-45, 26 States spent \$1,450,656 on national advertising. In the present year, 45 States are spending \$5,166,877.

Oregon's 1948 tourist business brought

estimated revenues of 92 million dollars into the State. This figure, 12 percent below the 1947 estimate of 105 million dollars, is 10 percent above the 83½ million figure of 1946. The last prewar travel year of 1941 is credited with a total of 51 million dollars. The 1948 estimate is based on a State highway department traffic check of out-of-State automobiles at 15 major points of entry.

The survey reveals the average expenditure per day per person was \$5.35 as compared to \$5.91 in 1947, which itself showed a drop from the 1946 figure of \$6.21. Each out-of-State car represented an expenditure of \$116.65 based on an average load of 3.07 passengers and stays of 7.1 days in Oregon, or equaling \$37.99 per person. These figures represent motorists who used campgrounds exclusively as well as those who patronized hotels, auto courts, and resorts entirely, offering a thorough cross-section of Oregon vacation travel.

Oregon's advertising program through the fall, winter, and spring of 1947-48 brought 135,803 inquiries by mail and, during the year, approximately 600,000 out-of-State automobiles visited Oregon with average mileage of 663 for each. The prewar record for mail inquiries on Oregon vacation lands was set in 1940 when 75,000 were received.

Colorado Accommodations

Early in the present year, the Colorado State Chamber of Commerce distributed to community organizations in Colorado a valuable tabular report showing the number of hotels, motor courts, resort, or ranch facilities there were in the State by counties and by types of establishments. A second table gave the maximum number of persons and maximum number of tourists that could be accommodated in these facilities, and a third table showed the seasonal variations in tourist accommodations by types of establishments.

This statistical picture of tourist accommodations was presented in the hope that it would encourage local effort to keep tourists in the State longer and to extend the tourist season further into the spring and later into the fall.

New England Vacation Index

Vacation index figures for New England show a slight increase in receipts but fewer guest nights during the 1948 season when compared with the 1947 season, according to the Monthly Review of the Federal Reserve Bank of Boston.

Gross receipts of vacation lodging places this summer will exceed 1947 receipts by about 3 or 4 percent, but actual occupancy measured in guest nights will prob-

ably be about 2 percent below the 1947 record.

Resort hotels "selling" fresh or salt water for scenery and sports did much better when compared to last year than those selling mountain scenery. Small inns of under 30 capacity and cabins show increases both in number of guests and gross receipts. Small inns had gross receipts 4 percent greater than in 1947 from 7 percent more guests. Cabins had a 7 percent larger gross from 2 percent more guests. Resort hotels, on the other hand, grossed 3 percent more from 6 percent fewer guests.

Keystone Automobile Club

The Keystone Automobile Club of Pennsylvania reports that the regional destinations of travelers for whom the club prepared routes during the past summer were as follows: Mideastern, 26 percent; Canada, 24 percent; New England, 19 percent; Southeastern, 18 percent; west of Mississippi River, 13 percent.

NATIONAL PARKS

Annual Travel Reports

One significant trend revealed in the 1948 travel year report of the National Park Service is that there was an appreciable shift of travel from summer to other seasons of the year. Travel to national parks increased each month from October through March when compared month by month with the 1947 travel year. From April through August, however, travel was less each month than in corresponding months of 1947. Travel in September 1948 was 14 percent greater than in September 1947.

Visitors to all areas in the national-park system for the travel year, which began October 1, 1947, and ended September 30, 1948, totaled 29,608,318, an all-time record. Travel to all areas in 1948 was 17 percent greater than in 1947.

In comparing 1948 with 1947, however, certain qualifications should be made to obtain an accurate national parks travel trend. Three large recreational areas—Coulee Dam in Washington, Millerton Lake in California, and Lake Texoma in Texas and Oklahoma—reported visitors in 1948 for the first time. These recreational areas had 3,066,227 visitors. Other new areas, the Adams Mansion National Historic Site in Massachusetts, Everglades National Park in Florida, and Theodore Roosevelt National Memorial Park in North Dakota, reported a total

of 32,683 visitors. In 1948, Mount Rainier National Park in Washington did not report travel over a State highway which cuts through the eastern portion of the park. In the 1947 Mount Rainier report, this travel amounted to over 400,000 persons.

When adjustments are made for these discrepancies in the 1947 and 1948 travel reports, the whole national park system showed a gain of approximately 7 percent over 1947.

In 1948 the 28 national parks had a total of 11,307,826 visitors. Again, adjusting for the discrepancy in the Mount Rainier National Park report, the national parks showed a 1948 gain of approximately 6 percent.

HIGHWAY TRAFFIC

Up and Up

Motor vehicle travel on main and local roads for the country as a whole was only slightly less in September than it was in record-breaking August, according to preliminary figures released by the Public Roads Administration. Tremendous increases were made over September 1947.

Rural traffic in vehicle-miles for September amounted to 19,289 millions, a gain of 8.9 percent over September 1947. On main roads, the volume of travel was 14,268 million vehicle-miles, a gain of 10.2 percent; on local roads, 5,021 million vehicle-miles, a gain of 4.8 percent.

For the first time in several months, the eastern regions, comprising the New England, Middle Atlantic, and South Atlantic States showed the highest rate of gain. Here the rural traffic in vehicle-miles was 6,304 millions, a gain of 12.8 percent over September 1947, and 14.5 percent over September 1941. The central regions had a gain of 7.6 percent over September 1947, with 9,606 million vehicle-miles, and the western regions a gain of 5.6 percent with 3,379 million vehicle-miles.

City streets were 6 percent more congested with traffic in September than they were in the same month last year.

In September 51 toll facilities on highways throughout the United States were used by 18,484,491 passenger vehicles, a gain of 9.5 percent over September 1947.

FOREIGN TRAVEL

Passport Analysis

Passports issued or renewed by the State Department during the third quarter of 1948 totaled 51,759 or 37 percent less than in the second quarter. This decline is seasonal and is not significant.

During the first 9 months of 1948, a total of 194,276 passports were issued or renewed, an increase of 16½ percent over the same period in 1947.

The quarterly summary of passport

statistics, issued by the Passport Division for the months July, August, and September, again contains interesting and valuable data. More than one-fifth of all passports issued or renewed were to prospective travelers in New York City. In the previous three months New York City accounted for more than one-quarter of all passports issued.

Pleasure travel was the objective of only about 12 percent of the applicants, but undoubtedly many of the 28,191 persons who gave "personal business" as the object of their travel were prospective tourists. The summary, however, shows that a very large percentage of Americans who planned to travel in foreign countries has business or other serious objectives in mind. The statistical break-down also revealed that air lines would receive 30 percent of the overseas business, ships 70 percent.

Housewives were again the largest group of travelers with skilled laborers a fairly close second. Students formed the third largest group, while executives ran fourth with 3,020. Native-born applicants totaled 33,650; naturalized citizens 18,109. Men accounted for 32,211; women, 19,548. Additional adults included in passports amounted to 3,418; minors, 3,719.

The Passport Division points out that the summary should not be construed as reflecting the total number of American citizens proceeding abroad during the period concerned. The compilation does not reveal those persons proceeding outside of the United States to countries not requiring passports or those making multiple trips abroad during the validity of their passports.

GREYHOUND'S BUS

On Test Runs

Greyhound's new Highway Traveler Compartment Coach, an experimental

model incorporating revolutionary design and mechanical features, is now on its initial test runs throughout the country.

The new bus has been developed over a period of nearly 3 years by Greyhound engineers. The body and interior lay-out are the creation of Raymond Loewy Associates. The bus seats 50 passengers, as compared with 37 passengers in Greyhound busses delivered in 1947. The greater capacity is achieved through an entirely new arrangement of seats in three sectional compartments. The floor space of the bus is increased one-third.

The improved design also provides for wider, roomier seats, deeper and more restful cushions, and more space between seats to allow for greater relaxation. Two short stairways, with illuminated risers, facilitate the movement of passengers between passenger compartments.

A pillow type of radio speaker, which can be heard only by the occupant of the seat, is built into each seat headrest. By means of an individually operated switch the passenger may listen to either one of two radio programs. In addition there is a public-address system for announcements by the driver. Each passenger also has an individually controlled reading light.

The driver's compartment is practically a glass dome and, since scenery is a major attraction of highway travel, a majority of the passengers are seated above the traffic level so as to have an unobstructed view. The Sedan Lounge lower compartment provides space for 12 passengers. Adjoining this lounge, a drinking fountain, a refrigerated cabinet, washroom, and toilet are located. Luggage is carried in lockers in the side walls of the bus.

Even more revolutionary are the mechanical features of the new bus. The most important of these is the use of twin air-cooled engines, specially designed to provide more power than heretofore available on busses.

The engines, rated at 150 horsepower each and installed at the rear of the bus, are six-cylinder horizontal type. Under normal operating conditions, one engine will propel the bus while the second engine



The new Greyhound Highway Traveler compartment coach. Beaumont & Hohman, Inc.

will operate the accessories, including the air-conditioning system, the generators, the air-spring compressor, and the power hydraulic units. On grades or at other times when extra power is needed, the second engine cuts in automatically to maintain a constant speed without the necessity of shifting gears. In the event of mechanical failure of either engine, the remaining unit can propel the bus and operate the essential accessories to eliminate road delays.

MISCELLANEOUS

Printing Layouts

The West Virginia Pulp & Paper Co. deserves congratulations for its useful and amusing brochure, "West Virginia Inspirations for Printers 172." The tone of this beautiful little publication is immediately set by its fine cover reproduction of "Apple-Butter Making" by Grandma Moses.

Handicrafts

The fall number of *Trailways Magazine* carries an interesting and informative article on North Carolina mountain handicrafts. The article is called "Down the Handicraft Trail."

Cars Shipped to Miami

For the first time since the war, vacationists going to Florida who wish to send their cars down by ship will be able to do so this winter. Pan-Atlantic Steamship Corp., 19 Rector Street, New York, has announced a new freight service, sailing every Wednesday from New York, arriving in Miami on Saturday

The Railroad Hour

Every Monday night from 8 to 8:45 the American Railroads are presenting a 45-minute radio program of the world's great musical comedies. The show is carried by the American Broadcasting Co. network.

PUBLICATIONS

Norwegian

In October the Information Division of the Norwegian Embassy in Washington resumed publication of "News of Norway" for the first time since September 7, 1945. The issue is volume 6, No. 1, 4 pages. The reestablished publication will contain actual news and commentaries.

"Freedom, democracy, and law," says Ambassador Morgenstierne, "those will be the keynotes of life and progress in postwar Norway. From the ramparts of these hard-won bastions the Norwegian people face the future. They will form the background of all "News of Norway."

British

The British Information Services, 30 Rockefeller Plaza, New York City, published in September an 18-page "Catalog of Selected Publications," which it distributes free of charge to the public. The catalog also contains a list of reference material available to specialists, research workers, and students of British and Commonwealth affairs.

Pan American

Elizabeth Hastings, special assistant in the Travel Division of the Pan American Union, has prepared a 28-page "Tourist's Guide to Holidays and Festivals in Mexico," which may be obtained from the Pan American Union, Washington, D. C., for 15 cents. The booklet contains a table of contents and an index and will be useful to the traveler seeking native color.

Trailer Parks

A concise booklet, entitled "Planning a Profitable Trailer Park," may be obtained free of charge from the Park Director, Trailer Coach Manufacturers Association, Civic Opera Building, Chicago 6, Ill. The booklet contains information on selecting a location, buildings and facilities required, and profit expectancy. It also provides several typical lay-out plans.

Chesapeake and Ohio

Passenger representatives and hostesses on C. & O. trains distribute to small children a coloring book with crayons and a comic book history of the railroad. The coloring book contains color pictures of train personnel with identical black and white sketches to be filled in by the child.

TRAVEL BOOKS

SINGING RAILS. By Herbert L. Pease. New York: Thomas Y. Crowell Co. 1948. 304 pp. \$3.

HUNTING AMERICAN LIONS. By Frank C. Hibben. New York: Thomas Y. Crowell Co. 1948. \$4.50.

RIVER TO THE WEST. By John Jennings. New York: Doubleday and Company. 1948. 368 pp. \$3. Story of John Jacob Astor's fur venture in the Pacific Northwest.

THE LAND OF THE CROOKED TREE. By U. P. Hedrick. New York: Oxford University Press. 1948. 350 pp. \$4. Pioneer life in the northern tip of Michigan just below the Straits of Mackinac.

HISTORY OF TRANSPORTATION IN THE U. S. BEFORE 1869. By B. H. Meyer. New York: Peter Smith, 321 Fifth Ave. Reprinted 1948. \$10. Standard work on early history and development of transportation. For many years out of print.

UNITED STATES GOVERNMENT MANUAL—1948 (Revised through June 30, 1948) Division of the Federal Register.

Washington: The National Archives. 722 pp. \$1.

TOURIST HANDBOOK OF NORTH CAROLINA. The Collins Company, P. O. Box 542, Winston-Salem, N. C. 1948. 25¢

VACATION GUIDE—Good Places to Spend an Enjoyable Vacation Winter or Summer. By Duncan Hines. New York: Duncan Hines, Inc. 1948. 300 pp. \$1.75.

Back Cover

Mississippi River near Hannibal, Mo. Photo by Massie through the courtesy of the Missouri Resources Division.

SAFE RAILS

Editorial Reprinted From *New York Times*, August 29.

Encouraging statistics on the improvement in the railroad accident picture have been made available by the Interstate Commerce Commission and the Association of American Railroads to the American Museum of Safety here in New York. They show that fewer persons lost their lives in railroad accidents in 1947 than in any of the 49 preceding years covered by the records of the Commission. Last year's fatal injuries to all classes of persons in the railroad category were 42 percent less than in 1937, 39 percent less than in 1927, 58 percent less than in 1917, and 64 percent less than in 1907. This progress has been made in the face of the fact that the volume of freight and passenger service performed last year was considerably greater than in the other years mentioned. It also is in the face of the greatly increased hazard which results from the growth in the past 40 years in the use of highway grade crossing by motor cars.

The railroads, which 35 years ago stood second in the unenviable roster of accident causes, now are far down the list. Last year they performed 46,000,000,000 passenger-miles of service. This is the equivalent of transporting every man, woman, and child in the United States a distance of 319 miles. During the year there were 66 fatalities and 4,148 injuries to railroad passengers. These figures work out to the rate of 0.14 fatalities and 9.02 injuries per 100,000,000 passenger-miles. In other words, the railroads performed 697,000,000 passenger-miles of service for each passenger fatality and 11,000,000 miles for each injury. To accumulate such mileage, an individual traveling by rail at 50 miles an hour, 24 hours a day, would require almost 1,600,000 years before he could expect to be killed, or 25 years before expectancy of injury. Coupled with the very fine record of employee safety, which works out to 0.21 fatality and 10.39 injuries per million man-hours worked, the overall safety record of the railroad industry in 1947 is certainly one for congratulation.

JANUARY						
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FEBRUARY						
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27	28					

National Calendar

of Events

January

- 1 *San Diego, Calif.*
Harbor Bowl
- 1 *Pismo Beach, Calif.*
Annual Clam Festival
- 1 *Pasadena, Calif.*
Tournament of Roses, Rose Bowl Game
- 1 *Tampa, Fla.*
Tangerine Bowl Game
- 1 *Tampa, Fla.*
Cigar Bowl Game
- 1 *Jacksonville, Fla.*
Gator Bowl Game
- 1 *Miami, Fla.*
Orange Bowl Game
- 1 *New Orleans, La.*
Sugar Bowl Game
- 1 *N. Mex. Pueblos*
Indian Dances
- 1-5 *Lakeland, Fla.*
Seventh Annual Jaycee Rodeo
- 1-8 *Padua Hills, Calif.*
Las Posadas
- 1-31 *Charleston, S. C.*
Garden Tours (January to May, inclusive)
- 2 *Miami, Fla.*
Motor-Boat Races
- 3 *Miami, Fla.*
Orange Bowl Festival Fireworks
- 3-4 *Sioux City, Iowa*
Iowa Hereford Breeders Show and Sale
- 6 *Tarpon Springs, Fla.*
Greek Cross Day
- 6 *San Ildefonso Pueblo, N. Mex.*
Eagle Dance
- 6 *Taos Pueblo, N. Mex.*
Buffalo Dance
- 6 *N. Mex. Pueblos*
Installation of Governors—Indian Dances
- 6 *Spanish-American villages, New Mexico*
"Old Christmas"
- 6-7 *Orlando, Fla.*
Central Florida Kennel Club Show
- 7-9 *Miami, Fla.*
All-American Air Maneuvers

- 9-31 *Miami, Fla.*
Metropolitan Fishing Tournament (Jan. 9-Apr. 7, 1949)
- 10-11 *Clearwater, Fla.*
Kennel Club Show
- 14-22 *Denver, Colo.*
National Western Stock Show and Rodeo
- 15 *DeLand, Fla.*
4-H Club Livestock Show
- 15-16 *Pensacola, Fla.*
Annual Camellia Show
- 15-31 *Dubuque, Iowa*
Ski Tournament (Jan. 15-Feb. 15, 1949)
- 16 *Miami, Fla.*
Greater Miami Dog Show
- 17-19 *Quincy, Fla.*
Fat Cattle Show and Sale
- 17-31 *Miami, Fla.*
(Hialeah)
Horse Racing (Jan. 17-Mar. 3, 1949)
- 19-22 *Dade City, Fla.*
Pasco County Fair
- 23 *San Ildefonso Pueblo, N. Mex.*
Feast Day—Annual Fiesta and Buffalo Dance
- 24-31 *Flagstaff, Ariz.*
(Sno-Bowl)
Thunderbird Ski Meet
- 25-29 *Largo, Fla.*
Pinellas County Fair and Horse Show
- 25-31 *Palm Beaches, Fla.*
Annual Silver Sailfish Derby (Jan. 25-Feb. 15, 1949)
- 26-31 *Tampa, Fla.*
Horse Racing (Jan. 26-Mar. 12, 1949)
- NFD¹ *Tampa, Fla.*
Second Annual Florida Calf Show
- NFD¹ *Daytona Beach, Fla.*
American Motorcycle Races
- NFD¹ *Lake View, Iowa*
Annual Winter Carnival
- NFD¹ *Lafayette, La.*
Annual Camellia Pageant and Midwinter Fair

- NFD¹ *Buras, La.*
Orange Festival
- NFD¹ *Charlotte, N. C.*
Square Dance Festival
- NFD¹ *Wilmington, N. C.*
Camellias in bloom (January through March)
- NFD¹ *Wilmington-Southport, N. C.*
Azaleas in bloom (January through March)
- NFD¹ *Biloxi, Miss.*
Carnival Balls

February

- 1-12 *Tampa, Fla.*
Florida State Fair
- 1-28 *Georgetown, S. C.*
Garden Tours (February, March, and April)
- 2 *San Felipe Pueblo, N. Mex.*
Candlemas Day Dance
- 7 *Tampa, Fla.*
Gasparilla Day
- 10 *Tampa, Fla.*
Latin Quarter Fiesta
- 11-20 *Fort Myers, Fla.*
Edison Pageant of Light and Glad-ioli Festival
- 14-19 *Winter Haven, Fla.*
Florida Citrus Exposition
- 18-20 *Davie, Fla.*
Annual Orange Festival and Rodeo
- 19-22 *Tucson, Ariz.*
Fiesta de los Vaqueros
- 21-26 *Orlando, Fla.*
Central Florida Exposition
- 21-26 *Fort Myers, Fla.*
Southwest Florida Fair
- 21-26 *Bozeman, Mont.*
Third Annual Gallatin Empire Winter Fair
- 22 *Ecker Hill, Utah*
(Near Salt Lake City) National Ski Jumping Championship
- NFD¹ *Tucson, Ariz.*
Baile de los Flores (Charity costume ball)
- NFD¹ *Sarasota, Fla.*
Sara de Soto Pageant

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

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