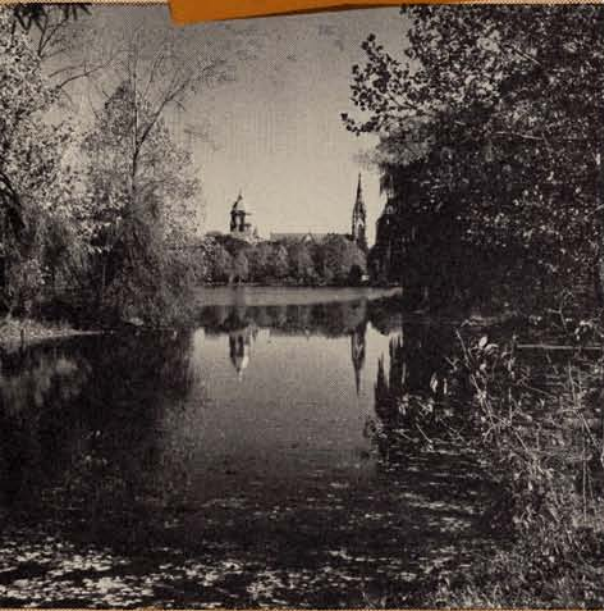


TRAVEL USA



FRONT COVER

University of Notre Dame, Gold Dome and St. Mary's Lake, South Bend, Ind. Courtesy South Bend Association of Commerce.

BACK COVER

Point Lobos, Calif.
Courtesy Standard of California.

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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
J. A. Krug, Secretary

NATIONAL PARK SERVICE
Newton B. Drury, Director

UNITED STATES TRAVEL DIVISION

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In response to many inquiries from persons not fully acquainted with the work of the United States Travel Division, the following editorial is reprinted from TRAVEL USA's first issue, in October 1948, as a reaffirmation of the objectives of the United States Travel Division and the part that TRAVEL USA is designed to accomplish in carrying out the program.

Purpose and Program

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

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

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

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

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

J. L. B.