



Travel Round-up

MEETINGS

Williamsburg Forum

An Antiques and Decorations Forum in two 5-day sessions, will be held at Williamsburg, Va., January 24 and 31 under joint sponsorship of The Magazine Antiques and Colonial Williamsburg.

The meetings, first of their kind in the United States, will be open to the public and will afford opportunities for close study of authentic materials and the counsel of nationally known authorities in the field of decoration.

Special rates, available from Colonial Williamsburg offices, Williamsburg, Va., include accommodations, meals, registration, and incidental expenses.

New Meeting Date

Official information received in November slates the much-postponed Third Inter-American Travel Congress for February 15 to 24. Location is still Argentina, but the Congress will convene at Bariloche in the lake region instead of Buenos Aires.

PRESS

Travel Clubs

Seven Hearst newspapers, recognizing the wide interest throughout the Nation in vacation travel, have formed travel clubs for the convenience of their readers. Sponsoring newspapers are: New York *Journal and American*, Chicago *Herald-American*, Boston *Advertiser*, Baltimore *American*, Pittsburgh *Sun-Telegraph*, Detroit *Times*, and Albany *Times-Union*. The clubs serve as connecting links between prospective travelers and the travel industry. Members have no dues or fees to pay, and commissions are not accepted by the newspapers.

Each Sunday throughout the year the sponsoring newspapers publish coupons containing an application for membership in the clubs and a request for detailed information. On receipt of a returned coupon, the travel club staff of the newspaper sends out notification cards to the sources of information best suited to the club member's needs. To avoid confusion the inquiry is not directed to more than one competing source of travel information. All bookings and reservations are made directly by the club members after

they have established contact with hotels, transportation companies, or travel agencies.

Once a year the members report to their respective clubs about their travels. They tell when, where and how they journeyed. They tell the number of trips they have made, the number of people in their party, names of transportation companies employed, hotels at which they registered and length of stay, and the travel agents through whom their trips were booked. They also express their frank opinion regarding the food, service and accommodations they received.

Special Editions

Daily newspapers schedule the following special travel and allied editions this month and during early spring:

The New York *World-Telegram*:

Midwinter Travel and Resort Section—January 11.

Memphis *Commercial-Appeal*:

Midwinter Travel and Resort Section—January 9.

Pittsburgh *Press*:

Midwinter Travel and Resort Section—January 9.

Chicago *Daily News*:

Midwinter Resort Issue—January 8.

Annual Travel Show Issue—April 16.

Annual Summer Travel Issue—June 4.

Denver *Post*:

Winter Resort Section—January 9.

Summer Edition—June 5.

Miami *Herald*:

Annual Travel and Resort Issue—March 6.

Washington *Post*:

Midwinter Resort Issues—January 16 and 19.

New York *Journal-American*:

Midwinter Travel and Resort Number—January 9.

Detroit *Times*:

Midwinter Travel and Resort Number—January 9.

Pittsburgh *Sun-Telegraph*:

Midwinter Travel and Resort Number—January 9.

Albany *Times-Union*:

Midwinter Travel and Resort Number—January 9.

Baltimore *News-Post-American*:

Midwinter Travel and Resort Number—January 9.

Boston *Record-American-Advertiser*:

Midwinter Travel and Resort Number—January 9.

Philadelphia *Inquirer*:

Midwinter Number—January 9.

News-Journal Newspapers (Wilmington, Del.):

Midwinter Number—January 12-13.

Des Moines *Register and Tribune*:

Midwinter Edition—January 12. Annual Vacation Edition—June 5.

New York *Times*:

Midwinter Vacation Feature—January 9. International Vacation Section—March 6.

Detroit *News*:

Travel Show Number—April (in connection with Detroit *News* Travel Show).

Buffalo *Courier-Express*:

Special Midwinter Resort Issue—January 9.

Cincinnati *Enquirer*:

Midwinter Travel Number—January 9. (Reprinted from November 1948 issue of Resort Management.)

Magazine Travel Studies

The *Atlantic Monthly* Travel Study, released in November 1948, is available in limited quantity for business people writing in on their letterheads to request single copies from the publication offices, 8 Arlington Street, Boston 16, Mass.

Necessarily limited to the magazine's audience, the survey nonetheless represents a close and revealing study of travel habits, expenditures, and transportation preferences.

Coronet offers a portfolio of graphs and charts which explore the same general field. Here the accent is more definitely on the magazine's readership. The portfolio, "A Traveling People," can be obtained from *Coronet*, 919 N. Michigan Avenue, Chicago 11, Ill.

FOR THE RECORD

Foreign Travel

"European Recovery (1948-1951) and the Tourist Industry," a 33-page booklet published by the British Travel Association, Queens House, 64-65 St. James Street, London, S. W. 1, covers the field of foreign travel, actual and potential. Charts show accommodations and transportation facilities available and break down American expenditures in detail. The report was prepared by the Research Section of the Association under the direction of Ernest W. Wimble. Copies can be obtained from the Association for 75 cents.

NATO Elects

New officers elected to head the National Association of Travel Officials for 1949 include: Everett F. Greaton (executive secretary, Maine Development Commission) reelected president; I. N. Parrish (executive secretary, Miami Beach Chamber of Commerce) reelected first vice president; three vice presidents, Joseph Bursley (director, New Mexico State