

# TRAVEL USA

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#### THE COVER

The Capitol, Williamsburg, Va.  
Photo by Thomas L. Williams, courtesy  
Colonial Williamsburg

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**The U. S. TRAVEL DIVISION  
NATIONAL PARK SERVICE**

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DEPARTMENT OF THE INTERIOR

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## Opportunity

This is the most important message we have, to this date, been able to address to the travel industry through the pages of TRAVEL USA.

In connection with one of the principal functions of the United States Travel Division, that of developing travel from foreign countries to this country, we are now engaged in the preparation of a series of booklets and folders descriptive of the travel attractions of the U. S. A. These will be printed in several languages.

But before this material can be prepared and distributed we are presented with an opportunity for distributing in all foreign countries many of the fine travel booklets already issued by travel organizations throughout the U. S. A. The Department of State has requested the United States Travel Division's assistance in securing travel booklets for use in its world-wide campaign to demonstrate to the people of other countries through the printed word, via radio, and by audio-visual methods what the United States and its people are really like.

The Department of State is relying on our broad knowledge of what is being done by the travel industry in this country to help in securing attractive booklets in quantity for use in this program. Our Travel Newsletter No. 8 has already been sent out announcing the details of this program. We earnestly solicit your help in making this program a success. The effective minimum number of copies of each booklet is 800.

After the publications phase of the program is well under way, we will have further announcements to make concerning posters and display pieces, as well as motion pictures, film strips, and slides on travel subjects.

Here is a fine opportunity for all United States travel organizations to help in promoting good will and understanding toward this country, and at the same time assist in laying the groundwork for a great deal of future travel from foreign countries to the U. S. A.

If your organization has printed material suitable for use for this purpose you will in due time receive an inquiry from us as to its availability. Why not simplify our task by a prompt answer to our newsletter?