

Looking Ahead

By Ellis Emmons Reed

Public Relations Manager, Air France

There is an old Chinese adage, "One picture is worth 10,000 words," and its truth has been proved time and time again in attracting tourists. Pictures are playing an important role in drawing visitors to Europe today and they will be important in attracting European travelers to the United States when restrictions on travel from Marshall-plan countries are eased.

Today when a travel-hungry American sees a picture of a place of interest, he can say to himself, "I must see that!" Regardless of how far removed it may be from his doorstep, he can make his wishes come true, thanks to the miracle of air travel. The time will come when this will be equally true of Europeans, Africans, South Americans, and Asiatics, too.

Just as Americans are attracted to the French Riviera by pictures, it is reasonable to assume that travelers from abroad will be attracted to points of interest in this country by photographs.

Air France is taking a long-range view of the tourist situation and our people in Paris are looking forward to the day when there will be tourist traffic to, as well as from, all the 70 countries and colonies on 5 continents served by our air-lines. For that reason, we have begun to develop in Paris a picture library of American scenes for future use in folders and brochures. In this effort we are being assisted by the United States Travel Division and by the travel and tourist bureaus of the 48 States and the Territories.

There is no question but that an interchange of travel will go far to promote world peace and progress. It is difficult for an American to understand the customs and problems of another country until he has seen and heard with his own eyes and ears. It is just as difficult for an European to appreciate our way of life without first-hand information.

Now that Europe is less than a day's distance from almost every part of the United States we can reasonably expect an increasing flow of tourist traffic in both directions, and this is as it should be. While Americans are beholding the grandeur of Notre Dame and other architectural classics in Paris, in the future Parisians will be looking upward with awe to the Empire State Building. There is no limit to the sightseeing and new understanding that is in store for peoples all over the world.

Among the pictures we have received to date are both rural and urban scenes, historic shrines, views of scenic majesty, as well as photos of commonplace activities in daily life. This country's great buildings, our homes, and our gardens are included in the collection.

I imagine that many French will be pleased to see a picture of the statue of Lafayette in Washington, D. C., and the Statue of Liberty in New York Harbor, which was a gift of France to the United States, as well as pictures of things with which they are unfamiliar.

It is truly a small world and everyone is our neighbor, now that the magic of aviation has hurdled the barriers of time and distance.

Florida Events

Every month, from the offices of the Florida State Advertising Commission in Tallahassee, is mailed a bulletin called *Florida Events*.

About 2,000 copies of this mimeographed review are mailed to officials of large industrial concerns in America, to travel bureaus, travel editors, magazines and newspapers, as well as to those who write in response to the State's advertising campaign.

"Realizing that the bulletin would have to be revised every month," explains Roy C. Beckman, Commission director, "we decided on the mimeograph method rather than printing. Our first bulletin listed 86 events which grew to 364 events by the time it was ready for distribution."

Information is obtained, he said, from chambers of commerce, sponsors of major events, news clippings, and from civic groups. Items listed include fiestas, fairs, tournaments, regattas, games, races, shows, concerts, and all forms of public entertainment for "observation" or "participation." Copies of each issue are sent to chambers of commerce as reminders to submit additions and corrections for future lists.

The present list, started with October, covers the events scheduled for cities and communities all over Florida through May 1949. Although this is the period when activities are at their peak in the Peninsular State, Beckman and his research chief, John Parramore, are now considering continuing the bulletin during the summer months and making it a year-around service.

"The list," he says, "gives the prospective visitor to our State the opportunity to plan visits to the various areas with a full knowledge of the public events in which he or she may be interested. With inquiries reaching daily maximums of 4,000, our office is able to save considerable time by enclosing *Florida Events* with other literature or letters. Judging from the comments we have received, the lists are immensely popular."