

Off-season Build-up

American Overseas Airlines, 180 Regent Street, London, W. 1., announces a new poster and a folder for direct mail promotion of off-season Atlantic travel to the United States. The poster, a striking design involving double arrows converging in the legend "AOA to USA," bears the slogan "There's Always Sunshine Above the Clouds." The same theme is echoed in the trim folder.

San Francisco

Two new folders are available from the S. F. Convention and Tourist Bureau, Civic Auditorium, San Francisco. Scarlet, gold, and black make an outstanding *Invitation to San Francisco* in which the city's attractions are photographed. *Eating Around the World in San Francisco* makes a bid for gourmets and includes a map and data about things to do in addition to listing the famed eating places of the city by the Golden Gate.

Ohio's Landmarks

A folder under that title is being distributed by the Ohio State Archaeological and Historical Society, Columbus 10, Ohio. Stress is on the State's position in history and important places are briefly described and located on a clear outline map.

Puerto Rico

Features of our easternmost territorial point and tourist accommodations furnish the backbone of a new magazine, *This*

Week in Puerto Rico now being published by the Office of Tourism, P. O. Box 3968, San Juan, Puerto Rico. Also available from the same source are a new San Juan city map and an informational folder of general interest.

For Children

The New York Convention and Visitors Bureau, Inc., 500 Park Avenue, New York City, demonstrated its alertness by including a section of events especially attractive to children in its quarterly calendar *New York in Winter*. The outstanding designs which have become a trademark with the bureau are equaled by the new format. The folders cover a remarkably wide range of appeal in listing visitor information.

Monthly Checklist

A *Monthly Checklist of State Publications* is sent free to State agencies sending copies of their publications for listing in this Library of Congress summary. Each issue runs to nearly 30 pages and is also for sale through the United States Government Printing Office, Washington 25, D. C. (15 cents per copy, \$1.50 per year.)

French Railroads

French National Railroads, 610 Fifth Avenue, New York City 20, has available a 20-page booklet describing *French National Railroads*. The report in English is directed to North America in a foreword by Marcel Flouret, president of the administrative council of the National

French Railroad Society. A brief history of the lines, a description of services, and facts and figures are graphically given in a series of photos, charts, and graphs with textual supplement. The book is of interest not only to potential travelers but also to railroad fans and members of the travel industry.

Map Ready

"Recreational Areas of the United States Under Federal or State Administration" a 9-color map measuring 43 by 32 inches, is now being distributed by the United States Travel Division. National forests and parks, wildlife refuges, Indian reservations, and State parks and recreational areas are among the features shown in identifying color on the map face. The reverse contains salient facts about all features highlighted, together with other information for travelers.

Eastern Ski Map

Ski developments from New York City north to Montreal and including western Maine are covered by a map issued by The National Survey, Chester, Vt. Map and text on reverse are notably uncluttered. As long as the supply lasts the maps can be obtained in quantity by travel organizations if postage is paid: 25 maps—18¢; 50—24¢; 100—30¢.

VISUAL

Color Slides

Southwestern Monuments Association, Box 1728, Santa Fe, N. Mex., has sets of six Kodachrome 35 millimeter slides by Paul Thomas on southwestern subjects ranging from buildings and churches of Santa Fe, N. Mex. to Zion National Park, Utah. The sets are priced at \$2.75. List and further particulars can be obtained from the association, a nonprofit, nongovernmental organization dedicated to the "preservation and interpretation of Southwestern features of outstanding national interest."

Winter Film

The Film Library of the New York State Department of Commerce, 40 Howard Street, Albany 7, N. Y., has a 16 millimeter color sound film "Winter in New York" available for free showings to audiences of 50 or more. Narrated by Bob Stanton, NBC sports announcer, the film runs 29 minutes and features ski technique as well as outdoor winter scenes in the Empire State.

Arrangements for showings can be made by giving the Department name and address of applicant, three choices of showing dates, the name of group requesting film, and probable audience size.

BACK COVER

Southern Florida's Everglades—a sea of waving grass, horizons broken only by small jungles of cabbage palms. Florida News & Photo Service, Inc.



National Capital Park's 1949 *Outdoor Program* will be ready for distribution in March. It lists special public services in the Nation's Capital offered by this unit of the National Park Service.