

## U. S. Travel Division Collaborators

To advise the U. S. Travel Division on special travel problems, and to afford liaison with national associations in the travel field, six well-known travel officials have been appointed by the Secretary of the Interior as collaborators. The six collaborators and the organizations they represent are: Everett F. Greaton, president of the National Association of Travel Officials, and director, Maine Development Commission; J. Herbert Walker, director, Vacation and Recreation Bureau, Commonwealth of Pennsylvania, and past president of NATO; Don Thomas, managing director, The All-Year Club of Southern California, and past president and founder of NATO; Roy C. Beckman, director, Florida State Advertising Commissioner and chairman, U. S. Travel Division committee of NATO; James B. Robbins, executive secretary, American Society of Travel Agents, Inc.; J. B. Turner, secretary-treasurer, International Association of Convention Bureaus.



Everett F. Greaton.



J. Herbert Walker.



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## Government and Industry Cooperate on Recreational Map

When Editor William I. Nichols of This Week, magazine supplement to Sunday newspapers, saw the recreational area map illustrated below he said to himself: "This is too good a thing to pass up, as a service to our readers."

A telephone call to Washington, D. C. from Mr. Nichols followed and a conference between U. S. Travel Division officials James Lee Bossemeyer and Robert H. Wall, Interior Department Publication Chief John Ady, and Mr. Nichols and Farris A. Flint, president of Famous Features Syndicate, associated with the publishers of This Week.

Result: An arrangement whereby This Week Magazine will obtain a large printing of the maps for sale to its readers at not more than 25 cents apiece.

The arrangement is a prime example of cooperation between Government and private industry for the public benefit. The U. S. Travel Division distributes its small supply of the maps only to members of the travel and associated transportation and hotel industry, and to travel writers and libraries and schools. Soon the general public can obtain them at nominal cost from This Week Magazine, 420 Lexington Avenue, New York City.

This Week will publicize the map and a "vacation guide" through its own pages and plans to poll its millions of readers by mail with a descriptive leaflet.

Entitled Recreational Areas of the United States under Federal or State Administration, the map is 43 by 32 inches, showing in nine colors the National parks, monuments, parkways, recreational areas, historic sites, Indian reservations, wildlife refuges, principal Reclamation and TVA dams, reservoirs, and recreational areas, national forests, and State parks and recreational areas. Only a skeleton highway network appears on the map. The U. S. Travel Division recommends that users supplement the map with more detailed information from highway, bus, railroad, and airline maps.

The publicity given the recreational area map by This Week Magazine is expected to coincide with and aid the proposed Park and Recreation Week, May 21 to 30, to be celebrated jointly in the United States and Canada.

