



## Travel Round-up

### MEDIA

#### Press

CROWELL-COLLIER Publishing Co., 250 Park Avenue, New York 17 has issued *Travelogue*, a 22-page booklet in color graphically summarizing a survey of American Magazine readers' answers to a questionnaire in 1948 actual and 1949 planned vacations, business trips in 1948, transportation mode preferred, use of travelers' checks, and foreign travel expectations. Well over half (62 percent) of its 2½ million readers vacationed in 1948, the survey indicated, at an average cost per family of \$254 and a total expenditure of over \$380 million.

ANALYSES of the main motives and expectations of Americans planning to go abroad are found in several studies published by the New York Times: *American Foreign Travel Trends*, *Vacation Travel Study*, *How to Increase Your Tourist Business from the United States*, and *How to Get the American Travel Dollar*.

PROPER PREPARATION of Art Work for Good Newspaper Reproduction, a booklet jointly issued by the American Newspaper Publishers Association and American Association of Advertising Agencies, and printed by the New York Times under actual newspaper publishing conditions, should be valuable to promotional agencies using the papers as a medium. Copies may be obtained without charge from either the ANPA, 370 Lexington Avenue, New York 17 or the AAAAA, 420 Lexington Avenue, New York 17.

NHUC REPORTS—Briefing important State legislative developments, legal decisions, governors' messages, and other matters affecting the highway user and his suppliers will be published by the National Highway Users Conference, National Press Bldg., Washington 4, replacing the NHUC's Reflector. The first issue of Reports shows toll road proposals introduced in six States under "Trends."

ENTITLED NEW FACTS about Washington, D. C., a 64-page booklet published by the Times-Herald newspaper graphically presents statistical information on the "fastest-growing city," its stable market, employment and housing, income, etc.

MAGAZINE FEATURES — Sunset Magazine of Western Living, plans a follow-up in April on March's article on Alaska. How to make the trip and what you'll get from it. Detailed maps. Also two picture-and-story pieces on Morro

Bay and Fort Bragg, off California's coastal State highway 1; places to stay and camp and fish; with maps. Also Letter from Switzerland, 1 col. and 4 col. on the West.

Hunting and Fishing in April will have Just Then a Huge Bird Thundered Up (partridge hunting in Michigan).

#### Direct Mail

SOME Questions and Answers about Advertising, an 8-page folder by the Advertising Federation of America, 330 West Forty-second Street, New York 18, is factual, readable, 10 copies for 50 cents.

PAN AMERICAN-Grace Airways, Inc., Chrysler Bldg., New York, has released a 24-page booklet in color on travel facts for visitors to South America.

BOOKLETS on boat club organization, how to stage a water carnival, and on building a boathouse or dock are available from the Outboard Boating Club of America, 307 North Michigan Avenue, Chicago 1, or any OBC dealer member, the first two free and the third (*Private Boathouses and Docks*) 35 cents.

GOLF Courses in Washington State—a list and brief description of each—is issued by Department of Conservation and Development, Division of Progress and Industry, Transportation Building, Olympia, Wash.

AIRPLANE progress in picture form—a series of ten 7- by 11-inch rotogravure prints of outstanding advances from the Wright brothers' first flyer to the Douglas C-6, with brief descriptive legends—is available from the School and College Service, United Air Lines, among other educational materials listed in its folder of Free Aviation Education Materials and Services for the school year 1948-49.

A CABLE CODE vest-pocket booklet for travelers has been made available by Western Union enabling them to pack many words into very few at quite a saving; also contains miscellaneous information of interest to sea-trippers.

A FISHING GUIDE of over 100 pages (1949 edition) is being distributed by the Martin County Chamber of Commerce, Stuart, Fla., as a "community invitation."

QUIZ—a 64-page booklet answering hundreds of questions on the history, development, equipment and operations of the American railroads, with pictures—has been reprinted for the seventh time, is available free from the Association of American Railroads, Transportation Building, Washington 6, D. C.

#### Vacation Business Inventory

Of great interest to the trade should be the thorough study on overnight accom-

modations for New England vacationists, part 1 of the *New England Vacation Business Inventory* published by the Recreational Development Committee of the New England Council, Statler Bldg., Boston, Mass.

#### Visual

A historical slide film on building the Santa Fe R. R. entitled "Conquest" is available from Lee Lyles, assistant to the president, Santa Fe Railway, Chicago, also an illustrated (slide by slide, with running captions) booklet on same. The 35-millimeter strip moves one frame at a time as the narrative is related on a record propelled on a turntable. Voca-film or similar sound-slide projector necessary for showing; rest supplied by the Santa Fe.

### DEVELOPMENT

#### Double-deck Stratocruiser

The first double-deck 75-passenger Boeing Stratocruiser-type clipper plane was expected to go into service between the West Coast and Hawaii late last month, with 19 more of the new planes scheduled for delivery to Pan American's fleet for Atlantic service before August. Four 3,500-horsepower engines with turbo-superchargers provided the power. The new planes are claimed to be the first commercial transports equipped with turbo-superchargers. Speed over 300 miles with 25,000-pound pay-load.

#### 1956 Olympics in Australia?

Aiming at holding the 1956 Olympic games in Melbourne, the Victorian State Government plans a new arena at Flemington with a 70,000-capacity stadium for field, track and riding, two others for swimming and diving events, and living quarters for 40,000 competitors, according to the *Australian Weekly Review*.

#### Jamestown (Va.) Glassworks

Evidence that early Virginia settlers had glassworks on Jamestown Island has been unearthed by the National Park Service, Interior Department. Remains of four furnaces, crucibles, and pieces of glass were uncovered.

#### Annapolis Colonial Reopened

The Hammond-Harwood House, example of eighteenth-century Colonial American architecture, has been reopened