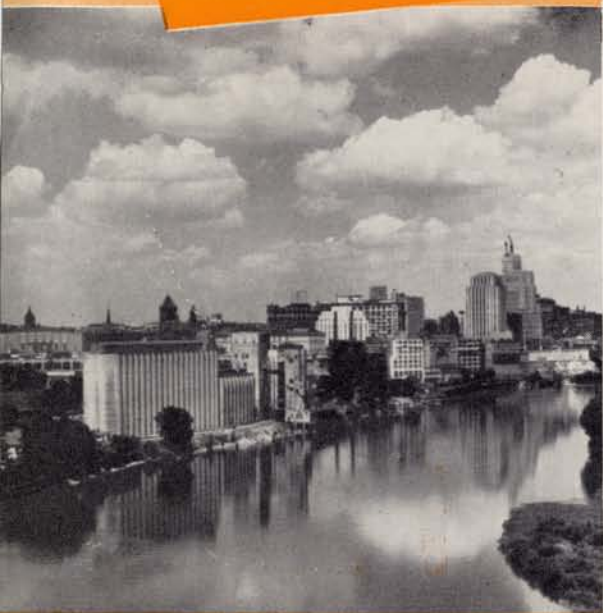


TRAVEL USA

APRIL 1949
Vol. 1 No. 7



FRONT COVER

St. Paul, Minn., Skyline. Minnesota Territorial Centennial photo.

BACK COVER

Lake St. Mary, Glacier National Park. Standard of California photo.

Issued monthly by

The U. S. TRAVEL DIVISION NATIONAL PARK SERVICE

**DEPT. OF THE INTERIOR
WASHINGTON 25, D. C.**

as a medium for the exchange of ideas beneficial to the development of travel. TRAVEL USA describes services offered to the industry and the traveling public by the United States Travel Division and other organizations in the travel field. Free on request to organizations and individuals engaged in travel and related activities.

Approved by Bureau of the Budget, Aug. 30, 1948

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Something New Has Been Added

An interesting and significant new development in the travel field will occur within the next few weeks as plans for the Nation-wide observance of Park and Recreation Week unfold.

Although all types of public park and recreational organizations will participate in this program, the initiative in this instance and the driving force behind the movement springs from the American Institute of Park Executives, the National Recreation Association and similar organizations representing the public parks and playfields in cities and towns across the Nation.

Municipal parks and playfields have become as basic an ingredient of our daily lives as the public schools. Young Americans acquire their love of outdoor sports and their interest in woods and waters from these parks and playfields. People of all ages engage in activities ranging from shuffleboard, tennis, picnicking, or swimming to the quiet contemplation of green lawns, flowering shrubs, and stately trees.

Many of our municipal parks rank among the top-notch tourist attractions of the Nation. What would New York be without Central Park, or San Francisco without Golden Gate Park?

The interest of the average American in his home town parks is reflected in his support in extending the idea to wider fields. We now have county parks, regional parks, State parks, and national parks. And John Q. Citizen wants to see and use them all.

To do so, he must travel. And travel he does. In California last year more than 20 million people visited the State parks. Some of this was "day use," but a great deal of it involved a considerable amount of travel and staying out overnight, or several nights. The State is a thousand miles long and the parks are scattered throughout its length.

Nearly 30 million people visited the national parks last year and an even greater number visited and camped in the national forests.

The public recreational facilities have a great deal to do with creating and fostering the urge to travel in the American people. It is perfectly natural, therefore, that the sponsors of Park and Recreation Week should turn to the travel industry for support and cooperation in this movement. The response of the travel industry has been most gratifying to these sponsors.

Our prediction is that the public, too, will respond most favorably to Park and Recreation Week and that we have in the making in this event a great new annual institution.