



Travel Round-up

MEDIA

Press

SUNSET MAGAZINE for May will have 20 columns of travel copy with emphasis on little-known western vacation areas. Also articles on mountain clubs of the West; organized trail trips; fishing the North Umpqua (Oreg.), how to charter a boat; Mount Baker; and fishing Crowley Lake (Calif.).

HOUSE BEAUTIFUL May issue will have a special travel feature, Take a Shopping List to Santa Fe, with a full page of typical Indian handicraft in four colors, in addition to its regular monthly travel news feature, How to Leave Home and Like It.

THE DETROIT NEWS travel exposition this year runs May 4-8. Over 10,000 visited it daily in 1948; national air, rail, steamship, bus, and automobile companies exhibited; also domestic and foreign travel agencies and bureaus; State governments, chambers of commerce; resorts.

CHICAGO JOURNAL OF COMMERCE has begun a new feature to stimulate more interest in travel by business executives—Travel for Trade, a column of costs, transport and hotel facilities, currency changes, passport regulations, sightseeing and other services, industrial fairs, etc.

MADemoiselle announces a second edition of popular Trips for 2 covering correct clothes for women, hints for men, addresses of pertinent organizations for 10 trips to widely varied places. Ten cents to readers and 5 cents in lots of 100 to the trade.

THE DETROIT NEWS has scheduled the following special travel editions: Travel show number May 3, summer travel section June 12, early fall travel section October 2, and winter travel section December 18.

Visual

THE STATE DEPARTMENT has asked Union Pacific R. R. for 100 prints of the 16-mm. sound-color film, Sun Valley Spring Ski Chase, for distribution to the informational film libraries maintained in about 90 countries.

Direct Mail

SEEING ALASKA—a pamphlet describing hotel facilities and places of interest with a map of the Territory and highways to it—is expected off the press

shortly. Alaska Development Board, 117 Federal Building, Juneau.

"The Alaska Highway—Canadian Section," 8 pp. For free distribution by Northwest Territories and Yukon Services, Lands and Development Services Branch Department of Mines and Resources, Ottawa, Canada. General information pertaining to travel regulations, fish and game regulations, immigration and customs requirements, accommodations and services, and business opportunities. Contains a map and table of distances.

CALIFORNIA CENTENNIALS has issued a Historical Caravan Presskit, very complete, in color, with enclosures describing various panels of the caravan which has begun its 2-year tour as the State's own version of the Freedom Train. Available on request, Ferry Building, San Francisco, or 1212 Wilshire Boulevard, Los Angeles.

CAPE COD Chamber of Commerce (298 Main Street, Hyannis, Mass.) has issued a pictorial map folder in color, a folder directory of 40 pages and a special folder-size reprint on Salt Water Fishing on Cape Cod.

A NEW SET of 33 highway maps is off the presses and available at all Cities Service dealers.

NEA TOURS 1949, a nicely illustrated 24-page printed booklet describing seven tours planned especially for teachers, with information costs, etc., is issued by the Division of Travel Service of the National Education Association, Washington 6, D. C. Indiana University's school of education gives credit to students making these tours.

WEST MICHIGAN and its tourist attractions are featured in a 150-page booklet, Carefree Days. West Michigan Tourist and Resort Association, Rowe Hotel, Grand Rapids 2.

EXTREMELY COLORFUL is an 18-page booklet and large 24-panel folder on Yavapai County in the "Heart of Arizona" issued by the Board of Supervisors, Prescott.

NEW HAMPSHIRE has brought out its Troubadour Yearbook, first since 1940, for vacation inquirers; also a new edition of the State's tourist map with new items such as tourist information booths, a list of fishing lakes and streams, etc. New Hampshire State Planning and Development Commission, Concord.

MAINLINER FLIGHT PLAN is a 24-page booklet in color on United Air Lines preflight planning, weather forecasting, radio range stations, instrument landing, ground control, use of alternate airports, control of traffic.

THE HAYWARD AREA of California has a 1949 Directory of Information published by its chamber of commerce, with map insert. Printed, 40 pages.

GOURMET GUIDE, by Pan American-Grace Airways, itemizes the "best eating places in every country in South America" in 56 pages with other information on airways, banks, clubs, as well as hotels and restaurants.

MILEPOST 100 tells the Burlington Line's story of development 1849-1949. Slick paper, illustrated, 64 pages.

UTAH has issued a new pictorial map of the State and also a historical trails map showing routes of explorers, early wayfarers and immigrant trails in relation to the highway system. Department of Publicity and Industrial Development, 8 West Second South, Salt Lake City 1.

NEGRO MOTORIST Green Book 1949 travel guide includes listings in Bermuda, Canada, Mexico, and Alaska, as well as U. S. Pocket size, 80 pages, 75 cents, Victor H. Green & Co., 200 West One Hundred Thirty-fifth Street, New York City.

MISSOURI has a large new map in color and a richly illustrated booklet entitled Variety Vacations. State Division of Resources and Development, State Office Building, Jefferson City.

TWO RETAIL MANAGEMENT BOOKS by the New York State Department of Commerce (112 State Street, Albany 7) cover the subjects of Customer Relations (24-pages), and Store Management and Display (18-pages).

NEW, COLORFUL FOLDERS are out on Jackson, Mich. (Greater Jackson Association, 100 East Michigan Avenue, Jackson); Sun Valley, Idaho (any Union Pacific travel office); Silver Springs, Fla. (publicity director, same city); Beverly, Mass. (Chamber of Commerce, 242 Cabot Street); Lexington, Ky., with pictorial map (Board of Commerce, same city); Southern California vacation land spring—summer—fall—winter (All-Year Club of Southern California, 629 So. Hill Street, Los Angeles 14).

PEOPLE

Pan American Visitor Register

Pan American Union issues a neat pocket-size Register of Visitors every other week listing distinguished visitors to Washington, D. C., from the American republics, sent free to any Government office or private institution. Visitors are listed