



Travel Round-up

COMING

An article on interior decorating as a factor in the resort field, specially written for TRAVEL USA by Mrs. Draper of Dorothy Draper, Inc. . . . Dr. William C. Menninger, M. D., of the Topeka, Kans., Menninger Foundation and his ideas on why people need vacations . . . A story on the restoration of Virginia City, Nev., with its fabulous Comstock Lode and almost legendary characters.

MEDIA

PRESS

Magazine Preview: Western Advertising, the Western Business Magazine, June issue, will have its annual survey of community advertisers (budgets, methods of raising funds, names of advertising contacts, etc.).

DIRECT MAIL

OHIO is the subject of three attractive folders in color, two (This is Ohio, and Ohio Suggests a Motor Tour) by the State Development and Publicity Commission, Columbus, and the third (Ohio Landmarks) by the State Archaeological and Historical Society, Columbus. Worth getting also is the periodical Historic Ohio, issued by the Development and Publicity Commission, 402 State Office Building. HOT SPRINGS (Ark.) national park—a 32-panel folder in color on “a little Switzerland” and “the Nation’s most popular spa,” published by the Chamber of Commerce.

GEORGIA’s U. S. 441, “most direct highway North-South” (Clayton-Fargo), is called the Uncle Remus route; mapped and described by the U. S. 441 Highway Association, Douglas, Ga.

ESSO ROAD NEWS will be issued monthly this summer in four editions: New England, New Jersey, Middle Atlantic, and Southern, and distributed free by Esso dealers. Each issue will have a detour map of construction on main highways. 21 West Street, New York City.

FLY UNITED to Vacationland is a thick folder with pictures in color of popular spots in the United States, and hints to the traveler, including recommendation to use the skilled services of the travel agent. FRESNO’S BACKYARD, three national parks and two forests, is only 91 minutes from the city, according to a folder with

illustrated map by the Fresno County C. of C.

WESTERN HOTELS, INC., issues an interesting little house organ entitled Front! from the New Washington Hotel, Seattle, Wash.

TRAIL RIDERS of the Wilderness 1949 Tours (15) begin June 14, are described in an illustrated folder by the American Forestry Association, 919 Seventeenth Street, Washington, D. C.

WISCONSIN Conservation Department, State Office Building, Madison, has issued a magazine-size, 28-page booklet entitled Vacation in Wonderful Wisconsin, and a pocket-size folder on Wisconsin fishing regulations in 1949.

GRAND CANYON-Zion-Bryce national parks in southern Utah and Arizona is a colorful folder by the Utah Parks Co., Cedar City, Utah, for use by tour and travel agents.

UTAH LAND OF COLOR, a brochure by the State’s Department of Publicity and Industrial Development, has been distributed to 94 other Senators by the Senator from Utah, Elbert D. Thomas.

NEW YORK STATE Vacationlands, 1949 summer book and vacation guide, 192 pages, pocket-size, with full-color photos, will be available from the Travel Bureau, Department of Commerce, Albany 7.

ST. PETERSBURG, Fla., has three new folders in color out in time for the summer business, including a directory of accommodations and services for its greater Gulf beaches. Chamber of Commerce.

A TINY PACKET of sand from Long Beach island (N. J.) stapled to a card saying “Put this white beach sand in your shoes and you’ll always come back to magic Long Beach island,” is used for publicity by the board of trade, Ship Bottom, N. J.

ANOTHER tourist appeal—one that gives the tourist personal publicity—is used by the Climate Club of Douglas, Ariz., which places penny postcards next to guest registers with the invitation to fill in information on visit and name of hometown newspaper to which card is sent.

PACIFIC NORTHWEST Playground for 1949, comprehensive, pictorial, 55 pages, covering Oregon, Washington, Idaho, Montana, and Alberta, Can. is published by Pacific Northwest Broadcasters, Symons Bldg., Spokane 8, Wash.

VISUAL

FILMS FOR SCHOOL and industry are cataloged, described, and indexed in a 52-page booklet published by the Castle

Films, Inc., 1445 Park Avenue, New York 29. The catalog lists 1,964 16-millimeter motion pictures and 35-millimeter film strips, including those used by 13 Government agencies in training work.

UTAH SCENERY will provide the background for an estimated \$500,000 to be spent this year on eight outdoor motion pictures planned by a new corporation headed by Joseph B. Erwin, in association with T. C. Atkins, Hollywood.

DEVELOPMENT

U. S. Camera Tours

Picture takers will shoot up photogenic Jasper Park in the Canadian Rockies on their fourth annual camera tour for 10 days beginning June 26. Tour is sponsored by U. S. Camera and Travel and Camera, and the Canadian National Railways. U. S. Camera (420 Lexington Avenue, New York 17) also plans an annual photo tour to Hawaii, 18 days.

U. N. Resources Conference

Scientists from all over the world will meet August 17 at Lake Success, N. Y., to present papers on minerals, water, lands, forests, energy and fuels, food, wildlife, and fish at the United Nations Scientific Conference on Conservation and Utilization of Resources.

ASTA Convention, Mexico City

Plans have already been laid for ASTA’s convention October 20–27 in Mexico City by Chairman Rigby, Executive Secretary Robins and others. Last year’s convention was in Savannah, Ga. The Mexican Government offered the week’s all-expense trip at \$100 a member, including sight-seeing and entertainment.

New National Historic Site

Historic Puerto Rican forts of El Morro, San Cristobal, Casa Blanca, and El Canuelo have been designated the San Juan national historic site by the Interior Department.

Cooperative Advertising Campaign

The cooperative advertising campaign begun last year by the Arizona towns of Benson, Bisbee, Bowie, Douglas, San Simon, Tombstone, and Willcox for a share of the tourist dollars usually heading for Phoenix, Tucson, and the Grand Canyon, is expected to be enlarged this year. Representatives of the towns got together