

in 1948 and formed the Cochise County Friendship Association, advertised first in *Holiday*; this year may see ads in major eastern and midwestern cities as well as national magazines.

New Alaska Cruises

The Canadian Pacific Railway Co. (Vancouver, B. C.) has added the S. S. *Princess Kathleen* to its *Princesses Louise* and *Norah* on the Alaska service. The *Kathleen* with accommodations for 300 will make 8 special cruises of 9½ days each, and in addition to the regular ports of call will visit Glacier Bay, Behm Canal, and Gardner Canal. This is the first time the Canadian Pacific has included Glacier Bay on its schedule. The *Kathleen* is a 6,000-ton vessel with a speed of 21 knots. First cruise leaves Seattle June 15; last, August 27.

Portland Seeks Tourist Fund

A drive for \$25,000 in addition to the regular budget has been started by the Portland, Oreg., Chamber of Commerce to finance the Visitors Information Center the next 2 years, making its services better known to travelers and local people.

Free Water for Outboarders

The Outboard Boating Club (307 North Michigan Avenue, Chicago 1) predicts that State legislatures this year will give increased attention to proposals that shore property on selected lakes be bought by States to guarantee boating water to outboard enthusiasts who do not own summer lake property. There are 2½ million small-boaters, says OBC, and the number is growing fast.

FOR THE RECORD

Northern Great Lakes Report

A progress report and financial statement has been issued on the tourist promotion program conducted by Northern Great Lakes Area Council (Ferguson Building, Sarnia, Ontario), covering Ontario, Minnesota, Wisconsin, and Michigan.

Travel Writers Association

New president and secretary-treasurer of the Travel Writers Association of Greater New York are Richard Joseph (Esquire) and Horace Sutton (Saturday Review) of Literature), respectively.

1948 Pacific Northwest Tourists

A comprehensive report on 1948 Tourist Travel in Washington, Oregon, Idaho, and Montana has been compiled by Donald Greenaway and Maurice Lee of the School of Economics and Business, Washington State College, Pullman, Wash.

PEOPLE

Swiss Visitor

Florian Niederer, assistant general manager of the Swiss National Tourist Office, paused in Washington at the end of a prolonged swing through the United

States . . . his honest impressions of this country will furnish the basis for a TRAVEL USA article that should be stimulating. Mr. Niederer adds another to the growing list of truly international-minded world travel executives who visualize the eventuality of reciprocal international travel.

From Canada

D. Leo Dolan, well-known director of the Canadian Government Travel Bureau, visited Washington on official business with the Canadian Embassy, but found time to renew old friendships with W. Bruce Macnamee, of the National Federation of American Shipping, and Francisco J. Hernandez, chief of the Pan American Union's Travel Division.

CARRIERS

New Luggage Weights

Airlines serving Alaska and Hawaii now permit 66 pounds free luggage.

Self-Help

"Printers' Ink" reports that the New Haven Railroad is using newspaper ads to ask customers' help in setting train schedules to Cape Cod this summer. Readers are invited to fill out questionnaires indicating preferences as to times they would like to have trains run.

Aviation Handbook

Esso Export Corp. (25 Broad Street, New York 4) has issued a compact pocket-size manual with atlas, avigational charts and tables, and other information useful to flyers.

All-Expense Package Tours

On United Air Lines: To Rocky Mountains from 11 U. S. cities every Friday, two tours, 9 and 16 days; to Hawaii, seven "economy" tours ranging from 9 to 23 days (information on Rocky Mountain and Hawaii packages available any United office); to Alaska, four tours from 10 to 16 days from Seattle (Alaska Travel Bureau, 7th and Pine, Seattle).

Pan American "Bermuda Holiday" tours, 7, 10, and 14 days, from \$187 up plus tax (1109 Connecticut Ave., Washington 6).

Thomas Cook & Son, 812 15th St. NW., Washington 5: Seven Western tours from 7 to 30 days; five Eastern tours for Westerners from 10 to 24 days; many others, to New England, Gaspe peninsula, Nova Scotia, etc.

Chessie tours: Seven, to New York City, Virginia Beach, Washington, Williamsburg, etc. Chesapeake & Ohio Ry., 1214 Terminal Tower, Cleveland 1.

FOREIGN

British Promotion

More emphasis on attracting tourists to the entire British Empire instead of advertising "Come to Britain" will be placed on future travel promotion by the Tour-

ist Division of the British Tourist and Holidays Board, according to Lord Hacking, chairman of the British Travel Association. British territories, such as South Africa and Southern Rhodesia, are expected to cooperate in the idea of expanding two-way tourist traffic with the United Kingdom.

French Publications

Quite different but equal in appeal are two pieces issued by the French National Tourist Office (610 Fifth Avenue, New York 20); the first entitled "France Says Come", with Bemelman's drawings, in pocket size; the second, Brittany, a larger and artistically illustrated booklet.

BOOKS

Available now from Tewkesbury Publishers, 200 Lyon Building, Seattle, Wash., is the 540-page paper-bound "Alaska Business Directory, Travel Guide, and Almanac" (\$2.50). The book contains 2 maps, 350 illustrations, a mile-by-mile description of the Alaska Highway and its approach roads.

Rand McNally's Road Atlas (United States, Canada, and Mexico) can be ordered from the New York, Chicago, San Francisco, and Toronto (W. J. Gage) offices now. Paper, \$1.25; in dozen lots; de luxe leatherette, \$3.00; in any quantity.

Rinehart plans a big national promotion campaign for its "Rivers of America Series" to coincide with fall publishing of two new titles "The Ohio" and "The Potomac." The whole series will be tied in with the two new volumes.

Macmillan put "The Spell of the Pacific" (\$6.50) on bookstore shelves in May as the last word in anthologies of writing about the Pacific area from Pierre Loti to Somerset Maugham.

Carl Maas' small, paper-bound "Guide to California" (\$0.25) at last has a companion piece in Signet's paper-bound "How To Know and Enjoy New York" (\$0.35) just released for sale through the usual wide outlets employed by the New American Library of World Literature, Inc., 245 Fifth Avenue, New York City 16. This implements the company's early announcement that they were entering the travel book field with Mentor Guides covering all 48 States and other points of interest. Mr. Maas' New York guide packs much information and 2 small maps into a pocket-size, 143-page book.

Bound in boards, "How to Profit from the Tourist Business" by C. P. Holway, a 45-page guide for community development covers means of attracting tourists, methods of assessing local tourist assets, as well as other similarly practical matters. Single copies \$1.50. Discounts on quantity purchases can be arranged with the publisher: Jay Rathburn, 926 N. Plankinton Avenue, Milwaukee 3, Wis.

The National Calendar of Events for July had to be omitted this issue. The full total of nearly 500 July events will be used in the first issue of the new quarterly NATIONAL CAL- ENDAR, "Summer 1949."