

# NEWS ABOUT TRAVEL

To and Within the U.S.A.

from: **The National Association of Travel Organizations**  
Trade Association of the U. S. Travel Industry

1422 K STREET, N.W., WASHINGTON 5, D. C. • EX 3-7690



For Immediate Release (12/21/60)

## Top Twenty Travel Events for January, 1961

WASHINGTON, D.C.--The Civil War Centennial, which will be one of America's top travel motivational influences for the next five years, begins in January with a message and a literal bang.

The message from the President officially opens the Centennial Jan. 8. The "bang" will come on daybreak Jan. 9, when cadets of the Citadel Military College stage the first of many re-enactments to come--the firing of the first shot of the war at Charleston, S.C. The original cannonade forced the withdrawal of a merchant ship, "Star of the West," which was attempting to bring supplies to Ft. Sumter.

Centennial events are prominent among the "Top Twenty" U.S. travel events for January compiled by the National Assn. of Travel Organizations, representing all segments of the U.S. travel industry. The complete list:

New Year's Splash and Ski Fest (annual aquatic show in the Bay): San Diego, Calif., Jan. 1.

Mummers Parade (15,000 fantastically costumed marchers and musicians): Philadelphia, Pa., Jan. 2.

Sun Carnival Parade (Theme, Royalty Through the Ages): El Paso, Tex., Jan. 2.

Tournament of Roses (flower float parade in morning, Rose Bowl Game in afternoon): Pasadena, Calif., Jan. 2.

Orange Bowl Festival (football classic Jan. 2, followed by powerboat regatta and Fireworks Pageant, Jan. 3 and Pro Football Runner-Up Play-Off, Jan. 7): Miami, Fla.

Sugar Bowl Football Classic: New Orleans, La., Jan. 2.

Installation of Governors (Indian ceremonials at all pueblos): New Mexico, Jan. 6.

Epiphany Ceremonials: Tarpon, Fla. (swimmers dive for cross), Jan. 6; Port Arthur, Tex. (blessing of the waters), Jan. 8.

Civil War Centennial: Opening Ceremony, Washington, D.C., Jan. 8; Star of the West Ceremonies, Charleston, S.C., Jan. 7-9; Secession Convention Ceremonies, Jackson, Miss., Jan. 9 and Montgomery, Ala., Jan. 11; Signing of Secession re-enactment, Baton Rouge, La., Jan. 26.

Pennsylvania Farm Show (a mid-winter state fair, indoors): Harrisburg, Jan. 9-13.

Snow Queen Festival: Aberdeen S. Dak., Jan. 12-14.

All-Star Bowling Tournament (336 stars compete in 20th annual "world series" of bowling): San Bernardino, Calif., Jan. 12-21.

Invitational Cross-Country, Relay and Jumping Ski Tournament: Dartmouth, N.H., Jan. 14.

St. Petersburg-Ft. Lauderdale Yacht Race (around southern Florida): Jan. 14.

Winter Carnivals: Winter Park, Colo., Jan. 14-15; St. Paul, Minn. (75th annual) and Sault Ste. Marie, Mich., both Jan. 27-Feb. 6.

Vacation, Sports and Boat Shows: Chicago, Ill., Jan. 14-22; Kansas City, Mo., Jan. 27-Feb. 5.

Presidential Inauguration (two mammoth balls, possibly country's most exciting parade): Washington, D.C.; Jan. 19-20.

Citrus Fiesta: Mission, Texas, Jan. 25-29.

Santa Anita Maturity (\$170,000 stake race at one of America's most beautiful horse tracks): Arcadia, Calif., Jan. 28.

Kansas Centennial opens (a year of statewide celebrations begins on Statehood Day): Topeka, Jan. 29.

###

# NEWS ABOUT TRAVEL

To and Within the U.S.A.

from: **The National Association of Travel Organizations**  
Trade Association of the U. S. Travel Industry

1422 K STREET, N.W., WASHINGTON 5, D. C. • EX 3-7690



For Immediate Release (January, 1961)

SHORTS ABOUT TRAVEL TO AND WITHIN THE U.S.A.

## Travel Industry Pushes New Monday Holiday Plan

WASHINGTON, D.C., Jan. \_\_\_\_--The National Assn. of Travel Organizations, semi-official voice of the U.S. travel industry, has drafted model legislation for a "Monday Holiday Bill" which would give the country three annual long week-end holidays in addition to that of Labor Day.

Washington's Birthday would be observed on the third Monday in February; Memorial Day on the last Monday in May; Independence Day on the first Monday in July. Previous model bills had suggested an additional Monday Holiday in November, either replacing Veterans' Day or Thanksgiving Day.

James L. Bossemeyer, executive director of the association whose members include directors of state, city and area travel promotion plus officers of major transportation and travel sales firms, said it was decided not to push for the November Monday Holiday because of the difficulty in getting agreement on which of several November holidays to incorporate in the plan.

Mr. Bossemeyer said he expects the bill will be introduced in a majority of the state legislatures meeting this year. A major economic argument for the bill, he said, is that it would reduce absenteeism at schools and businesses, now a major problem in years--such as 1961--when the holidays fall on mid-week dates.

--Tour the U.S.A. in 1961--

## New U.S.A. Travel Films Offered

WASHINGTON, D.C., Jan. \_\_\_\_--Two of the largest U.S.A. corporations have produced new films about their country's travel attractions--"Festival America," by the Gulf Oil Corp. and "Highway Holiday," by E. I. Du Pont de Nemours & Co. Both are 28-minute, 16 mm. color and sound movies and both are available for group showings. These new movies are additions to those listed in the Directory of Travel Motion Pictures available for group use from the National Association of Travel Organizations, 1422 K Street N.W., Washington, D.C.

--Tour the U.S.A. in 1961--

## 20 Million Fishermen?

WASHINGTON, D.C., Jan. \_\_\_\_--Government officials here predict more than 20 million fishermen will be casting lines in U.S. waters in 1961. Last tabulation, for 1959, counted 19,914,021 licensed to fish. Leading states: California (1,475,977), Minnesota (1,238,250), Michigan (1,056,462) and Wisconsin (1,032,463).

--Tour the U.S.A. in 1961--

###



# NEWS ABOUT TRAVEL

To and Within the U.S.A.

from: **The National Association of Travel Organizations**  
Trade Association of the U. S. Travel Industry

1422 K STREET, N.W., WASHINGTON 5, D. C. • EX 3-7690



For Release Before (or later on with slight modification) Jan. 8, 1961

## 'The Inspiration Remains'

### Civil War Centennial Re-enacts the Birth of a Nation

WASHINGTON, D.C.--To understand the United States of America, you must first understand the Civil War.

That, says the National Assn. of Travel Organizations, is one of the reasons the Civil War Centennial opening Jan. 8 will be one of the greatest travel motivational factors of Americans--and for many foreign visitors to the U.S.A.-- for the next five years.

The association, which represents every segment of the U.S. travel industry, predicts the Centennial will be <sup>an</sup> especially strong stimulus for family travel.

"We expect to see many family groups with text books and maps in hand visiting the great battlefields and monuments associated with the Civil War--and planning whole vacations around such historical trips," said James L. Bossemeyer, executive director of the travel trade group.

What were the Civil War issues?

For the North, mainly to preserve the Union. Secondly to abolish slavery. The slogan: that the union could not exist half-slave and half-free.

For the South: For the doctrine of state sovereignty, that each state could choose its own institutions, its own way of life without outside interference.

To resolve that dispute the two halves of the country engaged in what has been called "the first modern war"--one which has attracted military strategists of many lands to its battlefields. It also is the war which probably has produced more books than any other--more histories, more novels, more poetry.

High spots of the Centennial's five years in attracting crowds will be re-enactments of ceremonials and battles at the original settings and in costume.

President Eisenhower is not expected to wear a stove pipe hat or chin whiskers in issuing his proclamation of Jan. 8 opening the centennial. However, some Civil War uniforms may be dusted off for special ceremonies that same day at the service academies at West Point, Annapolis, Colorado Springs and New London. Massachusetts National Guard units will recreate the atmosphere of 100 years ago in firing special 100-gun salutes.

At dawn on Jan. 9, cadets of the Charleston, S.C., military college, The Citadel, will re-enact "the first shot fired in anger." Wearing the uniforms (and long haircuts) of 100 years ago, the cadets--many of them direct descendants of the original cadets--will restage their cannonade firing at the "Star of the West," a merchant ship attempting to supply Ft. Sumter.

(more)

## Civil War---2

The first Charleston commemoration actually will get under way Jan. 7, and the three days' program will include a dress parade, a dance, tours of Ft. Sumter and memorial services. On April 12 will be an even more spectacular re-enactment at Charleston of the firing on Ft. Sumter.

The Centennial Commission has listed some 6500 Civil War Events which will be commemorated or given some special attention during the next five years. The major re-enactment of 1961 will be the first great battle of the war, the First Manassas, or the Battle of Bull Run. Some 3500 men, uniformed in blue or gray and equipped with Civil War weapons will parade to the music of Army and Marine bands, then reproduce some of the skirmishing of 100 years ago. Crowds of at least 50,000 a day are anticipated for the July 21-23 re-enactment.

There will hardly be a week during the year, however, without some sort of ceremonial. Even in northern states where not a shot was fired, famous regiments were based, the proud history of which will receive attention during the Centennial.

State secession conventions will be commemorated on Jan. 9 at Jackson, Miss., and on Jan. 11 at Montgomery, Ala.; then comes a re-enactment of the secession signing at Baton Rouge, La., on Jan. 26.

The biggest event for the wearers of crinoline and hoop skirts should be a seven-day program Feb. 12-18 at Montgomery, Ala., commemorating the inauguration of Jefferson Davis as President of the Confederacy. The governors of the 13 Confederate states have been invited to participate in a parade preceding a pageant, "Man of the Hour," to be preceded by selection of a "Belle of the Confederacy" and followed by an ante-bellum-costumed ball. Fireworks will precede and follow the pageant.

Other 1961 ceremonies will range far across the country and include:

- Re-enactment of Lincoln's Inauguration Parade and Ball in Washington, March 4.

- Re-enactment of the Battle of Lexington (Mo.) on May 18.

- A five-day pageant concluding with the Battle of Philippi (W. Va.) on June 3.

- The Fall of Ft. Fillmore (N. Mex.) on July 27.

- Dedication of a National Battlefield Park at Wilson's Creek (Mo.) scene of one of the earliest and bloodiest battles, on Aug. 10.

Admission of Kansas to the union was one of the controversial issues which led to the Civil War. Kansas' observance of its Centennial in 1961 will largely coincide with the Civil War Centennial, too.

One indication the impact the Civil War Centennial will have on the American travel picture was forecast by the huge crowds which turned out for a pre-centennial re-enactment of John Brown's raid at Harper's Ferry, W. Va. It resulted in record-breaking crowds.

In the first 10 months of 1960, National Park Service reported attendance up 19.6 per cent at National Historical Areas, many of them connected with Civil War History, as compared with only a 5.6 per cent gain for all park areas.

The Civil War observances are enthusiastically backed in all sections of the country, both by states on the winning and losing side. Historian Bruce Catton sums it up:

"It was both tragedy and inspiration. The tragedy has been filtered out, through the years; the inspiration remains."