

**QUIET HARBOR**—in Trunk Bay on St. John's in the U. S. Virgin Islands. Delightful climate, plus wonderful accommodations made the Virgin Islands an ideal haven for the winter-weary vacationist.

## Pleasure Top Reason For Trips

Pleasure is the principal reason for prompting Americans to take an international journey.

A study by the Commerce Department's Office of Business Economics shows that nearly 66 percent of U.S. citizens traveling to overseas countries in 1957 made their trip for pleasure. This represented approximately 885,000 persons, based on the overseas movement last year of 1,370,000.

Results of the study made by the office of Business Economics with the assistance of the Bureau of Foreign Commerce show a relation between the purpose of the trip and the transportation facilities used by Americans traveling to overseas countries. (Travel to Canada and Mexico is not included since a large portion of such travel consists of repeated crossings or very brief visits by persons living near the border; also excluded are Americans on cruises, U. S. military personnel and Government employees and American businessmen living in foreign countries.)

In addition to the 885,000 U. S. residents on pleasure trips, 231,000 visited foreign countries for business purposes, and 225,000 traveled to see relatives. The balance of 28,000 were traveling for study, research, health or other purposes, the OBE study finds.

About 1,070,000 Americans traveled to overseas countries by air, while 300,000 went by ship. Business travelers used air transportation on 90 percent of their trips—undoubtedly because of the saving time, as reflected in their—relatively short stays abroad. They also used higher class accommodations more frequently than other groups of travelers.

Nearly 80 percent of travelers for pleasure used air transportation on overseas trips, and about two-thirds of those going abroad for family reasons.

The analysis finds that about 556,000 of the 1,370,000 overseas travelers went to Europe. Nearly half of the trips to that area were made for pleasure purposes, nearly 30 percent for family reasons, and about 20 percent for business purposes.

Of those going to Europe for pleasure about 60 per cent used planes for their overseas transportation.



**FRENCH VILLAGE**, a retreat for epicures and a look-see at French provincial life.

## 12 Jet Planes In New Orders

Scandinavian Airlines System has raised its original order for six 500-mph, 70-passenger Caravelle jet airliners to twelve, with first operational flights scheduled for early 1959.

The airline plans to introduce the swept-wing jetliner on its European and Near and Middle East routes, with sharply-reduced flight times.

In all, SAS now has 19 jets on order, including seven DC-8s for the line's transatlantic and polar routes. The 600-mph long-range planes will operate both on North Atlantic runs and the shortest polar flights linking Los Angeles and Copenhagen and Copenhagen-Tokyo.

## Open House Set For Thursday

The general public is invited to attend an Open House to be given by the Penn State Travel Service in its new quarters, Suite 23 in the Metzger Building, State College, on Wednesday and Thursday from 3 to 5 p.m. and 7 to 9 p.m.

Refreshments will be served. Visitors will have the opportunity to inspect the modern facilities and the new teletype equipment which will provide direct communications between this office and all airline and steamship office.

Visitors will be greeted by Mrs. Bernice John, manager and executives of the parent firm of Harrisburg.

## Moshannon Aids Widespread Travel

With area airline facilities at nearby, recently-enlarged Black Moshannon airport, Philipsburg, Allegheny Airlines boasts you can fly anywhere in the world on one ticket.

While Allegheny's routes are limited by CAA, connecting service enables you to fly trans-Atlantic and Pacific or anywhere you wish to go on your Allegheny ticket.

Allegheny's equipment includes 40-passenger Martin Executives and Douglas DC-3's. You are allowed 40 pounds of luggage plus brief case and hand luggage free on any Allegheny flight.

## Capital or Not:

# Rio Undergoes Big Facelifting Project

**RIO DE JANEIRO**—This metropolis, the "Marvelous City," is under going a major face-lifting operation undisturbed by the prospect that in less than two years it will yield to Brasilia, deep in the country's hinterland, the title of capital of Brazil. Confident that, as the capital or not, it will remain forever Brazil's main tourist center and the gateway to the nation, Rio is busy tearing down hills, digging tunnels and filling in Guanabara Bay to make enough room for its present and future inhabitants and visitors.

Operating with a new fund of \$65,000,000 from a Federal Government loan and from increased city taxes, Rio's mayor has ordered a crash program on projects that have been dragging halfheartedly for years. The hub of the undertaking is the tearing down of the vast Sao Antonio hill, occupying an area roughly one-third of Manhattan's Central Park, that sits squarely in the middle of the downtown district blocking traffic and new construction.

Working around the clock—searchlights are used for night operations—the city crews plan to remove 46 million cubic feet of rock and earth by the end of the year so that the modern, business Castelo section of Rio can be linked with the older commercial Lapa area and the maze of narrow streets above it. A north-south avenue will cross this new thoroughfare, channel-

ing rapid traffic to the residential seaside district of Copacabana and beyond from the center of Rio where the railroad station stands, from the harbor and the International Airport.

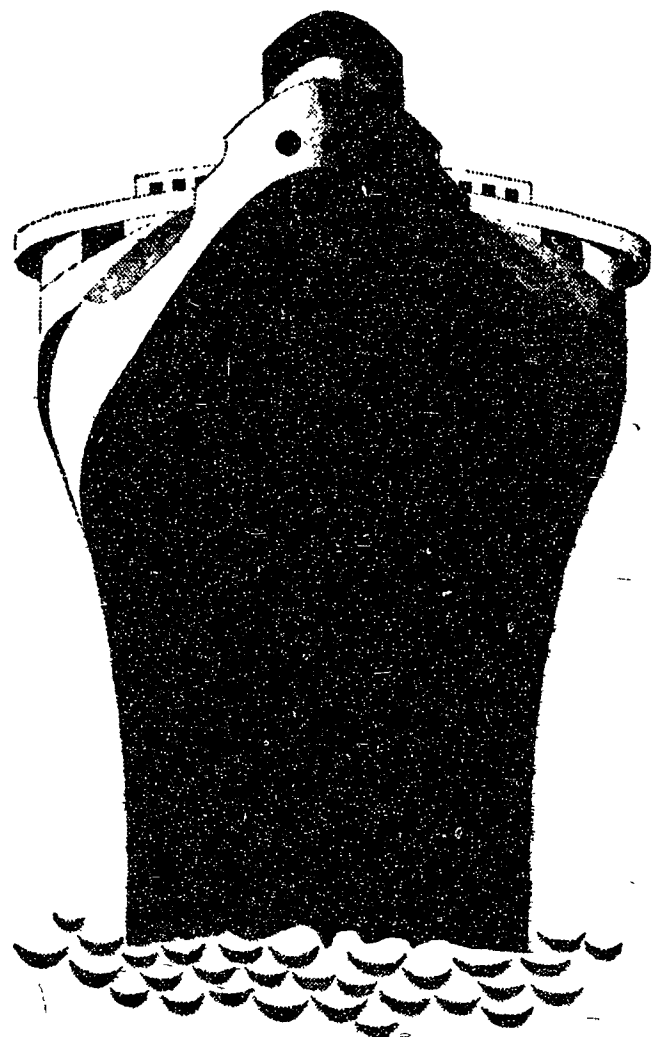
## Florida Aims At Vacationers

Florida's fabulous Gold Coast area from Miami Beach to Fort Lauderdale has built its reputation on supplying the vacationer's every need for fun in the sun . . . and Florida found out a long time ago that when American vacations, it depends on the automobile.

The visitor to Florida, both winter and summer, wants to be able to step from his plane or train into a new automobile and to supply this need throughout the year, Olin's Rent-A-Car maintains a huge fleet of cars in Miami.

This fleet is owned and operated by Olin's Rent-A-Car who started out in the auto rental business way back when Florida was strictly a winter attraction. Olin's maintains a fleet of nearly 2,000 brand new automobiles and has offices in Miami, Miami Beach, Hollywood and Fort Lauderdale to handle the annual flood of tourists. Olin's are represented in State College by Penn State Travel.

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