

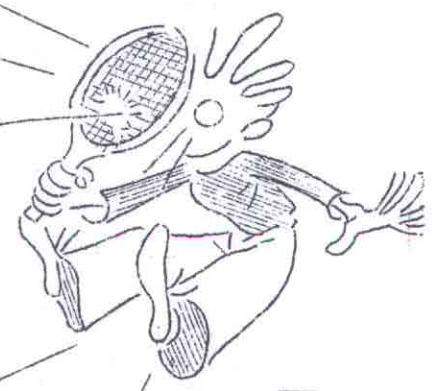
HOW YOUR COMMUNITY



CAN HAVE A

"Vacation-at-Home"

PROGRAM



Suggestions By

U. S. OFFICE OF DEFENSE TRANSPORTATION

Information Division

Programs Section

Washington 25, D. C.

JUN 15 1945

Spend YOUR VACATION at Home

Help WIN THE WAR Sooner

You Community Leaders undoubtedly realize that, during the summer months ahead, the war passenger-travel problem will be even more critical than at any time in the past three war years.

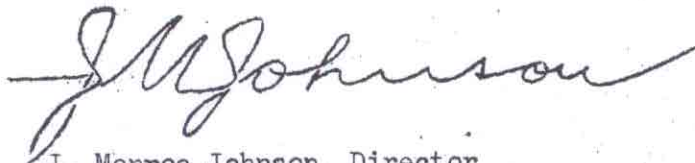
It is of the utmost importance, at this strategic point in our victory effort, that military and other war-essential travel proceed unimpeded. Even with Germany's collapse, our war transportation needs will be multiplied by stepped-up concentrations of our military might against the home islands of the Jap. That is why the ODT "Vacation-at-Home" program becomes an integral and imperative part of the nationwide campaign to discourage all travel that does not specifically help to win the war sooner.

For the success of this program, we look to you Community Leaders, as always, not only as a means of informing the public but also as a means of obtaining public participation. I am confident that, through your understanding of our problem and your cooperation with our program, the need for and value of spending 1945 vacations at home can be most convincingly brought to the attention of the people of your community.

Your cooperation in behalf of campaigns in the public interest has always been generous and capable and I am sure that you will again help provide the necessary leadership in this instance. You are provided with full information on the "Vacation-at-Home" program in the following pages.

May I hear from you as to how you can and will cooperate with this urgent war program?

Cordially,



J. Monroe Johnson, Director
Office of Defense Transportation

Why YOU Should Spend YOUR VACATION at Home This Summer

The 1945 Travel Problem - During the past three years of war, the U. S. Office of Defense Transportation has consistently stressed the vital need to conserve the transportation facilities of the nation. The need now for more rigid conservation by the civilian public is so urgent that the ODT is compelled to restate and reemphasize the facts about wartime travel, particularly as they relate to the summer vacation months of 1945.

The figures below clearly indicate the increased volume of passengers handled by railroads and bus lines over the past three-year period, as compared with 1918, the last year of World War One; with 1939, the year that Germany entered Poland, and with 1941, the year that the United States entered World War Two.

Passenger Miles

<u>Year</u>	<u>Railroad</u>	<u>Bus</u>
1918	42,676,579,000	
1939	22,651,334,000	3,733,714,000
1941	29,350,229,000	7,032,302,000
1942	53,658,615,000	14,096,542,000
1943	87,819,503,000	22,240,123,000
1944	96,000,000,000	23,764,250,000

Transportation tax collection figures on civilian travel for the last months of 1944 show that, while still higher than in normal peacetime years, civilian travel did level off and maintain a level status. With other factors prevailing that tend to increase civilian travel, such as added spending power, curtailed use of the automobile and increased desire to take time out from exacting war assignments, it is reasonable to assume that public reaction to the ODT "don't travel" appeals, including the cancellation of hundreds of conventions, helped considerably in maintaining a civilian-travel level.

Military travel, however, is increasing and will continue to grow, due to the rotation leave plan, longer trips necessary to move men to the Pacific Coast, a more liberal furlough policy, the increased movement of war prisoners and, most important, an increasing number of returned casualties. The Surgeon-General of the Army reports that 30,000 casualties are reaching the country every month.

The mounting task of carrying wartime passenger traffic continues to be handled by the railroads with one-third less equipment than was

available in 1918. The passenger load on the bus lines continues upward and inter-city buses now carry three passengers for every one carried in prewar years. Bus-line operation is made more difficult by the increasing shortage of replacement parts and tires.

The manpower shortage further aggravates the problem. More than 300,000 railroad workers and additional numbers from bus-line operations have already entered the armed forces. New workers are not only hard to obtain but are, for the most part, unskilled and must be trained before they can handle jobs ordinarily performed by men with years of experience.

The added burden of heavy 1945 vacation travel could conceivably prove to be the "straw that broke the camel's back." There is no extra or special railroad or bus equipment to take care of vacation travel this summer and none will be provided. As J. J. Pelley, President, Association of American Railroads, has put it, the only way more people can travel on trains this summer than did a year ago will be for more people to stand in the aisles.

Solutions. There is only one solution to the problem of 1945 summer vacations and their effect on the nation's wartime transportation. With only a limited amount of travel space available for the duration, the only way in which constantly increasing military travel needs can be met is for the civilian population to eliminate completely all train or bus trips that do not specifically help to win the war.

CIVILIANS MUST STOP ALL UNESSENTIAL TRAVEL!

UNESSENTIAL TRAVEL is any train or bus trip, long or short, for business or pleasure, which does not definitely help to shorten the war in the Pacific, on the Western Front or wherever American forces are fighting today.

Every civilian whose contemplated train or bus trip will not qualify as essential to the war effort should STAY HOME. Civilians who stay home make room for military travel and for qualified persons engaged in war-essential business.

The ODT "Vacation-at-Home" Program is an integral and important part of the overall effort to conserve the nation's transportation facilities. Its objective is to help provide substitute measures for vacations in the home community, as it asks the American citizen to "SPEND YOUR VACATION AT HOME".



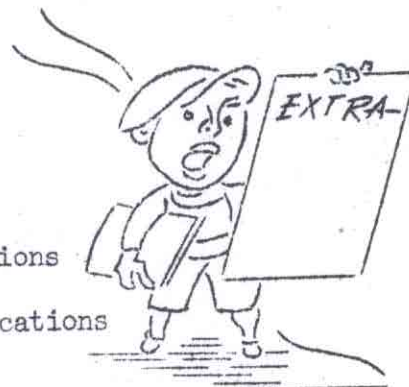
your program can best be organized and promoted by a community "vacation-at-home" committee

The success of your "Vacation-at-Home" program will depend largely on the active community leadership put behind it. It is suggested that a community "Vacation-at-Home" Committee, composed of leaders representing all the activities of your community, will provide your program with the organization, cooperation and promotion that are needed to make it a success.

As Mayor F. H. LaGuardia of New York City said last summer in his "Vacation-at-Home" message to the mayors of America, as president of the U. S. Conference of Mayors - "The mayors of our cities have come through every time we have been called upon by our government. We must cooperate to the very fullest extent in this instance." The need for summer travel conservation is, of course, much more urgent this year.

To be most effective in its activity, your community "Vacation-at-Home" Committee should be organized as early as possible and should, for example, include such representation as the following -

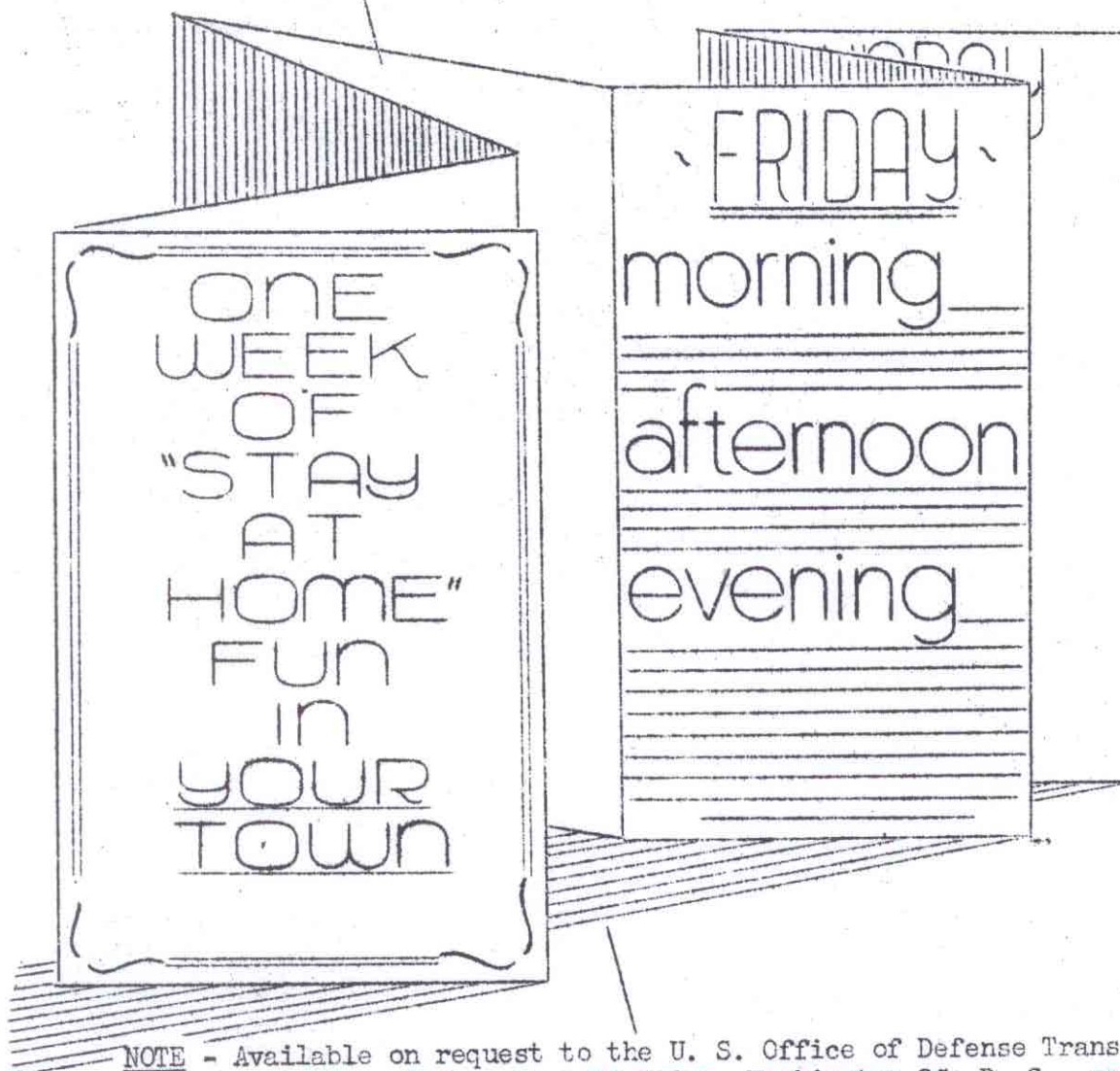
- Municipal Government
- Chamber of Commerce
- Churches and Church Schools
- Local Industry
- Organized Labor
- Civic Groups
- School Board
- Welfare and Recreation Organizations
- Hotels and Restaurants
- Newspapers and Other Local Publications
- Radio Stations
- Local Advertising Agencies and Public Relations and Publicity Firms
- Retail Stores
- Motion Picture Theatres and other Amusement Centers
- Local Transportation Facilities
- The local Office of Defense Transportation



Your Committee can, for example, plan and provide for the handling of such program promotion details as -

1. A POCKET-GUIDE TYPE OF FOLDER THAT WILL PROVIDE A SUGGESTED SCHEDULE OF PLACES TO GO AND THINGS TO DO DURING A ONE OR TWO-WEEK VACATION IN YOUR COMMUNITY.

// Here is a suggestion as to what form your folder may take. //



NOTE - Available on request to the U. S. Office of Defense Transportation, Information Division, Washington 25, D. C., are the following additional suggested "Vacation-at-Home" Schedules -

"SUGGESTED 9-WEEK SCHEDULE OF HEALTH, SERVICE AND MORALE ACTIVITIES FOR THE BUREAU OF RECREATION OF YOUR COMMUNITY DEPARTMENT OF PUBLIC WELFARE"

"SUGGESTED 30-DAY SCHEDULE OF EVENTS FOR YOUR COMMUNITY COUNTRY CLUB"

2. A VOLUNTEER PERSONNEL UNIT TO STAFF ALL PROGRAM FUNCTIONS THAT STEM FROM YOUR COMMITTEE'S PROMOTION PLANS.

3. A VOLUNTEER PUBLICITY UNIT TO PREPARE AND OBTAIN THE USE OF NEWS AND RADIO MATERIAL TO PUBLICIZE THE PROGRAM OUTLINED BY YOUR COMMITTEE. THIS MATERIAL MIGHT INCLUDE HISTORICAL DATA ON WHAT YOUR COMMUNITY OFFERS IN THE WAY OF RECREATION, EDUCATION AND RELAXATION VALUES.

LEADERSHIP IN YOUR COMMUNITY

4. PARTICIPATION IN THE PROGRAM BY SUCH LEADERSHIP IN YOUR COMMUNITY AS NEWSPAPERS, RADIO STATIONS, RETAIL STORES, ETC., AS OUTLINED UNDER "WHAT YOUR COMMUNITY LEADERS CAN DO".
5. THE INITIATION, SPONSORSHIP AND JUDGING OF A COMMUNITY-WIDE "VACATION-AT-HOME" LETTER-WRITING OR PICTURE-TAKING CONTEST.
6. PARTICIPATION BY YOUR ENTIRE COMMUNITY IN SUCH SPECIAL PROGRAM EVENTS AS SPORTS TOURNAMENTS, BLOCK DANCES, SONG FESTS, BAND CONCERTS, ETC., AS OUTLINED UNDER "WHAT YOUR COMMUNITY LEADERS CAN DO".
7. A VOLUNTEER ADVERTISING UNIT TO PREPARE AND OBTAIN THE USE OF SUCH COOPERATIVE PROGRAM ADVERTISING AS POSTERS, CAR CARDS, NEWSPAPER INSERTIONS, WINDOW DISPLAYS, COUNTER CARDS, BILLBOARDS, ENVELOPE STUFFERS, HANDBILLS, ETC., AS OUTLINED UNDER "WHAT YOUR COMMUNITY LEADERS CAN DO."

official ODT poster available for use by your community "vacation-at-home" committee—

Copies of official "Vacation-at-Home" poster can be obtained for widespread use by your Community "Vacation-at-Home" Committee by writing direct to the U. S. Office of Defense Transportation, Information Division, Washington 25, D. C.

WHAT YOUR COMMUNITY LEADERS CAN DO—

Here are suggestions as to how your community leaders can help promote the "Vacation-at-Home" program, following the plans outlined by your Community "Vacation-at-Home" Committee.

NEWSPAPERS -

Printing news of program activities.

Program contest announcements, publication of contest letters, photos, etc., and pictures of prize-winning contestants.

Special-interest articles on woman's page, school page, amusement page, etc.

Picture-and-feature treatment of community places and projects of interest.

Special cooperative advertising supplements, paper quotas permitting.

Editorials, comment by columnists, cartoons, etc.

RADIO STATIONS -

Covering program activities on news broadcasts.

Special cooperative spot announcements.

Broadcast of community-wide special program events.

Promotion of program on sustaining and locally sponsored shows.

Program contest announcements, broadcast of contest letters, essays, etc., and interviews with prize-winning contestants.

"Our Town at Home" broadcasts from backyards, side porches, recreation rooms, etc., of interesting "stay-at-home" families of the community.

MOTION PICTURE THEATRES -

Lobby decorations, screen trailers, posters and intermission speakers.

Program tie-ins through newspaper and radio advertising.

Program contest announcements and stage presentation of prize-winning contestants, plus spotlighting interesting "stay-at-home" families in the audiences; foyer displays of contest awards by neighborhood merchants.

Special "Vacation-at-Home Nights", with amateur stage acts.

"See the World at Your Neighborhood Theatre" - special scheduling of series of travel shorts, with extra contest appeal through awards for best short essay on series.

"Spend a Cool Vacation at Home in Your Neighborhood Theatre".

RETAIL STORES -

Program promotion and special merchandising of summer comfort essentials through newspaper and radio advertising, window displays - "The Vacation-at-Home Window"; inside-store decorations, counter cards, posters, envelope stuffers, monthly-statement and postage-meter reminders.

Special storewide employee functions, evening musicals and playlets by employee talent for the customer public.

Afternoon hobby sessions for the youngsters, ping-pong matches for the teen-agers, golf-and-tennis instructions for the adults in sports department or store recreation hall.

Program contest announcements, display of contest awards, etc.

LABOR UNIONS -

Series of functions for members and families - picnics, roller-skating parties, softball leagues, chess, checker and bridge tournaments; United Nations dances, folk-song parties and special theatre nights.

News, advertising and publicity tie-ins through community labor publications.

Major responsibility for community-wide "stay-at-home" Labor Day weekend celebration-parade, citywide trade-and-field meet - extra awards to units staging best parade demonstrations, decorations of headquarters, etc.

Schedule of special summer events for the youngsters.

Exhibits of community contributions to war production.

COMMUNITY INDUSTRY -

Major responsibility, with municipal government, for community-wide "stay-at-home" Fourth of July celebration-parade, initiation of citywide sandlot baseball leagues, pet and hobby shows, etc.

Telephone Company time signals and weather reports.

Special summer projects to revitalize various community war-effort campaigns, like War Finance, along lines of "Stay Home this Summer - Buy Extra Bonds with the Money You Save and Plan a Real Vacation After the War".

Special plant-and-office functions.

Civic improvement campaign, with awards for best plans submitted during summer-long contest.

CIVIC CLUBS -

Meetings programmed to promote "Vacation-at-Home" theme, with introduction of "stay-at-home" contest personalities.

Major responsibility, with municipal government, for promotion of citywide summer recreational activities, utilizing, in particular, women and parent-teacher groups.

Sponsorship of "Neighborhood Fairs" and a "Hometown Carnival", exclusively local in talent and equipment.

WELFARE AND RECREATION ORGANIZATIONS -

Major responsibility, with municipal government, for schedule of "Health, Service and Morale" activities available through community facilities of public parks, golf courses, baseball diamonds, YMCA, YWCA, YMHA, etc.; bowling alleys, riding academies, swimming pools, gymnasiums, health clubs, etc.; to include tournaments, instruction courses, etc., programmed day-by-day to provide major interest for nine weeks of "stay-at-home" vacation fun.

Promotion of "Neighborhood Hayrides", "Bicycle Junkets" to near-by points of interest, etc.

COMMUNITY TRANSPORTATION FACILITIES -

Major responsibility for sponsorship and promotion of such program materials as "See Our Town First", "Trolley and Bus Tours".

Publicity through dash cards, car cards, slogans on passes and pocket guides on where to go and what to see in the community via transit vehicles.

Program contest announcements and awards of free trips, week passes, etc., to contest winners.

CHURCHES

Vacation Bible schools, socials, performances by young people's organizations - pageants and tableaux based on home-town history and traditions.

Major responsibility for community-wide Memorial Day celebration, with special inspirational services.

Cooperation with Boy and Girl Scouts and other interested organizations in schedule of vacation visits to servicemen in hospitals and convalescent centers in immediate vicinity.

SCHOOLS -

"Stay-at-Home" vacation projects assigned to students before schools close for summer - scrapbooks on interesting places and people, photography, etc.

"How I Spent My Vacation at Home" and "Why We Must Conserve Transportation" essays, best to receive merit awards when school reconvenes.

Nature-study hikes, posters, etc.

LIBRARIES -

Displays of books on hobbies, interior decorating, outdoor cookery, sewing, building, art, needlecraft, games, etc.

Story hours for children, summer reading clubs, book-review sessions, stamp-collecting clinics - the story behind the stamp and the country behind the story.

"The World Between Your Book Ends" radio program - suggestions on reading relative to background of community and its contributions to national or sectional progress.

MUSEUMS -

Conducted tours and special exhibits.

Painting, sculpture or model of the vacation week.

Local talent contests with outdoor showings.

Classes for would-be artist, sculptor, taxidermist, etc., with lecture courses on painting, sculpture, architecture, dress design, etc.

"Community Culture" radio quiz program, for example, between business men and art and music teachers.

ODT -

Liaison between all community groups, organizations, etc., participating in promotion of the program.