

Peninsula Diary Mayo Hayes O'Donnell

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Suggestion for Improvement

At a recent meeting of the board of directors of the Monterey History and Art Association several of the directors agreed that the Monterey historical sites and buildings had not been adequately reproduced, especially as regards color and age, in the cards being sold on the Peninsula. Anyone who has traveled, either in this country or abroad, knows that postal cards picturing the scenery or the ancient buildings, churches, etc., are the cards chosen to send back to the friends and relatives at home. So the directors decided that it was time to do something about this situation.

Mrs. W.R. Holman was asked by Carmel Martin, the president, to investigate this matter. Since that time a great number of new cards have appeared – apparently they were produced in anticipation of just such criticism as the association offered – but still not showing all that we of Monterey think the tourist is interested in purchasing and returning to their friends in their home towns.

An interesting comment upon this postal card purchase and mailing through the U.S Post Office, was an article in the Christian Science Monitor written by Oren Arnold. In the information contained in the article were these facts: "Tourists this year will mail about 4,000,000 postcards every day. The stay-at-homes will mail another 2,000,000. Thus, mailing for the year, an estimate based on our past performances, will reach the incredible total of 2,190,000,000. They now cost us an average of almost three cents each, hence they will pay \$65,700,000 for them. With mailing rates now at two cents each and up, they will pay another \$43,800,000 for postage."

So the Monitor goes on to say: "Regardless of such awesome figures, postal clerks refer to our beloved cards as 'slop'. This may be because of the messages that travelers put on them. Postcard collectors have found that more than half of the tourists write approximately this: 'Arrived safely, everything fine. It is so beautiful here. Will write later. Love, P.S. Please airmail my red sweater and Jim's windbreaker'."

Cards present a panorama of America as no other medium has ever done, and we are surprised that the directors of the Chamber of Commerce have not

thought of this valuable advertising medium before now and endeavored to correct this inadequate supply of the correct picture postcards of the beautiful scenery, historic buildings and sites on the Monterey Peninsula.

Most of the cards are in high class lithography. Accuracy and good taste in picturing our scenery is of the first importance in manufacture. There should be no off-color. Does the ink on the new card of the Old Custom House, California's First Theater or Colton Hall, show the building in an "off-color"? Then it will not sell.

Nationally, the most popular card with travelers is that one showing the tourist hotel, lodge or motel. If it is just a general view he will probably buy two but if the picture shows the location of his room he will very likely buy half dozen, for it will enable him to mark with a cross the very room which he is occupying. These facts, according to our source, caused the hotels and other lodging places to order and give away 150,000,000 cards annually. Airlines, railroads, bus companies, and other business firms double that figure. These figures must be added to the total which are bought in the U.S. today.

In the eastern part of the United States the Empire State Building is second to the Statue of Liberty card. The National Capitol, the White House, the Washington Monument, Niagara Falls, Independence Hall, all sell into the millions. Cards showing picturesque old New Orleans outrank any Chicago scenery cards, and in Atlanta those who have read "Gone With the Wind" demand views of Peachtree street to send back home. In Texas they ask for the Alamo.

Second in importance in the West after Hollywood in popularity is the Grand Canyon of Arizona, the world's greatest natural wonder. Actual visitors to the canyon mail an average of 20 picture cards each, but people who just come within 300 miles of it mail almost as many more, according to the Monitor writer.

Let's make cards going from Monterey be numbered among the top numbers! That can be done if the proper cards are obtainable.