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A study of the people of Omaha on vacation

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A STUDY OF THE PEOPLE
OF OMAHA ON VACATION

Submitted in Partial Fulfillment of the
Requirements for the Degree of
Master of Arts
in the
Department of Sociology
of the
Municipal University of Omaha

John R. Dick

1951

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graciously supplied vacation literature of United States and other countries.

INTRODUCTION

Foreword

The word "vacation" carries with it a number of keen anticipations: 1) a change from our daily routine of work 2) an opportunity to travel and to see other countries 3) a visit with friends and relatives 4) an experience of new pleasures and 5) an enjoyment of new adventures. Most people look forward to a vacation trip with sincere anticipation. The very expectation of a trip seems to make the daily work easier and the burdens lighter.

Objectives

This survey grew out of an interest in the people of Omaha relative to their vacation and in it, therefore, we set out to determine as far as possible:

1. The occupation of those who leave Omaha for a vacation and the favorite places chosen by different occupational groups.
2. Where Omahans go on vacation, how they travel, where they stay at night, what time of the year they go, and the length of their vacation.
3. Why the people of Omaha go on vacation, whether or not they get vacation with pay,

have accidents while traveling, feel rested upon their return, and attend worship services while away on vacation.

Technique Employed

The statistics used in this dissertation were obtained by means of the telephone survey method. Names called in this survey were selected from the Omaha city telephone directory without respect to person, occupation or location. Not nearly all the names listed in the directory were called. We believe, however, that a fair and representative sampling was obtained by selecting at random some twenty names from each page of the telephone directory.

The following statistics show the tabulation of the telephone survey:

Total numbers dialed	2845
Telephone unanswered	1225
Parties going on vacation	845
Parties not going on vacation	750
Parties non-cooperative	25.

The following questions were asked in our survey:

1. Did you go on a vacation this year?
2. Where did you spend your vacation?
3. What time of the year did you go?

4. How many were in your party?
5. What mode of transportation did you use?
6. Where did you stay for the night?.
7. Why did you go on a vacation?
8. How long were you away?
9. Did you have any accidents while on vacation?
10. Did you get vacation with pay?
11. Did you feel rested upon your return?
12. Did you attend worship services while on vacation?

We found it unwise in our survey to press for a reply to each of the questions listed on our questionnaire. Our original questionnaire included questions relative to their occupation, how they spent the vacation at home, and whether or not the family traveled as a unit. These questions seemed to be too personal and consequently were dropped. The data on occupations listed in Table No. 1 were obtained from the city directory.

Vacation Travel

We readily concede that a vacation can be spent at home and that it is not necessary to travel in order to fully enjoy a vacation. Our survey, however, covers only those who left Omaha to go on a vacation trip. Information on the home activities would have made an interesting study but, as stated before, Omahans seemingly were reluctant to

tell us of their activities at home during vacation;
consequently the question was dropped.

CHAPTER I

THEORIES OF VACATION

A vacation is generally understood to mean a change from the regular routine of our daily occupation. It is designed to give the employee not only a change from his occupation but also an opportunity to recuperate from physical fatigue and mental strain. A vacation has added meaning if it is considered on the basis of allotted time with vacation pay.

The subject of recreation has been much examined by philosophers, psychologists, and other social scientists. Many attempts have been made to explain what recreation is and how it functions. C. Gilbert Wrenn writes:

To define recreation is more difficult than might be supposed, for one man's recreation can be another man's work. Perhaps as good a definition as any is the simple one that recreation is what a person finds pleasure in doing when he is not paid for it and does not feel any other kind of obligation to do it. Recreation implies freedom of choice and action and has the quality of bringing immediate personal satisfaction. It is sought for its sake. Its direct and immediate values are as important as the indirect benefits it confers.¹

Butler in his book entitled, Introduction to

¹C. Gilbert Wrenn and D.L. Harby, Time on Their Hands, p. XV.

Community Recreation, defines recreation as a time of leisure.

In short, recreation may be considered as any form of leisure time experience or activity in which an individual engages from choice because of the enjoyment and satisfaction which it brings directly to him.²

Lundberg defines leisure as:

. . . the time we are free from the more obvious and formal duties which a paid job or other obligatory occupation imposes upon us. It is in this sense that we have used the term. Tentatively, and for practical purposes, we shall accept this definition because it is relatively objective.³

A committee in New York reporting on the use of leisure time expresses the following need for a vacation.

There is a special need, moreover, in a mechanized age, for many opportunities available for men and women to participate in personally adapted and creative activities. For many workers, in some of the occupations of everyday life, there can be genuine opportunity for self-expression in the job. For many, probably for most, the day's work in any industrial area is work on the basis of sub-division of labor, utilization of machinery and repetitive processes -- work which does not represent any expression of personal interest or desire aside from the desire for a wage. Indeed, many a man's real inner life is most idle when he is at work.⁴

²George D. Butler, Introduction to Community Recreation, p. 8.

³George A. Lundberg, Leisure, p. 2.

⁴New York Committee, Report on the Use of Leisure Time, p. 21.

"To the man who works steadily with little outside diversion, his vacation is the high light of the year."⁵ Every bit of activity, mental, emotional and physical, produces some chemical change calling for readjustment. The wholeness of the individual cries out for balance, for refreshment, for replenishment, and for revitalization. To defy one's chemistry is to invite inefficiency, to accelerate deterioration and to court eventual crack-up.⁶ Lundberg writes:

The value of leisure time activities, play, and recreation is usually conceded to lie in the nervous release which they afford from the customary and coercive activities which the social order imposes upon us.⁷

Times have changed and it is unnecessary here to elaborate on the vast difference between the conditions of work or of the difference in the recreational situation of modern urban life as compared with an earlier rural age.⁸ Our forefathers were too busy turning over the virgin soil, building shelter from native wood or stone, working in the blacksmith shop or working long hours at the mill or plant to think of vacation. Today, however, when much of the groundwork for our subsistence has been laid and developed, we can think of taking time off for leisure and recreation.

⁵American Business, Vol. 19, No. 5, (May, 1949)

p. 34.

⁶Cf., G. Ott Romney, Off the Job Living, p. 1,2.

⁷George A. Lundberg, Leisure, p. 17.

⁸Cf., Ibid, p. 346.

Service establishments in resort areas and along highways are increasing in number and size. Cafes, filling stations, souvenir shops and many other enterprises are preparing for their share of vacation business.⁹

It looks as though the vacation business never had it so good. As the annual get-away-from-it-all trek gets under way, it shows signs of topping even 1950's bumper \$10-million business. Estimates range from a conservative 10% to 50% above last year's binge.

Big reason is that more people are getting, or taking, longer vacations. And they have a bird-in-the-hand attitude, figuring that by next year the international situation may worsen, and they'll be out of luck travelwise.¹⁰

It is estimated that fifty million Americans will spend vacation this year and most of these will travel by automobiles. Any mode of traveling, whether it is on the train, bus, airplane, ship or by automobile increases production, sales and employment. It takes increased staff to entertain and accommodate the ever expanding vacation industry.

More Americans than ever before well in excess of 50,000,000 will go vacationing this year. Most of them will drive in the almost 40,000,000 cars now crowding American highways.

Vacationists will spend \$6,000,000 to \$7,000,000 between July and Labor Day, thus sustaining and providing for the continued

⁹Cf., United States News Week, Vol. 21, No. 2, (Jan. 13, 1951) p. 33.

¹⁰Ibid, p. 44.

¹¹Newsweek, Vol. 36, No. 1, (Jan. 6, 1950) p. 20.

expansion of one of the country's most important industries.¹¹

Reduction of working hours and better wages have been the two major concrete demands of labor in the United States. The fundamental reason for demanding a shorter working week has been the desire for more leisure. Not only has the eight-hour day been accepted quite generally as a permanent labor policy in industry, but the five-day week is increasingly becoming the standard. It has been found that the reduction of the working week enables employers to secure a better class of workers, reduces labor turnover, increases efficiency of production, and spreads out employment.¹²

Manufacturers and producers have in general kept step with vacation time for their employees without too much protest but it has caused serious difficulties.

Companies which give their employees 1- or 2-week vacations know how vacations can put a crimp in production -- especially at the midsummer vacation peak. A good many tried to remedy this situation by closing down the whole plant for a period of 2 weeks. Although such a plan may help to solve production problems, it is a blow at human relationships.¹³

Last year, the swing to plantwide shutdowns was gathering just momentum (EW-Jun,

¹¹Newsweek, Vol. 36, No. 1, (Jan 6, 1950) p. 20.

¹²Of., Martin M. Neumeyer, Leisure and Recreation, p. 27.

¹³American Business, Vol. 19, No. 5, (May, 1949) p. 34.

10'50, p. 96). More and more industries were finding it profitable just to close down entirely rather than stagger employee's vacation. It gave them a chance to take care of the plant repairs, and eventually it seemed to lower output less than the stagger system.

Many firms that use the stagger system are making subtle efforts to span vacations over a long period. More than one house organ is waxing lyrical over the beauties of a late fall or winter vacation.¹⁴

Traveling is educational. Cutten writes, "In our program for the use of our leisure we should not neglect travel, for this provides rest, recreation and culture."¹⁵

It is becoming increasingly more popular for groups to take vacation excursions. Through the student exchange program young people are privileged to travel and see the world. The Erie Day School at Erie, Pennsylvania reports that "practically four fifths of the student body take outside trips during the school year."¹⁶

¹⁴Business Week, No. 1134, (May 26, 1951) p. 48

¹⁵George B. Cutten, The Threat of Leisure, p. 115.

¹⁶Sociology and Social Research, Vol. 34, No. 6, (July-August, 1946) p. 446.

SUMMARY

Definition

It is difficult to define vacation since it covers such a wide field of activity. Some people take a vacation by changing from one occupation to another. Whereas they work steadily at their regular employment during the year, they change to work around the house or garden during their given vacation time. To them this is a change and a change may be as good as a rest or the equivalent of a vacation.

A vacation is designed to be a time of recreation. Recreation implies freedom of choice and action and has the quality of bringing immediate personal satisfaction. Webster's Collegiate dictionary defines recreation as a refreshment of strength and spirits after toil; diversion or a mode of diversion. A time of recreation should renew the body, mind and soul.

A vacation may also be defined as leisure time. Most people even though they enjoy their work are happy to change to a week or two of leisure time. So often mechanized work leaves little or no opportunity for self-expression. A time of leisure affords this opportunity. Leisure time is a time for painting, hunting, fishing, boating, golfing, working in the garden, or doing any

odd job at home. This is a time for a man to do what he delights to do and to be occupied with either work or play that will bring him keen satisfaction. A vacation then may be defined as leisure time.

The Need of a Vacation

It has been found good business to give the employee vacation time in order that his body may be refreshed and that his attitude toward his work and administration personnel may be restored to one of congeniality and cooperation. A change of work may change the employee's outlook on life. If he thinks of his work as a daily grind, his attitude toward his employment will not be wholesome and may often cause dissension among workers or in his family. Times have) changed since our forefathers ploughed their fields with oxen and fashioned their implements in their own blacksmith shop. This is a day of speed and strain. The body and the mind need a change and vacation time is well adapted to bring about this change.

Vacation, An Important Industry

Since the turn of the century the vacation has developed into a growing industry. It is said to be the third largest industry in the world. Towns, cities, and

resorts here at home and abroad are expanding facilities to accommodate the tourists. * Fifty million American vacationists will go on vacations this year. The vacation industry has blossomed into annual ^{MULTI} ten million dollar business. Most vacationists are quite liberal with the dollar and spend money on the unessential as well as on the essential.

Not only do the United States business men expand their business but Canada, Mexico, and countries abroad rely on American tourist's dollars for a living. From young to old and from poor to rich, all want to fill their pockets with United States currency.

The Value of Vacation

Employers and employees alike are apparently satisfied with results obtained by giving the workers vacation time with pay. It creates a general feeling of good will so essential to the trade. A refreshed body and a renewed mind can function better and produce more work in shorter time. It has been found that there are fewer accidents after a period of rest and relaxation than there are before this time when the body and mind are fatigued and irritated. For this reason a firm in California grants a year's leave every ten years. It is believed that this will increase satisfaction, production and the

worker's tenure of service.

Vacation Travel

Most people who have been allotted vacation time spend some of this given time away from home. Traveling holds several capacities of interest. It is educational from the geographic standpoint. It is important to know what other cities and countries are like. It is also important for its sociological values. We should be acquainted with other people; their morals, culture, customs and habits of living.

Traveling is also beneficial for the very reason that "home" is appreciated much more after a time of absence. The old adage, "Absence makes the heart grow fonder", is true in considering property and family alike. Seeing others working for their daily bread, often under more adverse circumstances than our own, gives one that inner satisfaction of being more fortunate than many others.

CHAPTER II

THE VACATIONIST'S OCCUPATION

America has been known as a land of hard, strenuous and continued labor. Our forefathers worked long and tedious hours in the shop and on the farm. Mothers and children knew little of play and leisure. Times have changed. Rest and pleasure are no longer stolen, but are recognized as legitimate and necessary. Indeed, our social standing may depend upon the time and place in which we take our vacation.¹⁷

The time for leisure and recreation for the working class has become generally approved only during the last fifty years or so. Cutten writes:

Leisure has seemed to come upon us with startling suddenness. As a matter of fact it has been making its way for a long time but has been only recently recognized. It has travelled leisurely and spasmodically, and has been distributed somewhat unevenly; up to the beginning of the present century it has been the disdained prerogative of the rich or the misfortune of the unemployed. We then had what was known as a distinctive "Leisure Class", but this distinction has been abolished by the simple process of all joining the class. This modern phenomenon of universal leisure has come as the result of what we are pleased to call "The Industrial Revolution". It is due to the efficiency of the automatic

¹⁷cf., George B. Cutten, The Threat of Leisure, p. 16.

machine, which has increased each man's productivity many fold. We may call this the machine age, as some do, or the leisure age, as others are beginning to do; both mean the same, for machines have given us a new liberty.¹⁸

Shorter working hours have largely been the result of the machine. When wages were low, the days long and the families large there was no time for play. Now that the machine has freed us from fatigue, we are able to indulge our mental powers to their full extent and to develop the artistic and creative facilities so that we can more fully give expression to the desires so often suppressed.¹⁹

There are other factors besides the machine which have revolutionized our economic and domestic program. Hours of labor in the home and yard have greatly reduced through many recent inventions of labor-saving devices.

Changes have occurred in the home as well as the community. Laborsaving devices such as washing machines, electric lights, gas stoves, vacuum cleaners -- to mention only a few -- have revolutionized house-keeping methods. The hours formerly spent in drudgery can now be used for other activities, including recreation. Children who formerly have had many chores about the house now find new tasks to perform. The oil burner has eliminated the necessity for shoveling coal and carrying out ashes --

¹⁸Ibid, p. 17.

¹⁹Ibid, p. 45.

chores which in turn replaced the task of chopping and carrying in wood. The rapid increase in the number of multiple-family dwellings not only eliminated the back yard - the main playground of the small children - but also reduced the opportunity for indoor forms of family recreation. The garage has replaced the garden, and the automobile the family horse and buggy. The reduction in the size of families has made it necessary for children to seek outside the home those experiences and values of cooperative and social activity which once they acquired at home.²⁰

It was deemed advisable to show the occupations of those called in our survey. Since people were reluctant to give us this information, we used the city directory, where the occupations of all citizens of Omaha are listed, to ascertain the occupations of the persons called in this survey. The table on the following pages shows the results of our survey.

²⁰George D. Butler, Introduction to Community Recreation, p. 13.

Table No. 1

OCCUPATIONS OF OMAHANS ON VACATION

<u>Occupation</u>	<u>Number</u>	<u>Per Cent</u>
Accountant	2	.25
Advertising	1	.13
Architect	2	.25
Auditor	4	.52
Baker	2	.25
Banker	3	.38
Barber	3	.38
Bartender	10	1.29
Beauty Operator	3	.38
Blacksmith	3	.38
Brewer	3	.38
Brick Mason	3	.38
Broker	1	.13
Bus Driver	9	1.16
Butcher	12	1.55
Buyer	6	.77
Carpenter	16	2.07
Cashier	2	.25
Checker	2	.25
Chef	2	.25
Chemist	1	.13

<u>Occupation</u>	<u>Number</u>	<u>Per Cent</u>
Chiropractor	1	.13
Clerk	56	7.24
Clothes Cleaner	3	.38
Conductor	2	.25
Consultant	1	.13
Contractor	6	.77
Cook	3	.38
Crane Operator	1	.13
Deliveryman	1	.13
Dentist	2	.25
Doctor	1	.13
Draftsman	3	.38
Dresser	1	.13
Driver	5	.64
Druggist	3	.38
Editor	4	.52
Electrician	11	1.42
Elevator Operator	2	.25
Engineer	23	2.96
Executive	38	4.90
Filling Station Agent	3	.38
Fireman	3	.38
Foreman	61	7.89
Funeral Director	2	.25

<u>Occupation</u>	<u>Number</u>	<u>Per Cent</u>
Furrier	1	.13
Grocer	7	.90
Housewife	1	.13
Ice man	2	.25
Interior Decorator	1	.13
Inspector	1	.13
Janitor	8	1.03
Laborer	104	13.44
Lawyer	10	1.29
Life Insurance Agent	3	.38
Machinist	4	.52
Manager	39	5.04
Mechanic	18	2.32
Messenger	1	.13
Meter Reader	1	.13
Minister	1	.13
Optician	1	.13
Painter	8	1.03
Plumber	6	.77
Policeman	2	.25
Porter	2	.25
Postman	4	.52
Printer	6	.77
Proprietor	35	4.52

<u>Occupation</u>	<u>Number</u>	<u>Per Cent</u>
Railroad Worker	16	2.07
Realtor	5	.64
Salesman	59	7.63
Serviceman	6	.77
Sheet Metal Worker	4	.52
Sign Writer	1	.13
Steel Worker	4	.52
Stenographer	18	2.32
Stower	1	.13
Student	7	.90
Tailor	3	.38
Teacher	8	1.03
Technician	1	.13
Telephone Lineman	5	.64
Telephone Operator	6	.77
Trash Hauler	1	.13
Trucker	7	.90
Upholsterer	3	.38
Utility Man	3	.38
Watchman	4	.52
Waiter	8	1.03
Welder	1	.13
Widow	<u>10</u>	<u>1.29</u>
Total	773	100.00

78309

The greatly accelerated speed of modern life has resulted in a nervous tension and pressure. Only as people have a chance to relax, to get their minds off the daily routine, and to give themselves over fully to some form of satisfying recreational activity can they hope to counteract the effects of the abnormal conditions under which they are living. This is especially true of those who live in the crowded areas of the cities.²¹

Our occupational survey brings out some interesting facts. Altogether 93 different occupations are listed. These occupations represent a wide range of social positions as well as a great difference in economic standards -- from the baker and butcher to the dentist and doctor.

In order to get a clearer picture of how one occupation compares with another relative to going on vacation, we have sub-classified all the occupations under four general groups of labor -- Unskilled, Skilled, Profession and Executive.

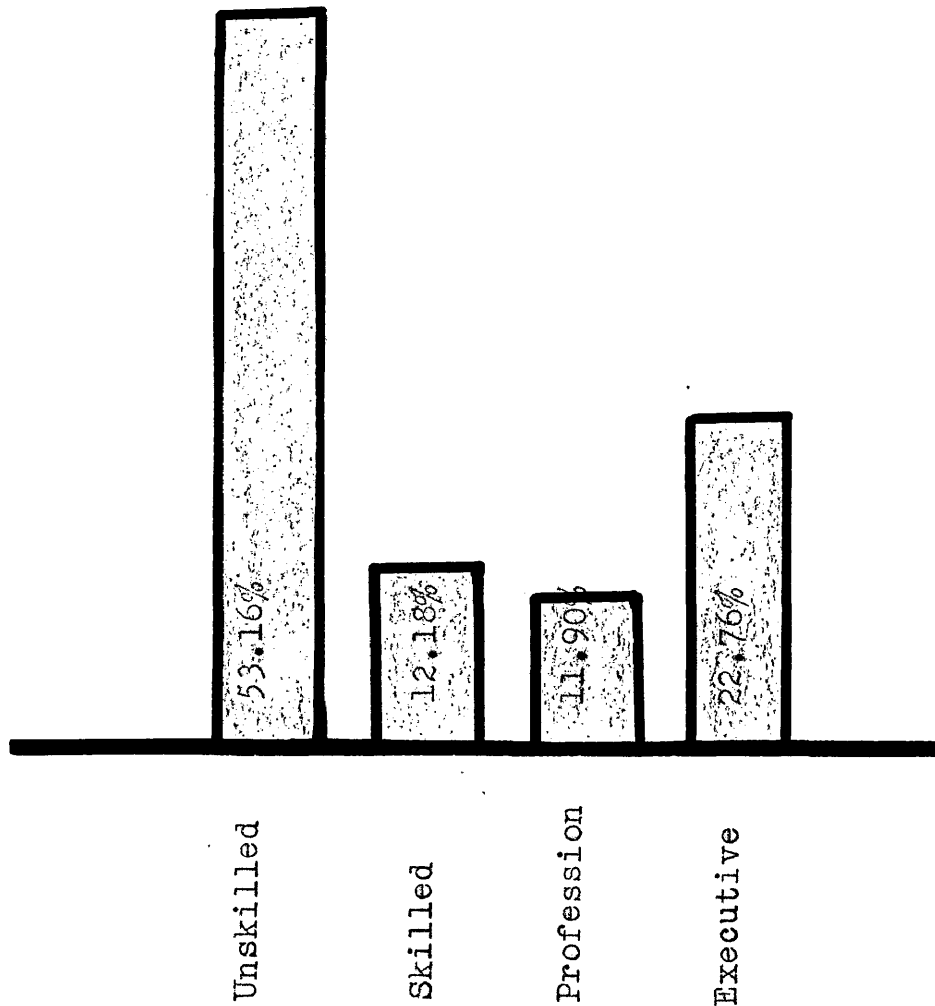
²¹Cf., George D. Butler, Introduction to Community Recreation, p. 14.

Table No. 2

OCCUPATIONAL GROUP CLASSIFICATION

<u>Class</u>	<u>Number</u>	<u>Per Cent</u>
Unskilled	411	53.16
Skilled	94	12.18
Profession	92	11.90
Executive	<u>176</u>	<u>22.76</u>
Total	773	100.00

Graph No. 1



The occupations listed under the above subdivisions are by no means a professional classification. It is difficult to say where unskilled labor ends and skilled labor begins. It is also difficult to know whether certain occupations should come under skilled labor or under profession. The attempt we have made in this classification is only general and is subject to improvement.

Under unskilled labor we mention those listed as laborers in the city directory. To these we add occupations such as baker, butcher, clerk, driver, iceman, plumber, salesman, and others. Under skilled labor we list beauty operator, contractor, machinist, stenographer and others. In our third subdivision we place the professional occupation -- doctor, druggist, lawyer, minister, teacher, accountant and others. Under the last column we list the executive type of occupation -- president, manager, superintendent, foreman and proprietor.

The above table shows that the laboring class predominates. This may not mean that the common laborer goes on a vacation and the skilled worker stays at his job. Neither does it mean that the executive type of business man is less inclined to go on a vacation than the professional business man. That may in part be true; however the difference may best be explained from the standpoint that

there are more people occupied in one class of occupation than in another. A grocery store may be administrated by five executives but the general work may be done by thirty clerks, truckers and janitors. The survey shows that all classes of people take a vacation -- the poor as well as the rich. "The desire for recreation opportunities is so widespread and insistent that the American people, even during a depression, spent several billion dollars annually for them."²²

²²Ibid, p. 10.

CHAPTER III

WHERE OMAHANS SPEND THEIR VACATION

America has thousands of miles of highways, railroads and navigable waterways leading to numerous places of scenic, historic and recreational interest. A trip across the country has definite educational values. It is quite impossible to learn to know and appreciate our country by staying at home. Cutten writes: "In our program for the use of our leisure we should not neglect real travel, for this provides rest, recreation, and culture."²³

In addition to the educational and recreational values traveling is important from the sociological and ecological standpoint. In learning to know other people we help to break down racial barriers and to create a spirit of good will and toleration.

Table No. 3 shows the survey study of where people went on their vacation. It is obvious that some states have more attractions to offer than others. Colorado is on top of the list in drawing vacationists from Omaha. This may be due to the many scenic parks, mountains and lakes. Quite a large number of Omahans went to see relatives and friends. The following table and map show the classification according to states visited.

²³George B. Cutten, The Threat of Leisure, p. 115.

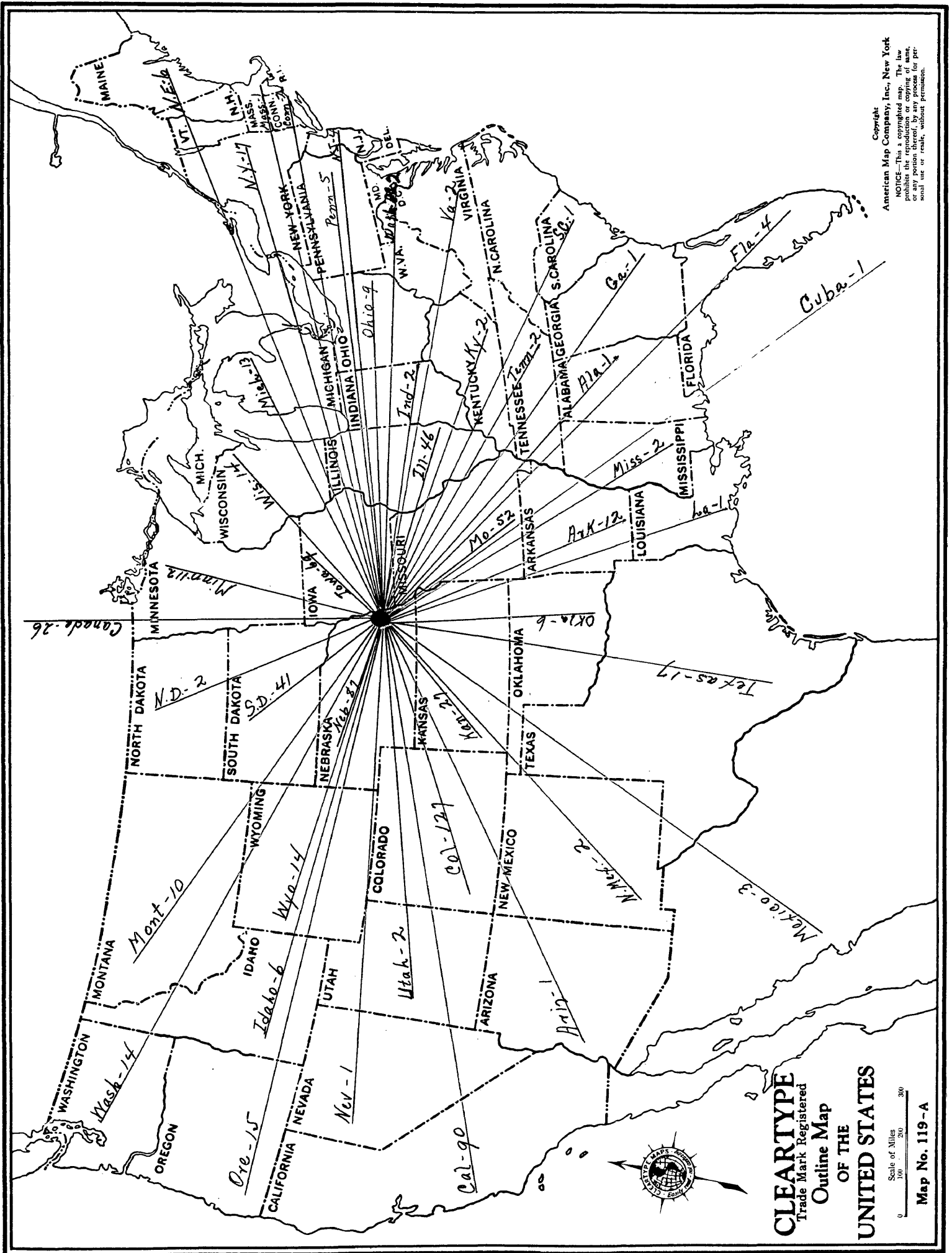
Table No. 3

STATES AND COUNTRIES SHOWING WHERE OMAHANS SPEND
THEIR VACATION

<u>State</u>	<u>Number</u>	<u>Per Cent</u>
Colorado	127	14.41
Minnesota	112	12.64
California	90	10.29
Nebraska	87	9.85
Iowa	69	7.70
Missouri	52	5.54
Illinois	46	5.18
South Dakota	41	4.62
Kansas	27	3.05
New York	17	1.92
Texas	17	1.92
Washington	17	1.92
Oregon	15	1.69
Wisconsin	14	1.57
Wyoming	14	1.57
Michigan	13	1.47
Arkansas	12	1.35
Montana	10	1.13
Ohio	9	1.02
Idaho	6	.90

Oklahoma	6	.90
Pennsylvania	5	.55
Florida	4	.45
New Jersey	4	.45
New Mexico	4	.45
Connecticut	2	.22
Indiana	2	.22
Mississippi	2	.22
North Dakota	2	.22
Tennessee	2	.22
Utah	2	.22
Virginia	2	.22
Alabama	1	.11
Arizona	1	.11
Georgia	1	.11
Nevada	1	.11
Kentucky	1	.11
Massachusetts	1	.11
South Carolina	1	.11
*New England	6	.67
Washington, D.C.	2	.22
Canada	26	2.94
Mexico	3	.33
Cuba	1	.11

*Individual states not indicated



It is interesting to note where Omahans spend their vacations. Distance, apparently, is not too great a barrier any more for our survey proves that many Omahans traveled thousands of miles on their vacation trip.

The state of Colorado drew the largest number of vacationists. Our statistics show that 127 or 14.41% of those interviewed spent some time in this state. This large influx of vacationists is probably due to the scenic National Parks and the seasonal recreational facilities.

Omahans chose the state of Minnesota as a good place to visit on vacation. Our survey shows that 112 or 12.64% spent their vacation in this mid-west state. Minnesota has its attractions. The 10,000 lakes draw the fishermen, the swimmers, the boaters and the sightseers. Among the first of the states to introduce winter sports, Minnesota annually holds dozens of ski meets, winter carnivals and skating events at various points throughout the state.²⁴

California is another popular place for the people of our city to spend their time in relaxation. Ten per cent of those interviewed traveled to California. It is quite possible that a number of Omahans went west to see relatives and friends since so many of Nebraska's inhabitants moved toward the coast during the dry season in the early thirties.

²⁴Adapted from "To and Through the Northern Great Lakes Area", Overland Greyhound (Travel Folder).

Nebraska, our own state, ranks well in popularity for vacationists standing fourth in line. Our survey shows that 9.85% of Omahans traveled to spots of interest in their own state. Since Omaha is located at the very tip of the state it would take a good day's travel to reach the western boundary.

The state of Iowa received 69 Omahans as vacation guests. The distance to travel allows many to go there on vacation who cannot afford to go far. Iowa has lakes and other scenic attractions.

Missouri and Illinois attracted 52 and 46 Omaha vacationists respectively. It seems that the trend is west rather than east. The city of Chicago may hold the center of influx for Illinois as Kansas City may draw many into Missouri.

South Dakota vies well with its eastern neighbors. Kansas dropped off considerably in vacationists and after South Dakota there is but a sprinkling for each state.

There were 17 Omahans going to each of the following three states: New York, Texas and Washington. It would seem that New York would have a larger number of visitors from this mid-continent state.

The Pacific Northwest states -- Washington, Oregon and Idaho -- offer a haven of vacation attractions. Sun Valley in Idaho is described as a beautiful resort for the

read

year round recreation. In winter it is the skier's paradise and in summer it offers a host of diversions -- fishing, swimming, canoeing and horseback riding.

Oregon is famous for its Columbia River Gorge, Crater Lake, The Dalles, Portland, "The Rose City", and numerous falls, lakes and forests.

Washington is well known for its city, Seattle, with a population of 470,000. The citizens of Seattle are proud of their 46 fine parks, 36 playgrounds and 18 golf courses.

Turning to the southern and eastern states there is offered to the vacationists the vastness of Texas, the largest state in the Union. Texas is rich in oil, cotton and grain. The famous Ozarks, located in three states -- Oklahoma, Missouri and Arkansas are known the world over.

Florida is the playground of thousands. The eastern states abound in historic cities, coast lines and pleasure resorts. Not too many Omahans went east on their vacation. The reason for this may be twofold. First, New England and coastal states are far away and secondly, most of our friends and relatives live west and not east of us.

According to our survey, 26 Omahans went to Canada for their vacation. Canada still has much of its original ruggedness so appealing to many adventurous travelers. The thrill of the winding St. Lawrence River cruise through

the glorious Thousand Islands is a combination of unforgettable hours climaxed by a run through the racing Lachine Rapids, a magnificent experience. All in all, an eastern Canada trip will be very enjoyable and educational.

Touring through the mid-western provinces the traveler sees diversified farming in Ontario and Manitoba, grain farming in Saskatchewan and Alberta, and fishing, mining and lumbering in British Columbia.

The Canadian West has an enchantment unsurpassed. ✓
Lake Louise, Banff, and in general the Canadian Rockies are a beautiful sight and contain the finest pleasure resorts to be found anywhere in the world.

Our survey shows that three of our city went to Mexico on their vacation. Mexico is our neighbor to the south and yet we seem to know so little about this old, interesting country.

With present-day seasonally adapted pleasure resorts vacations can be taken every month of the year. Our telephone survey shows that Omahans take vacations all the year around; however the months of June, July and August are by far the most popular.

CHAPTER IV

WHEN OMAHANS GO ON VACATION

Our country covers a vast territory with a widely different climate in the various geographic areas at a given time of the year. When the midwest states are cool and stormy, warm weather reigns supreme in the southern states. When the northern areas are snowbound with falling temperatures, the coastal countries are invitingly pleasant. Apparently for this reason the states bordering coastlines have become a veritable mecca for tourists and travelers.

With present-day seasonally adapted pleasure resorts vacations can be taken every month of the year. Our telephone survey shows that the people of Omaha take vacations all the year around; however the months of June, July and August are by far the leading months during which vacations are taken as shown by our data in Table No. 4 on the following page.

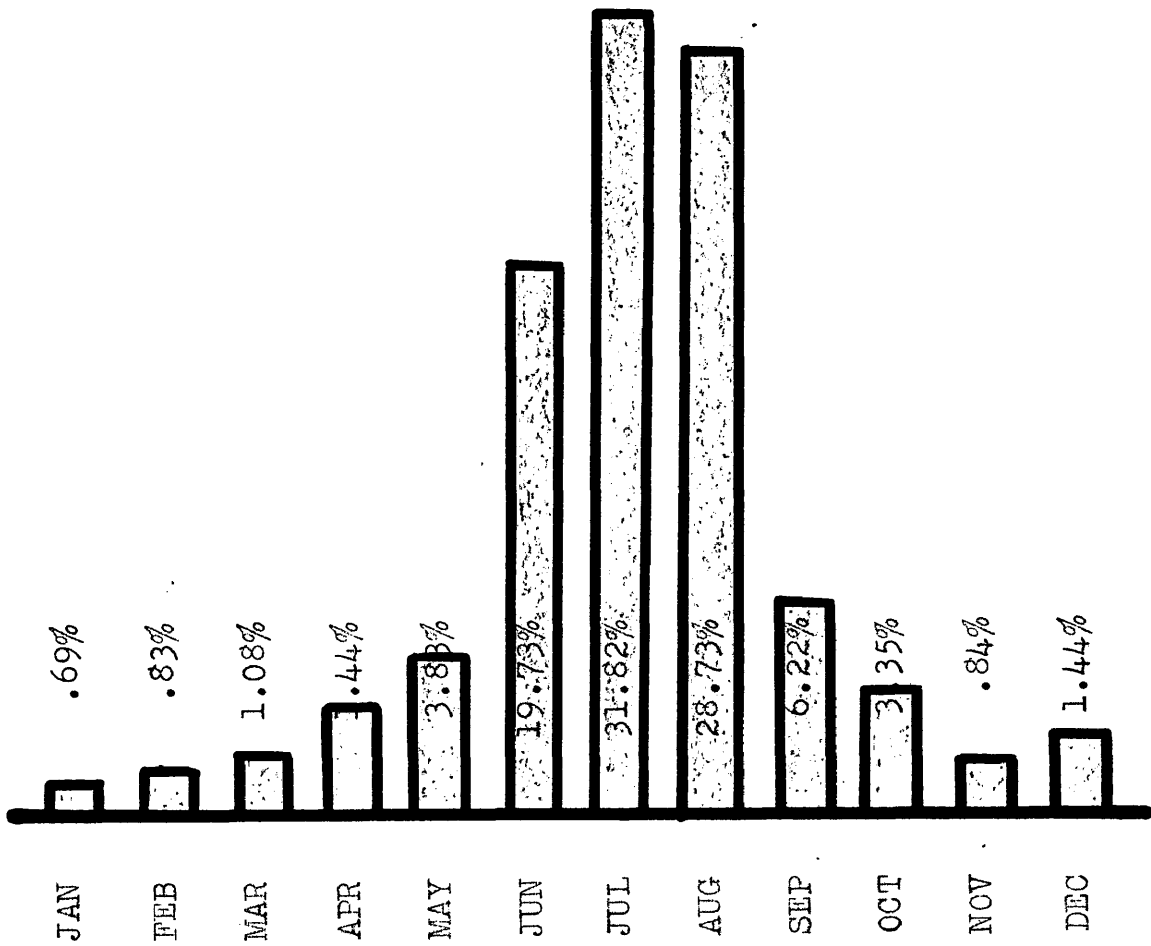
Table No. 4

WHEN OMAHANS GO ON VACATION

<u>Month</u>	<u>Number</u>	<u>Per Cent</u>
January	5	.69
February	7	.83
March	9	1.08
April	12	1.44
May	32	3.83
June	165	19.73
July	266	31.82
August	240	28.73
September	51	6.22
October	28	3.35
November	7	.84
December	<u>12</u>	<u>1.44</u>
Total	834	100.00

Graph No. 2

Time of Vacation



According to our survey 80% of all those interviewed went on vacation during the summer months. The large proportion of Omahans taking their vacation during the months of June, July and August may be due largely to the favorable weather in most states during this time of the year. The days are warmer and the pleasure resorts are at their height in offering the best for tourists and campers.

About fourteen per cent of those interviewed left on vacation during May, September and October, the months bordering the summer season. The weather is usually quite favorable at this time. Most of the resorts and parks are still open to the public and a fair amount of enjoyment is still available during these months. Traveling itself may be more comfortable at this time since the summer's heat has abated. Nature usually is no less scenic and beautiful in late spring and early autumn than it is during the summer months.

Quite a number traveled during the late autumn and winter season. The weather at this time of the year is often not favorable and the roads may be hazardous for automobile tourists. The months of January, February, March and November show a combined number of twenty-eight vacationists. The month of December shows an increase over the other winter months perhaps due to the fact that this is the Christmas season which usually allows for several days of vacation from regular employment.

CHAPTER V

WHY OMAHANS GO ON VACATION

In our telephone survey we had opportunity to ask why those interviewed went on vacation. The reasons as given to us are shown in the following table in order of their importance.

The purpose in going on a vacation for a certain period of time may not always be a personal choice. Occasionally doctors will advise a change of climate for health's sake. A husband or wife may leave home for a while because of domestic problems. Children may leave home because of parental restrictions which to them seem unfair and are definitely annoying.

Not all of those interviewed were willing to give us the desired information. Some felt that this was exclusively their own business and even refused to volunteer the information. The matter was not pressed in order not to annoy the party interrogated.

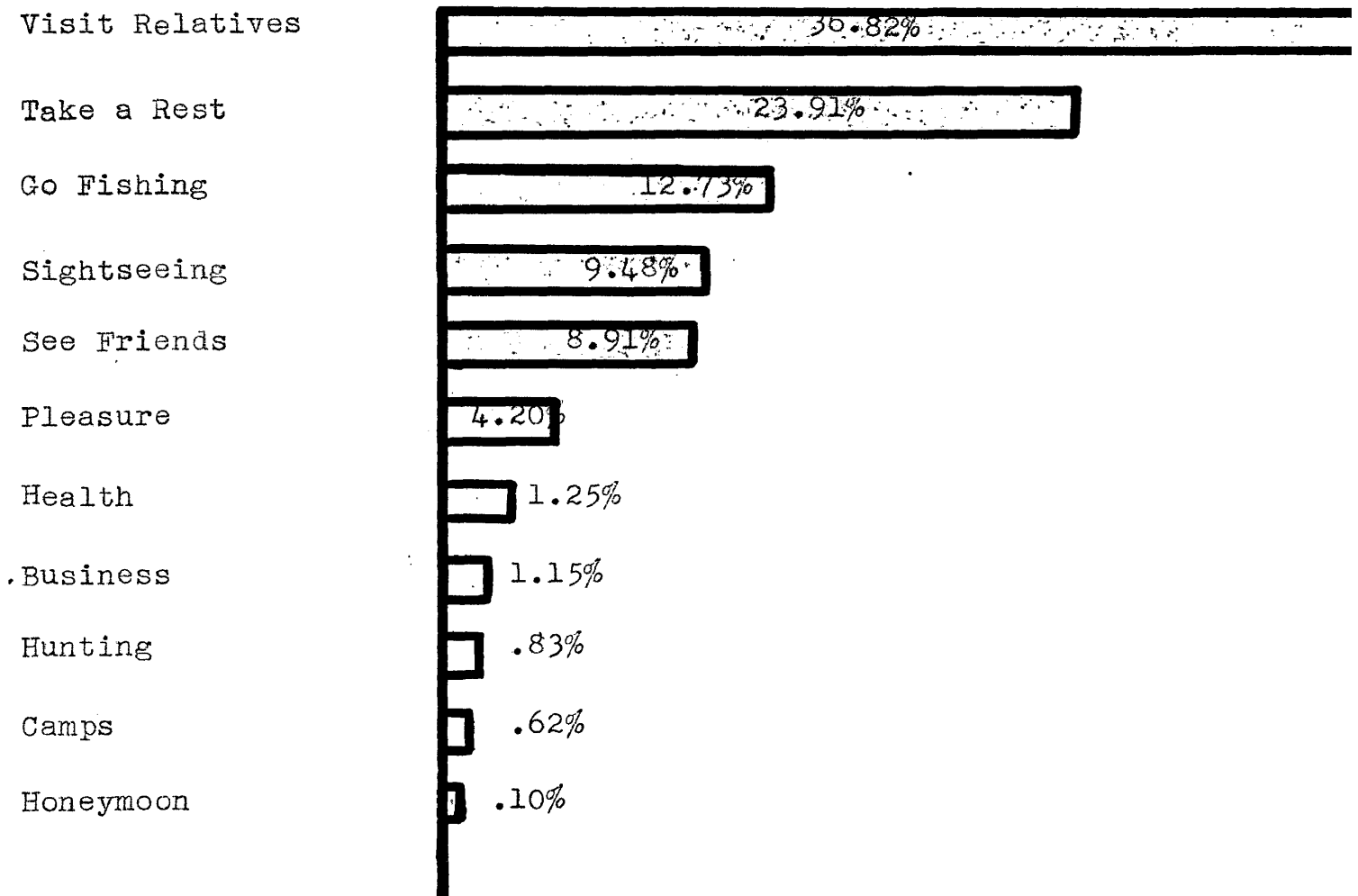
Table No. 5

WHY OMAHANS GO ON VACATION

<u>Purpose</u>	<u>Number</u>	<u>Per Cent</u>
Visit Relatives	312	36.82
Take A Rest	203	23.91
Go Fishing	108	12.73
Sightseeing	79	9.48
See Friends	72	8.91
Pleasure	35	4.20
Health	12	1.25
Business	11	1.15
Hunting	8	.83
Camps or Conferences	6	.62
Honeymoon	<u>1</u>	<u>.10</u>
Total	850	100.00

Graph No. 3

Purpose of Vacation



Family ties are still very binding. According to our survey more than a third, 36.82% of all Omahans going on a vacation went to see relatives. This shows that we have not altogether become individualistic and unsocial. The trend of direction in seeing these relatives seems to be west and not east. The discovery of new land was west. During the 1933-38 depression more people apparently moved west rather than east. This may account for so many going to California, Colorado, Oregon and Washington.

More than two hundred of those interviewed indicated that they went on a vacation for reason of a rest. There is an old saying that a change is as good as a rest. It is interesting to note that nearly half of the people hoping to get rested while on vacation came back without feeling rested or refreshed. (See Graph No. 9, Page 78.) It is well to so arrange our vacation trip that we feel rested upon our return. The mode of traveling may have much to do with our physical temperament. In order to give the vacationist the rest benefit he anticipated it might be well not to drive too long at a time, retire early and relax as much as possible.

Fishing, according to our survey statistics, proves to be a popular sport for Nebraskans who may not have a fishing lake at their back door. More than 12% of those

interviewed were interested in this phase of recreation.

The statistics of our survey show that 9.38% of those interviewed went sightseeing. The field for this type of recreation is unlimited. The United States, with its friendly neighbors to the north and south, offers an area so large that no man could ever visit all the interesting places so often seen depicted on travel literature. Trains, buses and planes offer special arrangements for sightseeing vacationists. At times reduced excursion rates are offered to encourage traveling to all parts of America.

Almost ten per cent of Omahans going on vacation went to see their friends. This was a convenient time to see loved ones and friends whom they may not have seen for many years. Life is busy and it seems to take special effort to see friends and relatives. Vacation time may be the answer for old friends to get together.

Forty of those interviewed on our survey went on vacation just for pleasure with apparently no other reason in mind. A still smaller number went for their health. Doctors and ministers occasionally advise an overwrought client to go on a trip to forget the home cares and worries for a while.

A few combined business with pleasure. Only 8 out

of the entire number of people called on our survey indicated that they went hunting. There were several reasons for this. Perhaps it is because hunting is a man's sport, large game is usually found at a distance and the man with an average income may not be able to afford to go out hunting.

Six people interviewed said that they went to a camp or conference on their vacation. For church people this would mean a religious conference. There are a large number of these conferences all over America. Many have sprung up into progressive activity in the last twenty years. Boys and girls attend camps held near a lake somewhere under some shady trees. Camps are being conducted for crippled and unfortunate children from cities and towns. Many of these may come from broken homes.

Only one lone Omahan claimed that he went on a honeymoon during his vacation. This seems to be a low rate. A wedding is so important that employees may be granted special time off for this great event.

CHAPTER VI

HOW OMAHANS TRAVEL ON VACATION

America is on wheel, wing and wave today. The continent is spanned from coast to coast and from north to south. Transoceanic tours are planned and the seas are crossed by ship and airplane. Thousands leave their homes and launch out into the world of adventure. Attractive literature illustratively describing places of pleasure and relaxation is available at Travel Bureau counters.

By far the largest percentage of all Omaha vacationists traveled by automobile. Several reasons may be considered in evaluating the importance of this common mode of travel. First of all there is the door-to-door convenience. The automobile generally takes the person where he wants to go. The train and the airplane do not afford this convenience. Train stations are often located somewhat on the edge of the city and the final step has to be traveled by bus or automobile. The airplane generally lands several miles outside the city limits and additional expense is required to arrive at the door of the traveler's destination. The means of travel indicates the amount of expenses, the time the vacationer has to spend and what one hopes to gain from the scenery

along the way.

The boat or steamship is at anchor at the city port. This dock may be a few blocks from the downtown area or it may be a few miles distant. Whatever mode of transportation is used, the automobile seems to be the most convenient.

The automobile further provides a certain amount of comfort as well as privacy usually greatly appreciated by most tourists. For a group of three to six the automobile undoubtedly offers greater economy in traveling. On the train or bus each individual buys his ticket and pays the same fare whether there are few passengers or many. The automobile vacationists are their own schedule managers and they need not be afraid of missing the train, bus, airplane or boat.

The train was in mobile existence before the automobile came into practical operation. Before the day of the automobile, bus and airplane, the trains had full monopoly; however for years now there has been keen competition in carrying passengers, express and freight. The thriving railroad companies realized this competition and have made every effort to retain their business by improving traveling facilities and yet not increasing the rates too much.

Bus transportation became a customary mode of traveling only about a quarter of a century ago. Today

buses with modern conveniences and facilities serve the entire continent. Buses may not compete with the trains in comfort and convenience but bus rates are lower and many smaller towns can be reached which are inaccessible by train. Those who find tobacco smoke unpleasant may appreciate traveling on trains provided with smoke-lounges.

The Greyhound Bus Lines and the Trailways Bus System are undoubtedly the greatest bus lines in America. In certain localities these two bus lines face keen competition and each vies for passenger trade. Very attractive travel literature is supplied by both companies.

The airplane has come into its own popular and practical usefulness only in recent years. Americans at first were hesitant to traverse the continent through the air. The airplane was considered unsafe and the rates were believed to be too high in comparison with other more conventional modes of travel.

In the last ten years or so the air lines apparently have proven to the public that air travel is safe for an ever increasing number of passengers board the airplane. The following quotation seems to refute the high cost of flying: "While Mainlines fares are surprisingly low, extra travel dividends provided by many optional routes really save you money. You can go one way and return another at

little or no additional cost."²⁵

The coming of the airplane has brought within easy reach distant lands and cities. Through the medium of this rapid transportation we have far greater opportunities to become acquainted with people of other lands -- their customs, thoughts and religions.

Boat transportation is more ancient than either wheel or plane travel. Perhaps the first boat ever to be built was the ark built by Noah. Thousands of boats have plied the waters in past centuries. With modern equipment and comfort the boat is still a popular choice of many vacationists and business people today.

Read

²⁵"Fly United To Vacationland", United Air Lines (Travel Folder).

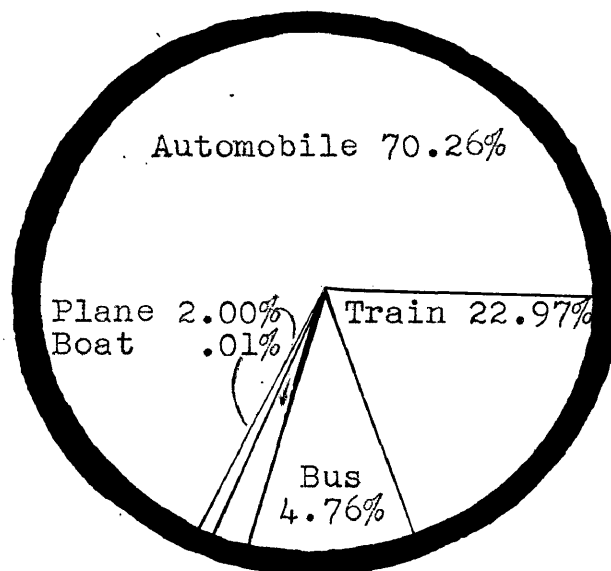
Table No. 6

HOW OMAHAANS TRAVEL ON VACATION

<u>Mode</u>	<u>Number</u>	<u>Per Cent</u>
Automobile	560	70.26
Train	183	22.97
Bus	37	4.76
Airplane	16	2.00
Boat	<u>1</u>	<u>.01</u>
Total	797	100.00

Graph No. 4

Mode of Transportation



According to our survey a little over 70% of all Omaha vacationists use the automobile for transportation. There may be several reasons for traveling by automobile on vacation trips. First, it apparently is more economical than commercial traveling, especially if there are several in the party. Secondly, it is the most convenient mode of travel in that it provides a door to door transportation and thirdly, it may prove to be a more independent way of traveling which seemingly is so desirable these days. Good roads make automobile travel more enjoyable.

It is rather interesting to observe, according to our survey, the definitely larger percentage of people traveling on the train in comparison to those going on the bus. Our survey shows that 183 of those interviewed traveled on the train and only 37 on the bus. The reason for this may be the fact that Omaha is a large railroad center. Several of those interviewed in our survey indicated that they had traveled on a railroad pass. Both the railroads and bus lines have an assortment of interesting railroad and bus travel folders which are both informative and educational.

Air line service is becoming more popular all the time. On our survey we found that two per cent of all vacationists use the airplane for transportation. It is

possible that those who travel on the airplane reason that the higher travel rate is counterbalanced by the time saved enroute.

Only one party traveled by boat on his vacation. The cause of this may be that since Omaha is an inland city, water transportation is quite inconvenient. Some have the tendency to become seasick which may be another reason for staying on the ground rather than sailing on the water.

CHAPTER VII

NIGHT LODGING DURING VACATION

Night lodging has always been an important factor in the experience of a tourist. After a day's traveling a good place to stay is welcome. The demand for hotel and motel accommodations has increased tremendously in the last twenty five years in proportion to the increase in traveling. Modern hotels have replaced the old rooming house. All large towns and cities have greatly improved their lodging facilities in the last years. This perhaps is due to the sharp competition presented by the rapidly increasing tourist cabin business and also in proportion to the increased number of people traveling. In some cities the demands are greater than in others. This is especially true on main railroad lines and truck highways.

With the increased production of the automobile has come a comparable need for the hotel by the side of the highway -- the tourist cabin. These cabins or motels as the modern tourist cabins are called today are conveniently located for the motorists, usually at the edge of towns or cities. There has been a marked improvement in the cabin business during the last decade or more in comfort, in convenience and in modern facilities.

The motel has presented keen competition to the

hotel business. Hotels are usually located in the downtown area of towns and cities where as the cabin is found outside the heat and noise of the city proper. Cabins offer privacy and have that homelike atmosphere. Here the tourist can cook his meals and hang his wash on the line outside. Children have room to play, mothers can relax after a hard day and the head of the house can take a stroll for exercise or go fishing in a nearby lake.

Almost a hundred Omahans reported that they stayed with relatives and friends for the night. Such an arrangement may meet a double purpose. It provides the opportunity of seeing loved ones and it also reduces the lodging expense. Hotel and cabin rates have increased with the general trend of raised prices and this may have influenced many travelers to spend the night with relatives.

Seven Omahans interviewed reported that they stopped at lodges or ranches for the night. Lodge members may find accommodations within their organization and the ranches may refer to dude ranches now becoming popular in the western states.

There was a time when tents were a necessary part of traveling equipment. In the early days of the automobile few cabins were available and those traveling or camping . slept in tents put up wherever night would overtake them.

A tent provides the necessary shelter but it can in no way compare with cabin or hotel accommodations.

Table No. 7

NIGHT LODGING DURING VACATION

<u>Place</u>	<u>Number</u>	<u>Per Cent</u>
Tourist Cabins	262	53.38
Hotels	129	26.18
Relatives	78	15.89
Friends	14	2.87
Lodge or Ranch	7	1.48
Tent	<u>1</u>	<u>.20</u>
Total	491	100.00

Graph No. 5

Sleeping Quarters

Cabins	53.38%
Hotels	26.18%
Relatives	15.89%
Friends	2.87%
Lodge	1.48%

Convenience is an important factor when going on a vacation. Over 50% of those interviewed stayed at Cabins or Motels for the night. This may be due to the

fact that 70% of all vacationists traveled by automobile. (See Table No. 6, Page 49.) Motorists may find motels more convenient and perhaps less expensive than hotels. Motels are often more accessible than hotels, the latter often being located in the downtown area whereas the motels are often found on the fringe of towns and cities.

Hotels may be frequented by more motorists in winter and by those traveling on trains or buses throughout the year. Our survey shows that 129 or 26% of those interviewed stayed in hotels for the night. Such an arrangement may be largely a matter of convenience.

Our survey further shows that 78 or 15.8% of Omaha vacationists stayed with relatives and 2.8% stayed with friends for the night. This may prove an advantage not only from a social point of view but also from an economic angle.

Only one of the many Omahans traveling spent the night in a tent. This may prove that the trend today is toward greater convenience and also toward spending less time on domestic details.

The social significance of places where people slept while traveling on their vacation may be observed in following trends which are explained in the paragraphs on the next page: 1) convenience 2) accommodations 3) family attachments.

More than half of all the people traveling indicated that they stayed at cabins over night. It is possible that cabins offer greater convenience in 1) avoiding downtown city congestion 2) providing laundry and cooking facilities and 3) giving space for children to play without traffic hazards.

It is possible that the hotel offers accommodations which the cabins do not provide such as 1) room service 2) automobile storage, repair and service and 3) more comfortable winter accommodations.

Our survey shows that almost sixteen per cent of those contacted going on a vacation stayed with friends over night. This may indicate that 1) people appreciate their own relatives and 2) that there may be the idea of economizing in the vacation expense by staying with friends and relatives.

CHAPTER VIII

NUMBER IN VACATION PARTY

Our survey proves that the people of Omaha are sociably inclined. Most of them preferred to travel in a party of two or more. In general, few people care to live alone. Most of us want and need friends and associates. The family shows the importance of cooperation and is the proper place to teach sociability and an attitude of kindness towards others. The fact that so many prefer city life may indicate a desire to live with the crowd rather than alone on the farm. City conveniences will, of course, have much to do with the present day trend to move into the cities.

— The mode of travel may also affect the size of the party to some extent. The taxi slogan that four can ride for the price of one holds true to some extent traveling by automobile. It is said that the operative expense of several traveling in an automobile is little more than if one travels in the same vehicle. On the train or bus each pays for his ticket and there are usually only small reductions for groups traveling if any at all.

On occasions a companion may travel with an older party to give assistance on the way. Families travel

together, neighbors may tour in a party, sororities and fraternities often travel in a group. Traveling in a group has several advantages unavailable to the one who travels alone.

Table No. 8

NUMBER IN VACATION PARTY

<u>Number in Party</u>	<u>Number</u>	<u>Per Cent</u>
1	73	9.37
2	236	30.33
3	157	20.17
4	167	21.45
5	87	11.28
6	41	5.25
7	3	.37
8 or more	<u>14</u>	<u>1.78</u>
Total	778	100.00

Our survey shows that 30% of those going on a vacation went with two in the party; 20% with three in the party, and 21% with four in the group. The fact that people prefer to go with others rather than alone may prove that most people are socially minded and are happier in others' company. It may prove that when

traveling is done by automobile a group can travel more economically.

Sometimes reduced rates are offered to families traveling together. It was the intention of this writer to determine in this survey as to how often families as a unit go on a vacation together. This question, however, proved to be too personal and since the information was irrelevant in nature, the question was dropped from the questionnaire.

The following observations may be given as a social significance in the number of people traveling in a vacation party:

People are friendly and sociable as indicated by their preference to travel with one or more companions rather than to travel alone. Less than ten per cent of those contacted through our survey traveled alone.

Nearly one third of the people going on a vacation did so in numbers of two. Perhaps we may assume that this indicates a husband and wife traveling together, showing the stability of the home.

The larger groups of three or more traveling together may prove first the desire to be sociable and second the need to economize for as a rule several in a group can travel less expensively than one or two.

CHAPTER IX

LENGTH OF VACATION

The annual vacation has become a very important factor in our economic program. Employees are looking forward to this time of rest and relaxation whether they plan to take a vacation or not. The vacation trip may not be a rest for every employee but it is a change from the regular routine of employment.

Most firms have worked out a system of vacation allowance. Besides the length of time given for vacations, the company must decide on the rate of payment during this time and also place the whole system on a seniority basis.

The history and development concerning vacation time for wage earners is shown in the following quotation and table:

Vacations for wage earners are a recent development, according to a report made by THE CONFERENCE BOARD in 1935. But it is also pointed out that a few companies had given paid vacations to hourly workers since 1900. Table 1, taken from that study, shows the growth of vacation plans to include those employees for the first time, and through liberalizing existing plans to include a larger percentage of workers already covered by such a policy. In a study of 700 companies made by the Board in 1940, it was found that 46.4% granted vacations with pay to wage

earners, as compared with 17.9% for the same group in 1935.

TABLE A

Table 1: PERIODS IN WHICH VACATION PLANS FOR WAGE EARNERS WERE ADOPTED

Date of Adoption	Number of Companies	Percentage of Companies
Before 1900.....	4	2.8
1900-1909.....	16	11.2
1910-1919.....	29	20.3
1920-1929.....	75	52.4
1930-1935.....	19	13.3
	143	100.0

The Bureau of Labor statistics reports in a recent memorandum that in 1940, 2,000,000 organized workers, or 25% of the total, were covered by a definite policy which provided a vacation with pay; in 1943, this number had soared to 7,800,000 workers, or 60% of the total. Greatest progress in the liberalization of vacation policies was made in the coal mining, railroad transportation, and shipbuilding industries. More moderate advances were made in newspaper printing and publishing, electrical equipment, trucking, flat glass, hosiery and leather tanning. Vacations with pay were least often found in industries marked by seasonal layoffs and intermittent work, and where workers were employed a number of different places in the course of a year. These included building trades workers, actors and musicians, and clothing trades workers.²⁶

Vacation with pay has become increasingly important since the beginning of the twentieth century.

²⁶National Industrial Conference Board,
Wartime Influences on Vacation Policies, p. 3.

The factory wage earner, the store clerk, the banker, teacher and preacher -- all look forward to a time of relaxation and recreation. Even the farmer, although he is as a rule his own manager, arranged his schedule so that he could get away for a week or so. Farmers who own no livestock but raise grain only have the entire winter free to travel.

Some plants shut down entirely for the duration of the vacation to avoid crippling the progress of production and delivery. The following table shows Time and Duration of Shutdown:

TABLE B

Table 10: NUMBER OF UNITED STATES PLANTS WHICH SHUT DOWN FOR VACATIONS OF WAGE EARNERS AND SALARIED WORKERS, BY TIME AND DURATION OF SHUTDOWN

<u>Time and Duration of Shutdown</u>	<u>Number of Companies</u>
1 week -- July.....	20a
2 weeks -- July.....	18b
Time and duration not decided or not stated.....	11
2 weeks -- August.....	5c
2 weeks during summer but not compelled to take vacation then.	5
1 week "during summer".....	4d
1 week -- August.....	3e
2 weeks "during summer".....	1
2 weeks -- July and/or August.....	3
1 week -- July and/or August.....	1
1 week -- June.....	1
2 weeks (1 each in June and Dec.)	1
2 weeks (1 each in June and Sept.)	1
Total	74f

a. 18 of these companies permit additional vacation, if earned to be taken during regular vacation period.

b. 5 of these companies permit additional vacation, if earned to be taken during regular vacation period.

c. 1 of these companies permits additional vacation, if earned to be taken during regular vacation period.

d. All of these companies permit additional vacation, if earned to be taken during regular vacation period.

e. 2 of these companies permit additional vacation, if earned to be taken during regular vacation period.

f. 4 companies trying out "shutdown plan" for the first time this year.²⁷

²⁷National Industrial Conference Board,
Vacation and Holiday Practices, p. 75.

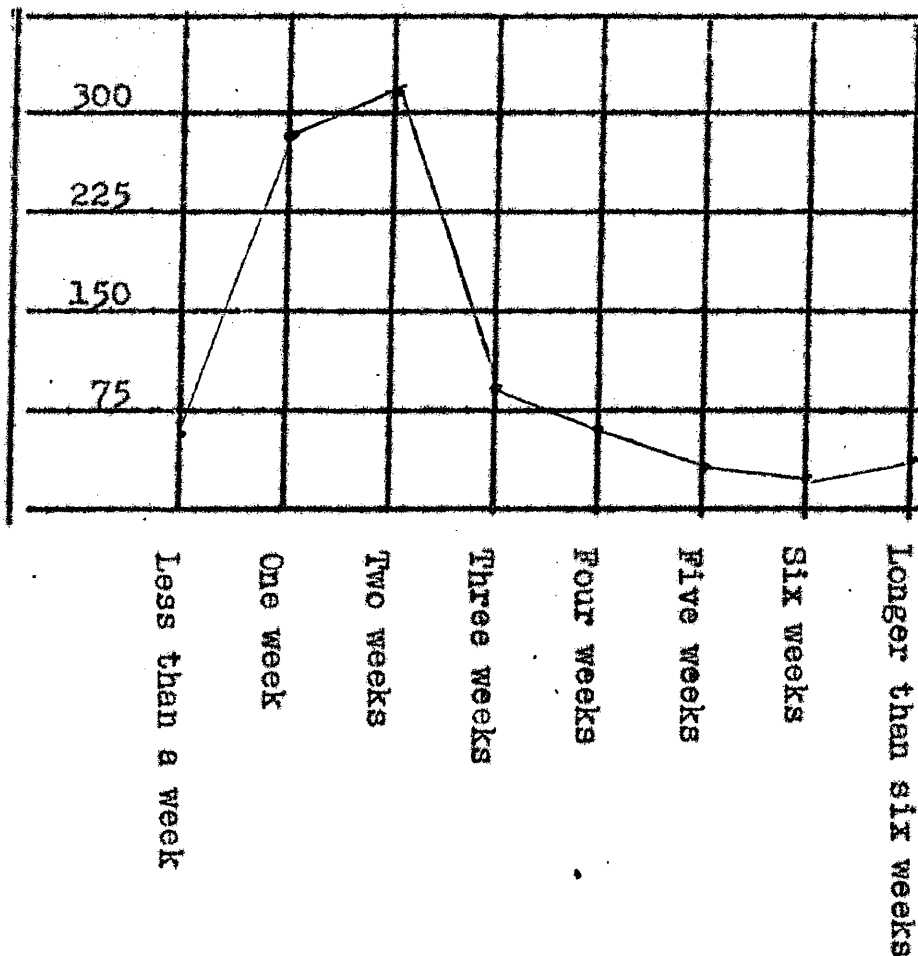
Table No. 9

LENGTH OF VACATION FOR OMAHANS

<u>Time</u>	<u>Number</u>	<u>Per Cent</u>
Less than a week	53	6.53
One week	262	32.27
Two weeks	306	37.68
Three weeks	92	11.34
Four weeks	58	7.14
Five weeks	13	1.61
Six weeks	11	1.36
Longer than six weeks	<u>17</u>	<u>2.09</u>
. Total	814	100.00

Graph No. 6

Length of Vacation



The length of a common vacation may be determined by the time allotted, the money available, and the interest the individual has in going on a vacation. A two-week period is the most desirable length of vacation for the people of Omaha according to our survey findings. This is closely followed by one week's time. 70% of the total

number of Omaha vacationists went either for two weeks or one week. A little over 11% went on a three week's trip and 7.14% went for four weeks. Fifty-three of the total number or 6.52% went for less than a week.

With the working day cut shorter it may be possible for the less well-to-do or for those who are very busy to go on excursions or long week ends or even late afternoons. There may be those who would be interested in a vacation but cannot leave the house. To these one might suggest that they spread a table on the lawn under a shady tree if there is one and enjoy a change from the conventional meal at the table in the house.

CHAPTER X

ACCIDENTS ON VACATION

An increased number of accidents can be expected in proportion to the ever increasing number of people traveling. The speed and power of modern motor vehicles undoubtedly affect the permanent rate of accidents. Many who leave on their vacation with the expectation of fully enjoying their leave must meet with tragic accidents. The death rate is steadily climbing higher every year.

This year, if records of the past hold true, several thousand vacationists will die in preventable accidents during July and August. Hundreds more will be seriously injured and maimed for life -- on the highways, in the mountains, at the beach, and even in their own back yards.²⁸

Every two years more people are killed and maimed by accidents in the home than fell victim to atomic bombs in Japan. At least 35,000 persons are killed and more than five million injured by falls, burns, scalds, and explosives in the home.

Automobile accidents annually cost the United States 50,000 lives and more than a million persons injured. Every five minutes someone is killed.²⁹

Accidents never slumber. Constant care and concern should

²⁸The American Home, Vol. XLI, No. 8,
(July, 1949) p. 45.

²⁹Life Can Be Beautiful, Vol. II, No. 4,
(June, 1949) p. 63.

be exercised day and night. Death and injury do not lurk only in the home or in the highways. Death stalks even in innocent places.

Accidents are often due to a frustrated mind burdened with care and worries. A quarrel at home may mean an accident in the shop.

Accidents in the summer, like those in the home the year round, are often caused by things you can control -- haste, overconfidence, carelessness, overexertion or negligence. The woods, the mountains, the beach and your back yard all have special hazards which can be eliminated with care, vigilance and forethought.

Fathers owe it to their families to be careful, always guarding against danger. Mothers should have a sharp eye to detect symptoms of fatigue or anger and thereby avoid a possible injury to herself or another member of the family.

The following table and graph show that Omahans are careful drivers. Since accidents are not limited to driving only we can also say that the people of Omaha are careful to avoid accidents in every respect. General and highway safety rules taught to children and parents would surely eliminate many of the accidents which occur in ever increasing numbers causing as toll wrecked property, broken bodies and precious lives.

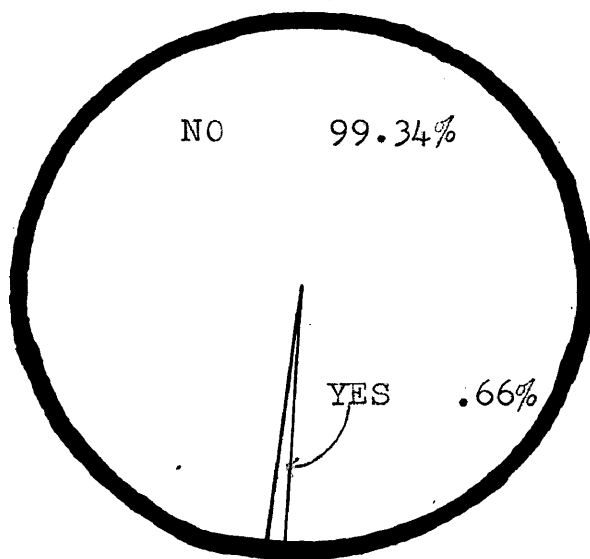
Table No. 10

DID YOU HAVE AN ACCIDENT DURING VACATION?

<u>Answer</u>	<u>Number</u>	<u>Per Cent</u>
Yes	3	.66
No	<u>456</u>	<u>99.34</u>
Total	459	100.00

Graph No. 7

Percentage of Accidents



According to our survey Omahans are careful drivers. Only three out of four hundred and fifty-six reported an accident. This we believe is a recommendable record. In general the number of accidents seems to be on the increase. This may be due to the fact that there are more automobiles on the highways and also to the increasing speed of drivers today. People in general seem to be nervous and perhaps somewhat irritable. This may be due to the drinking of liquor or the practice of other harmful indulgences.

The following table shows a comparison of the accident rate of our survey with that of the city of Omaha and the entire United States.

Table No. 11

ACCIDENT RATE COMPARISON

Area Covered	Total Number of People	Total Accident Rate	Percentage of Accident Rate
Survey	459	3	.66
Omaha	274,000	2,719	.99
United States	147,946,000	7,600,000	5.20

CHAPTER XI

VACATION WITH PAY

It is quite possible that many who would otherwise love to take a trip during vacation could not afford to leave without "vacation with pay". Those who anticipate going on a trip may be sensible and practical enough to lay aside a part of their income during the year in preparation for meeting the expenses of an excursion.

The writer has made the experience of traveling not only without the adequate funds but even without the essential funds and it is not an experience to be desired.

Everyone looks forward to vacations. But just what to do with them is another problem. To most people or families, the question resolves itself into two major categories: how to have a good time and still keep within the budget, and how to choose a place that will satisfy every member of the group.³⁰

The head of the family or party should feel obligated to plan a trip within the range of money and time available for this purpose. It could be suggested here that the thoughtful family will lay aside some funds during the year for this purpose.

Since the pattern for vacation with pay has been

³⁰Sunday Magazine, Vol. X, No 2, (June, 1948) p. 17, 45.

laid, administrative heads of shops who employ workers have little choice but to conform to this pattern. The company will know from past experiences that production does not decrease but may actually increase as the result of the worker or workers' period of rest. In many shops a ten to fifteen minute period of rest is given both in the morning and afternoon. It can be concluded that funds allocated for vacation purposes may result in average dividends.

Table No. 12

DID YOU GET VACATION WITH PAY?

<u>Answer</u>	<u>Number</u>	<u>Per Cent</u>
Yes	553	80.03
No	<u>138</u>	<u>19.97</u>
Total	691	100.00

Graph No. 8

Paid Vacations

YES	80.03%	NO	19.97%
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Our survey reveals that 80% of those given a vacation received vacation with pay. Since our survey does not show the respective vocations of those going on vacation it is possible that the 20% who reported that vacation pay was not received may be partially comprised of those who are not regularly employed or of those who are regularly employed but their work is not such that it comes under the "vacation with pay" allotment.

Under the first group mentioned would perhaps come the housewives, the retired and aged. Under the second group could be considered the teachers, ministers and missionaries.

CHAPTER XII

REST DURING VACATION

Man is born with certain innate tendencies which at various stages of his life should be satisfied. Continued frustrations will eventually stifle the natural desires and inclinations to discover new territories, to experience new adventure, and to pursue new achievements.

God has so constituted man that he needs a rest or a change of routine periodically. He commanded man to work six days and rest on the seventh.

Six days shalt thou labour, and do all thy work: But the seventh day is the sabbath of the Lord thy God: in it thou shalt not do any work, thou, nor thy son, nor thy daughter, nor thy manservant, nor thy maidservant, nor thy cattle, nor thy stranger that is within thy gates: For in six days the Lord made heaven and earth, the sea, and all that in them is, and rested at the seventh day, and he hallowed it.³¹

Man has tried to violate this rule but over a period of years it has been satisfactorily proven to be impractical. The body needs a rest and a change. And if man needs a rest every seven days we can safely assume that he needs a change of climate and environment away from his daily duties for a week or two every year or so.

A vacation properly spent will help a person to

³¹The Bible, Exodus 2:9-11.

continue his chosen vocation with new energy and interest. He will face formerly drab experiences with a new look of ambition and enthusiasm. Not only does our body need a change but it also needs rest and relaxation. The worn-out tissues need to be strengthened and rebuilt. Our body is wonderfully created. It is very enduring and can stand a lot of abuse but it will break down in the end unless it is repaired in time. Adequate sleep, recreation, and a change of activities will surely again restore the weary body to its original strength and vitality.

A vacation then is found profitable in all walks of labor -- the farmer, the business man, the professional man, and the soldier -- all need a vacation. Our government has found it advisable to release the soldier from his rigid training or service and give him leave to see his family and friends, to travel or to pursue some other form of recreation.

The whole structure of vacation policies has usually been built on one of two prevailing views. The first is that vacations are granted for the purpose of allowing employees a rest period in which to re-equip themselves physically for the tasks they must face in the ensuing year. According to this view, vacations are privileges which are granted to employees at the option of management. The second view is that vacations are basic rights, that they are periods in which to recuperate from the tasks already accomplished during the past year and that they are therefore associated

with compensation just as actual work performed is associated with wages.³²

The man who is daily surrounded by noise and people wishes to get alone and relax. He feels that this is essential to replenish his physical and mental strength.

The one requisite for a successful vacation for most city dwellers is a vacation in a place where you can be sure of some undisturbed hours every day. For in this undisturbed quiet you can feed your soul and mind in preparation for the weeks of hurry and bustle ahead.

But hand in hand with provision for soul culture is the need for physical relaxation patterned to your own individual needs. The man who does physical work all during the year, may want to spend his vacation basking on a beach or leaning against a tree with a fishing rod in hand.

But the white collar worker will need to give his body more strenuous physical activity, even though he feels more like settling down in a hammock with a good book. So determine your vacation plans by what you need, rather than what you would like. A little self-discipline exercised in the planning stage will be well rewarded at the end of your two-week holiday.³³

Man has the advantage over and is superior to animals in that he has a mind to think and reason. In order to do our best we need to care for the mind as well as for the body. The mind needs rest and relaxation. The night gives rest to the mind but in the end a longer

³²National Industrial Conference Board, Vacation and Holiday Practices, p. 75.
³³Sunday Magazine, Vol. IX, No. 4, (July, 1947) p. 20.

period of relaxation is required. The remedy for a fatigued mind is a vacation.

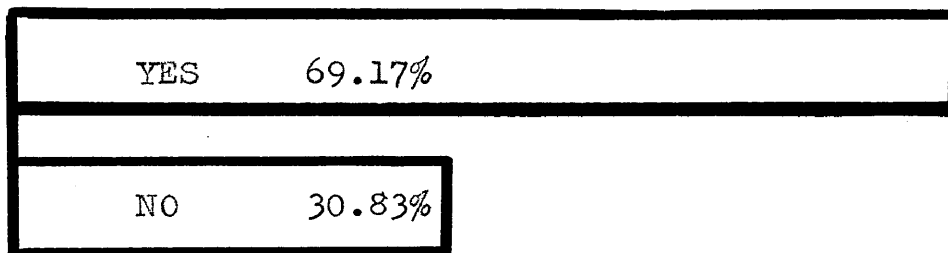
Table No. 13

DID YOU FEEL RESTED UPON YOUR RETURN?

<u>Answer</u>	<u>Number</u>	<u>Per Cent</u>
Yes	351	69.17
No	<u>157</u>	<u>30.83</u>
Total	508	100.00

Graph No. 9

Rested upon Return



It is possible to miss the real purpose of a vacation. Our survey shows that less than 70% felt rested upon their return from vacation. There is an old adage which says that a change is as good as a rest. This is undoubtedly true to some extent but we need more than a change, we need to relax and rest. It is quite obvious that the body is limited in its endurance. Its strength and vigor must be preserved through proper rest and recreation.

It would be helpful in order to get the required rest to put in short days of driving and to retire early. Late driving fatigues the eyes and the mind and it takes a longer period of time to rest the mind than it does to rest the body, the doctors say.

The day should not be too crowded with activities. It is better to extend the vacation period rather than to crowd the day too much.

CHAPTER XIII

CHURCH ATTENDANCE DURING VACATION

Our survey proves that a large percentage of Omahans are concerned about their spiritual welfare as well as their physical. It is quite possible to neglect the soul during vacation while the needs of the body are well cared for. More than half of the people contacted on our survey indicated that they attended worship services during their vacation. Many of these may have attended church on Sunday only. However, some Christian families plan their vacation to coincide with several days of Bible camp or church conference.

There are, of course, other forms of spiritual entertainment besides attending a Bible Conference. For young people and children one would recommend Youth Retreats and summer camps. These have become very popular in the last ten years or so. For a period of five to fifteen days the youngsters are under well-disciplined influence and helpful instruction.

Besides the Spiritual Retreats, children who are active in Boys' and Girls' Scouts will enjoy a weekend outing working somewhere near a lake where they can participate in games and sports to their heart's pleasure.

read

read

Table No. 14

WAS CHURCH ATTENDED DURING VACATION?

<u>Answer</u>	<u>Number</u>	<u>Per Cent</u>
Yes	436	59.28
No	<u>301</u>	<u>40.72</u>
Total	737	100.00

Graph No. 10

Church Attendance

YES	59.28%	NO	40.72%
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Our survey proves that the larger percentage of the people of Omaha honor God by attending church services during vacation. More than 59% claimed that they had attended worship exercises while on vacation.

SUMMARY

(1) Sincere attempts and careful investigations were made in trying to find written material on the subject matter of our dissertation but apparently no one had made a study on the question of where, when, how and why the people of Omaha go on vacation. Through the medium of our telephone survey we have, at least to some extent, been able to provide the answer.

The following statistics show the results of our telephone survey:

Total numbers dialed	2845
Telephone unanswered	1225
Parties going on vacation	845
Parties not going on vacation	750
Parties non-cooperative	25.

The Questionnaire used in the survey is shown in the Appendix.

1. Did you go on a vacation this year?
2. Where did you spend your vacation?
3. What time of the year did you go?
4. How many were in your party?
5. What mode of transportation did you use?
6. Where did you stay for the night?
7. Why did you go on a vacation?

8. How long were you away?
9. Did you have any accidents while on vacation?
10. Did you get vacation with pay?
11. Did you feel rested upon your return?
12. Did you attend worship services while on vacation?

Where Omahans Spend Their Vacation

One hundred and twenty seven or 14.41% of the total number interviewed went to the state of Colorado. This state is not too far from Omaha and holds in itself many attractions to visitors every month of the year. Its rugged mountains and natural beauty spots are perhaps surpassed by few other states.

The state of Minnesota drew 112 visitors or 12.64% of the total number of Omahans going on vacation. Minnesota's 10,000 lakes appeal to many fishers, boaters, swimmers and picnic lovers.

California proved to be another mecca for vacationists for it attracted the third largest number of Omahans. Each state has its own points of recreational, scenic and historic interest.

Omahans went to almost every state of the Union, Canada, Mexico and Cuba. Distance today apparently does not create the difficulty which it did a quarter of a century or more ago. Roads and transportation facilities

have been greatly improved. Several Omahans traveled thousands of miles on their vacation trip. The fact that Omaha is geographically located in the center of the nation possibly proves an asset in bringing all the states within a closer traveling radius.

When Omahans Go On Vacation

More than 80% of all Omahans went on their vacation during the months of June, July and August. There are several reasons for going on a vacation during the summer season. The weather is usually favorable for vacationing at this time of the year even though the days may be quite warm. Vacation resorts are at their best during the season and nature itself makes every effort to produce a variety and profusion of attractions. This is the time for fishing, swimming, boating and picnicing. Furthermore, it has become the custom for employees to be allotted vacation time during the summer season.

One hundred eleven Omahans took their vacations during the months of May, September and October. This is a 6 to 1 ratio to the summer months. Spring and autumn are often beautiful for traveling. The days are pleasant, hunting and fishing are good and many of the pleasure resorts are still open for vacationists.

The remaining 52 of those interviewed took their

vacation during the months of January, February, March, April, November and December. This is the time for a farmer's vacation and others who are completely occupied during the summer.

Why Omahans Go On Vacation

Our survey records show that visiting relatives was the greatest reason for going on a vacation. Out of the 850 interviewed 352 or 36.82% went to see relatives. This is a much higher rate in comparison to those who went to see friends. The desire to visit relatives shows that there exists in the hearts of our countrymen a genuine affection for family relations. The economic factor may also have something to do with this interest of visiting relatives and friends. It does reduce the grocery and night lodging expense!

Fishing proves to be a popular sport for Omahans on vacation. It is a combination of relaxation, pleasure and art, and can be enjoyed at a nominal financial expense.

Forty people indicated that they went for pleasure, twelve for their health and eight for hunting. Six attended a camp or conference while on vacation and only one went on a Honeymoon trip.

How Omahans Spend Their Vacation

The remaining chapters of this dissertation are so arranged that they can logically be placed under the above caption. The following chapters contain survey findings on: Where Omahans spend the night on vacation, Mode of transportation, Number in vacation party, Length of vacation, Accidents on vacation, Vacation with pay, and Church attendance during vacation.

It is of interest to know where Omahans stay for the night. More than 53% indicated that they stayed at tourist cabins. The tourist cabins or popularly called motels offer special conveniences to those traveling by automobile. Since more than 70% of all vacationists travel by automobile, it is logical to expect a large percentage of people staying at tourist cabins over night. Hotels drew 26.07% of all tourists. Those traveling on trains and buses would stop at hotels since these are within convenient proximity of train and bus stations. Winter tourists would find the hotel more comfortable perhaps. Ninety two stayed with relatives and friends for the night. This may prove that the average person still has an affection for his own kith and kin as previously mentioned and it may also show the necessity of cutting expenses while traveling. A few stayed at lodges or ranches and only one stayed in a tent. The latter fact may prove a

trend away from ruggedness and inconvenience.

Our "Mode of Transportation" survey shows that over 70% of all Omaha tourists traveled by automobiles. The increased convenience and the decreased expense (the latter when traveling in a group) may be the conclusive reason for traveling by automobile. Some 183 traveled by train and 37 by bus. This difference between train and bus travel is an interesting study. We believe that the larger number traveled by train because Omaha is a railroad center and several indicated that they traveled on a pass. In comparison with the great increase in traveling by airplane a rather small number of Omahans went by air. It seems logical to assume that the businessman would use the faster method of travel but the vacationist, who has more time and less money, would prefer some type of transportation that is slower and cheaper. Whereas the automobile will take him to the door of his destination, the airplane tourist is dropped off at the airport, usually several miles from downtown. Only one party of those interviewed indicated that he traveled by boat. This may be due to the inaccessibility of large open bodies of water and the fact that there are few states which can be reached by water only.

A party of two on vacation is the most popular according to our survey. This is followed by a party of

four and after that the party of three. There are several who traveled in groups of five or more.

Our survey on the "Length of Vacation" reveals that a two week vacation is the most popular. More than 37% went for two weeks, 262 of those interviewed or 32.26% went for one week and only 11.33% stayed three weeks. Only 53 or 6.53% took weekend vacations or vacations that lasted less than a week. A total of 41 reported that they went for a longer vacation of five weeks or more.

According to our survey Omahans are careful to avoid accidents while on vacation. Less than one per cent of those interviewed were involved in any accident whatsoever. With the increased rate of speed of all passenger-taking transportation and the increased liquor consumption, it can be expected that accidents are on the increase too. It could be recommended here that all drivers should exercise greater caution to avoid crushing precious lives and wrecking costly property.

More than 80% or four-fifths of those contacted in our survey received vacation with pay. This customary arrangement is a great help to those who plan to leave on an excursion or trip whether near or far.

One of the practical questions we asked in our

survey was the following: "Did you feel rested upon your return?" Almost 70% claimed that the trip had been beneficial in getting the necessary rest. It might be said here that vacations should be so planned as to assure the party an adequate amount of rest and relaxation from the weekly toil and stress.

About 60% reported that they attended worship services during vacation. This indicates, we believe, a desire to foster the spiritual needs of the individual and to transmit this acquired custom to the following generation.

A P P E N D I X

Appendix

QUESTIONNAIRE

WHERE AND HOW OMAHANS SPEND THEIR VACATIONS

1. Where: State _____ Local _____
2. Month of _____ No. of days _____
3. No. in party _____; All family _____ Friends _____
4. Mode of traveling:

<u> </u> Car	<u> </u> Plane
<u> </u> Bus	<u> </u> Hitch-hiking
<u> </u> Train	_____
5. Spent nights at:

<u> </u> Hotel	<u> </u> House-trailer
<u> </u> Motel	_____
6. Motive for going:

<u> </u> Health	<u> </u> See friends
<u> </u> Rest	<u> </u> See relatives
<u> </u> Fishing	_____
<u> </u> Hunting	_____
7. Any accidents:

Property damage	Yes	No
Personal injury	_____	_____
8. Did you get vacation with pay? _____
9. Did you feel rested upon return? _____
10. If away over Sunday did you attend church services? _____

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