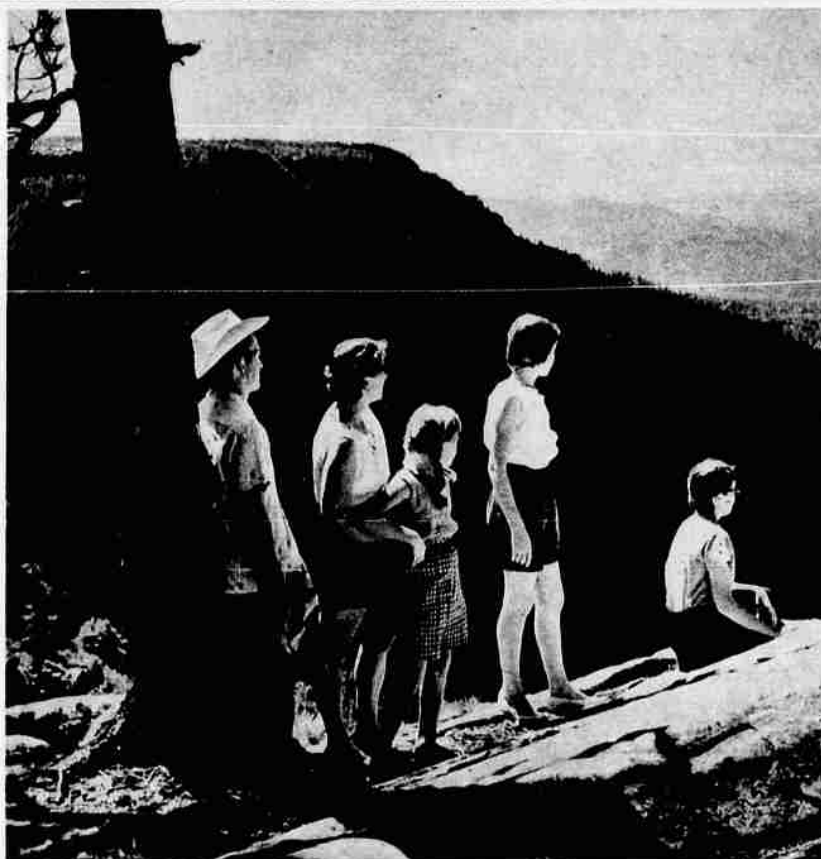




So You Want To Go CAMPING

*Some 30 million families will take
outdoor trips this summer; here's how you, too,
can enjoy this exhilarating
and inexpensive form of vacationing*

Where to Go and How to Get There

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Whether you're a veteran camper or just contemplating your first trip, you'll want a copy of the 1960-61 Family Camping Directory. This fact- and fun-filled book lists almost 5,000 campgrounds throughout the United States. It not only tells you how to get there (with easy-to-follow Rand McNally road maps) but describes the facilities and activities available at each. Clip this coupon and send for your copy today.

By EDWARD R. SAMMIS

IF YOU'RE ONE of the 30 million American families who plan to spend a camping vacation this summer, there's a lot for you to consider to make the experience a pleasantly memorable one.

In the past decade, and especially in the past three years, more and more Americans have begun to enjoy the delights of outdoor living which this vast continent has to offer. But in spite of this boom, many travelers still remain unaware of the variety of nature's available resources.

Who knows, for example, the charms and beauties of Wyoming's Bridger National Forest? Of New Hampshire's White Mountain National Forest? Of the wild beaches of Okracoke on the coast of North Carolina? Or the solitude of Isle Royal in Lake Superior?

And these are only a few spots for camping fun. Our country offers 21 million acres of national parks (areas set aside for their special scenic beauty or historic interest); 181 million acres of national forests (working woodlands where timber crops are still harvested but where camping is provided for) which contain 14 million acres officially declared as wilderness; and millions of acres more of state parks and forests, most of them including campgrounds. What's more, modern automobiles and modern highways have put these wonders within everybody's reach.

The variety of camping accommodations offered is just as bewilderingly great, ranging all the way from the highly civilized camp sites of Yellowstone or Yosemite (equipped with plug-in sockets for electric appliances, flush toilets, and programs of organized recreation) to the virgin wilds of Maine, Idaho, and Canada, where the country is so primitive it's wise not to venture too far from camp without a guide.

TO THE prospective camper, there is one real problem in the current popularity of outdoor vacationing. In spite of all urging toward off-season holidays, most people still vacation in the peak travel period—July and August—and they head pretty much for the same places. You and your family must be prepared for the possible shock of arriving tired and dusty at 5 in the afternoon, only to find preferred camp sites already taken.

The National Park Service does not reserve locations in advance; neither does the U.S. Forest Service: it's all on a basis of first-come, first-served. Some states do reserve camp sites, but it's a good idea to make such reservations two or three months in advance. And it's always a good rule to arrive at your preferred campground no later than 3 in the afternoon.

Fortunately, the solution to the dilemma of overcrowding is so simple that it needn't deter anyone from a vacation in the open air. Too many campers flock to the most accessible campgrounds in the most highly publicized areas: in the East, the Great Smokies, the Skyline Drive, the Shenandoah Valley, and parts of New England; in the West,

(Continued)