

Red Tape and Lack of Information Stall Foreign Visits to America

Los Angeles—UPI—There are probably more than 100,000 Europeans who would like to visit the United States and who can afford the trip, but U.S. government red tape and lack of sources of information keep them away, according to the head of an international travel service.

Tony Hamilton, president of Lanseair, said other countries spend millions each year in an effort to lure American dollars to their homelands, but the U.S. spends virtually nothing in an effort to bring some of the money back.

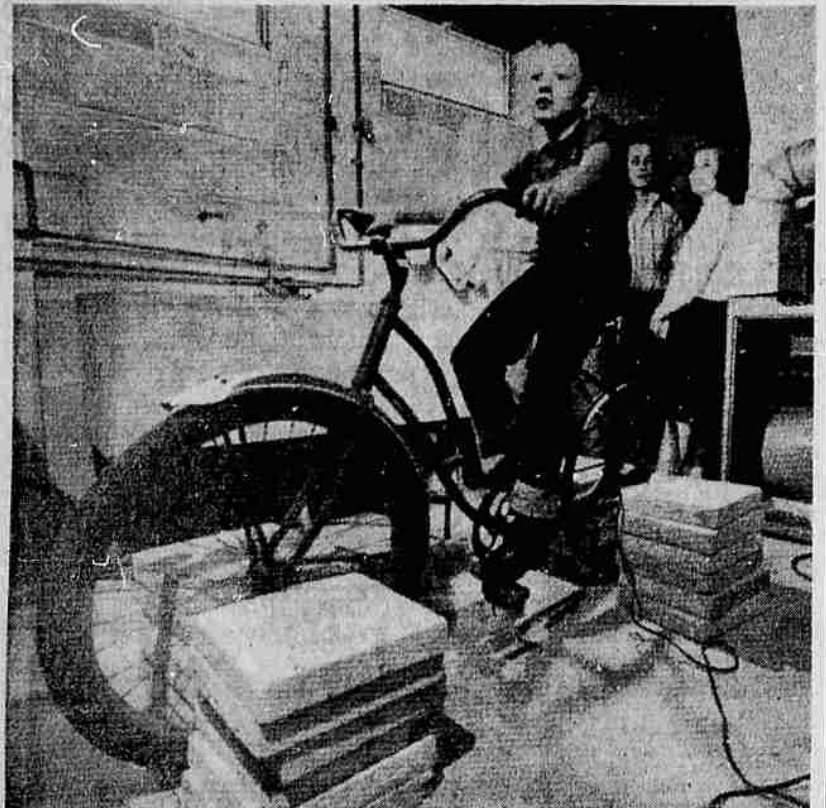
"Last year the official government slogan aboard was 'Visit the U.S.A. in 1960,'" Hamilton said. "But this turned into a terrific flop."

He urged the formation of a national tourist department whose job it would be to tell the potential tourists just what they can expect in the U.S.

"The average European still has a mistaken idea of America," he said. "He still thinks of it as a land of millionaires where a glass of beer costs a dollar."

"Certainly, if an Englishman lives in London he could walk into the embassy and probably could get the information if he knew what he wanted and whom to see. But what about the person who lives in Lancaster?"

In addition to the lack of a central tourist bureau whose sole aim is to bring visitors from foreign countries, Hamilton said, government regulations almost convince Europeans that we don't want them to see what America is like.



SUBSTITUTES FOR VOLTS — One-boy power substitutes for volts at the furnace of the John Freeman home in Wickliffe, Ohio. The furnace was burning, but the blower motor was useless because of a power failure. So ingenious John Freeman rigged the bicycle to the blower. With the tire removed from the rear wheel, a belt was connected from the wheel to the blower. As John Jr. pedaled, the blower turned, circulating warm air through the house. Encouraging John are his dad and sister, Kathleen, 2.

(UPI Telephoto)

Manufacturing of Staples Big Business for American Firms

By HENRY J. BECHTOLD
UPI Financial Editor
New York — UPI — There's big business in the lowly staple.



Henry Bechtold for the eight to ten staple manufacturers in this country.

Every time two pieces of paper are stapled together or the home handyman accomplishes a chore with a staple gun the cash register rings as a Swingline president Jack Linsky says they are it would appear that the market is saturated.

For Appearance Sake
This is not so, according to Linsky. The market is growing because of the continued rate of growth in the number of offices, and because many firms replace staplers just for appearance sake.

But while the office market offers a steady growth, it is in home staplers where the industry really anticipates a huge growth, Linsky told United Press International.

He noted that his firm has sold 11 million small home staplers selling for less than a dollar since their introduction

10 years ago, but added that the surface hasn't even been scratched on this product. He said the same applies to the compact stapling gun which was introduced three years ago.

"Special market" staplers, designed for use by dry cleaners, printers, banks, supermarkets, etc., currently are selling very well, and are considered by the industry to be a "lush" growth area.

Five Major Makers
There are five major stapler manufacturers, making it a highly competitive business, according to Linsky.

To cope with this situation Swingline has a 15-man research and development department which spends hundreds of thousands of dollars annually to come up with such innovations as open channel loading, compact staplers, compact stapler guns, chisel pointed staplers, and colored staplers.

Linsky noted that the stapler industry had improved business in 1960 despite the general slowdown in the economy, and he sees further gains this year.

Washington — UPI — Interior Secretary Stewart Udall has indicated the Kennedy administration would make no attempt this year to push legislation authorizing the proposed Oregon Dunes National Seashore.

President Kennedy did not mention the Oregon seashore in his natural resources message to Congress last week, but did mention three others.

Udall said the three, Cape Cod, Mass.; Padre Island, Tex., and Point Reyes, Calif., are the ones "we are hopeful of getting this year."

However, Sen. Maurice Neuberger (D-Ore.) sponsor of the dunes bill, said the White House had assured her the wording of the president's message was not meant to exclude Oregon seashore. She said it was meant to convey the idea that this administration will ask for a number of additional seashores beyond the three cited.

No Push Seen for Dunes Seashore

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Hamilton said his organization is trying to bring European tourists here by working through European travel agencies.

Money Important
"First we have to tell them what they will see and how much it will cost," he said. "Money is very important, but we figure each of the average tourists will spend about \$30 a day plus his travel fare. He will stay about 30 days and, from experience, we believe women will outnumber men."

Hamilton said he believes European tourists in the U.S. will behave very much like

American tourists do in Europe. At present, he said, his London office is trying to work out a set of instructions to provide those visiting this country for the first time.

"First they will have to learn how to treat servants," he said. "You just don't snap your fingers and say 'Come here, my good man'."

"Then we will have to tell the Europeans not to tell Americans how to run their country—even if they don't think it's being run the way it is at home."

"Also they will be told not to be too critical of American eating habits. The

thought of eating meat, like sausage, on the same plate with hotcakes and covering them with a sweet syrup is revolting to most Europeans.

"Then we will have to inform them that the American hotels are overheated to their standards."

One problem Hamilton said his company hasn't been able to solve yet is how to tell European men the ways of American women.

"That's one we'll accept any advice on," he said. "Or, what will probably happen, is we'll let the European men find out about American women all by themselves."



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Trimester Plan

Facilities, Funds, Faculty Problems Of Higher Education

Editor's note: The following is the second of three dispatches on a revolution in higher education.

By PATRICIA MCCORMACK
New York — UPI — The need for more facilities, plus bigger faculties, plus increased funds equals a triple headache in higher education.

Dr. Edward H. Litchfield, chancellor of the University of Pittsburgh, sees in the trimester system a kind of super medicine capable of solving some of the financial and related aches.

Look at Pennsylvania, for example, Litchfield said that assuming the old academic calendar — two semesters a year — remained in force, some \$750 million must be spent in that state for additional plant and equipment to meet mushrooming enrollments.

Comparable Estimate
And nationwide, there's a comparable estimate. Litchfield said the only competent national survey shows that a conservative projection of capital plant needs, assuming the old calendar prevails in the next decade, is better than \$10 billion.

"While no one can be sure," Litchfield said, "a reasonably conservative judgment suggests that we can cut that \$750 million in Pennsylvania to less than \$500 million. Could Cut \$4 Billion

billion if we are willing to seriously reconsider the old calendar."

Consider faculties. Nationally, the need is estimated at \$46,000 during the next decade. "But the prospect is of less than 50 per cent actually becoming available," Litchfield said.

"I grant here that the ultimate solution is more people coming into the teaching profession, and this in turn is dependent upon a new value upon learning which will bring them in, but this will take several generations."

"In the meantime, we must make what we have go as far as we possibly can."

And as the educator figures it, the trimester system helps to accomplish that end.

Tentative Judgments
Litchfield said it is possible at this early stage to make some tentative judgments about the impact of the trimester plan upon faculty at Pitt.

He said 64 per cent of the faculty participated. Incomes of the instructors, assistant, associate and full-fledged professors were increased by roughly one-third.

And non-participating faculty, for the most part, found increased by one-third the amount of time they had available for research, consulting or related work — to improve the mind or bank balance.

(NEXT: Work for Survival.)

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