

'Welcome' Mat Out Throughout Country for Visitors from Abroad

By CLAIRE COX
United Press International
 New York — The "welcome" mat is out from New York to San Francisco in every language from Spanish to Swahili.
 Americans are throwing themselves enthusiastically behind the government's multi-million-dollar program to promote "Travel U.S.A."
 A hospitality committee to greet foreign visitors has been formed by the Chamber of Commerce and Travel club of Battle Creek, Mich. Neiman-Marcus, the Dallas department store, has interpreters and shopping services for visitors from abroad. Travel data is being published in foreign languages by business and organizations in New York, Florida and California.
 The Hertz corporation provides red, white and blue stickers for autos rented by foreign visitors saying "Foreign Visitor Seeing the U.S.A. Kindly Extend All Courtesies." Bus lines and at least one airline are providing package tickets at a single price covering their entire terms. Some hotels are offering special rates to tourists from overseas.
Program Introduced
 The official government program to encourage "Destination, America" itineraries for vacationists from abroad was introduced in 1961 and is moving rapidly ahead this year.
 About a half-million tourists crossed oceans to reach the United States in 1961. The figure is expected to go higher this year and help bring back to America some of the gold its citizens have been pouring into overseas tourism in record amounts since the end of World War II.
 Most of the foreign travelers come from the United Kingdom, Germany, France, Italy, The Netherlands, Sweden and Denmark. Travel from South America and Japan also is high.
 The U.S. Travel Service advertising program has been extended to 100 countries this year in 15 languages. It is spanning five continents and reaching about 65 million persons.
Prepares Booklet
 The government agent has prepared colorful "Travel U.S.A." posters, a prestige booklet called "The United States You Will See" in 32 pages of pictures and text in several languages, a tour-planning map dividing the United States into six areas and a fold-out on special events in the U.S.A.
 The service has offices in London, Paris, Frankfurt, Sao Paulo, Mexico City, Sydney, Milan, Tokyo and Bogota. These are similar to the tourist office long maintained in this country by foreign governments. They offer all kinds of advice, and for the first time the U.S. government is telling foreigners about our national attractions.
 In addition to the millions of dollars being spent by the government on the promotion, the privately operated tourist industry is contributing millions more.
Putting in Best Efforts
 Hotels, airlines, shipping companies and others who prosper on tourism are putting their best efforts behind the government program. Community and civic groups also are doing their part.
 An American Express survey showed that interpreter services for first-time arrivals have been established or expanded at major ports of entry, travelers' aid booths, airline and steamship offices and travel agencies. Pools of linguists have been organized by hotels, restaurants and travel agencies. All-inclusive package tours have been introduced under which travelers may buy their tickets in Europe.
 Department stores are offering help to the foreign shoppers. Bloomingdale's in New York has a list of 375 employees who speak 37 languages. Macy's found 900 who speak 44. B. Altman's has a new visitor's service with interpreters for 35 languages including Persian and Slovene.
Similar Services
 Other stores with similar services include Frederick and Nelson and Bon Marche in Seattle; Meier & Frank, in Portland, Ore.; J. L. Hudson in Detroit; Carson Pirie & Scott in Chicago; and Filene's, Jordan Marsh and R. H. Stearn's in Boston.
 A delegation of 28 North Carolina business leaders went on a 12-day mission to Europe to promote travel to the Tar Heel state. The group told Europeans they would be able to visit North Carolina on a "\$10-a-day plan," providing for 50 per cent discounts to holders of European passports.
 The San Francisco Chamber of Commerce is contemplating formation of a "language bank," which would make bilingual residents available to



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 Here, Dr. and Mrs. N. L. Murty, and their daughter, Sashi, 4, en route to their home in Hyderabad, India, who stopped in New York City to see the sights, get a helping hand from Mrs. Millie Ferrer, chief receptionist of the newly established Rockefeller Center information service for international visitors. Mrs. Ferrer is helping the Indian family unravel the mysteries of New York's transportation systems. (UPI)

San Antonio, St. Paul, Fresno and Hendersonville, N.C.
 In New York City, which attracts 14 million foreign and domestic visitors every year, the West Side Association of Commerce is planning to establish a "courtesy van" to visit piers when liners dock. The van will be staffed with bilingual hostesses.
 For five years, the city has operated an information center in Times Square. It is prepared to deal with the queries of an Afrikaner and has even provided a baby sister for a foreign mother while she has her hair done.
Aids Foreign Visitors
 As an aid to foreign visitors, Rockefeller Center, one of New York's major tourist attractions, has established an international information service to provide overseas

been campaigning for several years to interest foreign travelers in the nation's second city. It began holding annual international trade fairs in 1959. This year's exposition will feature products made in the Midwest that are suitable for sale overseas.
Publishes Guide
 The American Hotel association has published a "Guide for Guests from Abroad in American Hotels," under its people-to-people program. Most luxury hotels are equipped to deal with foreign tourists. Sheraton, Hilton, Schine, Mansion, Manger, Knott and the New York Hotel association have surveyed language skills of all employees.
 Pick Hotels corporation, with headquarters in Chicago, began to court foreign visitors two years ago. Albert Pick Jr., president of the company, is co-chairman of the national people-to-people hotel program. His hotels offer reduced rates for rooms and meals to foreign guests, averaging about 25 per cent less than the prices charged American patrons. Also available is help with immigration, transportation and tours.
 William J. Burns, vice president of the Pick Chain, said foreign visitors to America are interested in seeing different kinds of sights than Americans who tour Europe.
Seek Different Views
 "We go over there to see their historical sights and ruins," he said. "The foreign visitor wants to see shopping centers, parking lots full of cars, crowded streets and highways, stores, homes and factories. He has plenty of historical spots of his own."
 Because of this difference in emphasis, a major sight-seeing line in New York City has a special multi-lingual tour for foreign visitors that omits the standard visits to St. Patrick's cathedral and other religious edifices and includes instead a tour of the docks and housing projects.
 Greyhound and Continental Trailways have established a \$99 tour, which they call "A

dollar a day for going anywhere" on their routes. A ticket is good for three months and there is no limit to how much a person rides on a bus. Bonanza Airlines is setting up a similar system-wide fare valid for a set length of time.
 Robert Kerr, president of the American Society of Travel agents and head of the Kerr Travel service in Los Angeles, said many tour operators are trying to establish group rates for foreign tourists to discourage the notion that it costs \$15 per day for a person to eat in the United States.
New Group Fares
 In the air, new special group fares have been approved by the International Air Transport association to stimulate group flights to America. Pan America World Airways is spending several million dollars to encourage reverse tourism.
 "Vitis U.S.A." workshops, expositions and road shows have been sponsored by Scandinavian Airlines, Trans World, KLM, British Overseas Airways, Pan Am and other lines in cooperation with travel agencies, bus companies, hotels and merchants.
 Pan Am last year brought nearly 6,000 business and professional men — enough to fill 30 jetties — to the United States. They came from 38 countries and represented 100 different groups, including butchers, bakers, candy makers, mushroom growers, fire chiefs and funeral directors.
 The airline keeps track of conventions and technical meetings in the United States — anything from the international mink show to a meeting of the American academy of allergy. Persons interested in attending a meeting use it as a base for operations, with post-convention tours taking them to tourist spots.

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