

## Travel Service Promotion Pays With More Foreign Travelers

New York (UPI) — European and South American tourists are visiting the United States in unprecedented numbers this summer — the payoff of a year of promotion by the new U. S. Travel Service, travel agents, hotel chains and transportation interests.

The travel load so far this year indicates that more than 550,000 persons from parts of the world other than North America probably will visit this country in 1962, an increase of at least 16 per cent over last year. Since most travellers spend about \$500 each on their trips, the \$1.2 million gap between U. S. tourist dollars flowing abroad and foreign tourist money spent here will be considerably narrowed.

### More Funds Requested

The USTS, headed by North Carolinian Voit Gilmore, hopes to have its program of travel promotion in high gear by next year and has asked a \$1.7 million increase in appropriations from Congress. Hoards of foreigners are expected in 1964-65, the years of the New York World's Fair, and Gilmore would like to eradicate most of the bugs in U. S. tourism by then.

One of the main problems faced by personnel dealing with tourists from abroad is their motivation. Americans go abroad to see castles, cathedrals and museums, play the gourmet, and attend music festivals. Foreign tourists come to the United States mainly to see how we live.

"Most Americans don't care if they don't get inside a French or Italian home, but our foreign guests feel cheated if they don't visit an American home and particularly inspect an American kitchen and bathroom," says Victor Barrett, vice president of Manger Hotels and head of the people-to-people committee of the American Hotel Association.

### Committees Organized

Many communities, such as Rochester, N. Y., and Dallas, Tex., have taken the lead from the USTS by organizing hospitality committees to provide foreign tourists with at least one visit with an American family, preferably one of similar social background and professional interests. Most American industries have a ready-made guided tour or are willing to arrange one on request from visiting groups.

Group travel still accounts for the bulk of visitors from abroad, mainly because charter flights and group fare reductions provide economies that are not offered to the individual traveller. Big U. S. hotel chains, like Sheraton, Pick and Manger, have cut room rates as much as 50 per cent for groups, which also can afford foreign language guides better than solo travellers.

"We've had a 50 per cent increase in tour groups and a 21 per cent increase in individual European travellers this year over 1961," reports Patric Green, director of international relations for the Sheraton Corp. of America. "The USTS has helped immeasurably. Europeans feel that America really wants them because they have now had an official invitation to visit the United States."

### Increase From France

European tourists are the most numerous, with an es-

## Modern Schools Emphasize Basic Math Principles

Washington — Space age mathematics may turn out to be a "plus" for the younger generation, but what it's doing to the pride of a generation of parents is definitely on the minus side.

For parents who have lost face trying to help a bright ten-year-old with his "new mathematics" homework, many school systems have started what might be called "arithmetic anonymous" groups. Some are briefing sessions for parents conducted by math teachers. Most are formal adult education courses and are usually called "An Introduction to the New Mathematics" or something similar.

The National Council of Teachers of Mathematics, a department of the National Education Association, reports that such courses are not only "face savers," they can give adults a pretty good glimpse into the world of computers and calculators. They are also reported to be helpful to anyone interested in investing wisely, installment buying, and general economic developments.

In the meantime, the council offers this general background about the new mathematics:

The new mathematics, beginning with elementary arithmetic, stresses concepts rather than rote memorization of the proper steps to perform, as in the old system. By shifting emphasis from the mechanical to the creative, most educators agree that students will be better able to cope with new developments requiring new mathematical competencies in this age of the atom.

A higher degree and a different type of proficiency in mathematics is essential in most of today's careers. Even the person who does not work directly with mathematics will find it helps him in his daily life, in reading newspapers, in understanding scientific and economic developments, in making wise investments, and in intelligent installment buying.

### Basic Principles Taught

Many old fields of mathematics are still highly important and must continue to be taught. However, to help the student gain deeper understanding of basic principles, emphasis is now placed on different aspects of these fields.

Algebra, one of the central topics in both old and new sequences of mathematics, has usually been presented as a collection of rules, which if followed, produce the answer; proofs were reserved for geometry. Algebra, in the new mathematics, will be taught so that its structure—its deductive character—is apparent.

Probability, statistics, and other advanced concepts are being taught in high school because of their early importance in applied mathematics

French, and the USTS reports a 52 per cent overall increase in French tourists. Travel agents say the French are "loaded."

U.S. embassies can issue visas within 30 minutes and many unnecessary questions have been eliminated from entry forms for convenience of foreign tourists.

Once here, the average foreign tourist embarks on a rather limited itinerary, using bus and train transportation rather than more expensive plane travel. Greyhound Bus Lines' 99 days of travel for \$99 has lured many a European tourist west who might otherwise have seen only New York and Washington. Bus travellers average three weeks, 3,000 miles and spend \$13 a day.

Of 300 departing foreign travellers interviewed at New York's Idlewild Airport, 35 per cent had seen only New York, 25 per cent had been to Washington, 22 per cent to New England and the middle Atlantic states, 18 per cent to Chicago and 23 per cent to San Francisco. Seventy per cent said they were delighted with America and want to return.

Government statisticians report that enrollments in private schools are rising, especially in elementary and secondary classifications.

and in many fields of advanced study.

Trigonometry, no longer necessary for navigation, surveying, or finding the date for Easter, is still extremely important for electrical engineering and for applied mathematics. However, emphasis is now on analytic trigonometry rather than on the traditional solution of triangles.

The old use for logarithms is now met by desk calculators and electronic digital computers. The study emphasis has therefore shifted to the properties of the logarithm function.

Schools may choose from a wide program range in the new mathematical subjects.

Improved programs have not yet been in operation long enough to permit extensive statistical evaluation. However, it is known that under the improved programs pupils do at least as well as other pupils on traditional tests and also learn more of the basic principles that underlie all of mathematics.

### STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Thursday, read words corresponding to numbers of your Zodiac birth sign.

|             |    |                 |                |                  |
|-------------|----|-----------------|----------------|------------------|
| ARIES       | 22 | 1. Espionage    | 31. Dove       | 41. Year         |
| Taurus      | 21 | 2. Your         | 32. Turn       | 42. Something    |
| Gemini      | 20 | 3. Limit        | 33. Don't      | 43. A journey    |
| Cancer      | 19 | 4. You          | 34. Visit      | 44. You          |
| Leo         | 18 | 5. Con't        | 35. In         | 45. Trip         |
| Virgo       | 17 | 6. Can          | 36. To         | 46. Line         |
| Libra       | 16 | 7. Keep         | 37. For        | 47. Interiors    |
| Scorpio     | 15 | 8. Judge        | 38. Be         | 48. Family       |
| Sagittarius | 14 | 9. Money        | 39. Do         | 49. Do           |
| Capricorn   | 13 | 10. Discourage  | 40. Discourage | 50. Don't        |
| Aquarius    | 12 | 11. Personality | 41. Don't      | 51. Surroundings |
| Pisces      | 11 | 12. Be          | 42. Look       | 52. Gifted       |
|             | 10 | 13. A           | 43. Accomplish | 53. Hand         |
|             | 9  | 14. Will        | 44. Overcome   | 54. Something    |
|             | 8  | 15. To          | 45. More       | 55. Opposite     |
|             | 7  | 16. Mothers     | 46. You        | 56. Can          |
|             | 6  | 17. Let         | 47. Can        | 57. Short        |
|             | 5  | 18. Trust       | 48. Bet        | 58. You're       |
|             | 4  | 19. Con         | 49. Win        | 59. Wisely       |
|             | 3  | 20. A           | 50. Can        | 60. Forty        |
|             | 2  | 21. Careful     | 51. Others     | 61. Twenty       |
|             | 1  | 22. Jealousy    | 52. Use        | 62. Wanted       |
|             | 0  | 23. A           | 53. Tax        | 63. Campings     |
|             |    | 24. A           | 54. Tax        | 64. Chair        |

Good (G) Adverse (A) Neutral (N)

## Flexibility Is Key To School Design

A key word in school design is flexibility.

Prime requirement of school buildings is that they be adaptable to changes in the swift growing educational program.

According to the New York chapter of the American Institute of Architects, there are several elements of flexibility. Not all of them will be necessary in every case, but each should be considered by school boards and their architects in formulating the design of the school to accommodate major or minor changes.

### Versatility Listed

One of these elements is versatility — the ability to accommodate a variety of functions. For example, in planning the Rippowam Senior High school in Stamford, Conn., the cafeteria is designed to provide four separate rooms for large group instruction when it is not in use as a dining room.

Also, two auxiliary gymnasiums are being equipped for closed-circuit television for use by large student groups when physical education classes are conducted out-of-doors.

Further, 20 classrooms will have provisions for closed-circuit television and all the rooms will have public address connections. This will make it possible to broadcast television or sound programs to groups of varying sizes.

Another point is convertibility. In other words, adaptability for interior changes.

## President Decrees Italian Ghost Town

Pisticci, Italy — (UPI) — This southern Italian community of 15,000 persons has been ordered by presidential decree to become a "ghost town."

The death warrant came for Pisticci, perched high on a hill overlooking fertile farmland, because landslides have

made it unsafe. The first recorded slide came in 1888 and killed 400 persons. As the centuries passed, more and more rock and soil slipped out from under the town, taking houses and streets with it.

Whole areas of the town have been condemned as unsafe. In the past 10 years millions of lire have been spent on attempts to prop up the town. Geologists, however, said all their work was in vain.

## Government Profits From Philately Hobby

New York — (UPI) — Even the government is profiting from private business of philately. McGraw-Hill says the post office estimates it made a 1961 profit of \$2.7 million from the sale of stamps that went into collections and were never used for mailing.

as advertised in "Seventeen"

## Garland

### "Sweaters"

The "nicest" thing you can say about a sweater... because this year they are "Tops"... dozens are being "laid away" every week as every one is talking about the outstanding styles and colors... Come in and see for yourself.

7.98 to 18.98

Matching Capri ..... 11.98

Matching Skirts 9.98 to 16.98

There will be modeling in our windows and store Friday night from 7 to 9...

## off to school...

... in "Famous Name Togs" ... the "Who's Who" of the classroom crowd ... all at Parker Woods Leons ... Make this your Back-to-School headquarters.

"Skirts" 8.98 to 16.98

"Coats and Car Coats" • Fur Collar • Raccoon Trim • Lined

Knit Dresses The most fashionable and practical outfit you can buy. 19.98 to 69.98

"Frenchie" The brand new "Cuff-link" with long wearing rib sole... Slip toe... 3 colors. 9.95

"Town & Country" Pert little flat in black or red... 9.95

Other Flats 7.95

**Parker Woods Leons**

220 MAIN Next door to Andy's

At Our Rear Entrance

**NEXT ISSUE SEPTEMBER 2nd**

**This Summer Family Weekly** will be published EVERY OTHER WEEK

You will not receive Family Weekly with your newspaper next weekend.

**WATCH FOR THESE EXCITING FEATURES IN THE SEPTEMBER 2nd ISSUE**

- "My Trip to Penguin Land" by H. R. H. Prince Philip. In the Antarctic realm of ice and snow, the British prince found his "host" to be a bird of strange charm—and extremely odd habits. Prince Philip's own photographs illustrate this amusing and informative article.
- "10 Questions Parents Ask Most Often About School" by Virginia Burgess Warren. The answers will tell you what has happened in the classroom since "the old days."
- "Baseball's Bad Boy Turns Good" by Jack Ryan. Because of his temper and propensity for hitting batters, Dodger pitcher Don Drysdale has been something of a baseball terror. This special feature tells you why and how he has changed.
- "Can the U.S. Win the World Series of Sailing?" by Charles R. Meyer. For 111 years, the United States has been the master of yachting, but next week Australia challenges our best—and the Russians are waiting their turn.

**SEPTEMBER 2nd ISSUE FAMILY WEEKLY** with your copy of the **Medford Mail Tribune**

## Teen themes for Fall

Our Pre-Teen balcony dept. is full of smart back-to-school clothes from White Stag and Catalina... the West's finest makers of sub-teen sports wear...

- Skirts
- Sweaters
- Tops
- Capris
- Coats
- Car Coats

**PARKER WOODS**

220 MAIN Next door to Andy's

**Leons**