

tion on which to base invitations to friends and relatives abroad. The U.S. Travel Service has earmarked \$75,000 to cover the cost of materials in this campaign, the total cost of which would ordinarily be about \$5 million.

2. The President, on nationwide radio and television, should inform Americans of the importance of their being friendly hosts to foreign visitors and request them to invite friends from abroad to visit the U.S.A. in 1968 and 1969.

3. U.S. Government inspection agencies should instruct officials that meeting, greeting, and processing international visitors as quickly and courteously as possible is a responsibility equal to any other responsibility they have.

4. The Governors of the 50 States should be asked to issue proclamations urging all citizens to be courteous and helpful to foreign visitors. In addition each Governor should appoint a staff member to act as coordinator for a continuing program implemented by public and private organizations within his State. Press, radio and television should be asked to report successes or failures in this campaign.

5. The American Bankers Association should launch a nationwide program to educate the American public on the importance of handling foreign visitors with the utmost courtesy and cooperation. The ABA has already agreed to prepare and disseminate information in a sustained program of continuous communication with the public in local communities through work of bankers as members in religious, fraternal, social, and political organizations.