

because we think that just this trade ship alone could possibly help the deficit and payments by selling our products abroad.

Mr. CURTIS. Would the gentleman yield? Why don't you do it yourself? If it is going to accomplish what you say why do you come to Government?

Mr. FUGAZY. We are not coming to Government.

Mr. CURTIS. You say you want the administration to get behind this. I don't understand that.

Mr. FUGAZY. We want the endorsement so that American companies will go forth.

Mr. CURTIS. Oh, you have that.

Mr. BATTIN. I am thinking in terms of what your leasing space on ship would do for the exhibitors. What would your ports of call generally be?

Mr. FUGAZY. Well, we would cover 42 ports throughout the world and we would be, for the first time, making it possible for small manufacturers who heretofore couldn't afford to get sales offices or distribution centers throughout the world.

It would cost the company something like \$500 a port, and most companies couldn't even send one man abroad for that amount. We are talking about covering practically the whole world in 43 markets and, as we say, companies that might sell a zipper or a tractor or an airplane would be able to have their product shown abroad where heretofore they never were able to do so.

Mr. BATTIN. Do you have a brochure there in front of you?

Mr. FUGAZY. Yes, sir; we have a proposed one and, as I say, this is not definite. This is only being contemplated. We have to get approval from Maritime and so forth, but it is under serious consideration and if the figures stand up, as it would appear they will, we think this could be a very important contribution toward relieving the deficit payment.

Mr. BATTIN. Is there something there that you would like to have included in the record as a proposal?

Mr. FUGAZY. Just a general one. I would send it under separate cover if I may. I wasn't prepared to talk too much about the trade ship other than to highlight the possibility that we might be bringing it in.

(The following information was received by the committee:)

AMERICAN WORLD TRADE SHIP

The ship to be used is the United States flag passenger liner the *Atlantic*. The *Atlantic* (564 feet long, 76 feet wide and 18,000 tons in size) is large enough to accommodate 350 exhibit booths or display units and accompanying exhibit personnel in comfort and still be able to be berthed overseas at terminals with convenient access for the visitor, who will be of special interest to the exhibitor.

The *Atlantic* is entirely air-conditioned and display areas and stateroom accommodations are air-conditioned or heated as circumstances require. Each stateroom has its own private bathroom equipped with shower and toilet.

The exhibit areas will contain all booths or island displays normally made available to the requirements of exhibitors at large trade exhibitions. The size of the areas desired by each exhibitor can be adjusted to his specific requirements, ranging from 16 to 2,500 square feet, with provision for the larger areas to be treated as a single display area when required. The design and construction of the individual booths or island display units will conform to proven design arrangements requiring exhibitor's materials to be installed in the booths of display units in harmony with an attractive and clean-cut overall display.