

Mr. HERLONG (presiding). Thank you, Professor Weeks. You have given us a most delightful, refreshing, and I think thoughtful, paper. I appreciate your being before the committee.

Mr. Battin will inquire.

Mr. BATTIN. It has been mentioned time and time again by the witnesses that our Government has not been spending on a comparative level with other governments as far as advertising, trying to get tourists to come to the United States. Yet when we consider the fact that most of the countries that we are talking about in Western Europe either own or control the airlines that are primarily involved and the other means of transportation, when we consider that our own airlines, our rental companies, steamship lines, almost modes of transportation have been advertising in Europe to get people to come to the United States, I think the comparative factor of how much they spend, together with the government, would pretty much offset what the governments are spending compared to the United States.

Your statement that the American program has fallen far behind doesn't really, in my opinion, take into account the quite different forms of government and different types of ownership of the various facilities involved.

Mr. WEEKS. Well, I wouldn't disagree there. I might add that the encouragement of foreign travel may be subject to a criticism on another hand, and that is that the average foreign traveler perhaps is not in a sufficient financial position to afford extensive travel in the United States, which, having traveled extensively in this country, as I am sure this committee is well aware, can be well over \$7 a day. I assume this tends to cut down on it.

Yes, I would have to admit that you take in the private sector's contribution to this and you probably do get a figure approximating that spent, say, in France or Italy.

Mr. BATTIN. I think, too, one rather important segment which we shouldn't leave out is that, of course, some of our States advertise in the European press again trying to encourage people to see America. All taken together, I think we have done our job and maybe that is why presently we are the largest host country in the world as far as foreign visitors are concerned.

What we need according to the witnesses who have appeared before us so far is that we just need more of them. We might be the biggest host, but we need to be a bigger one. Maybe that is the proper approach. I don't know.

Mr. WEEKS. Yes, sir.

Mr. HERLONG. Are there any further questions?

If not, thank you so much for your appearance before the committee.

Mr. WEEKS. Thank you.

Mr. HERLONG. Mr. Ansel E. Talbert.

Is Mr. Talbert here? Do we have a copy of your statement?

STATEMENT OF ANSEL E. TALBERT, OVERSEAS PRESS CLUB OF AMERICA

Mr. TALBERT. Yes, sir.

Mr. HERLONG. You may identify yourself for the record and proceed in your own manner.