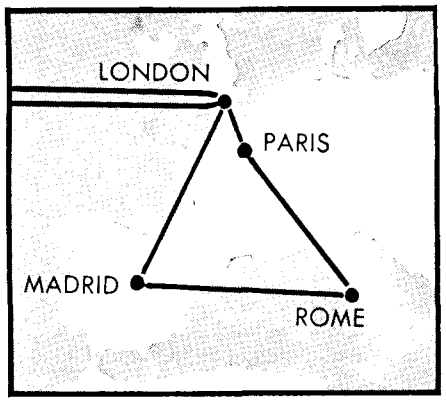


Hit the "High Spots" of Europe

The Four Capitals Tour ...17 days only $829*

Thanks to fast BOAC jets, you can now enjoy the beauties, the glamour of the four great capitals of Europe...in just a little over two weeks! And BOAC looks after you every step of the way. Better hotel rooms, lower rates, careful planning so that every minute is enjoyed to the full.

How short...and comfortable...the jet flight is from New York to your first stop, London. A full day's tour by motor coach to Stratford-on-Avon, stopping at Oxford, Blenheim Palace (birthplace of Sir Winston Churchill), and the many other memorials to England's history you'll pass along the way. Next, a day at leisure...wonderful shopping in London, you know! Sight-see a bit, too.

Paris next. Ah, Queen among cities! Place Vendôme, the Rue de la Paix, Place de l'opéra, the Eiffel Tower... you'll see them all by motor coach. And the Folies Bergère, too. Then a day at Fountainebleau and Barbizon. What glories of the past!

A short flight to the Eternal City... Rome. The Via Veneto, the Villa Borghese, the Fountain of Trevi (your tossed coin will surely bring you back some day!), the Vatican City, St. Peters. Two days and off to Spain.

Madrid. The Prado Museum, the Royal Palace, the parks and Bull Ring. All enjoyed before a justly-famous two-hour Spanish dinner! Next day, El Escorial...that treasure house of the world's great art. How sad to bid "adiós", but your swift BOAC jet liner is waiting to take you back to New York.

How little it costs! As little as $829* per person, based on Economy air fare for two people traveling together. *And* you can pay as little as $83* down, have 20 months to pay the balance. Departures from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Toronto, Montreal.

Your Travel Agent will help you with reservations. Or mail coupon below.

*Fares subject to change.

B·O·A·C BRITISH OVERSEAS AIRWAYS CORPORATION 128
World Leader in Jet Travel

Dept. BE-61, 530 Fifth Ave., N. Y. 36, N. Y. MU 7-1600.

Send me new booklet on "BOAC Tours in Britain and Europe 1960."

NAME_____
STREET_____
CITY_____
ZONE_____ STATE_____

Matters of State

CARS AND CRUISES: The most original idea in cruising that we have heard in many a moon-shot is the plan of a Scandinavian ship coming here next winter which will take aboard cruise passengers and their cars. While the shipping people have some doubts about the road conditions in the West Indies, they are delving into the problem with representatives of the American Automobile Association. What we foresee are some homemade excursions to the rain forests of Puerto Rico, automobilists getting lost trying to find Magen's Bay in St. Thomas, and some shaken drivers who try to climb the heights to Haiti's Kenscoff, high above the madding alleys of Port-au-Prince. Roads don't seem to us to be the problem in the West Indies, for we remember them as passably good almost everywhere. But we see some snags in providing guides and directions, and we see some bottlenecks moving 140 cars—that's what she'll hold—back and forth at each stop. It's going to be nifty for shopping, hell on traffic in narrow West Indian streets, and if you're left on the dock with 2,000 pounds of automobile you might as well stay there and take out permanent papers.

OLE, U.S.A.: In case you were taking our national parks for granted, they are well appreciated by visitors from abroad. Especially the Spaniards. Coming this month is a new book entitled "Parques Nacionales Nortamericanos," published in Madrid in Spanish and all about U.S. national preserves. It is the work of Luis Bolin, a tall and distinguished-looking Madrileño who is president of the European Travel Commission in the United States and divides his time between the Spanish Embassy in Washington and his other home in Madrid. He has visited twenty-eight of our twenty-nine parks and any number of national monuments, which do not, however, count in his box score. He has even visited our newest park in St. John, the Virgin Islands. The missing one? Hawaii, but he'll make that during the annual World Travel Congress of the American Society of Travel Agents, which is scheduled for Honolulu this fall.

TELEGRAPHED PUNCHLINES: Associated Hotels Limited is an entente of seven London hotels, five of which have provided themselves with cable addresses we think everybody ought to know about. To reach the Parkway on Inverness Terrace, address the cable to Invitingu, London. The Westway's address is Restuwell, Wescent, London; the Queensway is reachable care of Kweensotel, Padd, London. The Southway on Gillingham Street S.W.1 goes under the telegraphic title of Welcommu, Sowest, London. So far, so good, but what about the Shaftesbury on Monmouth Street W.C.2? To wire for reservations there, just cable Unafraid, Westcent, London.

TELEPHONED RESERVATIONS: This is not going to endear us to the American Society of Travel Agents, but here is the story. Travel agent told a lady we know that he could not get her reservations at the Royal Monçeau in Paris on the dates she desired. Lady picked up the phone, called the Reservations Manager, Royal Monçeau in Paris (telephone number CAR. 78-00). A few minutes later the chap was on the line, said, "*Allo, oui,*" said he would be pleased to give the lady a room on the date she wanted. One week later the confirmation came by mail. This lady told a friend of hers who was having trouble getting into the Peninsula Hotel in Hong Kong. *Her* travel agent had told her impossible. Second lady's husband, a sport, picked up the phone, asked for the reservations manager, Peninsula Hotel, Hong Kong. Call came through a few hours later. Voice on other end said okay for the dates specified. The mailed confirmation is expected any post. Cost of the calls in both cases, about $12 plus tax. What both parties want to know is, how come?

VISA-VIE: In our annual world travel issue, which was published on January 9 this year, we carried a feature called "The U.S.A. as a Touristland," a part of which has caused some concern with our State Department. Inspired by the President's proclamation of 1960 as "Visit U.S.A." year, the piece listed likely places for tourists to visit, as nominated by some fifteen prominent Americans. While State did not object, at least volubly, to the nominations, it did bristle, visibly too, at the introductory paragraphs in which we scored the various handicaps which do little, we said, to encourage a foreigner to come here. We got our information from firsthand observation, from discussions with a number of foreign tour-

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

ists, including Russians (see *SR*, Nov. 1, 1958), and from a letter sent from the president of the AAA to the then appointed, but unconfirmed, Secretary of Commerce, the Honorable Lewis Strauss. With the letter was enclosed a copy of a questionnaire which the AAA president, Frederick T. McGuire, Jr., assumed was now being required of foreigners seeking to become tourists here. It asked a great number of incredible questions and, like Mr. McGuire, we were shaken by it. So was a member of Congress who had the McGuire letter to Strauss, as well as the questionnaire form, inserted in the Congressional Record. As it turned out, the form was one required only of those seeking to emigrate here, and it was obsolete anyway. In truth, the present ones are not a whole lot better, but before we get into that we think it only fair to let the State Department have equal time; its statement, sent to us by John W. Hanes, Jr., Administrator, Bureau of Security and Consular Affairs, follows:

I have read with care an article which appeared on Page 27 of the *Saturday Review* of January 9, 1960, under the title "The U.S.A. as a Touristland."

Of particular interest to me are the following sentences:

1. "Despite the President's intention and the obvious political and economic advantages of persuading foreigners to visit us, the handicaps are all but insurmountable to any but the most determined."

2. "Although we have lifted the fingerprint requirements, our incredible visa procedure still poses discouraging delays and obstacles for well-intentioned visitors."

3. "Russian citizens, whom we should be particularly interested in enticing to our shores, have to present themselves in person at the U.S. Embassy in Moscow when applying for a visa."

I find it somewhat difficult to understand the factual basis of these comments on the subject of travel to the United States so far as they relate to the visa function.

Specifically, the sentences numbered 1 and 2 above just do not agree with the facts. Our statistics show that consular officers issued and revalidated 595,079 nonimmigrant visas in the fiscal year 1959 and that this number should rise to some 660,000 in the fiscal year 1960 even if the number of issuances in the last six months of the year is no greater than in the first six months. Actually, we expect the final 1960 figure to be considerably higher. The Immigration and Naturalization Service, furthermore, reports that it admitted 1,024,945 nonimmigrants in the fiscal year 1959.

Inasmuch as at least half of the visas we issue are valid for four years and any number of entries, we estimate that at any given time at least one million foreign nationals have in their possession visas valid to come here whenever they please. Reports from our consular officers abroad indicate that this represents a high proportion of persons who have the leisure, means, and desire to make the relatively expensive transoceanic voyage.

I do not believe that there is any "insurmountable" or even "discouraging" handicap to a visit to this country by a genuine tourist.

We do, however, have one difficult problem in some places owing to the fact that permanent immigration into this country is not possible immediately (or even within a relatively short period) by many persons who desperately want to live in the United States, but who come from countries with small or oversubscribed immigration quotas. It is an unfortunate but true fact, therefore, that such persons often try to enter this country posing as tourists or visitors although actually they intend to remain permanently. Once physically here, they can and do utilize our lengthy judicial processes to stay on for years, and often permanently. Under the law, our consular officers are responsible for properly classifying applicants for visas as immigrants or nonimmigrants. It is important that they do so, not only to carry out the law, but also to maintain the reputation of the United States and of the fairness and equity of our administration of law in the eyes of all the other intending immigrants who are patiently and properly awaiting their turn under the quota.

The few cases of difficulty regarding nonimmigrant visas, of which *Saturday*

For a delightful spring vacation...

See Italy first

Come to beautiful Italy in the springtime! You'll enjoy the warming sun . . . the gala spring pageants and other spectacular events that are so much a part of the rich traditions of the country!

In 1960, Olympic Rome welcomes you as Rome, the Eternal City, and all Italy welcome you the year around. The Summer Olympic Games will be held this year from August 25th to September 11th . . . so come early and plan to stay late to enjoy the leisure and charm of spring and fall in lovely Italy.

Come to beautiful Italy any *time of year . . . food, transportation and accommodations are all moderately priced and planned for your comfort and convenience. See your Travel Agent* now!

MCMLX

ENIT

ITALIAN STATE TOURIST OFFICE—E.N.I.T.

Palazzo d'Italia, 626 Fifth Avenue, New York 20, N. Y.

CHICAGO: 333 N. Michigan Ave. — NEW ORLEANS: International Trade Mart — SAN FRANCISCO: St. Francis Hotel

EMBASSY *Vacation* TRAVELCADE

EUROPE — 35 Days & Longer Via Ship From $749; 22 Days & Longer Via Jet Plane From $836; *Individual Itineraries tailored to your requirements.*

RUSSIA — POLAND, CZECHO-SLOVAKIA: Official Agents All Eastern Countries; Rates for Escorted or Independent Trips Via BOAC Comet Jet Plane From $815

ISRAEL — MIDDLE EAST: Special EXODUS TOUR—Rates from $920; Escorted, all inclusive Tours from $1475

AROUND THE WORLD — Expertly Planned Trips. We've been there! Special 36 Day Trip Via BOAC Comet Jet (From N.Y.) $1895.90

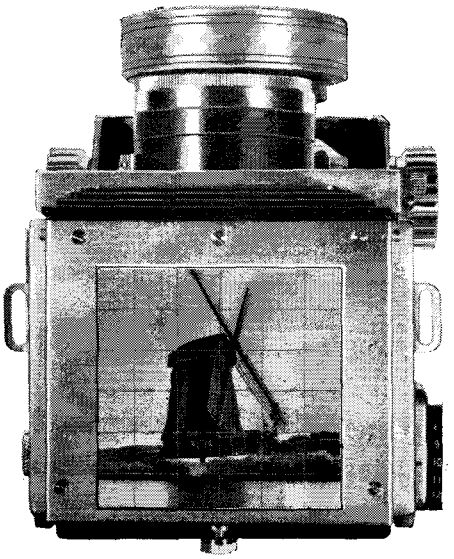
MEMBER AMERICAN SOCIETY OF TRAVEL AGENTS ASTA

AIR AND STEAMSHIP COMBINATIONS ARRANGED

SELECT YOUR VACATION FROM OVER 200 PROGRAMS

EMBASSY TOURS 147 West 42nd St. (at B'way), New York 36, N. Y. OXford 5-2121 WRITE—PHONE BOOKLET SR12

PROPERTY OF THE ROSENBERG FAMILY ARCHIVE, WWW.ROSENBERGARCHIVE.ORG
ELECTRONIC REPRODUCTION PROHIBITED



Focus on Holland for a continental treat

The sights you will see and the pictures you'll take will last a lifetime. Just buy film, then map out the settings at your Travel Agent or write: NETHERLANDS NATIONAL TOURIST OFFICE (ANVV), 1 East 53rd St., New York 22, N. Y.

You see more
You pay less

Criterion TOURS TO **EUROPE**

Sailing aboard the new Bremen and Rotterdam, the Hanseatic and other popular steamers. 77 Departures by Steamer and Air in 1960.

11 Countries—35 to 50 Days

Many tours include Oberammergau Passion Play

$747 to $1092

CHOICE HOTELS. FIRST-CLASS SERVICE.

For illustrated folders write to

Your Local Travel Agent

Tours Operated by The House of Travel

DO YOU "KNOW" EUROPE?

You will with the revised and expanded '60-'61 Edition of Chop Talk "Europe-Ho!" The connoisseur's localized guide to Wining and Dining on the Continent compiled by professional gourmets and restaurateurs.

LONDON CHOP HOUSE
Dept. R 155 W. CONGRESS
DETROIT 26, MICHIGAN

$1.00 P.P.

Review may have heard, almost undoubtedly revolve about one of three principal types of situations:

(1) The applicant appears from all the available evidence actually to be an intending immigrant rather than a nonimmigrant as defined in the law. Some applicants can produce additional evidence to demonstrate that they are genuine nonimmigrants; others cannot. The majority of the difficult cases fall under this heading.

(2) The applicant, although a genuine tourist, is known to be ineligible to receive a visa under the law. Examples might be a person who had been convicted of a crime; or who has tuberculosis; or who is a member of the Communist party. Another section of the law, however, provides a procedure whereby even these ineligibilities may be waived by the Attorney General upon recommendation by the Secretary of State or by the consular officer. This waiver procedure is frequently used where the merits of the case justify it.

(3) The applicant does not have a passport valid for six months beyond the date of his proposed departure from the United States as required by law. Still another section of the law, however, has enabled us to set up a convenient procedure whereby this difficulty may be eliminated by waiving the passport requirement in the individual case.

I would like to emphasize that very few tourists find themselves in any of the situations outlined above.

With reference to the third sentence I quoted from the article, I should point out that the Soviet Government, by its own laws, strictly controls all visa applications made by its nationals. If and when the Soviet Government decides that one of its nationals may be allowed to apply for a visa, either immigrant or nonimmigrant, to come to the United States, the Soviet Foreign Office delivers that individual's passport with exit visa and application for visa to the American Embassy.

Our law requires the personal appearance of a visa applicant before a consular officer, who must be satisfied as to the identity and visa eligibility of each person. Since we have been unable to arrange consular representation in Soviet territory outside Moscow, a trip to Moscow becomes necessary for each traveler, as stated by *Saturday Review*.

We have, whenever possible, offered to send one of our consular officers anywhere in the Soviet Union to issue nonimmigrant visas if a sufficient number of Soviet nationals is leaving from the same area on a journey to the United States.

The limiting factor is, however, not our procedure but the rigid system of exit permits and control of visa applications for foreign travel exercised by the Soviet Government over all the persons it claims as nationals.

I hope that the foregoing discussion

MUSIC FESTIVALS

FESTIVAL CASALS

June 3-22, San Juan, P.R.

The outstanding musical event in the Western Hemisphere. PABLO CASALS will conduct and play assisted by the world's best known artists:

Arrangements, including hotel, concert tickets, sightseeing, excursion to Virgin Islands, transfers, for one week from $94.00
without Virgin Islands excursion from $69.00

Officially appointed agents for:

AIX EN PROVENCE	*July 9-31*
CASALS FESTIVAL PRADES	July 30-Aug. 15
BAYREUTH FESTIVAL	*July 23-Aug. 25*
BERLIN FESTIVAL	*Sept. 18-Oct. 4*
HOLLAND FESTIVAL	*June 15-July 15*
LUCERNE FESTIVAL	*Aug. 13-Sept. 7*
MUNICH FESTIVAL	*Aug. 7-Sept. 9*

MUSIC FESTIVAL TOUR $2,270.00
June 28, 1960 ..... 57 Days

For Tickets, Brochures, Information,

MAYFAIR TRAVEL SERVICE INC.
119 West 57th Street
New York 19, New York
PLaza 7-5985 • Cable: MAYTRASERV

Freighter Voyages

Travel leisurely and comfortably.

Delight in the fascinating life of the sea without crowds or starched formality.

For genuine satisfaction, nothing equals freighter travel. Enjoy the best.

PHILIPPINE NATIONAL LINES—Philippine Service with a smile.

IVARAN LINES—True Norwegian hospitality.

Manila, Hong Kong and Japan. From New York, Los Angeles, San Francisco.

IVARAN LINES—Freighter yachts New York to Rio de Janeiro, Santos, Montevideo and Buenos Aires.

See your travel agent or write

Stockard Steamship Corp.
17 Battery Place, New York 4, N. Y.

60 DAYS OF

A Summer Abroad with PFE...
A month's residence and study at Le Fleuron in Florence or a thirty-day stay in Paris with a forty-hour university course sponsored by André Maurois,

TRAVEL & STUDY

Robert Schuman, and Marshal Juin plus a thirty-day European tour (choice of three itineraries including the USSR). Air Transportation. All inclusive from $1375. Write for 16-page illustrated brochure.

IN EUROPE

PARIS • FRANCE • EUROPE
ASSOCIATION FOR STUDY AND TRAVEL, INC.
10 E. 49th ST., N.Y. 17,

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

BRAND-NEW

Travel Books

TO MAKE YOUR TRIP A SURE SUCCESS . . .

TRAVEL ABROAD AT LOW COST

William H. Strong and A. Milton Runyon. *The* comprehensive guide to inexpensive travel to and through Europe, the Pacific, Canada, the Caribbean, South and Central America. Details free travel services, new tourist ships, jet flights, economy tours and important money-saving plans. Many helpful maps and photographs. $3.95

RICHARD JOSEPH'S 1960-61 GUIDE TO EUROPE (plus Israel)

The famed travel writer updates his best-selling handbook. Get accurate, full information on travel agents, costs, passports, visas—when to come, where to stay, what to eat, wear and buy. Includes driving regulations, tobacco and liquor allowances, gas prices in 20 countries. Coming April 21. $5.95

TRAVEL GUIDE TO RUSSIA

Irving R. Levine. The first full-length guide to the Soviet Union ever published. Explains highlights and off-the-beaten-track sights in a score of cities now open to travelers, places and things you can photograph, tipping, phoning — even how to date a Russian! $4.95

A TRAVELER'S GUIDE TO GOOD HEALTH

Colter Rule, M.D. The medical do's and don't's of preparation, prevention and care for your trip to any of 108 countries — with a glossary of medical and drugstore phrases in French, German, Italian and Spanish. $3.95

RICHARD JOSEPH'S 1960-61 WORLD WIDE MONEY CONVERTER AND TIPPING GUIDE

The only complete pocket-size guide to foreign currencies and tipping. Covers more than 80 countries, includes the new changes in the French *franc*. Only $1.00

At all booksellers

DOUBLEDAY

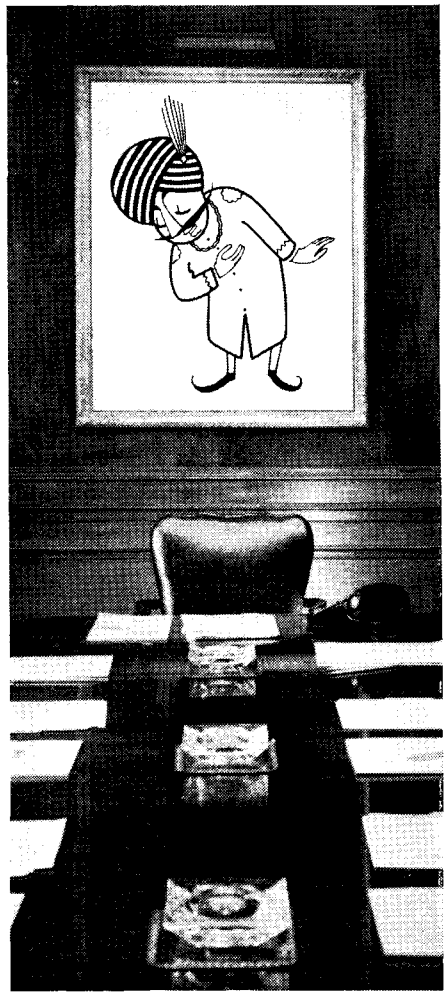
will be of assistance to *Saturday Review* in evaluating the relation of the visa function to tourist travel to the United States, and that you will wish to print it. I also hope that it may stimulate more discussion and perhaps useful suggestions about this important subject, both of which we will welcome and appreciate.

I would like to emphasize that the Department of State, our Visa Office, and our consular officers abroad are equally enthusiastic, as is the *Review*, to put real meaning into the Presidentially proclaimed "Visit America Year"—both in 1960 and thereafter.

There is no doubt in our minds that the State Department would indeed like to put real meaning into "Visit U.S.A." year, both in 1960 and hereafter, but it is hampered by the law. Its regulations merely implement the law, and, the way the statutes stand now, here is what is required of a tourist seeking to visit the U.S.A. If he presents himself in person at a consular office which is authorized to issue visas he fills out a 3x5 card called a Form FS 257, which asks for name, address, personal description, marital status, and the length and purpose of his stay. However, if the consular agent is unsure of the applicant then a twelve-question form must be submitted. This long form, which comes complete with two pages of instructions, asks, among other things, for every place the applicant has resided for six months since he was sixteen, and for a list of organizations to which he has belonged since the age of sixteen. He must also affirm that he has had no mental illness, will not become a public charge, has no criminal background, nor intends to come to the U.S. to commit immoral acts. He must assure the consul that U.S. laws prohibiting entrance into the U.S. to commit subversive activity do not apply to him.

If his own government charges U.S. citizens for visas, we charge him. If his own government does not require a visa of U.S. citizens, we do not charge him for the visa he must get from us.

So much for the State Dept. and the Immigration and Naturalization Service. There remains the Treasury Department, which requires its customs agents to search each of the arriving tourist's bags. And a week before leaving the U.S.A. there is still the final chore of checking in with the Internal Revenue Service, where our invited guests must present their passport and obtain a tax clearance form No. 2063 indicating they made no taxable income while here. If these are not discouraging delays and obstacles for well-intentioned visitors, then I am Representative Francis E. Walter of Pennsylvania. —HORACE SUTTON.



Our Corporate Image

Until recently, we naively assumed that our sumptuous service, our comforting dependability, our multi-million-mile pilots and our warm Eastern ways were what had captured the hearts of millions of travelers.

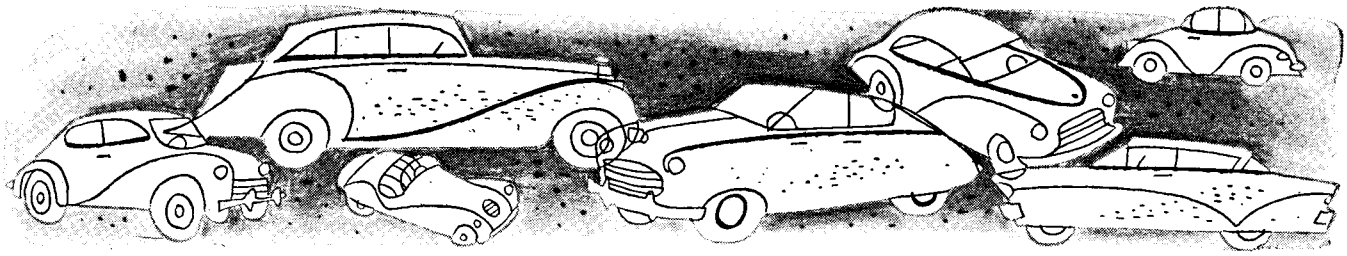
Now we learn that every company in the United States must have a Corporate Image. Fortunately, our maharajah has come to symbolize a service so uniquely *personal* it has been known to flatter even potentates. So, with this Corporate Image firmly in mind, *see your travel agent* about our *New York-London* Boeing Intercontinental Jet Service.

AIR-INDIA

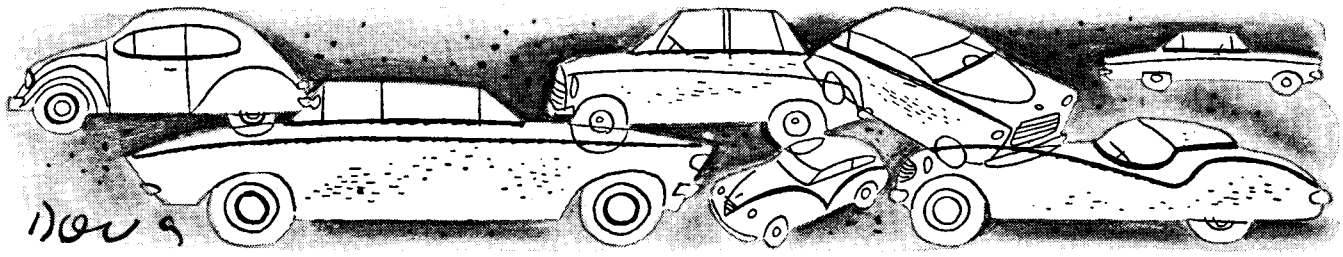
The airline that treats you like a maharajah

410 Park Avenue, New York • PLaza 1-4146
37 So. Wabash Ave., Chicago • STate 2-8540
543 So Olive St, Los Angeles • MAdison 6-6834

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



1960 CARS: GLOBAL SHIFT IN TASTE AND DESIGN



By KEN PURDY, *author of numerous books and articles on the automotive scene, including "The Wonderful World of the Automobile," published last month.*

A MAJOR transformation in automobile production and design, bringing changes that are likely to rival any of the industry's previous shifts, may be just around the corner. It is not only a revolution in size and shape, in speed and horsepower, but an upheaval that may well produce a historic realignment in the world automobile market; it may prove in the end to have consequences that will cause a basic readjustment in an industry that is our economy's main supporting timber.

Already, the United States is importing more automobiles than it is exporting. Since foreign cars began to invade the American market just a few years ago, the balance has gradually shifted, and for all we know the scales may tip still further.

For a forecast of what lies ahead for the automobile industry—and for the American economy—no better laboratory exists than the Fourth International Automobile Show, which opened at the New York Coliseum this week. Here, in microcosm, are some important signs that suggest what may be awaiting us.

In the number of exhibitors and diversity of products on view, it is the biggest automobile show ever mounted in this country; public interest is more sharply focused upon it than heretofore; and observers concerned with the vitality of the automotive industry are particularly curious to discover the trends it will surely demonstrate, since the exhibition comes at a time of turmoil and change.

The Fourth International is stunning in its range. The old-fashioned prewar domestic motor shows compare but thinly with it. We were used to seeing a number of essentially similar automobiles, with narrow ranges in size, performance, and price, since American automobiles were, in the prewar years as today, basically similar in design. But the Coliseum show, since it reflects the world market, is splendidly diversified; indeed, there are variations on the theme of private transportation that will be wholly new to many viewers.

All of the American-built compact cars have taken space at the Coliseum, and their presence emphasizes the dramatic crisis now intriguing observers of the industry. The percentage of the world market held by the United States has been declining for ten years, while the European makers' percentage has been increasing. If the present trend continues, in 1962 European factories will outproduce us for the first time.

Here is a portentous development indeed. It cannot be called news, since the emerging pattern has been clear for a decade; but because the battle could not be joined until the Detroit-built compact cars came on the scene, the issue has not heretofore been clear.

The astonishing rate of increase in foreign-car importation can easily be shown without heavy use of statistics. In 1954 we imported *one* automobile from Sweden. In 1959 the two Swedish producers, SAAB and Volvo, sent 28,500 units to the United States.

England moved from 25,632 to 156,597 units from 1954 to 1958, and in 1959 the grand total of imported cars was 668,000.

In 1954 we exported 173,312 automobiles, but in 1959 only 104,000-odd. (Oil-rich Venezuela took the biggest package: 19,000 units.)

There are two mitigating factors: (1) The figures cited are for automobiles as units. When completed automobiles *and parts* are considered, the dollar value of our exports notably *exceeds* that of our imports: (2) about 29 per cent of foreign automobiles sold here were built by American-owned plants

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED