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I S S U E S A N D A N S W E R S

SUNDAY, APRIL 18, 1965

Please note the Vice President's apparent reversal of emphasis on the See the U.S.A. program ... the Administration seems to have completely changed emphasis. Also please note ~~reference to the U.S.A. program ... the Administration seems to have completely changed emphasis.~~

:HOLD FOR RELEASE :
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:SUNDAY, 11:30 A.M. :

GUEST: The Honorable Hubert H. Humphrey
Vice President of the United States

INTERVIEWED BY: Edward P. Morgan
ABC News Commentator

THE ANNOUNCER: ISSUES AND ANSWERS presents the Vice President of the United States, the Honorable Hubert H. Humphrey, to personally conduct an Easter Sunday tour of the nation, from the coast of Maine to the California seashore.

Spring is the time of year when most Americans plan vacations. ABC explores the beauties of America, as we see the USA with the Vice President of the United States, the Honorable Hubert H. Humphrey.

Here to interview Vice President Humphrey, ABC News Commentator Edward P. Morgan.

MR. MORGAN: Welcome to ISSUES AND ANSWERS, Mr. Vice President. I never thought I would interview you in the

category of a travel editor, but it is delightful. However, there are some serious aspects to this situation. There has been a lot of fun and serious criticism poked at the Administration's policy of saying in effect "Yank, stay home, and not travel abroad."

Is this policy really defensible?

VICE PRESIDENT HUMPHREY: Well, first of all it is not our policy. The policy is not to ask people to stay home, the policy is to ask people to take a good look at the United States of American and to encourage people from other countries to come here. We believe in exchange and we believe in travel. In fact, we of course not only believe in it, we practice it in a measure that no other country on the face of the earth does. But "exchange" means a kind of two-way street and we would like very much to encourage our friends from overseas to come and see us and that, of course, means that here in America we must make the arrangements to receive them and receive them in a manner that will be enjoyable to them. Therefore we have the U. S. Travel Service that operates overseas in conjunction with and in cooperation with our private enterprise areas, the travel agencies, the airlines, the hotels, et cetera. Then we are asking Americans to take a good look at their own beautiful country.

Now that can be interpreted by some as saying "Why that means don't go overseas," but I don't think if -- let me put

it this way: If the government told the American people not to travel overseas, I am afraid more people would travel than ever before. We are not trying to do that. We are just simply saying to our friends in England and France and Germany and all of Western Europe, the Scandinavian countries, Japan, Australia -- anyplace in the world -- "Come and see us." We are asking them to do that. And then we are saying to our friends in the United States, to our fellow Americans, "Why don't you take a look at your own country and get a good idea of what this country's all about"?

MR. MORGAN: Well, I am sure that a lot of restless-footed Americans will welcome what you have just said because this indicates there has been a gross misinterpretation of what the President said and the rest of the government's reaction to it. I am thinking particularly of a small but vividly tangible reaction that came in some State Department passport office after the President emphasized that Americans should see their own country. They took down the travel posters of foreign countries.

Now do I interpret your remarks correctly that we are not trying either directly or indirectly in the government to embargo travel abroad by Americans but to think of the priority of travel in this country first?

VICE PRESIDENT HUMPHREY: You are right. There is no embargo, there is no edict, there is no rule or regulation

that says "Don't travel," but we would like to give our friends overseas a little competition. We'd like to have, for example, people here in the United States that want to travel, that wish to take some time out for recreation and for, well, for cultural advancement and for just sheer pleasure, to have a choice between, let's say, the Rhine River, which is beautiful, and the Hudson River, and the Ohio and the Mississippi. We have some beautiful rivers, too.

I have a feeling that we really haven't advanced our own cause as well.

Now good competition may mean that some Americans will not go overseas that planned to go, but they are not being told not to go. What we are trying to do here is to show people in California that they ought to see the East, and people in the East that they ought to see the West, and we are trying to show also people in Germany and France and other countries, and England, that we have nice hotels here too, and that we have a World's Fair in New York and that we have the Golden Gate in San Francisco, that we have the deserts and we have the missions and we have the woods and we have the lakes and we have the rivers. "Come see us."

Competition -- we are really going to compete.

MR. MORGAN: Of course there has been a very real reason for concern about our travel abroad because of the imbalance of payments problem that we have had.

VICE PRESIDENT HUMPHREY: Yes.

MR. MORGAN: And according to government figures that I have been able to get, we spent, Americans abroad, not counting the air fares or steamship fares, something like \$2.2 billion in 1964 but again -- I want to clarify this, I think you are saying something that is very important -- is this a small enough figure -- \$2 billion is not very small -- that nevertheless this is of not major concern in our balance of payments?

VICE PRESIDENT HUMPHREY: Oh, no, it is a matter of concern. Actually the contribution to the deficit in the balance of payments by travel, when you average everything off, the number that came here from overseas to see us and the number of Americans that went overseas, is about \$1 billion 600 million. A billion and three-quarters. If we could cut that back, it would be very helpful.

Now how do you cut it back? You could cut it back by saying "Don't travel overseas," or you could do it another way, by encouraging other people in other countries to come here, and thereby enrich our own economy. You know I use the example of my own dad who was a remarkable man. My father never in his life ever scolded me for staying out late. He never told me what time to go to bed, Ed, but he was the best getter-upper in the whole county.

Now we are not saying to Americans "Look, you shouldn't see Europe." We know that Americans want to see Europe. But

we are saying "Before you decide to see Europe, how about seeing the Great Lakes, or how about seeing the Grand Tetons, how about seeing the Rockies, how about seeing the World's Fair? How about seeing America?"

Give them a choice. Now everybody is entitled to a choice and we think that Americans have sort of taken their own country for granted. Let me tell you why I say that. Fifty percent of the American people have never traveled over 200 miles away from home. Fifty percent.

MR. MORGAN: Mix them up a little bit.

VICE PRESIDENT HUMPHREY: Sixty percent have never been in a hotel or a motel for an overnight stay. And we have the best hotels and motels in the world. Eighty percent have never been on an airplane for a trip. Now we simply say that before you decide that you are going to travel half way around the world, if you lived in Pennsylvania, why don't you think about traveling out to Arizona or California or maybe out to Minnesota or Missouri or down in the Southeast and see the Great Smokies or the Appalachia, or the Grant Tetons, or the Rockies, or the Sierra Nevadas. See that.

MR. MORGAN: Did you ever think of being a travel agent?

VICE PRESIDENT HUMPHREY: Well, as a matter of fact as a campaigner I have traveled -- I think -- I have been in every state in the United States and every place I go I find beauty, I find something of tremendous interest. I have

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traveled a great deal overseas and I wouldn't want to indicate for a minute that overseas travel wasn't fascinating. It is. But I will tell you one thing, that if you really want to see the panorama of modern civilization and also of the past, you can see it right here. You can go out into where I was, near Tucson, Arizona --

MR. MORGAN: Excuse me, Mr. Vice President. We are going to see some of those things you have been talking about. In just a moment we will be back with more issues.

(Announcement)

MR. MORGAN: Mr. Vice President, certainly Americans have had great experience in traveling abroad, but very few foreigners have come to this country. Partly, they say, because the prices are too high, but I suspect there may be another problem. Are we really, as you might say, tooled up to handle visitors the way they are so experienced in handling travelers themselves?

VICE PRESIDENT HUMPHREY: Well, it is a fact, Mr. Morgan, that there are many complaints like this and I suppose there may be some truth to those complaints. We had about six million visitors last year, substantially more than before, but five million of those were from Canada and a goodly number also were from Mexico, so that actually the total number of foreigners coming in outside of our immediate neighbors is rather limited. And they do say the following: Number one, they

say it is too expensive for the middle income, or, you know, the average income person.

MR. MORGAN: Can we do something about that with our package plans?

VICE PRESIDENT HUMPHREY: Yes. And our private industry is -- when I say "private industry," our airlines and steamship lines are putting together packages and doing a much better job of it than ever before, offering a very reasonable travel package.

It will bring people here from other countries and have ten days or two weeks or three weeks in America, depending on the amount of money you want to put into it. But once that the travel agencies and the airlines and the steamship lines have done this, it requires not only of course the cooperation of the hotels and the motels and the restaurants which are by the way doing a lot -- I want to compliment them and I have been meeting with them, but Governors and Mayors and States and the Federal Government must also do something about this.

We need to improve our whole program of travel information centers. For example, if you come into the United States you ought not merely to go through Immigration and Customs when you arrive in New York, for example, or a port of entry, there ought to be a place there where you as a visitor can get all the information at once that you want about America. And we are going to do something about

that. We are going to have a "See Wonderful America tourist travel kit.

MR. MORGAN: You say you have been talking in -- I am sure other officials of the government have been talking to people in the service and travel industries, but this brings up a possibly painful point. We have criticized British cooking, but we have also criticized -- I am sure you and I travelling the country -- American cooking where you have no idea of what the quality of the restaurant is before you get into it. Now how do you steer the visitor, American or foreign for that matter, to a place where you know he is going to get a good, tasty, clean meal?

VICE PRESIDENT HUMPHREY: Well, private industry in the United States -- that is the groups that are deeply concerned about this great, untapped market of tourism -- by the way, it is the most under-developed area of our economy. It could grow fantastically -- they are now putting together little guidebooks of where the good places are to eat and to stop and there are standards that are applied by the travel services so that you do not get misinformation.

MR. MORGAN: Do you think it would be, seriously, a good idea to do in this country either through private industry or through government what they do in France, this "gib mish lam" they call it, where, without any pressure from advertisers, they list the best restaurants, and the best

hotels, and it's really quite good?

VICE PRESIDENT HUMPHREY: Yes, this is a matter that we now have under consideration, under the task force and under the industry committee that is working with us. Government and private economy together. By and large though I must say that there is a great variety here and a large number of fine eating places. Really we are not short of that. What we are short of is language translation, we are short of real good information as to the historical points, the points of interest. Take Washington, D. C. Now this is an area that we are trying to make a pilot project. There isn't any one little booklet that tells you all about your City of Washington, D. C. If you are a foreign visitor and come to Washington there is no tourist information center.

There isn't any one little book that tells you what you can see in Washington and what you ought to see. And costs, as well, you see.

Now we are going to do something about that. You would have thought we would have done it a long time ago.

MR. MORGAN: Does this mean we are going to have a federal tourist agency of some sort?

VICE PRESIDENT HUMPHREY: No, this will be done privately. This will be done by a cooperative -- industry is now organizing a cooperative committee on travel services, and they are putting in their own money for their own budget, and in each community there will be, of course, efforts made by

the local city government as well as the local industry.

MR. MORGAN: Somebody in government will have to coordinate this. Is the President going to appoint a travel czar, so-called? What are his plans on that?

VICE PRESIDENT HUMPHREY: Well the Congress, and the 88th Congress did pass a resolution directing the President to appoint a chairman of a "See USA Travel Service," and that person will be appointed by the President of the United States.

MR. MORGAN: Soon?

VICE PRESIDENT HUMPHREY: Yes, very soon. In fact, by the time that this broadcast is heard, it may very well be done.

MR. MORGAN: Can you look ahead and, knowing the policy of announcements of appointments, still give is a crystal ball idea of who this might be?

VICE PRESIDENT HUMPHREY: Knowing the policy, I am not going to. The President will make that announcement, as he rightly should. Can I say just one other thing: When we talk about travel in the United States, if people want to travel long distances, they can go to the Hawaiian Islands. That is the United States. They can go to Alaska. That's the United States. And what wonderlands of travel. And they can go to the Virgin Islands and to Puerto Rico. These are parts of the United States. You can literally see everything from the tropics to the Antarctic. You can see everything from

the Pacific to the Atlantic. The Caribbean, the beaches of Wakiki, the glaciers and the valleys and the forests of Alaska, the deserts of the Southwest, the beautiful beaches of California, the magnificent scenery of New England and of the -- and then you get into the Appalachia and the Ozarks and the Smokies. The Grand Tetons, and the upper Midwest with its lakes and its plains and its magnificent cities. No place in the world really has the cities that we have.

MR. MORGAN: Mr. Vice President, you were saying that we are gaining a consciousness, as we should have already have done, that we lack certain organization of information for foreign travelers, but by the same token you are urging Americans to discover their own country. A man decides to take his family somewhere, what does he do besides go down to the gas station and get a map? What does he do for hi's reliable information?

VICE PRESIDENT HUMPHREY: This is what we are trying to improve and we think we will do it very quickly. We are asking each state through its tourism and recreation bureau to beef up its operation, as we put it, to see to it that maps and pamphlets and directories are made available and that they are made available through the filling stations, that they are made available through the tourist centers. We want every city in America to have its tourist center.

Now let's just settle it down right now, set it down, that every Mayor that is worth his salt ought to see to

it that his city has a tourist center and that every Governor ought to see to it that his state has a tourist promotion program the likes of which they have never had before. We have a \$30 billion tourist industry in the United States now. It could be a hundred billion dollar industry, easily. With more leisure time, with higher income, it is there. And we are asking people to get busy. This is the greatest under-developed market in the world and it is right here at our doorstep and we can do something about it.

MR. MORGAN: As you were talking, this struck me, Mr. Vice President: Is it too wishful to think that as the country adjusts to the desegregation of the races and travel becomes more flexible for minority groups, that that will contribute to our travel industry?

VICE PRESIDENT HUMPHREY: I think that is surely a consideration that has much merit. I am positive that as we break down these barriers of racial discrimination that there will be a greater movement of people and with less tension and there will be better business, that people will move, they will stay, and they will stop, and they will come and eat, and they will stay over night and go camping and our great state and national parks will become used more and more and by the way, we need to improve those. We do not have nearly enough camping sites in America for a growing population. Our parks are still under-staffed and with

inadequate facilities. They need to be expanded and we are doing it at the national level, but there needs to be more of it. It is a great opportunity for families. Families can travel today at camp sites and out on the trails and into the state and national parks at very low cost and have a wonderful time in their own car, or they can rent a car and be sure that they have good equipment.

MR. MORGAN: The President has emphasized, and you, too, and the First Lady, the importance of conservation and beauty, and you have got programs, either now or going up on the Hill. Is there a way to overlap this thrust with the development of tourism within the United States?

VICE PRESIDENT HUMPHREY: They are tied right together. In fact, when we have had the Mayors and the Governors into Washington for conferences of recent date, we have asked them to not only stimulate greater activity in tourism and travel in their respective areas, but we have said "Look, let's make our cities beautiful. Wherever there is public ground, let's plant flowers, let's get the trees there, let's clean it up, let's ask the people that are the property owners to clean up their yards. Let's we as Governors and Mayors and public officials clean up the streets and the highways. Let's beautify America."

Every city ought to have a contest for beautification. We ought to be giving an award to the cities in America, the

cities that do the best job of improving their image, so to speak, their profile. This is all tied in with it.

MR. MORGAN: Mr. Vice President, a horrible thought has just struck me. You have seen Coney Island, or its equivalent on a Monday morning after a hot Sunday day.

VICE PRESIDENT HUMPHREY: Yes.

MR. MORGAN: Now if we succeed in promoting tourism among Americans, is it possible that we will destroy the beauty spots that we have already got with coke bottles and beer cans and picnic baskets, et cetera, that people indiscriminately throw about?

VICE PRESIDENT HUMPHREY: No.

MR. MORGAN: Is there a danger there?

VICE PRESIDENT HUMPHREY: No. I think that people can be asked to be more responsible. There isn't any need for everybody being a litterbug. We are going to have a larger population in this country. In the next five years we will have a population of about 215 million, and if everybody continues to throw the rubbish on the streets, there will be nothing but rubbish. So we are going to have to ask our people to become more responsible and considerate citizens and also the municipalities must be as willing to enforce the law on community orderliness and community sanitation and community -- what should I say -- beautification, as they are traffic tickets. Instead of just handing out traffic

tickets for people who overpark, maybe we ought to have a little law observance, and some law enforcement on those who decide that they are going to make the streets their ashcan or their garbage can. This can be done. I think we need to just appeal to the American people to do a better job.

We have seen it happen in our forests. People have been very protective of our forests. A much better job. Might I add, too, as we develop these playgrounds, well let's say over in Kentucky, and Virginia, and West Virginia, Tennessee and North Carolina, that area, where you have approximately 50 percent of the population within 500 miles of the area that I speak of, that West Virginia-Virginia-Kentucky complex, you can develop those mountains and hills and valleys to be like the Alps, or like a little Switzerland.

MR. MORGAN: Mr. Vice President, we have covered a lot of ground, with or without traveling music. Thank you very much for being with us again on ISSUES AND ANSWERS.

(Announcement.)

MR. MORGAN: Mr. Vice President, I am not sure that your distinguished former colleague in the Senate, the Chairman of the Foreign Relations Committee, Senator Fulbright of Arkansas, was carried away but he made a very interesting comment not long ago when he urged Americans to see America first. He said "Do that, and avoid the debauchery of such evil foreign cities as Paris." It struck me as

rather funny because just about the time that some of the leading Arkansas pastors of his state were having trouble with gambling in Hot Springs. Now do you feel there is any danger in American fleshpots?

VICE PRESIDENT HUMPHREY: Well, I think people can find fleshpots wherever they go if that is what they are after, but if you will travel here you will find some beautiful, beautiful places. From New England to the West Coast, from Texas to Minnesota.

MR. MORGAN: I was just going to say I don't know who edited that film but Texas was not included. Was there any political significance to that?

VICE PRESIDENT HUMPHREY: Well, I suppose it was to keep it non-political, and I didn't see anything on Minnesota, but I want to say that Texas offers one of the deserts, the plains, the hills, the cities, the rivers. It is a beautiful, great and majestic state and if you will go just a little further north, and it is not too far north, you can come into the upper Midwest with the lakes of Minnesota and Wisconsin and Michigan, with the forest lands, and the wilderness area. May I say that anybody who really wants to see America in its almost primitive stage before it was touched by human hand, there it is in the Quetico Superior National Forest, for example, where you can see -- you can drink the water literally out of the rivers and the lakes, it

is that pure.

MR. MORGAN: Which is more than you can do with the Potomac River in Washington, D. C.

VICE PRESIDENT HUMPHREY: That is right. Where it is in its virgin state. The naturalness of it is magnificent. Just magnificent. Wonderful for families, too. Camping.

MR. MORGAN: I just want to clarify and emphasize one point that we had in our discussion before the film, Mr. Vice President. Is it true that the position of the Administration is not to discourage Americans from going abroad -- they seem to be going abroad anyway in very large numbers -- but simply to say -- revive the old slogan of "See America First"?

VICE PRESIDENT HUMPHREY: The position of the Administration is never negative. The position of this Administration is "See your country, get to know it, get to know the people of the South and you Southerners get to know the people of the North. People of the East get to know the country and the people of the West."

Let's learn about one another. There is a great beauty in this country. We sing "America the Beautiful." I wonder if we realize just how beautiful it is. And there are many cultural patterns. Why there is such difference to going into a bank for example, in Arizona, and going into one in New York as there is between day and night. You go into the bank in Arizona as I have and there is the President of the bank in

shirtsleeves, open collar. He is sort of relaxing. You go to New York and he has that Eastern cut, you know. Brooks Brothers clothes.

MR. MORGAN: One quick question. Do you think American chefs, hotel people and others can compete with those of Europe?

VICE PRESIDENT HUMPHREY: I surely do. We have the finest of food, the purest of food and water, and by the way you don't have any problems on language, you have a common currency, you have got the best highways in the world, and the finest service in the world, excellent hotels, motels, always good medical care if you need it. Travel. See U.S.A.

MR. MORGAN: If we don't stop, we won't have time to travel. Thank you so much, Mr. Vice President, for going with us on ISSUES AND ANSWERS.

VICE PRESIDENT HUMPHREY: Thank you.

THE ANNOUNCER: Our guest this week has been the Vice President of the United States, the Honorable Hubert H. Humphrey. He was interviewed by ABC News Commentator, Edward P. Morgan.

Next week at this same time ISSUES AND ANSWERS will bring you the Secretary of Commerce, the Honorable John T. Connor in his first televised interview since taking office. We hope you will be with us.



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