

AIR POUCH

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FOREIGN SERVICE DESPATCH

FROM USIS - Karachi  
USIS - Washington  
TO THE DEPARTMENT OF STATE, WASHINGTON

22  
DESP. NO.

002134

August 6, 1958

REF USIA's Outgoing Message of July 25, 1958

2 Dept. Only	ACTION	DEPT.				
	IAR	I/S	IOC	I/R	IRI	ICS
	REC'D	OTHER				
	8/13/58	STATE				

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SUBJECT: IOC: People to People Program - Visit of Pakistan Cricket Team

The Embassy and the USIS was under pressure from the time the Pakistan Cricket team announced its plans to visit the West Indies to provide grants for the members of the team to visit the United States. As it was impossible to arrange such grants the assistance of the People to People Program was requested through the Agency. The day before his departure Mr. Kardar, Skipper of the Pakistan Cricket team, phoned the Cultural Office to ask whether the stop had been arranged.

The news that the team was being invited to visit the United States was widely publicized and was received by the general public that takes its cricket seriously with great enthusiasm. While the people of Pakistan realized that cricket was not one of the national sports in the United States, they considered the invitation a tribute to their own team. The excellent coverage furnished the USIS Pakistan was carried in all newspapers and the reports were the subject of much comment.

When the cricket team participated in a panel discussion at the United States Information Center on July 9, 1958 (USIS despatch No. 7 of July 16, 1958) the audience assembled was the largest since John Sebastian played there in 1957. At that time Mr. Kardar and other members of the team paid glowing tribute to the American people and spoke warmly of their reception in the United States.

The USIS believes that the Agency and the People to People Sports Committee by this means reached a large and influential segment of Pakistani people that is not always touched by other efforts. Khawaja Saleem Ahmed, Physical Education Director, University of Karachi, and Mr. W.A. Jilani, Vice President, National Recreation Association, among others, commented to the USIS on how effective the visit was, and thanked the Sports Committee for its friendly gesture towards the Pakistan Cricketers.

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AMLOG: N/S/EF