PARIS REPORTER SAYS

French Language Tourism 'Absolutely Unique'

The reporter-photographer for the highest circulation weekly newsphoto magazine in France, Paris-Match, says that to do a reporting job in Louisiana is akin to being a tourist, the country being so delightful.

"And to do tourism in the French language is something absolutely unique in America," reporter Jacques Garofelo said.

"It's Marvelous"

"It's marvelous," chimed in his assistant, Mary Helen Mark, a New Yorker who taught herself to speak French.

The pair was assigned by the magazine, with a two million circulation, to do an extensive photo news story on Louisiana's French language movement and in preparation for the huge popular meeting of the French-speaking Americas to be held in Lafayette, April 35.

Attracting Attention

Garofelo, who covers events in all parts of the world for Paris - Match, said Louisiana's French movement, embodied in the State Agency of CODOFIL and the latter's growing network of Parish Chapters, is attracting attention all over the world.

"In the light of the movement," he said, "the United States is taking on a less provincial reputation as more and more foreign countries realize that your nation is bent on developing second languages, which are often precisely the languages of those countries."

'Speak Language'

"After all, those countries speak the language of your country," he said.

CODOFIL Chairman, James Domengeaux said Paris-Match is but one of 10 major other news media abroad playing up the French movement at the present moment. "This shows that the French language is Louisiana's biggest asset in the very lucrative field of tourism," he said.

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