

Aswan Dam Aide Studies Publicizing

By CARL IRVING

BERKELEY—A drummer for Egypt's greatest modern monument, the Aswan Dam, visited the University of California yesterday. Ahmed M. Talaad is on a national tour to learn more about the American Way with publicity.

Talaad wants to soak up some of the highly skilled public relations techniques for use back in old Egypt, to publicize the \$1 billion dam and giant lake along the Nile.

The cheerful 33-year-old Egyptian, a graduate of the Sorbonne in Paris, has the basic facts readily at hand.

In an interview here, he noted that the dam, for the first time in 7,000 years of Egyptian history, would change radically the agricultural basis of the land.

"Supposing you just had one river, the only source for irrigation, for life itself," said Ta-

laad, waving an amber hand.

"Then you build a dam by burrowing through 25 million tons of granite. You increase the agricultural area of your land by one-third and triple the amount of available power for the entire nation."

The lake behind the dam will be 500 miles long, backing into the neighboring Sudan. When the project is completed next year, 33,000 men will have labored 24 hours a day for six years.

The latest marvel of Egypt already attracts about 1,000 visitors a day. As the largest man-made dam on earth, the structure is expected to attract increasing numbers of the curious. The site is 600 miles south of Cairo and 750 miles south of Alexandria and the Nile's mouth on the Mediterranean.

Talaad estimates that the ex-

tra water contained by the dam, which used to flow uselessly into the sea, will cultivate another 2 million acres of land. About 6 million acres, 3 per cent of all Egypt's land area, now are under cultivation.

The dam also will provide, eventually, another 10 billion KW of power annually, compared with the current 5 billion. This will be a vital step for Egypt, which has as yet almost no oil and no coal for power supplies.

One-third of the expense, says Talaad, is floated with a loan from the Soviet Union, at an interest rate of 2.5 per cent a year for 15 years.

This money has been used mainly for importing equipment. Soviet technicians have been available for running and maintaining the machinery — 2,500 at the beginning of the project and 800 now. **RUSSIAN HELP**

Egypt turned to the Russians for help after the U.S. withdrew support for the dam in response to what were regarded as unfriendly actions by the Nasser regime, including confiscation and nationalization of the Suez Canal.

For these reasons, says Talaad, the Aswan project became associated with Egypt's nationalism and has become a source of pride to all Egyptians.

He proudly displayed an order of merit awarded personally by President Nasser for his role in the project.

But perhaps more important is the fact that the dam comes only just in time for what is one of the world's highest birth rates — a population increase of 2.8 per cent per year.

Egypt's population is expected to double, to 60 million, in only 15 years.

The dam is going to alter an ancient pattern of life. Gone will be the annual floods from the Nile, which covered 700,000 acres for four months a year.

This rich area now can produce 2.5 crops a year, compared with only one until now.