

will be prevented from doing so. Americans will be denied the opportunity to visit their families or friends in the "old country." Housewives who have saved their pennies will be unable to look forward to their European vacations.

In short, Mr. Fowler's proposal discriminates against those Americans who can least afford it.

Even more insidious is the psychological warfare being waged by the Treasury Department which is attempting to make travel outside the United States a matter of conscience. This has created uneasiness among Americans who for the first time are being told by their Government that they should not broaden their education, that they should not make religious pilgrimages, that they should not visit their families and that they should not vacation where they desire.

Freedom is America's most valued possession. Our freedom to travel is no less important than other freedoms we cherish. This attempt to limit this freedom must be recognized as a danger. Freedom is seldom lost with a single act. Rather it is lost by a series of imperceptible incursions. There must be no compromise. Mr. Fowler must not succeed, nor should this committee or the Congress be a part to any such attempt.

As I previously stated, we disagree with Mr. Fowler's proposals, but are aware that a dollar gap problem exists. The Association of Retail Travel Agents has already undertaken a positive program to encourage travel to this country in an attempt to narrow the dollar gap.

On January 22, 1968, our association launched the "Promote America Crusade in Europe" known as PACE.

The objective of PACE is to encourage tourism to the United States and thereby narrow the dollar gap. We intend to send task forces of American travel agents and tour operators, many of them bilingual, to confer with our counterparts in Europe and elsewhere to get across the message that the day of one-way traffic is over. We will convince them in a twofold manner; first, by pointing out that their income derived from American tourism will be seriously jeopardized; secondly, that there can be substantial profit by actively promoting travel to the United States. We will dispatch task forces of American travel agents and tour operators to every major city and town of Western Europe who will speak to clubs and organizations in order to help European agents organize group travel to this country.

PACE has been enthusiastically received by the travel industry as well as the U.S. Travel Service and the Department of Commerce. ARTA has received support for the PACE program from Members of Congress, travel agents, and tour operators throughout the United States, and from domestic and foreign air lines, foreign government tourist offices, hotel chains, car rental agencies, and bus companies. Their offers of cooperation are far from perfunctory. Thus, the American-flag carriers have agreed, subject to Government approval, to transport the PACE task forces, free of charge to Europe. Foreign-flag carriers have expressed interest in providing free transportation within Europe. The major hotel chains have agreed to supply facilities free of charge to the PACE teams. The numerous European tour operators have offered the assistance of their facilities and staff.

Discover America, a private nonprofit corporation whose objective it is to promote travel within and to this country, and the U.S. Travel