

Following our January board meeting, we advised the President that we believe all people should have the right to travel as they choose, to or from America.

A copy of our communication to the President was forwarded to the Vice President, the Secretary of the Treasury and to Chairman Mills.

We believe that cooperation between our organization and all branches of our Government in a hard-to-sell campaign can and will this year reduce the travel deficit by the \$500 million asked by the President of the United States.

(The attachments to the prepared statement follow:)

ATTACHMENT "A"

"DISCOVER AMERICA" PROGRAM ESTABLISHED IN 1965 IN RESPONSE TO CONGRESSIONAL RESOLUTION AND PRESIDENTIAL PROCLAMATION

[Public Law 88-416, 88th Cong., H.J. Res. 658, Aug. 11, 1964]

JOINT RESOLUTION Authorizing and requesting the President to proclaim 1964 and 1965 as a period to "See the United States," and for other purposes

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the President is authorized and requested to issue a proclamation designating the years 1964 and 1965 as a period to see the United States and its territories and to invite private industry and interested private organizations to begin in 1964 a nationwide effort which will encourage the American people to explore, use and enjoy the scenic, historical and recreational areas and facilities throughout the United States of America, its territories and possessions and the Commonwealth of Puerto Rico.

SEC. 2. The President is authorized to publicize any proclamation issued pursuant to the first section and otherwise to encourage and promote vacation travel within the United States of America, its territories and possessions, and the Commonwealth of Puerto Rico, both by American citizens and by citizens of other countries, through such departments or agencies of the Federal Government as he deems appropriate, in cooperation with State and local agencies and private organizations.

SEC. 3. The President is authorized to appoint a national chairman to coordinate the efforts of private industry in carrying out the purposes of this resolution. The national chairman shall serve without compensation from the Federal Government.

Approved August 11, 1964.

LEGISLATIVE HISTORY

House Report No. 1022 (Committee on the Judiciary).

Senate Report No. 1149 (Committee on the Judiciary).

Congressional Record:

Volume 109 (1963): Dec. 17, passed House.

Volume 110 (1964): July 2, considered and passed Senate, amended.

July 29, House concurred in Senate amendments.

ATTACHMENT "B"

DISCOVER AMERICA, INC.

Total Membership, 14,722.

Mr. Robert E. Short, National Chairman.

BOARD OF DIRECTORS

Air Transport Association of America, representing 38 airlines

Mr. Norman J. Phillion, Vice President-Traffic Air Transport Association.

Mr. F. J. Mullins, Senior Vice President-Marketing, American Airlines, Inc.

Mr. L. T. Ferguson, President, Lake Central Airlines, Inc.

Mr. James Montgomery, Vice President-Passenger Sales, Pan American World Airways, Inc.