

The most important facet of a program of the type suggested would be creation of a fund which could be used to press an attack at the heart of the problem. Knowledge that the funds were to be so used should assure wide public support for the program and facilitate its adoption by the Congress. Of crucial importance in my view, the start would be made on achieving a permanent cure of a situation with which no one can be happy.

Under the direction of Ambassador McKinney, a task force of able and knowledgeable citizens has been devoting itself to an intensive study of means of inducing foreigners to increase their travels to the United States. Since I am not privy to their deliberations, I do not know just what recommendations will flow from this study, but I have talked with enough members of this group to know that a great many sensible suggestions have been made for dealing affirmatively with this problem. Many of these suggestions will take money to implement. The necessary funds should be available for these purposes.

Some of the uses that could be made of the fund which would be produced (\$30-\$50 million) are obvious. For example, the fund would enable us to saturate the hard-currency countries of the world with Visit USA advertising and sales activities and to match in the aggregate the funds spent here by the tourist ministries and bureaus of countries seeking to woo our tourists. The proceeds, or a part thereof, might also be dedicated to making America a more manageable and attractive destination through such avenues as improved entry facilities, including multi-lingual hostess staffing; establishment of foreign-visitors centers in key U.S. cities; etc.

As another means of attacking this problem in a sensible manner, I would urge that your task force recommend a program of improving the statistics bearing on the nature and extent of the problem. While I can in no sense pose as an expert in this field, I have heard enough questions raised as to the precision of the figures on our travel and transportation accounts to have substantial doubt as to their accuracy. Therefore, I think that a program aimed at obtaining a better measure of (a) the nature and extent of expenditures abroad associated with travel and (b) of the relative use of U.S. and foreign carriers, would be most useful. Perhaps our problem is more serious than we think; perhaps it is less. In either event, we should know.

In my view, the program outlined above stands a chance of public acceptance, deals with the balance of payments problem in a constructive way with enduring benefits, and offers the opportunity to project the American image on a grand scale in a period in history when our country needs it most.

Sincerely,

CHARLES C. TILLINGHAST, JR.,
President.

PACIFIC SOUTHWEST AIRLINES,
San Diego, Calif., February 22, 1968.

HON. WILBUR D. MILLS,
*House Office Building,
Washington, D.C.*

MY DEAR MR. MILLS: We at PSA have followed with great interest the controversy over the proposed legislation concerning an airport head tax on boarding airline passengers. In view of the possible legislation, I would like to take this opportunity to present certain facts concerning this possible tax as applicable to PSA.

As a businessman and president of a large corporation, I am very much aware of the increasing costs in running a complex national government coupled with military spending and aid to underprivileged and minority groups. These costs, I realize, are essential. In this area, I recognize the need for increased revenues and possible new areas for taxation.

In fairness to my company, my stockholders, and the commuter passenger of California and the East Coast, however, I must present our stand on this possible tax and our recommendations for possible changes.

I must further admit that I cannot oppose the possible new boarding tax in its entirety. I do believe that some consideration should be given to the commuter-type carrier such as PSA and other similar airlines and, more important, the commuter-type passenger who will be most seriously effected.

As a point of explanation, we at PSA are proud of the fact that we are considered the pioneer in lowering air fares for the California air traveler as well