

Mr. KUYKENDALL. I would like to pursue something we got into just momentarily with the Secretary. It is both near and dear to me and something I consider just essential if we are to succeed in this overall program, no matter how good our equipment is.

Do you anticipate the employment under contract, of course, of an advertising agency upon the launching of the really serious part of our tests?

Mr. NELSON. Well, so far as the Penn-Central demonstration is concerned, our contract provides that this is the responsibility of the Penn-Central. The contract is specific, however that the Penn-Central will conduct sufficient advertising to assure the public full information of the availability and the nature of the service. This is stipulated in our contract with the railroad.

To my knowledge, the railroad has made very substantial plans for carrying out advertising programs.

Mr. KUYKENDALL. Even not knowing whether the Penn-Central for instance, intends to employ or use a capable advertising agency? I see a gentleman over here nodding his head.

Mr. NELSON. I would not care to comment on the capability of the advertising agency, but the Penn-Central—

Mr. KUYKENDALL. The reason I am saying this is because I want to make myself clear. I think it is absolutely essential that, no matter how many charm schools the crews have gone to, if an ad is not run telling the public about the charm schools you are not going to get any customers from the charm school. This is a fact of life in merchandising. I respect the railroads' great ability in hauling freight and running railroads, but I have not been a great admirer of their merchandising techniques over the past few years and this is one reason for it.

Mr. NELSON. I agree with you, and that is one of the reasons why we tried to be just as specific as we could in our contract.

Mr. KUYKENDALL. I am trying to be specific here today. I hope they get competent people.

Mr. PICKLE. Dr. Nelson, in the general sense with respect to the project we have been carrying on, are you satisfied with the progress that has been made in your department? Have you been scheduling as much as expected or what is your overall recommendation at this point?

Mr. NELSON. No, sir, I am not satisfied. But maybe I was asking for too much.

We have had difficulties in a number of areas. I am afraid that these difficulties tend to be endemic so I guess I shouldn't complain too loudly. We have had problems in getting qualified personnel onto our staff. This is partly as a result of a general scarcity of knowledgeable, capable and competent people in this field, which is a heritage of a number of years of lack of attention to these problems. However, I must say that the current very buoyant level of economic activity of the economy as a whole has made it much more difficult to attract good people into the Government. So I would say we have not been as successful there as I wish we had been.