

Mr. FRIEDEL. I am glad to hear that.

Mr. MINOR. Yes, sir.

Mr. FRIEDEL. Mr. Devine?

Mr. DEVINE. Mr. Minor, I see in your statement where you say your industry is right on schedule. Yesterday, Mr. Boyd testified, I don't believe you were here at the time, but he pointed out and I quote from his statement.

The Task Force also found that all concerned with the project, government, railroad, car builder and equipment operator, were overly optimistic with respect to the planning and scheduling.

And apparently you haven't run into this problem in Penn Central. I would also like to commend your company for investing what ultimately will be \$50 million in this project of your own funds, and it is a good thing to have people coming before congressional committees not asking for Federal funds to do everything. I think your position on the bill is quite sound and I appreciate your testimony.

Mr. MINOR. Thank you.

Mr. FRIEDEL. Mr. Kuykendall.

Mr. KUYKENDALL. It is good to have you, Mr. Minor. Let me delve into an area that we talked about some yesterday and which I think is awfully important. I know you are not quite at this stage yet but I know enough about this phase of the business world to know that you have to start considering this quite early.

Basically how are you going to market this commodity?

Mr. MINOR. Well, as I included in my statement, Mr. Congressman, we intend to market this through advertising to insure that the public is well aware that the service exists and what the service is. In other words, that they can travel from the heart of New York to the heart of Washington in 3 hours.

Now, this in and of itself, I think, when they begin to compare the driving time to the airports, spend an hour and a half circling Washington Airport like I did last night, when you measure this time from center city to center city against the elapsed time center city to center city by air I think we are going to be competitive and I think a lot of businessmen who will need to come from Washington or from Philadelphia down to New York will want to use our convenient service.

Mr. KUYKENDALL. Let's be a little more specific here. How long do you anticipate giving to this marketing test?

Do you not agree with me you are not going to have a sudden success?

Mr. MINOR. No, sir; I agree with that, yes, sir.

Mr. KUYKENDALL. And I think if we give the impression here we are going to get a sudden success we have done a disservice.

Mr. MINOR. Let me put it this way, Mr. Kuykendall, we are going to push an advertising campaign and a marketing campaign, and by marketing campaign this includes adjustment of schedules, changes in the confirmation of the cars, whatever is necessary to maximize the number of people who are going to ride this train, and we are going to push it as long as we have to until it is successful because we have got too big a stake in this. Now, I am talking over a period of a couple of years.

Mr. KUYKENDALL. I heard the remark yesterday given, I don't know whether it was Dr. Nelson or someone else, who mentioned the fact