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REMARKS FOR ALAN S. BOYD, UNDER SECRETARY FOR TRANSPORTATION, TO BE
DELIVERED AT THE MEETING OF THE NATIONAL ADVISORY COMMITTEE ON
HIGHWAY BEAUTIFICATION, SEPTEMBER 8, 1966.

Good morning, ladies and gentlemen, and welcome to Washington and to the Department of Commerce. Secretary Connor has asked me to express his regrets and to apologize to you for being unable to be here with you this morning. He had looked forward to meeting with you today, but at the last minute his plans changed to make it impossible. There is an old maxim that says "It is a bad plan that admits of no modification," and if that is true, our plans must be excellent.

And certainly one of the best plans that it has been my pleasure to be associated with is the plan to beautify our highways. A little later on, Frank Turner will bring you up to date on the progress that has been made to date and I think you will agree with me that we have come a long way since President Johnson signed the Act into law last October.

I am somewhat concerned, however, that the general public, upon hearing of the Highway Beautification Act expected dramatic changes overnight. Expected, perhaps, that all outdoor advertising signs would disappear, that all scrap and salvage yards would be beautifully screened or somehow magically hidden from view and that everyone of

our 900,000 miles of Federal-aid highways would be transformed into tree-lined boulevards. But, you as professionals, who have worked long and hard, know that this can't be so, nor indeed was it intended to be so. And although it is the desire of all of us to carry out the provisions of the Act with dispatch, it is by the same token our desire to carry them out with equity.

Whether or not is obvious to the casual observer, progress has been made and I think it is impressive. I am impressed by the work that has been done on the Federal level and I am impressed with the progress that has been made by the States. But most of all I am impressed with the response of the people. The idea, as President Johnson expressed it, of "Making our roads highways to the enjoyment of nature and beauty," has caught the imagination of the public and has inspired them to action. Civic groups, business and professional groups, industry, and individuals alike have taken up the cudgels of beauty alongside the weary but dauntless garden clubs and conservation organizations. It is as if they had been waiting for the sound of the starters' gun, and now that the race to preserve and enhance our roadside's beauty is on, they are not going to leave it to Uncle Sam or to City Hall.

This is not wishful thinking and the brochure, Public Participation in Highway Beautification which is in your kit and which most of you received in the mail a few weeks ago, is full of examples from virtually every State, across the nation.

But my enthusiasm is tempered with concern. With concern that the public's interest will wane. I am concerned that we are riding the crest of a wave and that unless it is sustained, the wave will crash on the shores of apathy.

It seems to me that it is up to you and me and particularly you as civic and industry leaders, to do everything we know how to foster, encourage, and generate more and continued public participation -- to retain this high pitch of public interest and to provide for a well focused, coordinated plan. You have the mandate and I know you will carry it out.