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REMARKS PREPARED FOR DELIVERY BY ALAN S. BOYD, SECRETARY OF TRANSPORTATION, AT THE OPENING OF "CARS OF AMERICA - TOMORROW" SHOW, ON THE MALL, WASHINGTON, D. C., 10:30 A.M., SEPTEMBER 7, 1968.

It is getting to the point where Americans spend almost as much time analyzing their cars as they do driving them. There's no telling how many tons of paper have been sacrificed to trying to describe the great love affair between man and his car.

And yet, with all that effort, I don't think anyone has been able to improve on a description that was written before Henry Ford discovered mass production and a full generation before we had an Interstate program.

You may recall the scene in The Wind and the Willows in which Kenneth Grahame describes Mr. Toad's reaction to the first automobile he ever saw. The car knocked Toad and his friends Rat and Mole galley-west, tore up their cart, left them flat in the road. Rat was furious and Mole was terrified but Mr. Toad just sat there "in a sort of trance, a happy smile on his face, his eyes still fixed on the dusty wake of their destroyer."

"Glorious, stirring sight," murmured Toad. "The poetry of motion. The real way to travel. The only way to travel. Here today - in next week tomorrow. Villages skipped, towns and cities jumped - always somebody else's horizon. And to think I never knew. All those wasted years that lie behind me. O, what a flowery track lies spread before me, henceforth! What dust-clouds shall spring up behind me as I speed on my reckless way."

Of course, Mr. Toad's affair with the car was more addiction than affection and I suspect if Dr. Haddon had been around then he would never have let him near the wheel.

But now - years later - the automobile still produces happy trances, and spreads flowery tracks before us.

For nearly everyone except poor Toad, the automobile has meant greater personal convenience than any people in history have previously enjoyed. Cars provide access to distant places of work, study and recreation. They make of life continuous - some critics say excessive - movement, change, and adventure.

Certainly, by generating so much motion, wordage as well as mileage, cars give employment to millions who would otherwise still be making wagons and horse collars.

However, anything as great as the automobile can't be all good.

- The auto has killed a million Americans since it was introduced and wounded millions of others - far more than all our wars combined.
- It has gravely congested our cities, bringing into question whether central cities and cars are ecologically compatible on the same turf.
- In various cities, it accounts for from 50 to 90% of atmospheric contaminants.
- It has lead to highway systems that do very well at moving vehicles back and forth, except during rush hour, but that split communities, spoil the countryside and squander urban space.

Once our sacred beast of burden, the auto has become, in some ways, a burdensome beast indeed, a sort of Gross National Problem.

A reaction was inevitable. During the last two or three years hundreds of new ideas have been launched to save the best that is in the auto while mitigating its liabilities. Some of the results of this healthy questioning attitude are exhibited here today.

I am impressed by this display. There must be dozens of solutions for each technical problem that now confronts us. There may even be solutions for which we will have to find problems.

But I'd say the odds are very good that quite a few of these techniques and processes will prove feasible; will be integrated into new transportation systems; and will thus play an important historic part in making the automobile fully responsive to the needs of a sophisticated, urban society.

Critics to the contrary, the auto is not obsolete. The ideal of a personalized mode of transportation is firmly implanted in the American mind and it is there to stay. The auto will survive and prosper, especially outside the urban core.

The problem now is to adapt this prince of machines into a true servant of all the people and the people's welfare. Regulated, civilized, and redesigned, the auto will be a continuing exemplar of the man-machine culture of the 20th century.

For me personally, the cells of my optimism have been recharged by this splendid exhibit. It is just possible that within 20 years the American motorist will be able to exclaim again as he did at the birth of the auto age, "on a clear day you can see forever."