

gram be enacted. Legislative defeats in the area of highway safety were not without their benefits, however, since they did give us an opportunity to study the reasons for opposition to certain Federal standards.

The inclusion in the National Highway Safety Act of 1966 of the so-called "penalty clause" denying to those states that fail to comply with the proposed Federal highway safety standards by December 31, 1968, ten percent of their Federal highway construction allotment annually is coercive in nature and, therefore, deeply resented by legislators who prize their independence and freedom of choice. Since its inception, Secretary Boyd, Dr. Haddon and others associated with the National Highway Safety Agency, now known as the National Highway Safety Bureau, have attempted to convince the public that the highway safety program is truly a National program developed jointly by the Federal government and the states as equal partners. So long as cooperation depends on the element of coercion, this program cannot, factually, be labeled a national one but must remain, as it does now in the eyes of most state officials, a Federal one. In addition, the penalty clause is completely inconsistent with the basic philosophy underlying the development of the National Highway Safety program. States with safety programs not meeting or exceeding Federal standards are denied ten percent of their Federal highway construction allotments. Thus, the ability of these states to even attempt to comply with Federal standards is further hampered since they may be denied the very funds needed to assure compliance.

I also submit, gentlemen, that we can enact all the legislation we want, set all the standards, and still not achieve full success in the field of traffic safety without the support and understanding of the public. With this in mind I want to speak to you for a moment in the dual role of "consumer" and "salesman."

As a consumer I want any and all worthwhile products that will assist the State in developing more effective safety standards. I don't particularly care where the product comes from, as long as it does the job.

After I as a consumer look at the product, I then must sell it to my Legislature and the people of my State, and this is not as easy as it sounds. Based on my experience in this dual role, I offer some suggestions to those who make the product.

In every case the product must be labeled with supporting material that is clearly and concisely stated because legislatures are very real-