

Now we have used all of the methods conceivable, I think, or many of them, except the comic books. We have not gone to the comic book fashion yet of disseminating the information in written form, and probably the best that we have found have been two systems: First, our highway short course which brings these people together and creates a forum in which they can discuss their various problems from their vantage point, with the other people, and secondly, our movies, our motion pictures have done a tremendous job of dissemination of information and have been used quite widely across the country, but this is a terrific challenge to us to disseminate the information to the man who is going to have an opportunity to apply it.

Mr. BLATNIK. How would that dissemination be initiated? Do you have to wait until someone sort of so-called invites you to the dance? Do you have to wait until an agency or State bureau, highway department, some high official seeks you out, asks for your findings, and your recommendations and advice?

Dr. KEESE. Well, we try to get on every program that we can, where groups of people who are interested in the subject are meeting. We prepare and I have furnished to the staff, copies of our "Texas Transportation Researcher," which is written in more or less news form, which we hope will attract people only to the point that something has been done. It does not include generally any real technology, but it does tie into these reports which they can write for.

We present summary reports, very few pages in length, which we hope that a person will have time to read.

Our highway short course, Highway Research Board meeting, AASHO meetings, short courses and conferences of other States and just every opportunity that we get, we tell the story. Dean Benson, having been longer at this than I, could probably tell a better story on this than I can.

Dr. BENSON. Mr. Chairman, engineers are pretty conservative and it is difficult to get them to change. I think probably the most effective procedure we have had is to try to get our people to spend at least the minimal amount of their time in the field, actually talking to the folks who are daily faced with these problems and if we can do this, I think this is one of the most effective ways of getting our people to adopt new ideas or to bring to us their problems, which is just as important, because we do not know what all of them are. But how this is going to be done nationwide, I do not know. We have not successfully resolved it in our State. All I can say is we are trying, and personal contact certainly is very important. If you can talk to the man on the job, then you have a chance to get him to adopt new ideas.

Mr. BLATNIK. The reason I asked the question is because, obviously, from the testimony you have heard so far, in the actual construction of the highway system there are rather elementary situations or errors that are, you know, quite obvious, and where it would require only good judgment, just plain common sense, to avoid or eliminate them.

These errors have been repeated over and over again and carried over into our most modern Interstate highways and freeways. There seems to exist a sort of barrier against new ideas, new concepts, new technologies.