

National Automobile Dealers Association

2000 K STREET, N. W. · WASHINGTON, D. C. 20006

S. H. KOSSMAN, *President*

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Hon. Winston Lewis Prouty
United States Senate
Washington, 20510 D. C.

My dear Senator:

Just being concerned about safe driving isn't enough. Somebody, many somebodies, must do something about it. NADA and The Saturday Evening Post are such somebodies.

We are sponsoring a dramatic, unique magazine campaign about traffic safety among our teenagers. (Teenage drivers have twice as many accidents as adults.) It isn't a "do this" or "don't do this" series. We're showing parents how to motivate their teenagers to want to be safer drivers.

Why The Saturday Evening Post? Because it has always had a strong editorial policy toward safety. And because an advertisement in that publication is believed and acted upon by its readers.

The enclosed advertisement is one in the series of NADA-POST teenager traffic safety ads.

Other subjects will include the importance of Driver Education, the eight-year-old's potential driving habits, the insurance companies versus teenagers, and the importance of setting a good example for our future freewayers.

This teenage driver campaign is just part of a continuing safety program in all media by NADA and its 22,000 franchised new car dealer members. We're sure you join with us in saluting The Saturday Evening Post for its great contribution to this effort.

Sincerely,





“Gee, Dad, you’re gonna take my license away for one lousy ticket..?”

The young man is 16. He was doing almost 80 when they caught him. His father went to juvenile court with him. The judge said next time the boy's license would be suspended. His father didn't wait for a next time.

The boy didn't like the idea. “O.K., so I was speeding a little. I knew what I was doing.”

He missed the point. Sure, he knew what he was doing. He's young, he has perfect vision and quick reflexes. He knows he reacts faster than many others on the road.

But perfect vision or not, he's blind to the most important rule of the road: responsibility!

The responsible teenage driver knows his limitations. He knows he lacks experience, and drives accordingly. He drives carefully. And with judgment.

By just being 16, he's earned the privilege to drive. Now he has to earn the right to drive.

If he violates that right, even once, he's got to see the wrong of it. A ticket and fine aren't enough. Take his license away, and he'll see.

Sure it's a hard way to learn traffic safety. But it's a lot easier than learning it by accident.

Your teenager's driving can be one of the biggest problems you'll ever face. It's a problem that can't be solved by rules alone. He must *want* to be a safe driver. Your neighborhood new car dealer hopes this series will help you to help him. The National Automobile Dealers Association commends the *Saturday Evening Post* for their cooperation.



THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION
Official organization of America's franchised new-car and truck dealers.

COPY

June 27, 1965

Mr. S. E. Kosman
National Automobile Dealers Association
2000 K Street, N. W.
Washington, D. C. 20006

Dear Mr. Kosman:

Thank you for your recent letter advising of your campaign among teenagers to encourage safety on the highways. I also appreciate your reference to The Saturday Evening Post and its part in your campaign. Such action is certainly a commendable thing, and I think the cooperative effort between your organization and "The Post" is going example of how our people can participate actively and effectively in a necessary public effort.

Sincerely yours,

Winston L. Prouty
United States Senator