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*Last Updated: 05/17/2024*

...laudable tho the purpose is, I do not thk the P himself should issue yr suggested release on winter driving.

It does not seem to me approp that the P should issue releases on details of the campaign for safe driving. Such releases, I thk, shld come fm the agencies charged with carrying out the campaign. (12/10/47)

Ack....and to thk u for sendg him the cy of yr book "Driving to Live."

As u possibly know, the P has long been deeply interested in the subj of highway safety and in reducg the no of traffic accidents. He has expressed his views on numerous occasions and I can assr u he apprec every effort to reduce the hazards of driving. Yr book shld be a distinct contribution.

Yr thotfulness in writing and in bring the book to the attn of the P is apprec. It occurs to me that it shld be of int, too, to Gen. Philip B. Fleming, former Fed. Works Adm and now Chairman of the Maritime Comm, who made the arrangements for the P's Highway Safety Conf which was recently held here. 6-16-49

This is in reply to yr let of..., requestg a messg fm the P for use in conn with the safety campaign which the UNION-STAR has inaugurated.

Yr int in writg the P is apprec and I regret that it is not pos for him to comply with yr req. A grt many similar campaigns have been conducted in cities and counties thruout the nation and it wd be impos for him to snd a spec mssg for each one of them. As he must treat all alike he cd not make an exceptn for any one city or community as I know u will realize.

The P has expressed his views on several occasions and I am enclsg copies of addresses which he has delivered on the subj of highway safety and industrial safety. U are at liberty to use any excerpts u desire fm these provided they are accurately quoted and identified as to the source. (eaa-8/2/49)

Ack...requesting comment on the achievement by the City of Minneapolis of the title of America's safest big city. I am sorry that this reply must be disappointing.

The P is heartened and encouraged to know of the determination of communities to cut down the appalling toll of death from traffic accidents. Howevr, simil safety campaigns are being conducted in various parts of the country from time to time and he cld not show favoritism by singling out one local endeavor for special recog. The P is asking that the traffic safety program be carried out on a natl scale and his recogn of such effts wld have to be on a nat'l basis. I am sure u will undstd.

For whatever use it may be to u, I am enclg herewith a cy of the P's speech of June 13, 1951 at the Highway Safety Conf. 1-22-52

Yr kind msg and ltr commenting on the P's annmnt that he will retire from the Pdy at the end of the term is something which he apprescs sincerely and u have his grateful thanks.

In con with the mat about which u write, I can assure u that the P has a vital int in all plans which have to do with the reduction of traffic accidents. He, therefore, deeply apprescs yr thotfulness in submitting an expression of yr views, and has directed me to forward yr communication on to the Fed Comte on Highway Safety for appropriate cons.  
(4-12-52)

The P has been a life long campaigner for highway safety and has demonstrated his deep personal concern in many ways, including sponsorship of the National Highway Safety Conference.

It is therefore not for any lack of interest in the subject that the P is unable to participate in the conference described in yr ltr of May 7th to me.

Thank u for yr courtesy in extending this invitation.

The P was most grateful for yr ltr commenting favorably on his recent proposal before the Governors' Conference for a coordinated national highway program. The P believes deeply that such a program must rank high on the list of our pressing national needs. It would serve to bring about a substantial lessening of the tragic toll which accidents take on our highways; it would contribute importantly to increased national security; and it would result in countless other benefits to the economy as a whole.

Certainly the support and encouragement of people like yrself is essential if any program of the magnitude and scope of the one the P has outlined is to be carried out successfully. I hope u will maintain yr int in the highway program as it develops and lend yr support wherever it can most effectively be employed.

SAFE DRIVING DAY

(Dec. 15/54)

ngm drft-signed

Dear Mr. Johnston:

Yr tel of to the Prs has been recvd, and he has read it with the deepest int. and appre.

It is profoundly gratifying to him to note the program which you and your associates of the MICHIGAN TRUCKING ASSOCIATION, together with the safety personnel of member companies, have scheduled in cooperation with the common effort to make "Safe Driving Day" a success. He asks me to thank you very much for yr tel and to tell you that it is being brot to the att. of the Pres. Action Committee for Traffic Safety for their inf.

Gov Adams

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All-Out Effort of Penn. and Ohio Safety  
Trucking Associations to make day success

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Dear Mr. Shipley:

The tel of Dec. sixth which you and Mr. Herschel Atkinson, Director of the Safety Ohio Trucking Association jointly sent the Prs was immediately placed before him.

It is profoundly gratifying to him to note the program which you, Mr. Atkinson and your associates have scheduled in an all-out effort to make December fifteenth a truly successful "Safe Driving Day" in your respective states. Such a mobilization of modern automotive safety equipment as you have enlisted for patrolling your highways should certainly bring effective results. The Prs extends his thanks to both you and Mr. Atkinson for informing him of your comprehensive plans in support of this urgent endeavor to reduce the appalling traffic accident toll throughout the country. Yr tel is being brot to the att. of the President's Action Committee for Traffic Safety for their information.

Gov Adams

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ACW'S draft:

The Prs asked me to ack for him yr let of and the "Safe Driver of the Month" card. He was interested to know that you have had in Fullerton a "Safe Driving" program in operation for the past two yrs, and I know his prayer is that the public all over the country will respond in like manner to the natl. campaign,

(over)



SAFE DRIVING DAY (reply used to general letters)

THE Pres. asks me to thank you for yr let of with the enclosures relating to "Safe Driving Day" on Dec. 15th.

It is deeply gratifying to the Pres to note that you and your associates have launched a program in cooperation with the common effort to make a peak success of the crusade for an accident-free day. Yr interest in this urgent endeavor is sincerely appreciated.

Gov Adams

or same as above and add: He appre yr thotfulness in letting him know of yr fine support in this urgent endeavor.

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12/1/54

Dear Mr. Peck:

The Pres is unable to make personal ackmnt of the many fine ltrs like yrs of Nov. 19th which have come to him.

However, he ~~is~~ deeply grateful to all those who have expressed a desire to cooperate in making Dec. 15th a truly "Safe Driving Day." Therefore, it is a personal satisfaction to note fm the ltr u sent him on behalf of the Salt Lake City Lines that u have already experienced many accident free days. He hopes this commendatory record will continue.

The Pres asks me to thank u very much for writing and to send u the enclosed copy of his released Statement, in lieu of a personal reply.

SA

SAFE DRIVING DAY

(Brochure of plans to enlist  
cooperation of Transit Organizations)

Dear Mr. Martin:

The President has received yr let of Dec. 1st and the brochure outlining the plan of cooperation of the Transit Casualty Company in the "Safe Driving Day" program.

It is deeply gratifying to the Pres. to note that you and your associates are so earnestly supporting the common effort to reduce the traffic accident toll by making December fifteenth a truly successful "Safe Driving Day."

Chgd to DEPT COMMERCE (Bureau of Public Roads)

(O.K. to put in body of letter "the Pres Action Committee for Traffic Safety but on the charge make DEPT.COMMERCE - Bu. Pub. Rds)

Later instruction is that WJH wants the charge to go as stated in the letter "President's Action Committee for Traffic Safety"

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Dear Mr. Baker:

Please accept the P's thanks for yr ltr of 11/27 transmitting the att. copy of a resolution adopted by the County Commissioners' Assn. of Ohio.

It is a great satisfaction to the P. to note the fine spirit of cooperation evidenced by the resol. in connection with the observance of 12/15 as "Safe Driving Day." He hopes that many other groups and individuals as well will support the country. The Pres. appres yr kindness in letting him know of the action taken by the members of yr Assn. Such a splendid report as this is indeed encouraging.

SA



SAFETY CLUB

(stated hon. membership card  
being sent -this was a tel)

January 12, 1955

Dear Mr. Vranes:

The President has received your telegram of December fourteenth and he is most appreciative of the interest of the National Hoppytaw Safety Club in extending congratulations on his safety program. He asked me to thank you very much for your thoughtful gesture.

Sincerely,

Mr. Steve Vranes  
National Hoppytaw Safety Club  
P. O. Box 152  
Salt Lake City, Utah

FILE COPY

SA 2

*Traffic  
Safety*

Dear Mr. Kreiss:

11/16

Thank u for yr ltr, with the enclosures, telling about the work yr Committee is doing to promote a sane and safe observance of the Christmas Season.

While the ~~ever~~ ever-increasing demands on the P's time preclude him from expressing his personal views on yr program, he is greatly interested in all safety movements that prevent untold hardships and sorrow and needless economic waste for American families.

RAD

*me*





IMMEDIATE RELEASE

*Safe Driving  
over Labor Day*  
Thursday, August 31, 1961

Office of the White House Press Secretary

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THE WHITE HOUSE

Statement of the President

Just ahead of us is Labor Day, a great American holiday. As usual Americans will be traveling the highways by the millions -- visiting, sightseeing, recreating.

This enjoyable opportunity also brings into sharp focus the traffic accident problem -- the problem of nearly 40,000 deaths and more than a million disabling injuries in traffic accidents each year.

This is a most acute problem in our modern society. It is a problem resulting in needless economic waste of millions of dollars and of untold hardship and sorrow to families of America.

Certainly we appreciate our freedom of movement in this country. We should also appreciate the right to live as long and as well as we can and respect this right for others.

I express the concern of the government, the President's Committee for Traffic Safety and of the entire safety movement in asking every American to drive this holiday time with patience and a clear head, with consideration for the rights of others, giving exemplary support to effective traffic enforcement.

# # # # #

July 26, 1962

FILE COPY

Dear David:

This is in reply to your letter of July seventeenth, to the President, asking for information on auto-safety.

We do not have material of this kind at the White House. However, if you will contact one, or all, of the following, I believe you will be able to obtain the information you need for your project:

The American Automobile Association  
1712 G Street, N. W.  
Washington, D. C.

The President's Committee on Traffic Safety  
Pennsylvania Building  
13th and Pennsylvania Avenue, N. W.  
Washington, D. C.

National Safety Council  
425 North Michigan Avenue  
Chicago, Illinois

With best wishes,

Sincerely,

Kenneth O'Donnell  
Special Assistant to the President

David Bryson  
Reporter 4-H Club  
Box 215  
Helena, Georgia

gbk



SEPTEMBER 9, 1966

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

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THE WHITE HOUSE

REMARKS OF THE PRESIDENT  
UPON SIGNING

S. 3005 - THE NATIONAL TRAFFIC - P.L. 89-563  
AND MOTOR SAFETY ACT OF 1966, AND  
S. 3052 - THE HIGHWAY SAFETY ACT - P.L. 89-564  
OF 1966  
THE ROSE GARDEN

AT 1:00 P.M. EDT

Distinguished members of the Congress and the  
Administration, friends:

Over the Labor Day weekend, 29 American servicemen  
died in Vietnam. During the same Labor Day weekend, 614  
Americans died on our highways in automobile accidents.

Twenty-nine on the battlefield.

Six hundred and fourteen on the highways.

In this century, more than 1,500,000 of our fellow  
citizens have died on our streets and highways: nearly three  
times as many Americans as we have lost in all our wars.

Every 11 minutes, a citizen is killed on the road.

Every day 9,000 are killed or injured -- 9,000.

Last year, 50,000 were killed.

And the tragic totals have mounted every year.

It makes auto accidents the biggest cause of death  
and injury among Americans under 35.

And if our accident rate continues, one out of every  
two Americans can look forward to being injured by a car during  
his lifetime.

This is not a new problem. Ten years ago in the  
Senate I told my colleagues that "the deadly toll of highway  
accidents demands action." And that this was a responsibility  
Congress must some day face. Now, finally, we are facing it.

What is the answer to this shocking problem?

There are those who tell us better roads are the  
answer. Some say safer cars. Others tougher licenses. Some  
stricter judges.

We know there is no one answer, no magic solution.  
But we are determined to examine every answer.

We are going to cut down this senseless loss of lives.

MORE



We are going to cut down the pointless injury.

We are going to cut down the heartbreak.

Today, I will sign two bills into law:

First, to protect the driver -- the Traffic Safety Act will ensure safer, better-protected cars in the event of an accident.

Second, to achieve safer driving -- the Highway Safety Act will set up a national framework for the State safety programs.

The first act we sign into law is the Traffic Safety Act.

It calls for nationwide federal vehicle standards to be developed first under the direction of the Secretary of Commerce, and, soon I hope, under the Secretary of Transportation.

Starting with 1968 models, American and foreign,

-- We are going to assure our citizens that every new car they buy is as safe as modern knowledge knows how to build it.

-- We are going to protect drivers against confusing and misleading tire standards.

We are going to establish Federal Research and Testing Centers to probe the causes of traffic accidents.

For years, we have spent millions of dollars to understand and fight polio and other childhood diseases. Yet up until now we have tolerated a raging epidemic of highway death -- which has killed more of our youth than all other diseases combined.

Through the Highway Safety Act, we are going to find out more about highway disease -- and we are going to find out how to cure it.

In this age of space, we are getting plenty of information about how to send men into space and how to bring them home. Yet we don't know for certain whether more auto accidents are caused by faulty brakes, or by soft shoulders, or by drunk drivers, or by deer crossing the highway.

Local and State information has been too meager. The Highway Safety Act will create a Federal-State partnership for learning these facts.

-- We are going to establish a National Driver Register to protect all of our citizens against drivers whose licenses have been suspended or revoked.

-- We are going to support better programs of driver education and licensing and auto inspection.

MORE

-- We are going to ask every State to participate in safety programs and to conform to uniform driver and pedestrian safety performance standards.

There is nothing new or radical about all this. Every other form of transportation is covered by Federal safety standards. The food we buy, the food we eat, has been under Federal safety standards since before I was born -- 1906.

The automobile industry has been one of our nation's most dynamic and inventive industries. I hope -- and I believe -- that its skill and imagination will be able to build in more safety -- without building on more costs.

For safety is no luxury item, no optional extra: it must be a normal cost of doing business.

But no matter how hard we try, no matter how well we all try to work together, the full impact of these bills can be achieved only if and when we create a Cabinet level Department of Transportation. So today, again, I call, I plead with, and I urge the Congress to enact -- this year -- the bill which will give us that department.

We owe a great deal to many people for this historic legislation, that we are meeting here to formalize this morning.

I want very much to salute all the members of Congress and all the individuals who have participated in bringing about these measures.

I cannot single out each of you by name, although I do point with pride to each contribution made. I would like to single out the distinguished chairmen of the two committees of the Congress who guided this legislation to successful enactment, Senator Magnuson of the Senate Committee and Representative Harley Staggers of the House Committee. I want to particularly thank, again, each member of the Congress who has given leadership and talent to this program.

Finally, I am happy to announce today that one of the Nation's leading traffic safety experts has responded to my call for help. His name is Dr. William J. Haddon, Jr. He is a graduate of MIT and the Harvard Medical School. He is the author of more than 40 publications on accidents and safety. He is a distinguished public administrator. I am nominating Dr. Haddon to be Administrator of the new National Traffic Safety Agency. He and his colleagues will be working with the automobile industry to establish reasonable yet realistic safety standards.

I am -- as I believe you are -- proud of these bills.

I am very proud of the 89th Congress which took my proposals and brought forth these bills which will very shortly become law.

I am especially proud at this moment to sign these bills which I believe promise, in the years to come, to cure highway disease, to end the years of horror, and to give us, instead, years of hope.