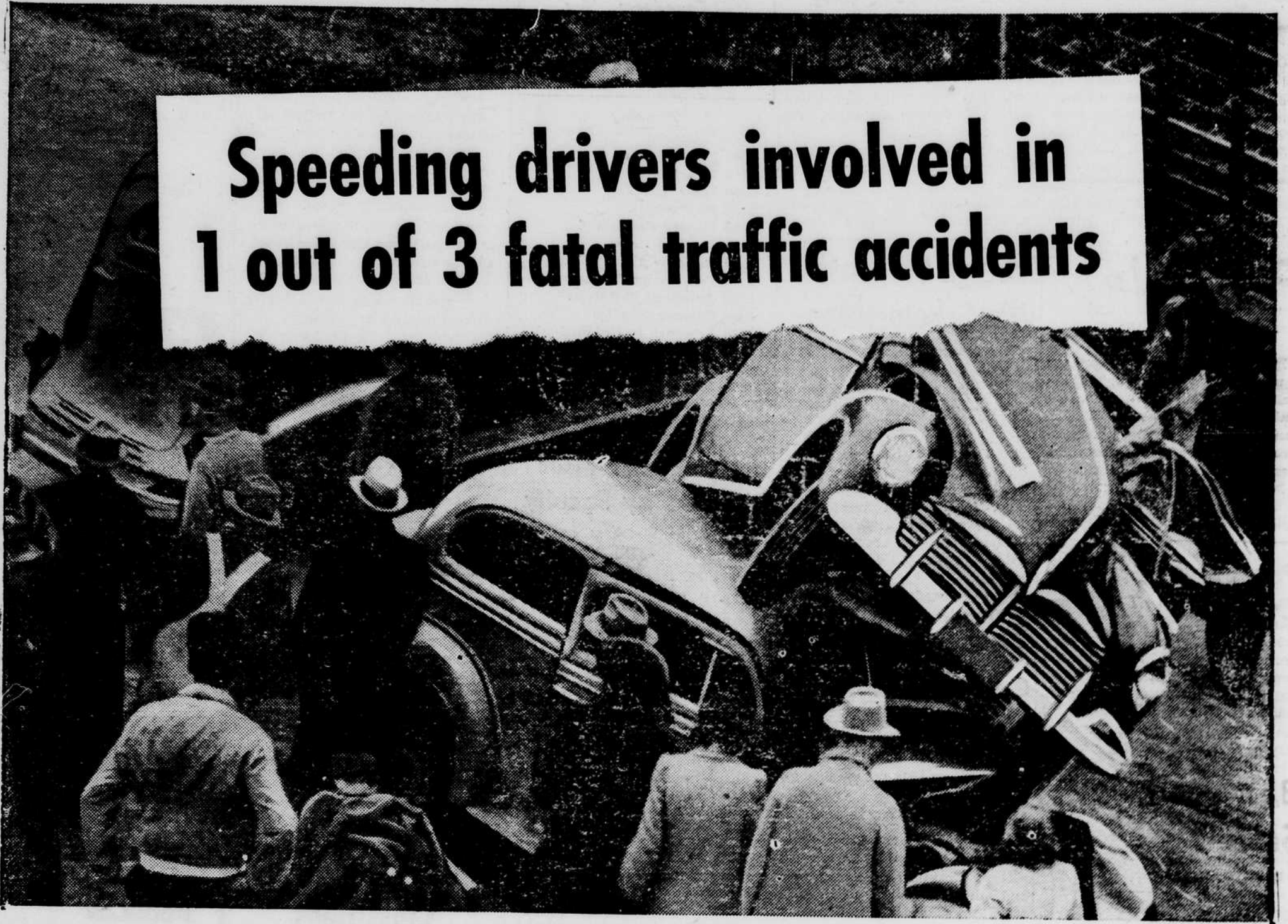


Speeding drivers involved in 1 out of 3 fatal traffic accidents

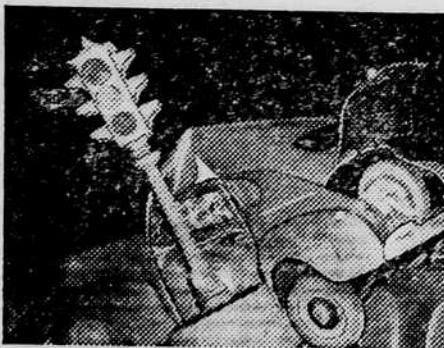


Watch out—the time you save by speeding may be spent in the cemetery. According to official traffic records, speed is the most frequently reported violation in fatal traffic accidents.

So exercise your foot someplace else than on the accelerator. Remember that a speeding car is harder to

handle, takes longer to stop, does more damage. Make it a point to drive at safe speed . . . always.

When driving conditions are bad, *safe* speed is often much lower than the legal, posted limit. Slow down when weather or visibility is poor. It may take a little longer—but chances are you'll live a lot longer.



Lights out for another speed merchant. Somebody tried to outguess a traffic light and now somebody is dead. Don't let this happen to you. Slow down at intersections. When you step on the gas instead of the brakes, it may be your last step.



Too late for the doctor. This driver couldn't wait. He speeded past another car on a hill, and look what happened! Remember this and be extra careful. Don't pass on hills or curves. Don't weave in and out of traffic. Always drive at a safe speed.



Dead serious. You're asking for trouble when you can't take time to heed road signs. These signs are put up for your protection. So learn what they mean and follow them. Too many of the drivers who don't "believe in signs" end up in the hospital.



An official public service message prepared by The Advertising Council in cooperation with the National Safety Council.

Be Careful-the life you save may be your own!

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