



WHEN snow and ice cover the road, and fog descends, the mystery riders are abroad.

You know them by their signs . . . skidding . . . riding blind . . . colliding . . . suffering.

To the untrained eye they appear as you or I. But the mystery is there.

It is this. Why don't these otherwise sensible people learn the rules of winter driving? In other ways they adjust to survive the cold . . . in clothing, shelter, and living habits.

Think of the sorrow they could avoid—the accidents they could stop—
if they would only grow up and learn the simple secrets of winter driving!

THE SIX RULES OF WINTER DRIVING

- 1. ACCEPT YOUR RESPONSIBILITY**
to do all in your power to drive without accident. Don't blame the weatherman for an accident.
- 2. GET THE "FEEL" OF THE ROAD.**
Try brakes occasionally while driving slowly and away from traffic. Find out just how slippery the road is and adjust your speed to road and weather conditions.
- 3. KEEP THE WINDSHIELD CLEAR**
of snow and ice, fog and frost. Be sure headlights, windshield wiper blades and defrosters are in top condition.
- 4. USE TIRE CHAINS AND GOOD TIRES.**
Don't rely on worn smooth tires. Use tire chains on

- snow and ice. They cut stopping distances about half, give 4 to 7 times more starting and climbing traction ability.
But even with the help of chains, slower than normal speeds are a "must" on snow and ice.
- 5. PUMP YOUR BRAKES**
to slow down or stop. Jamming them on can lock the wheels and throw you into a dangerous skid. A little skidding can carry you a long way.
- 6. FOLLOW AT A SAFE DISTANCE.**
Keep well back of the vehicle ahead—give yourself room to stop. Remember, without tire chains, it takes 3 to 12 times as far to stop on snow and ice as on dry concrete.



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SAFE DRIVING IS A MARK OF MATURITY

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