



THE PRESIDENT OF THE UNITED STATES: "The problem of lowering the highway death rate remains one of the nation's most serious problems. It is an appalling fact that 33,500 American citizens were killed in automobile accidents in 1946. I therefore call upon every State and every community in the land to work unceasingly through 1947 to promote highway safety.

"Laws and regulations will be of little avail unless the individual driver holds himself strictly accountable to his own conscience."



That call is to *you personally* to cooperate as a citizen of the United States in helping reduce highway accidents. It is a shameful record when in one year 33,500 lives are sacrificed; 1,150,000 persons are injured and \$750,000,000 in property destroyed, resulting in an economic cost to the nation of \$2,000,000,000 because of careless, reckless driving.

It is a national problem, but essentially the solution is in your hands. Drive safely — live and let live!

[This is the first of a series of advertisements presented in the public interest by the President's Highway Safety Conference and the daily and weekly newspapers of the nation through their Press and Publisher Associations.]

We, the undersigned, who meet and see the motoring public day after day, urge that you heed every traffic rule, that this slaughter of human lives might be cut out entirely:

HAGGERTY TWIN SERVICE
Homer "Your Shell Service" Howard
BROOKINGS TEXACO SERVICE STATION
Bert DeMoss Be Careful, Folks, Please

ED & MENDY'S CHEVRON STATION
Drive Carefully—We Still Want Your Trade
BROOKINGS GARAGE
Claude & Wally Who Don't Like to Fix Up "Wrecks"