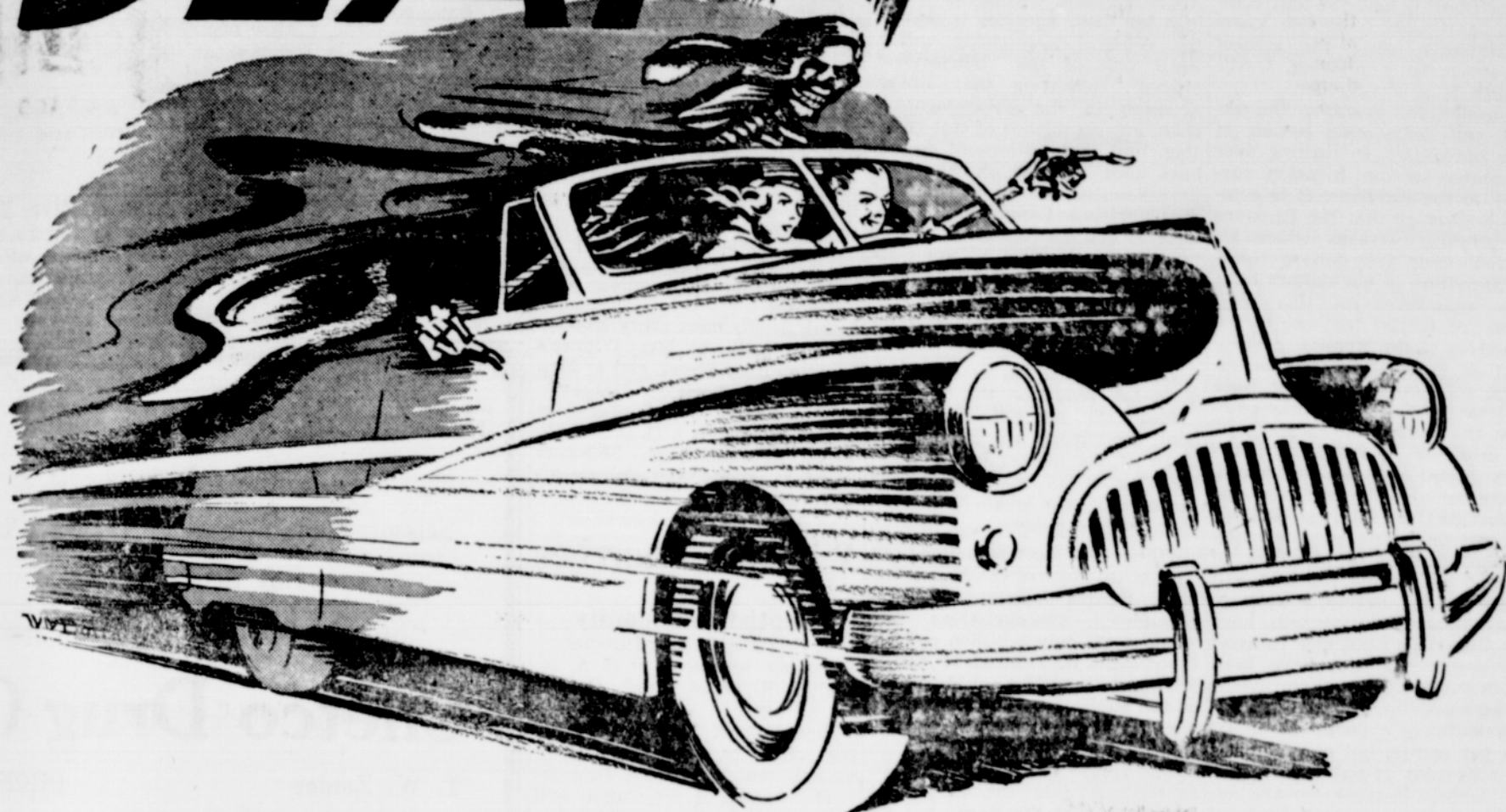


DEATH



RIDES WITH THE RECKLESS

One-fourth of all fatal accidents on the highways of our country and in the streets of our cities and towns are caused by speed. Reckless drivers—disregarding all the laws of traffic safety and common sense, urging onward automobiles catapulted by the power of a hundred horses—these were the prime killers in 1946.

Last year 33,500 persons—drivers, riders and pedestrians—died in automobile accidents. That's about one death every fifteen minutes. More than a million were injured, many of them maimed or crippled for life. This year the toll will be even greater, approaching an all-time high of 40,000 deaths—*unless you, Mr. and Mrs. Driver, call off this daily rendezvous with Death.*

You can do your part to help stop this highway slaughter by personally striving for an accident-free record. Drive carefully at all times. Be considerate of other drivers and pedestrians. Gauge your speed to highway conditions and traffic requirements.

Don't let Death hang over your shoulder and point the way to the morgue. Drive safely—and live!



This advertisement is presented in the public interest by the President's Highway Safety Conference and the Daily Pilot weekly newspaper of the nation through

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