



WHERE THOUSANDS DIE!

91 killed—3,150 injured! If that were the report of an explosion, wreck or other disaster, it would be front page news. People would be horrified! But worse—it's just *one day's* automobile casualty list in the United States. It happens every day, week in, week out. *Four deaths, 131 injured—every hour.* At year's end 33,500 lives snuffed out, over a million injured or maimed for life. That's what happened last year. This year's record threatens to be even higher.

Speed—reckless, wanton speed—drunken driving—defiance of safety rules and regulations—and careless, jaywalking pedestrians, top the list of causes for this grim toll.

What can you do about it? Will the speeding wheels of your car add one death to this mass murder of the highways? Not if you, the driver—and you, the pedestrian—take your individual responsibilities seriously. Drive carefully at all times, under all conditions, and be alert when walking.

Don't be one of the thousands to kill, or be killed. Drive safely—and live!



This advertisement is 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.

THE PILOT