



ONE STEP

can be FATAL!

12,200 pedestrians were killed by automobiles last year—1,340 more than the year before. Two out of every three violated traffic laws or committed unsafe acts which contributed to their deaths.

And believe it or not—many of these fatal accidents actually happened less than six feet from the curb—only a step or two from safety!

Between intersection accidents accounted for more than one-third of all pedestrian fatalities last year. These victims carelessly rushed out from behind parked cars, or simply jaywalked themselves into traffic—and death. Others even ignored the safety of lights and traffic officers at intersections to save a few seconds—and lost their lives.

Never take safety for granted. Cross at intersections within the crosswalks. Wait for the light or the policeman's whistle. Be alert for the inconsiderate driver making a right turn, or the reckless one beating a light. On open highways, allow for the speed of approaching cars. Walk to the left, facing traffic.

Whenever you cross, look both ways. *One step can be fatal!*



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 Association.

THE PILOT