



"- BUT I WAS RIGHT DEAD RIGHT!"

"I was going into that intersection first. I had the right of way—that truck driver should have stopped when he saw me—I was right, dead right!"

"Yes dear — you always were right — the other fellow always wrong. That's why we're here."

You know the kind, you've met him on the road—and ducked. He always barges through traffic when it's a question of split-second judgment. Never anticipates other drivers' actions — just assumes that traffic will give way. Owns the road. Drives with his horn.

He may get away with it for a time, plus a few tickets, because other drivers are more careful, more conscientious. But his kind eventually steps on the gas once too often—and for the last time he is "right—dead right!"

4,000 people died last year because "know-it-all" drivers violated rules of the road and the courtesies of driving. Good drivers never need to hold cemetery post-mortems. They drive carefully and live longer.



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.

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