



HERE'S HOW - *it happens!*

Yes, here's how more than 5,500 people died and thousands more were injured last year—because someone took one or two drinks, and then drove.

If you think you can drink and then drive safely you're simply courting suicide—or murder. You're drinking a toast to Death!

Statistics show that one out of every six drivers involved in fatal automobile accidents had been drinking. Drinking drivers are three or four times more likely to be involved in accidents. Tests have proved time and again that a couple of drinks are sufficient to lower a driver's reactions to the danger point. When quick action and alert judgment are demanded, the driver who has been drinking fails.

If it were only the drinking driver himself who paid the penalty, that would be bad enough. But when he cuts short the lives of other innocent people—riders in his car, occupants of other cars, or pedestrians caught by his erratic driving—that's manslaughter!

Don't smile when you read this, Mr. and Mrs. Citizen. The law operates with a heavy hand on drinking drivers. It is going to be even tougher in the future. It's serious business!

When you drink, don't drive. When you drive, don't drink!



This advertisement is presented in the public interest by the Highway Safety Council and the daily and weekly newspapers of the Brookings Press Publisher Associations.

THE PILOT