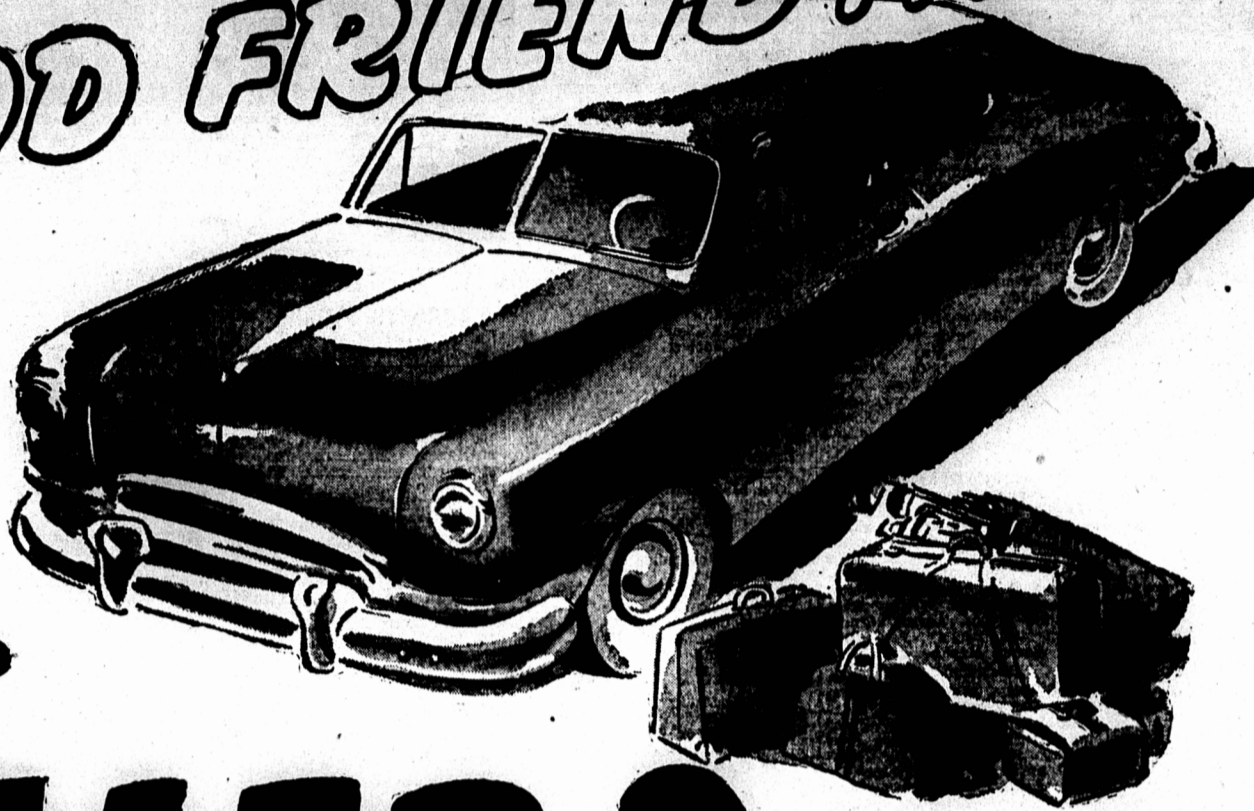


# Highway and Traffic Safety Week May 18th to 24th

**GOOD FRIEND** . . .



**OR  
KILLER?**

## Cars Are Not Killers By Themselves . . .

You can really trust an automobile these days. Mechanically, they are a pretty safe proposition. But you can't always trust the man or woman at the wheel.

Most of the traffic accidents this vacation season — by a tremendous margin — will be due to HUMAN FAILURE . . . not to anything going wrong with the car itself. Drivers will fall asleep. They will pass on hills and curves. They will take their eyes off the road for just a little instant. They will do other foolish things, forgetting that the impact of a collision at 60 miles per hour is precisely the same as driving a car off the roof of a fourteen story building.

We feel it will be helpful and in the public interest as the summer driving season begins to list a few time tested reminders, which, if followed, may save a good many lives this year — perhaps your own.

1. Don't drive when tired or sleepy. Pull off the road and take a nap.
2. Reduce speed after dark. Reduce speed drastically in fog, storm or wet weather.
3. Turn on lights AT SUNSET. Dusk is a dangerous time to drive without lights. Dim your lights when approaching oncoming traffic. Keep all lamps, windshield and rear window clean.
4. Check tire pressure frequently on long drives, especially in hot weather.
5. NEEVR TAKE A CHANCE.
6. Don't drive after drinking. You may not feel those "two beers" but your reaction time is dangerously slowed.
7. Always take it for granted that the driver in the "other car" is stark raving crazy — and drive accordingly.
8. Caution your teen-agers to drive carefully.
9. Urge your high schools to teach a "safe driving" course, if they are not already doing so.

### HIGHWAY AND TRAFFIC SAFETY WEEK

Is Sponsored by the

### CHARLOTTETOWN JUNIOR CHAMBER OF COMMERCE

In Co-operation with

- \* Government of P. E. I.
- \* The Royal Canadian Mounted Police.
- \* The Charlottetown Police Dept.

In The Interest Of Reducing  
**FATALITIES, ACCIDENTS and  
TRAFFIC INFRACTIONS**

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**SAVE LIFE - BE CAREFUL**