

ble, including
ow being in-
small as Pi-
truthfully say
button trans-
at last.

Advertisers.

OP!
DON'T
LET
POOR
BUSINESS
BRING YOU DOWN
ADVERTISING
BE CAREFUL

y

s

s
ed

nd



Is there an ACCIDENT in YOUR calendar ?

You hope not. But hoping is not enough!

Last year—the worst in 10 for traffic fatalities—37,500 people met death on the highways. They, too, had hoped that life would not end for them abruptly.

There is something you can do to avoid this needless tragedy—**KNOW AND OBEY TRAFFIC LAWS.** Such laws are common-sense rules of human conduct, plus expert engineering experience—and they are designed to protect YOU.

Drive within posted speed limits. Come to a halt at stop signs. Don't try to beat traffic lights. Note the highway markers and follow their messages of safety. Don't pass other cars on curves . . . on hills . . . or in no-passing zones. Signal when you are going to turn or stop suddenly. Slow down at sundown. Make allowances for weather conditions.

Above all, be guided by the great "unwritten" laws—caution . . . self control . . . and courtesy!

This message in the interest of highway safety is one of a series prepared and disseminated by the Pennsylvania Newspaper Publishers' Association and the Pennsylvania Department of Revenue.

COMMONWEALTH OF PENNSYLVANIA

John S. Fine, Governor



Otto F. Messner, Secretary of Revenue