

49,000 People Killed In Traffic Accidents In '65

Suppose you picked up the evening paper and saw the following headlines:

"49,000 People Killed in National Disaster! Two Million More Critically Injured! Property Damage Soars to Eight Billion Dollars!"

Then, below that you read:

"The President of the United States has Declared the Continental United States a Disaster Area with Federal Assistance Being Offered to Each Stricken Area."

You have seen those headlines, you have heard the President declare the United States a disaster area!

It didn't happen in one blinding, crashing moment, but it did happen. It happened to people you know, to people you loved, to friends, relatives, and to strangers all around you. It happened, slowly but steadily, to the unwary, to the uncertain, to the indifferent, to the heedless, and to the unsuspecting.

It only took 365 days, the year 1965, to make those headlines. It took only seconds to snuff out each life, to injure and maim, to destroy the wealth of the nation in men, women, child-

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Traffic Deaths . .

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ren.

It happened on our highways in 1965! And it is happening again in 1966. What will the headlines read at the end of the year?

“Will You Be Here to Read Them? Or Will You Be Part of the Headlines?”