

GOVERNOR CHERRY SPEAKS TO YOU!

*This Is A Personal Letter To YOU From The Governor
Of Your State — Read IT Carefully!*



To The People Of North Carolina:

We are confronted with a serious condition—traffic tragedies continue to happen hourly, and are increasing at an alarming rate. That something must be done is acknowledged by every thinking person. Being fully conscious of these conditions, I recommended to the General Assembly and it enacted certain measures that I believe will contribute much toward reducing traffic accidents and deaths. All that we may do by improving and tightening our traffic laws will not give us a great deal of relief unless we have the full cooperation of all the people. With this in view, last June I called a State Traffic Conference to consider this vital subject and on the recommendation of this Conference, I named the State Committee for Traffic Safety to devise ways and means of enlisting the support of the public and preparing a comprehensive traffic safety program. Many meetings have been held by this Committee and it has been incorporated as a non-political, non-profit, non-partisan organization and so organized as to include all people.

THIS PROGRAM CONTEMPLATES:

1. A mobilization for traffic safety.
2. Teaching adults and students how to drive.
3. Conducting safe driving courses in schools.
4. Driver testing with accurate devices.
5. Providing technical service to communities.
6. The renewal of drivers licenses after examination.
7. The inspection of all motor vehicles.
8. The building of safety into highways.
9. The certainty of punishment for traffic violators.
10. Improvement of state and local traffic laws.
11. Increased state highway patrol and local traffic force.
12. Recognition for the best traffic safety records.

WHAT MAY HAPPEN WITH AND WITHOUT THIS PROGRAM.

1. Judging by the experience of the past five years, if this program is a success it will mean an economic saving to North Carolina corporations and their employees, professional interests, and others of at least \$140,625,000.00.
2. This program, if successful, for the next five years will save 8,125 lives.
3. And the program during the next five years, if successful, will mean that 19,370 personal injury accidents will be prevented.

It is my earnest wish that every citizen of our great State may have freedom from traffic accidents and I believe they can by cooperating with the State Committee for Traffic Safety, Inc.

O. W. Cherry

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