

77
DEATHS ON WAKE COUNTY
HIGHWAYS DURING 1966
Bloodiest Ever!

Thousands
CAN BE SAVED ON NORTH
CAROLINA HIGHWAYS IN 1967
Let's Make It
The Safest Yet!



Congratulations "Mr Moderation"...

For Helping To Prevent Accidents And Death On Our Highways

This page would hardly fill its responsibilities in a safety message unless it directs attention to those thousands of careful and thoughtful drivers who save so many lives and prevent hundreds of accidents daily. It is to this great array of motorists that we owe a debt of gratitude. Their remarkable courtesy, friendliness and safety-consciousness loan hap-

piness and wisdom to miles and miles of ribbon-like highways which stretch over the width and breadth of our great Tarheelia. This page salutes them with enthusiasm for their moderation and concern for the safety and good motoring which they practice. It is they who keep the highways clean and safer for us. Let's join them. They are good company.

Onions To Wrecklessness...

77 Bloody Deaths Attributed To Negligence And Carelessness

To the wreckless and careless drivers who consider only their rights and desires, this page would solicit their cooperation in the elimination of accidents and death on our highways. They have made Wake County one of the bloodiest counties in the entire United States. The seventy-seven deaths in Wake County during 1966 is an all-time high. No one wants to be a statistic from an automobile accident . . . and no one wants to be responsible for the death of another be-

cause of an automobile accident. This page can only say onions to drivers who, through an indifference to themselves and others, caused our county such a bad and bloody highway name. Their awareness of the need to reduce speed, refrain from an extra drink while driving, staying on the right side of the highway, staying off the highway when not up to its demands, along with a new attitude toward life and limb are sought. Help us throw away the onions. We prefer giving roses . . . to the living.

DRIVE WITH CARE...NOT FROM FEAR
And Help Drive Death From N.C. Highways



The Safety-Minded Businesses On This Page Join In Making This Message Possible To CAROLINIAN Readers, Trusting That They Will Join A Crusade Against The Destruction Of Careless and Wreckless Driving In Our Cities, Towns And On Our Highways.

WILLARD REALTY CO.
CAROLINA BUILDERS CORP.
 Beltline Between U. S. and No. 64
T. A. LOVING CO.
 Asphalt Division
STAHL-RIDER INC.
 102 Harrison St.
MARTIN WOODCRAFT CO.

NORTHWESTERN MUTUAL
INSURANCE COMPANY OF SEATTLE
 Beltline Between U. S. 1 and 64
FIRST CITIZENS BANK & TRUST

McLAURIN PARKING CO.
PEPSI-COLA BOTTLING CO.
 2838 Wake Forest Road
BRANCH BANKING & TRUST CO.
 GRADING AND PAVING CONTRACTOR
C. C. MANGUM INC.
SUPERIOR STONE COMPANY