



Rider's Reader



Vol. 5, No. 3

83

August, 1952

THE TIME HAS COME TO GET



Fighting mad!

ABOUT TRAFFIC ACCIDENTS IN CHICAGO

Let's face it! We are working . . .
living . . . raising our families . . .
in one of America's most danger-
ous cities! It's time to band to-
gether—for our own good! It's
time to *do something* to make
Chicago streets safe—for walking
and for driving!

Citizens Traffic Safety Board

STOP

LOOK

LIVE

Crusade for Traffic Safety in Chicago

is being conducted, beginning in August, by the Citizens Traffic Safety Board as a continuation of its educational efforts to reduce the terrific toll of 27,702 persons killed or injured in traffic accidents during 1951.

THE COST of all this death and destruction was approximately \$100,000,000 . . . covering hospital bills, property damage, higher insurance premiums, lost time and lost business.

"**THE CRUSADE** is the most comprehensive educational effort ever made in a city the size of Chicago," Franklin D. Sturdy, director of the CTSB, says. "The five largest advertising agencies in Chicago volunteered their services in preparation of the material. It is an All-Chicago effort to remedy a problem that is Chicago's own—the problem of traffic accidents and traffic congestion."

STOP

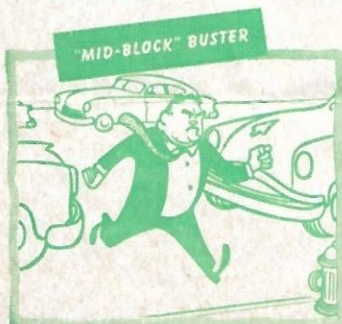
LOOK

LIVE

THE CTSB is a non-profit, non-political group of citizens of Chicago. Its chairman is Howard L. Willett, Sr., president of the Willett Company. Its members are L. S. Wescoat, president, Pure Oil Company; Mark A. Brown, president, Harris Trust and Savings Bank; Ralph Budd, chairman, Chicago Transit Authority; Chester R. Davis, Senior vice-president, Chicago Title and Trust Company; John Holmes, president, Swift & Company; F. W. Specht, president, Armour and Company; James S. Kemper, chairman, Lumbermens Mutual Casualty Company; Wayne A. Johnston, president, Illinois Central Railroad; A. W. Peake, president, Standard Oil Company; Elmer T. Stevens, president, Charles A. Stevens and Company; Calvin Fentress, Jr., president, Allstate Insurance Company; A. C. Wilby, vice president, United States Steel Company; David Levinger, vice president, Western Electric Company; Roy Tuchbreiter, president, Continental Casualty Company; J. J. Cavanagh, executive vice president, Chicago Motor Club. Among the sponsors of the Board are some of the biggest names in Chicago's business directory.

YOU WILL LEARN about the Crusade through newspapers, radio, television, billboards, posters, "E" girder banners, car cards, leaflets, pledges for school children, blotters, pay envelope inserts, commuter trains, screen door stickers, taxi bumper cards, lapel buttons; lobby, store window and plant bulletin board displays; and truck, automobile, school book and bicycle decals.

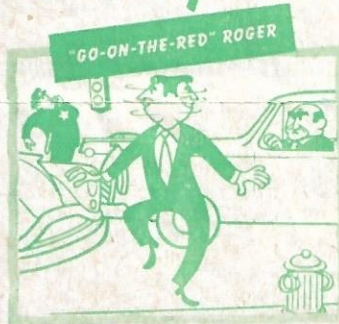
Which of these dashing daredevils are you?



SO SIMPLE AND EASY TO GET KILLED BREAKING THIS LAW
NEVER CROSS BUSINESS STREETS AT MID-BLOCK



SURE, PEDESTRIANS HAVE THE RIGHT OF WAY
AT INTERSECTIONS, BUT DON'T LET YOUR LIFE ON IT



IF YOU CAN'T WAIT TO GET KILLED, DO THIS OPEN.
FATAL RESULTS GUARANTEED

CRUSADE
FOR
TRAFFIC
SAFETY
IN
CHICAGO

STOP
LOOK
LIVE

CITIZENS TRAFFIC SAFETY BOARD

IT TAKES *TWO* TO MAKE AN ACCIDENT... WATCH THE OTHER GUY!

CRUSADE FOR TRAFFIC SAFETY IN CHICAGO



SEVEN TRAFFIC RULES are offered by CTSB as the simple solution to Chicago's traffic safety problem:



1. **DON'T WALK** across streets between intersections except where a mid-block crossing is marked.



2. **DON'T WALK** across a guarded intersection except when authorized by a green light or policeman.



3. **DON'T DRIVE** faster than the speed limit permits.



4. **DON'T DRIVE** when you've been drinking.



5. **DON'T FORGET** the PEDESTRIAN has the right of way at all intersections, except against a red light or a policeman's signal.



6. **DON'T FORGET** the MOTORIST must come to a full stop at every red signal and stop sign.



7. **DON'T PARK ILLEGALLY**—don't double park. Don't park in streets that carry streetcars or buses nor on through streets between 4 and 7 A.M.

INDUSTRY AND BUSINESS LEADERS are being asked to contribute space or time to carry traffic safety messages featuring the Crusade. Anyone who advertises can help in the Crusade by using the wide range of material prepared for use in this giant traffic safety campaign.

YOU, too, are invited to join with your fellow citizens in this vital Crusade. It costs you neither time nor money to do your part. All that's required is your cooperation in learning and obeying the *seven simple traffic rules!*

ADDRESS YOUR INQUIRIES TO the offices of the Citizens Traffic Safety Board, 20 North Wacker Drive, Chicago 6, Illinois.