

# NATIONAL SAFE DRIVING WEEK DECEMBER 1st. TO 7th.

## DOWD MOTORS LTD.

CHEVROLET - OLDSMOBILE CARS  
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**P.E.I. FATALITY RATE DOWN 50%, FOR THE PERIOD FROM MAY 30th TO SEPT. 1st 1957 DURING "SLOW DOWN AND LIVE" CAMPAIGN.**

Prince Edward Island showed the way in North America during the "Slow Down and Live" campaign in the percentage decrease of highway traffic deaths. Figures for the period show that fatalities on P.E.I. highways were 50% lower during this period than for the corresponding period in 1956.

The Provincial Government, City of Charlottetown and advertisers sponsoring this advertisement, commend Island drivers for their efforts and ask that they re-double their efforts during the week of December 1st to 7th to help keep P.E.I. accident-free.

It is tremendously important that every week be made a safe-driving week through the following means: Checking your car or truck regularly at a reliable garage or gas station; by buying your car or truck from reputable dealers; by carrying automobile liability insurance and by observing all traffic regulations.

## STEWART MOTORS

LINCOLN — MERCURY — METEOR CARS  
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DRIVE SAFELY — INSURE SAFELY  
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INSURANCE  
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DRIVE SAFELY DURING SAFE DRIVING WEEK  
WITH WESTERN TIRE RETREADED WINTER  
TIRES—ONLY \$10.55 WITH TRADE

WESTERN TIRE & AUTO SUPPLY Ltd.  
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## S. R. JOHNSTON LTD.

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THE JUNIOR BOARD OF TRADE COMMENDS THE ADVERTISERS ON THIS PAGE.

## A PROCLAMATION BY THE MAYOR OF CHARLOTTETOWN IN SUPPORT OF SAFE DRIVING WEEK DECEMBER 1st to 7th (Inclusive)

WHEREAS the appalling accident rate on the highways and streets is a matter of immediate and serious concern to all citizens; and

WHEREAS nearly all Communities in this Province co-operated to an impressive extent during Safe-Driving Week in 1956; and

WHEREAS it was demonstrated in 1956 that highway and street accidents can be reduced when motorists and pedestrians practice safe driving and safe walking; and

WHEREAS the purpose of Safe-Driving Week is to demonstrate the necessity for year-around public support of sound, proven and continuous traffic safety programmes:

NOW THEREFORE as Mayor of the City of Charlottetown, Prince Edward Island I proclaim the week of December 1st to 7th inclusive as "Safe-Driving Week" and urge all citizens of Charlottetown to practice safe driving and safe walking, not only during "Safe-Driving Week" in daylight, dusk and darkness, but during every week of the year to come.

J. DAVID STEWART,  
Mayor.

CANADA  
PROVINCE OF PRINCE EDWARD ISLAND



(Sgd.) T. W. L. Prowse  
Lieutenant-Governor.

ELIZABETH THE SECOND, by the Grace of GOD of the United Kingdom, Canada and Her other Realms and Territories QUEEN, Head of the Commonwealth, Defender of the Faith.

To all to whom these presents shall come or whom the same may in any wise concern:

GREETING:

## A PROCLAMATION

WHEREAS a project in connection with the observance of a Canada wide Safe Driving Week has been instituted by the Canadian Highway Safety Conference;

AND WHEREAS it is considered that the period from the first to the seventh days of December in the year of Our Lord one thousand nine hundred and fifty-seven should be set apart by citizens generally and especially by those who, from time to time, make use of the Highways of the Province as a period of time when the safety of the citizens as aforesaid should be given paramount consideration by all inhabitants of Prince Edward Island;

NOW KNOW YE that We, by and with the advice and consent of Our Executive Council for Prince Edward Island, do by this Our Proclamation order and declare that the period from the first to the seventh days of December in the year of Our Lord one thousand nine hundred and fifty-seven be set aside as

## SAFE DRIVING WEEK

during which time all persons are constrained to give heed to the safety of citizens generally with special intention to those using the Highways of the Province and to govern themselves accordingly.

IN TESTIMONY WHEREOF we have caused these Our Letters to be made Patent and the Great Seal of Prince Edward Island to be hereunto affixed.

WITNESS the Honourable Thomas William Lemuel Prowse, our Lieutenant-Governor of Our Province of Prince Edward Island, at Our Government House in Charlottetown this fourteenth day of November in the year of Our Lord one thousand nine hundred and fifty-seven and in the sixth year of Our Reign.

By Command,  
B. EARLE MacDONALD,  
Provincial Secretary.