

ANY DAY
MAY BE
DOOMS-DAY
FOR
DRINKING MOTORISTS!
THERE IS SAFETY
IN ABSTINENCE.



TWO MOTORISTS-ONE SAFE, THE OTHER SORRY!

DANGER
OBSERVED.
DECISION
TO ACT.



FIVE FEET



TWENTY FEET

STOPPED



SAFE!



DANGER
OBSERVED.
DECISION
TO ACT.



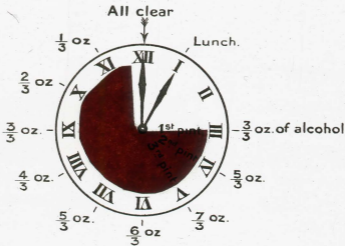
TEN FEET



MAINLY FOR MOTORISTS



THE EFFECT OF ALCOHOL IS CUMULATIVE.



Alcohol is absorbed quickly into the blood, but escapes slowly. **NINE HOURS** elapse before the alcohol contained in three pints of beer is eliminated from the body.

**'BE SURE YOUR SENSE OF
CAUTION IS NOT AFFECTED
BY ALCOHOL.'** *HIGHWAY CODE.*



**WHEN CAUTION GOES
A CROWN IS LOST.**



**Small quantities of ALCOHOL—the
dangerous agent in all intoxicants—**

**BLURR VISION
CONFUSE JUDGMENT
DELAY ACTION**

**For safety we want dry drivers as
well as dry roads.**

**THERE IS SAFETY
IN ABSTINENCE**

ALCOHOL

FOR *ENGINE POWER*



THERE'S A
MIGHTY
DIFFERENCE



BRITISH

MOTOR

ALCOHOL SPIRIT

SAFETY DEMANDS

GOOD VISION
CLEAR JUDGEMENT
QUICK ACTION

IF, TRAVELLING AT 20 M.P.H. YOU CAN STOP YOUR CAR IN

↑  19 FT.

PULL UP
(or braking efficiency)
EXCELLENT
(taking about $\frac{2}{3}$ second)

↑  27 FT.

GOOD
(taking about one second)

↑  45 FT.

**DANGEROUS
EMERGENCIES**
(taking about $1\frac{1}{2}$ seconds)

ALCOHOLIC LIQUORS DIM VISION · CLOUD JUDGEMENT · DELAY ACTION
INCREASING PULL UP TIME! FREQUENTLY

**MAKING AN EXCELLENT DRIVER · DANGEROUS
AN EXCELLENT CITIZEN · CRIMINAL**
DRINKING + DRIVING = DISASTER

ABSTAINERS HAVE THE BEST OF IT



Host: *Have a spot before you go*

Guest: *"No Thanks: I need all
my wits for the wheel"*

DRINK IN THE DRIVER MEANS DANGER ON THE ROAD

ABSTAIN

Produced by National Highway Traffic Safety Administration, 1987. For more information, contact the National Highway Traffic Safety Administration, 400 Michigan Avenue, N.E., Washington, D.C. 20002.

A stylized, high-contrast illustration of a person's legs on a stationary exercise bike. The person is wearing dark, shiny dress shoes and dark, vertically striped trousers. The bike's frame and pedals are visible. The overall style is graphic and minimalist, using black, white, and shades of gray.

**How quickly can
you pull up?**

**The power to
stop is the one
factor above
all others that
increases safety**