

**Seat belts
and lower
speeds do
save lives.**



This is what Ontario's new regulations are proving.

Since January 1, 1976, Ontario motorists have been required to wear seat belts. And since that date, Ontario speed limits have been lowered to 60 miles per hour on freeways and 50 miles per hour on other highways.

These new regulations are paying off. For the first 6 months of 1976, there were 66 fewer deaths on Ontario highways and 6,765 fewer injuries.

Police officials in major Ontario centres credit the wearing of seat belts and the lower speeds with these lower death and injury rates. And indeed, improved safety is the prime reason for the regulations. But there are other benefits, too. When you drive slower, you save gasoline — and lower your fuel costs.

So buckle up. Slow down and drive sensibly. For your free copy of the booklet "What You Should Know About Seat Belts," write to:

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and Communications**
**James Snow,
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