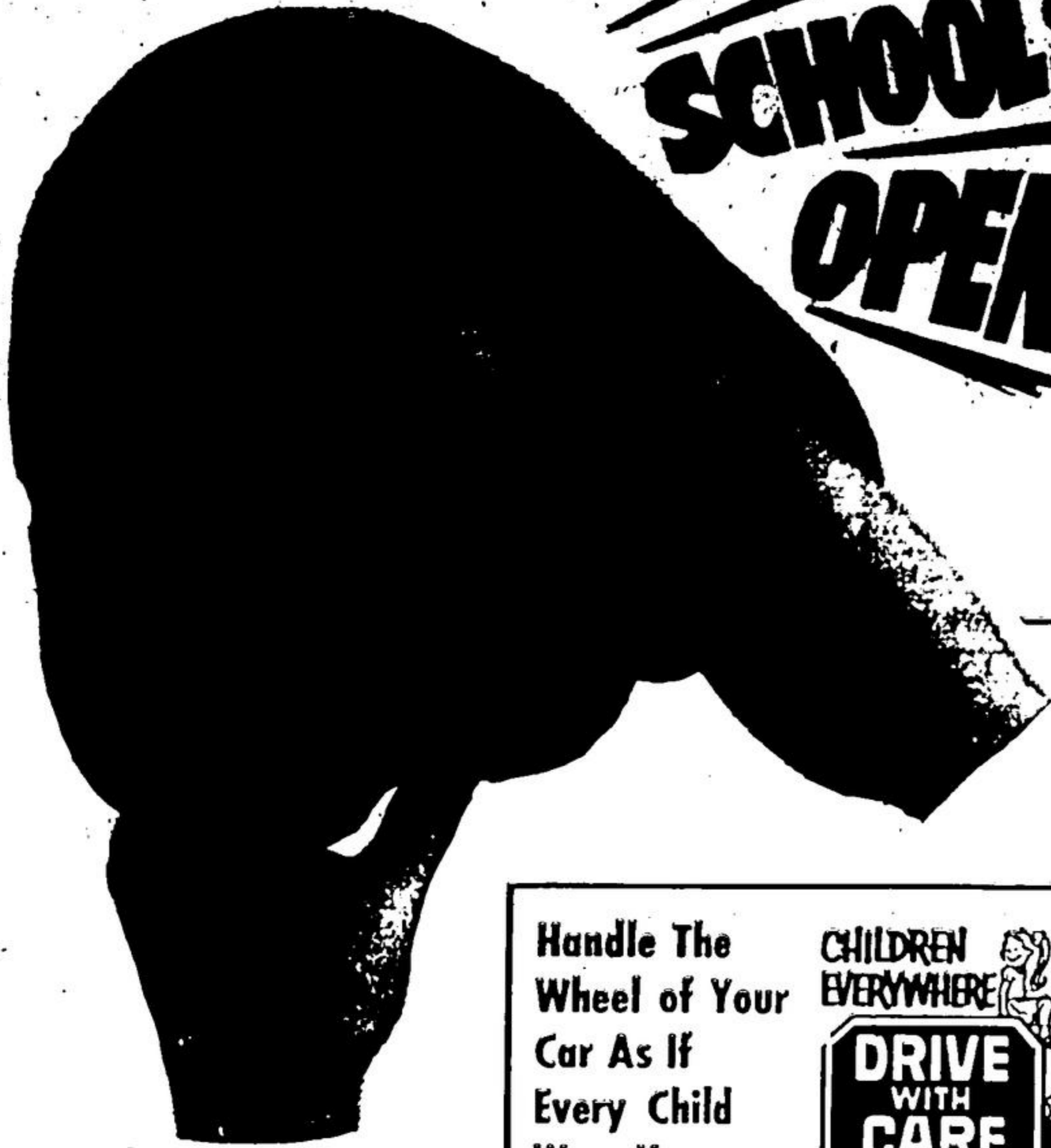


**WATCH
OUT!**
(FOR KIDS)

DRIVE CAREFULLY!



**SCHOOLS
OPEN**

EVERYBODY'S CHILD IS YOUR DRIVING RESPONSIBILITY

School bells are ringing again. The streets and roads will be filled with children heading back to school. This means that every driver should be alert and extra careful. Children are young and eager — sometimes unpredictable . . . They may or may not see YOU — Be sure YOU See THEM.

SAFETY TIPS FOR DRIVERS and PARENTS

Handle The
Wheel of Your
Car As If
Every Child
Were Your
Own . . .



• **DRIVERS! DON'T HURRY** when you drive! We may as well face it! We cannot reduce traffic casualties unless we slow down! The lives of others are in the hands holding your steering wheel. The minute you may save isn't worth the life of a school child.

• **BE ON THE ALERT** when you are near a school bus. Of course, they have to obey all traffic rules! But, give school buses a break anyway . . . they carry a priceless cargo.

• **DRIVE EXTRA CAREFULLY** around schools and playgrounds! Be on the lookout for children when they walk to and from school! Your vacation from school children is now over.

• **PARENTS! NEVER STOP YELLING** children about the many traffic dangers! Only then can we hope to help reduce traffic fatalities; one out of seven fatalities involves a school child! One out of ten fatal accidents is caused by a teen-age driver!

• **PULL OFF THE ROAD** when you're tired, and take a nap. **DON'T DRIVE** at all when you've had a drink! Drowsiness and drinking are responsible for most fatal accidents.

• **HAVE YOUR CAR CHECKED** by an expert! Any car that is not in perfect mechanical condition is a potential murder weapon! The few dollars you may spend may save a life.

THIS SAFETY APPEAL is made possible by the public spirited firms whose signatures appear below.

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