

HELP KEEP OUR CHILDREN ALIVE PLEASE DRIVE CAREFULLY



"I was in a hurry, officer.
Terrible hurry.
Speeding?
Lose my license?
I didn't mean it, officer. It
was an accident. An accident.
I didn't see the child



FIXED FOR LIFE

DRIVERS KILL AND CRIPPLE MORE CHILDREN THAN ANY DISEASE!

Yes, drivers kill more children than pneumonia, polio, cancer, congenital malformation, or any other cause. Yes, drivers kill and cripple more children than any major disease.

Yes, careless drivers are the greatest threat to those innocents too young to drive.

You've helped fight cancer, polio, and other frightening diseases. Now take action against the giant killer—traffic deaths. Write your local enforcement officials. Say—

"I support strict law enforcement"

For wherever traffic laws are strictly obeyed and enforced, deaths go down! Your community can be another to prove it!

until too late.
I may have been speeding.
I feel terrible. I didn't
see the child.
I was talking.
Why should this happen to me!
I was just driving. Minding
my own business. Speeding?
Well..."

THIS APPEAL IS SPONSORED

BY THE FOLLOWING FIRMS AND INDIVIDUALS



In cooperation with
The Advertising Council and
The National Safety Council



SUPPORT YOUR LOCAL
SAFETY ORGANIZATION

Allstate Insurance Co.
310 Harbor Drive Redondo Beach
FR 4-6336

ACTION POWER SWEEPING SERV.
"No Sweep Like a Clean Sweep"
Parking Lots—Service Stations—Warehouses
3507 WEST 229TH ST. TORRANCE
DA 6-9106 Bob and Duke DA 6-8402

Central Agency
Insurance with Safety
16726 Hawthorne Blvd., Lawndale
John M. Kemper, Owner FR 6-3470

Bill Page Donuts
Donuts with Complete Fountain Service
2736 Pacific Coast Hwy. Torrance
Dotti Roy, Owner—DA 5-1813

Bay Cities Taxi
Save Money—Use Our Handy Scrip Books
1099 Pier Ave. FR 9-2424
Hermosa Beach

Patrick Tile Co.

Sol's Tailoring
1754 Cabrillo Ave., Torrance
Isador Soloman, Owner FA 8-6251

Metropolitan Lumber Co.
18100 Western Ave. Gardena
DA 9-6461—FA 1-1547
William Engelberg, President

Butler Buick
400 South Sepulveda FR 4-8964
Manhattan Beach

Bartlett Motel
2364 Pacific Coast Hwy. Lomita
DA 5-0302
Ray Wertz, Owner

Bob's Hanceck Service
Lubrication—Tire Repair—Propane Service
16101 South Avalon Gardena
Bob Gehret, Owner—DA 4-9334

Bill's TV and Radio Service
Strictly Service
2406 Matthews Ave. Redondo Beach
Bill Westall, Owner—FR 4-3000

F.O.B. — John Doe
They Are Our Children . . .
Drive Carefully!

Alexander's Men's Wear
AND TAILORS
Ready-to-Wear Men's Clothing
15702 Crenshaw Blvd. Gardena
Alex Gomack, Owner—DA 9-4077

Baker's Food Market
FR 9-1452
2621 West 190th St. Redondo Beach

Angelus Plating Works
1713 West 134th St. Gardena
FA 1-2125.

Chacksfield Homes
1277 Redondo Beach Blvd. Gardena
DA 3-5070

Allied Design Associates
3810 W. Pacific Coast Hwy. Walteria
William A. May, Owner—FR 8-5070

A & G Refrigeration Service
Specializing in Low-Temperature Work
3411 West 189th St. Torrance
Albert Miller, Owner—DA 4-1243, FA 1-2277

Acme Termite Control, Inc.
of Southern California
Free Termite Inspections to Homeowners
2420 Pacific Coast Hwy. Lomita
Ed Markwell, Owner—DA 6-4732

Big Top Ice Cream Shoppe
305 Pier Ave. Hermosa Beach
Dan and Bette Van Dellen, Owners
FR 4-7448

**AMERICAN SAVINGS AND LOAN
ASSOCIATION**
205 S. Pacific, Redondo Beach FR 9-5444
145 N. Hawthorne Blvd., Hawthorne OS 9-2581
South Bay Center, Redondo
174th St. at Hawthorne Blvd.—FR 6-7911

Beach Glass Company, Inc.
David Beach Jr., Glazing Contractor
716 Meyer Lane Redondo Beach
FR 9-1951—SP 2-2081—TE 1-4334

Carroll Moulding Co.
1463 East 223rd St. Torrance
TE 5-3169—SP 5-2038
Roy Carroll, Owner

**AUTOMATIC TRANSMISSION
SERVICES**
Lowest Prices—Transmission Exchanges and
Overhauls—Free Loan Cars
1935 WEST ARTESIA, GARDENA DA 3-3911
Sandy Backler, Owner

Cal West Screw Co., Inc.
Wholesalers and Manufacturers of All Types
of Fasteners
15312 South San Pedro Gardena
John Pavlov, President—DA 3-6338

George G. Morehart
Masonry Contractor
18520 Kingsdale Ave. Redondo Beach
Residential and Commercial Work—FR 4-1098

Medical Clinic of Torrance
2055 Torrance Blvd. Torrance
FA 8-1320

**BETTER BILT HOMES
SUPERIOR CONSTRUCTION CO., INC.**
Homes—Units—Apartments
16002 HAWTHORNE BLVD. LAWDALE
FR 6-7955—FA 0-3172

Anchor Cafe
At the End of Monstad Pier
Where Fishermen Meet to Eat!
Redondo Beach FR 9-3710
"Andy" Andreassen, Owner

Besser Boiler Co.
Manufacturers of Steam Boilers and Hot Water
Heating Boilers
1849 West 169 St. Gardena
DA 6-146—PL 5-7011

Bert's Signal Service
"We Greex to Please"
Brakes—Tune-ups—Expert Lubrication
18201 South Crenshaw Torrance
DA 4-9900

Verne Chrome Plating
Bumpers Exchanged
18004 Prairie Ave. FR 9-8963
L. J. Verne, Owner

Micky's Pizza
Pizza — Spaghetti — Ravioli — Lasagne
101 Hermosa Ave. Hermosa Beach
FR 4-9284—FR 6-2330
Bill, Mike, Jim and Paul, Owners

Ball Mfg. Co., Inc.
Oil Tools—Pulsation Dampeners—Flow Switches
20408 Wayne Ave. Torrance
M. A. Ball, Owner—FR 6-3989

Asbury Construction
Specializing in Concrete and Cement Work
2161 West 144th St. Gardena
Thomas L. Asbury, Owner—DA 9-3048

Carson Tee Vee
Radio - Television Sales and Service
21728 1/2 So. Avalon Torrance
TE 5-1672

Nardone's Pizza House
Only Restaurant in South Bay Specializing in
Italian Foods
1814 S. Catalina Ave. FR 5-5110
Hollywood Riviera—Redondo Beach

**R. N. CARNES
GRAPHIC ENTERPRISES**
Advertising Services
126 Monterey Blvd. Hermosa Beach
FR 2-6268

Holland-American Bakeries
318 AVENUE I, REDONDO BEACH FR 5-8005
2200 REDONDO BEACH BLVD., REDONDO BEACH
FR 2-5145
Mr. Jack Schap, Owner

Auto-Marine, Radio
101 North Catalina Redondo Beach
Gene McBe, Owner
FR 9-0013

The Garrett Corporation
AirResearch
Manufacturing Division

Center Stationers
Stationery and Office Supplies
SOUTH BAY SHOPPING CENTER
CORNER OF 174TH ST. AND HAWTHORNE BLVD.
REDONDO BEACH—FR 6-8010

Blisscraft of Hollywood
Styleleader in Plastic Housewares
13007 S. Western Ave. Gardena
FA 1-3070

Big Deal Auto Wrecking
"We Honor International Credit Cards"
17017 So. Main St. Gardena
William A. Yeargin, Owner—FA 1-4865

Farmers Insurance Agency
George A. Blewett, Local Agent
"Service to the Community"
1702 S. Elana Hollywood Riviera
Redondo Beach—FR 8-1533

Abbe Manufacturing Co.
Torrance Heaters—Pipe Coils—Hell Arc Welding
1811 Torrance Blvd. Torrance
FA 8-5700—Phones—SP 5-6400

George's Meat'n Place
Torrance's Family Restaurant
1340 El Prado Torrance
FA 8-4718

**Independent Garage
Owners of California, Inc.**
South Bay Unit No. 4
Torrance-Redondo-Manhattan

B and B Electric
2419 Grant Ave. Redondo Beach
FR 2-9580
Leslie V. Browning, Owner