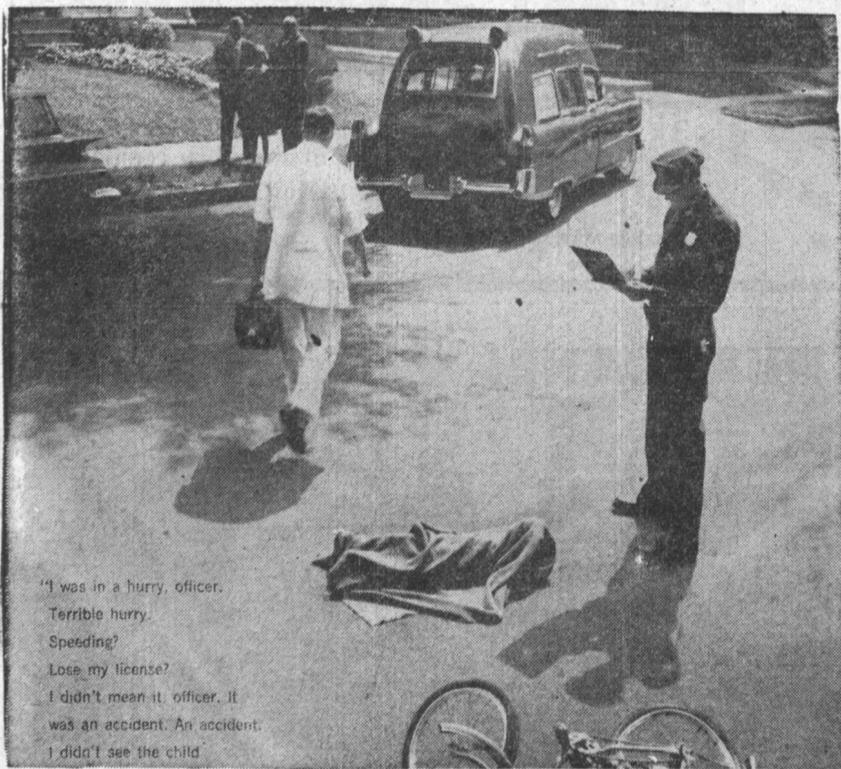


HELP KEEP OUR CHILDREN ALIVE PLEASE DRIVE CAREFULLY



"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

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 . . ."

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!



In cooperation with
The Advertising Council and
The National Safety Council



SUPPORT YOUR LOCAL
SAFETY ORGANIZATION

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Verlee's Beauty Salon**
Free Bristle Brush with Each \$12.50 or \$15.00 Permanent
Special—Reg. \$10.00 Permanent . . . \$8.95
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