

School Starts



THOSE MELANCHOLIA DAYS HAVE COME TO LADS LIKE THIS ONE WHO FINDS IT HARD TO LEAVE HIS FAITHFUL FRIEND AND RETURN TO SCHOOL. THERE MAY BE SADDER DAYS IF TRAFFIC REGULATIONS REGARDING SCHOOL BUSES AND SCHOOL CHILDREN ARE NOT CAREFULLY OBSERVED.

Dear Motor Vehicle Operators:

For thousands of six-year olds, September will be a month to remember. Yes sir, there will be a lot of 'em making tracks for the school room. They'll be excited and thrilled at the prospects of their first day at school. They may be a little careless or absent minded when they cross the streets and highways, so here is where you can get into the act!

The 1954 edition of the National Safety Council's "Accident Facts" tells us that more than 40% of all fatal accidents to children *between five and fourteen*, involve motor vehicles. In plain words, this means that motor vehicle accidents will snatch

the opportunity to finish school from a lot of youngsters during the next nine months. The above figures certainly prove that we must always look out for children and use extra caution when driving near schools and residential districts. While we don't enjoy the thought any more than you do, it is our plain duty to remind you that any one of the deaths represented by the above statistics could be *your child* or *mine*.

If you are still not convinced, talk to any motor vehicle operator who has injured or killed a child in a motor vehicle accident. Ask him whether his mind was *completely* relieved after the judge or jury declared him *not guilty*. Any person unfor-