

# LET'S ALL CONTINUE TO HELP 'EM GROW!

tunate or careless enough to have had such an experience—knows that almost every accident involving a child could have been prevented.

The responsibility for preventing such accidents rests with you, the operator of the motor vehicle. *You* must accept this responsibility and act accordingly. And now to you parents and teachers who have in your hands, the responsibility of molding the children's lives:

You can have no greater aim than to mold into their minds, the desire to have the right attitude about safety and to forever remain accident-free. With school in session, we will continuously see these valuable assets we refer to as children, walking the streets and highways on their way to and from school. *Assets* more valuable to us and to our County, State and Country, than anything on earth of monetary value. Sure, they are going to be careful when walking on the highway or crossing it, but they are going to need the help of every teacher, parent and operator of motor vehicles, if they are to remain accident-free . . . if they are permitted to continue their education and grow up into men and women . . . if they are to take their rightful places in this world in order to earn a livelihood that is justly theirs. Parents, teachers and motor vehicle operators of every community can plan an all-important part in seeing that these kids **DO** grow up to become men and women . . . that their lives are not marred by some needless accident or careless operator of a motor vehicle . . . that they do develop that right attitude about safety, whether it be at home, at school or in the community.

**I'M FOR FREE!** . . . That's right, I've never cost anything. And what do I offer? A few minor advantages like happiness, health, well-being, security, and a major advantage like life itself. I don't claim to prevent halitosis or dandruff, but I've been known to prevent human pain, sorrow, tragedy, poverty and death. Not bad for a free product. What's wrong? Can't be competition. I'm a ticket to a full and happy life, while my competitors often turn out to be one way tickets to the graveyard. I offer **EVERYTHING** at no cost, yet the public often turns it's back on me . . . and goes hogwild over smudgeproof lipstick, atomic powered vitamins, and non-skid hair oils.

What's wrong? . . . Why can't I be as popular as superfoamy toothpaste, or those magic girdles that do so much, or even those perfumes that cause men to leave home? I won't deny that it's got me. baffled or that it's brutally discouraging, but don't think for one minute that I have any idea of giving up or calling it quits. No, the campaign will go on. I'll keep hammering away at human waste, indifference, and the lack of safety consciousness. I'll sell myself to every individual throughout the United States if it's the last thing I ever do—or else my name isn't **SAFETY**.

Safety is without a doubt, a universal problem today. It deserves, as well as demands, the undivided attention of every individual. It can and should start in the home, for where else could a youngster be more impressed with its importance. What does safety promise? . . . This question has been asked and answered on thousands of occasions, and we still have some people who let it go in one ear and out the other. Safety can promise 20,000 children a year, a chance to live and have fun . . . a chance to follow their everyday routine without suffering. Safety can promise freedom from a large amount of worry, anxiety, and grief . . . it can lift an enormous economic burden from the backs of 35 million American families. Safety can put money in the pockets of every man, woman, and child in this Country . . . it can contribute to our State, as well as to our National and World strength.

We must all become reconciled to the fact that **SAFETY IS EVERYBODY'S BUSINESS**, and that the responsibility for preventing personal injuries rests on **OUR** shoulders. The very fact that our forefathers did stress and practice self-preservation, making it possible for us to enjoy life as we are doing, should incite each of us to the great importance of joining the crusade against accidents . . . and especially the crusade against accidents to the youngsters we pride so highly. They really need our help, if they are to survive the many hazards of this 20th Century.

Let's help set a record of fewer child injuries and fatalities during this coming month, than any other September on record.

Let's help make September a month to remember!