



COULD YOU EVER FORGET?

The way ahead seemed clear. In a moment of careless relaxation the driver swung his eyes from the road. In that same moment a ball bounced into the street — after it ran a little child. It was only a brief moment, but long enough for a lifetime of regret.

Last year more than 3,500 American children under the age of 14 were killed by automobiles, 160,000 were injured. This State, in some degree, contributed to that toll.

With school days here again, child casualties will rise unless every individual driver makes it his self-appointed responsibility to safeguard these young lives from harm.

When driving through school zones—and streets where children are at play—use *extreme caution*. Always be ready for split-second action, even though moving at moderate speed. Anticipate the unexpected.

There's no indemnity that can restore a human life. If, because of one careless act of yours, a child died or its young body were maimed—could you *ever* forget?



This advertisement is presented in the public interest by the President's Highway Safety Conference and the daily and weekly newspapers of the nation through their Press and Publisher Associations.

THE PILOT