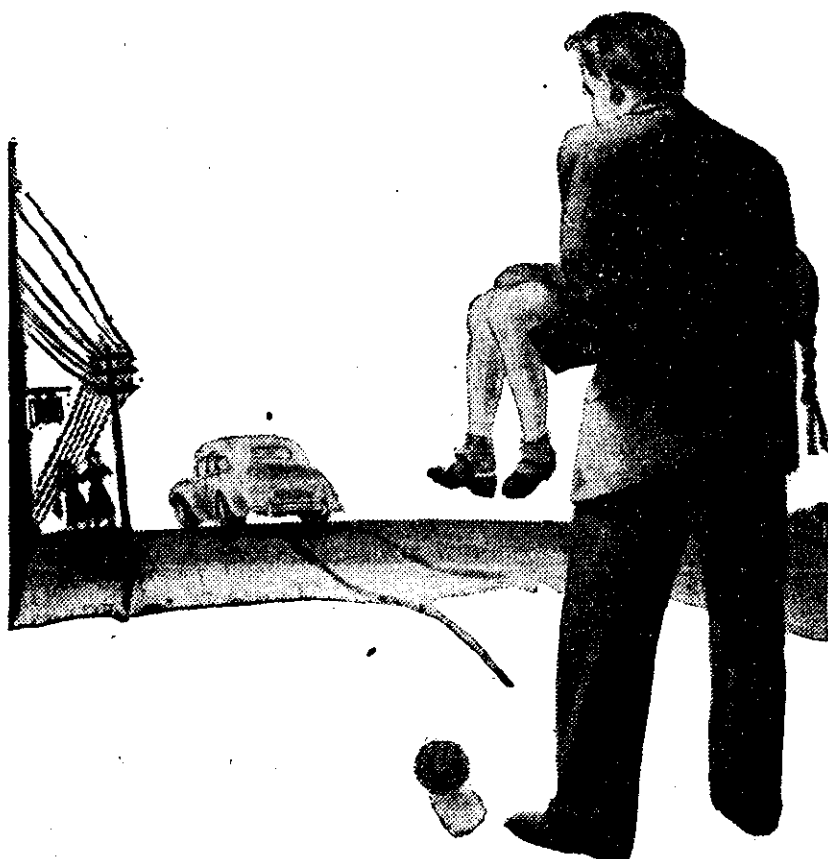


If only

If only he'd slowed down when he saw the children . . . If only he'd anticipated that impulsive dash across the street . . . Now the memory of that agonising moment will plague him all his life.

And the kiddie is dead. Dead.

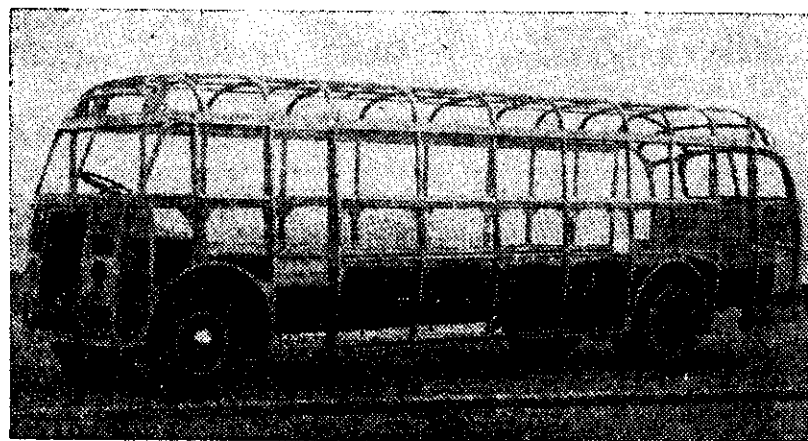


291 little children were run over in the past 5 years. Last year 8 of these toddlers were killed. Small children are impulsive. They have no appreciation of traffic dangers. As a driver YOU must assume responsibility for their safety.

**SLOW RIGHT DOWN WHEN
YOU SEE CHILDREN**

—and be ready for the unexpected

PASSENGER SAFETY LIES IN STEEL



This photograph, taken at the works of New Zealand Motor Bodies Ltd., Petone, reveals what the public do not see — the framework below the panelled surface of a bus. This framework is of great importance to every bus user for experience has shown that this is precisely where the greatest passenger safety factor lies **IF IT IS OF ALL-STEEL CONSTRUCTION.**

At the time of an accident, at the moment of impact, nothing else can be so important to bus passengers as this one factor — all-steel construction, for an all-steel welded framework **does not transmit shock** and damage is confined to a small area around the point of impact.

Buses are one of the safest forms of travel but it is important that

if accidents do occur passengers should have the protection which all-steel welded construction provides.

Continued research into the safety factors governing bus body construction reveals that **ALL-STEEL** construction outweighs all other factors for safety.

Safety very definitely lies in steel.