



142  
195  
170

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“America’s *Safest* Way To Go To School!”



ADDITIONAL COPIES of this poster are available, folded or unfolded, free of charge. Just address Department of Safety Research, Wayne Works, Richmond, Indiana, U. S. A.

# Wayne Works

RICHMOND, INDIANA, U. S. A.

WORLD'S LARGEST MANUFACTURERS OF safety-built MOTOR COACHES



## To the Parents and Teachers of America:

As you know, there are two important ways to assure the safety of children who ride in school buses:

- ① **The Safest Buses Which Safety Engineers Can Design Must Be Kept Easily Available to Every School System, Even Where the Strictest Budgetary Limitations Prevail.**

This is being done by Wayne . . . which pioneered America's first real school bus . . . designed America's first all-steel school bus and America's first mass-production assembly line to make such a bus economically . . . still refuses to build wall-suspended seats (which frequently are ripped out with the bus wall itself in sideswipe accidents, or tragically telescoped when a bus is struck from the front or rear) . . . etc.

- ② **School Bus Accidents Must Be Held to An Absolute Minimum.**

It often is assumed that this is the job of the driver alone. But Wayne's careful analysis of the causes of thousands of accidents in which school buses have been involved proves conclusively that many such accidents can be prevented by more intensive instruction of the young passengers themselves.

But how to make that instruction more interesting—and hence more effective?

From across the nation come reports that school bus safety rules are "too trite" . . . that they "roll off" children's minds "like water off a duck's back" . . . that, even when illustrated, they frequently "lack the interest-arousing qualities" needed to help the child "retain a constant awareness" of the importance of such safety rules.

After consultation with the National Safety Council and the U. S. Department of Education, Wayne offers this poster with the hope that the "what's-wrong-with-these-pictures?" approach will add a "game" quality . . . hold children's attention a little longer and enable the essence of these important safety messages to "sink a little deeper" into their consciousness . . . and stay there longer.

Please let us know either the successes or the failures of this poster with *your* children. In our constant work and research in behalf of school-child safety, we need all the "reports from the field" that we can get.

It's a never-ending job!

Sincerely,

Department of Safety Research  
WAYNE WORKS

# did you know that . . .

*... every week*

**90 THOUSAND SCHOOL BUSES**

**carry 6 MILLION BOYS AND GIRLS**

**and travel 20 MILLION MILES**

*(in the United States alone)*

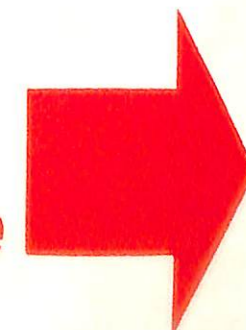
*... and every week*

**23 CHILDREN ARE INJURED and 1 IS KILLED**

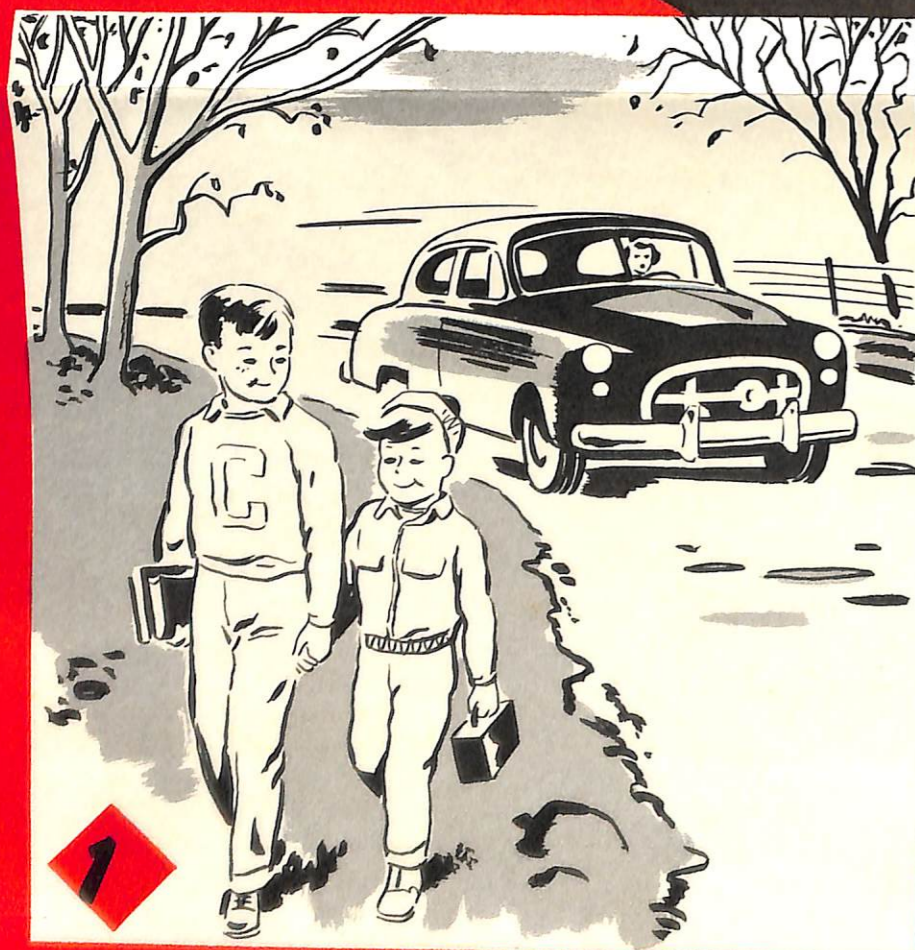
**in 65 SCHOOL BUS ACCIDENTS**

*(in the United States alone)*

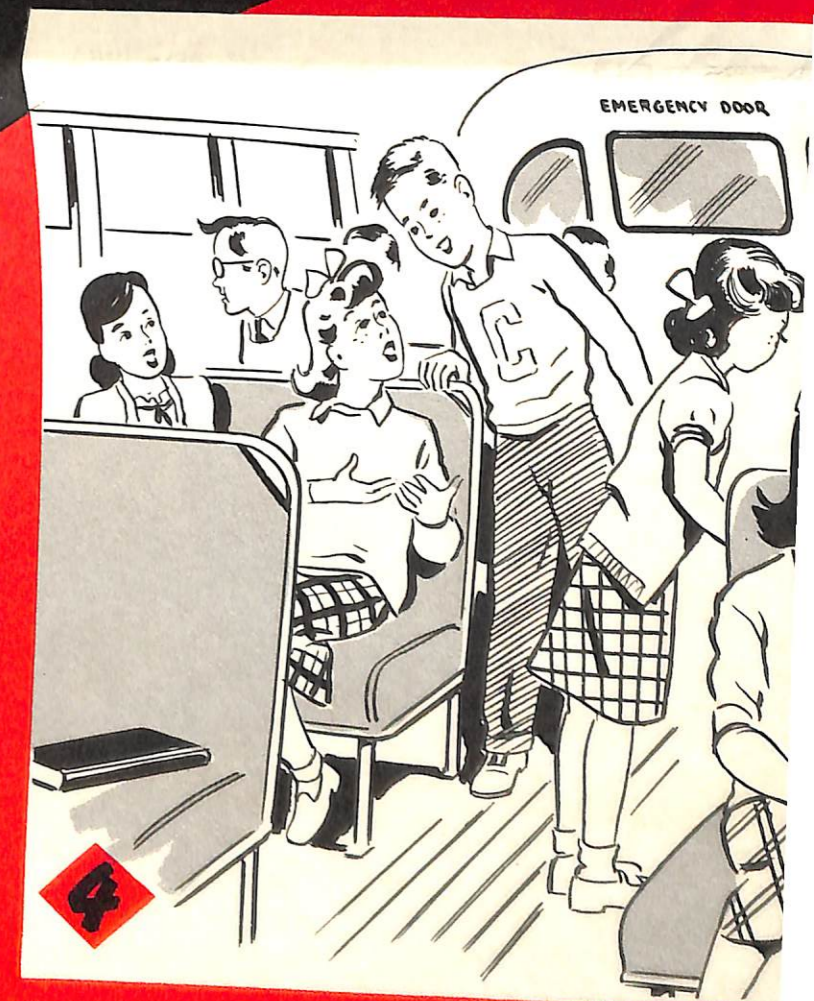
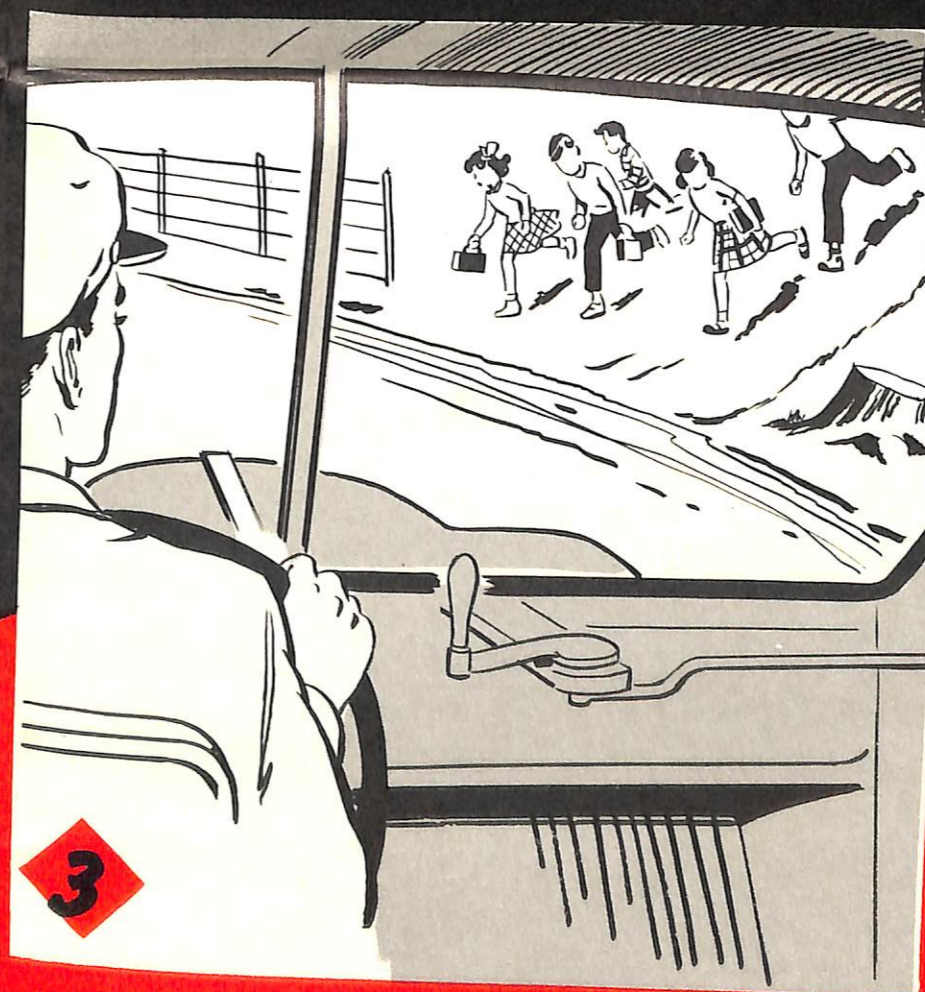
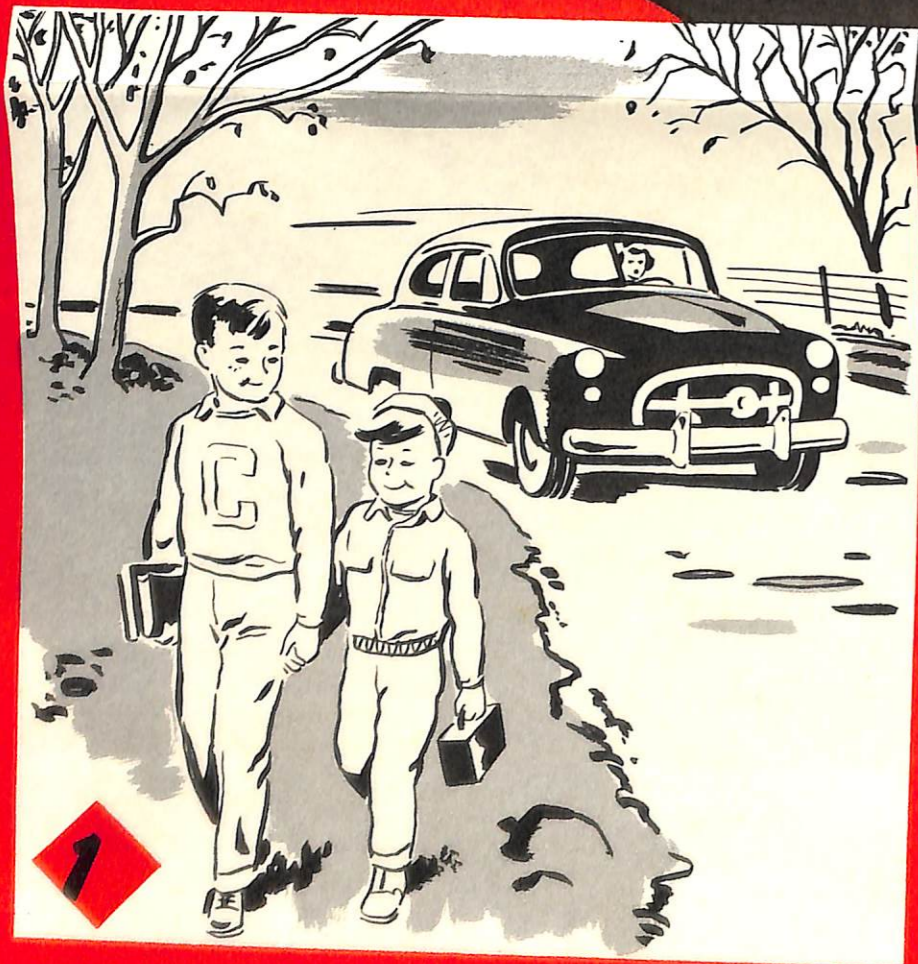
**We hope that this poster  
will help keep your children safe**

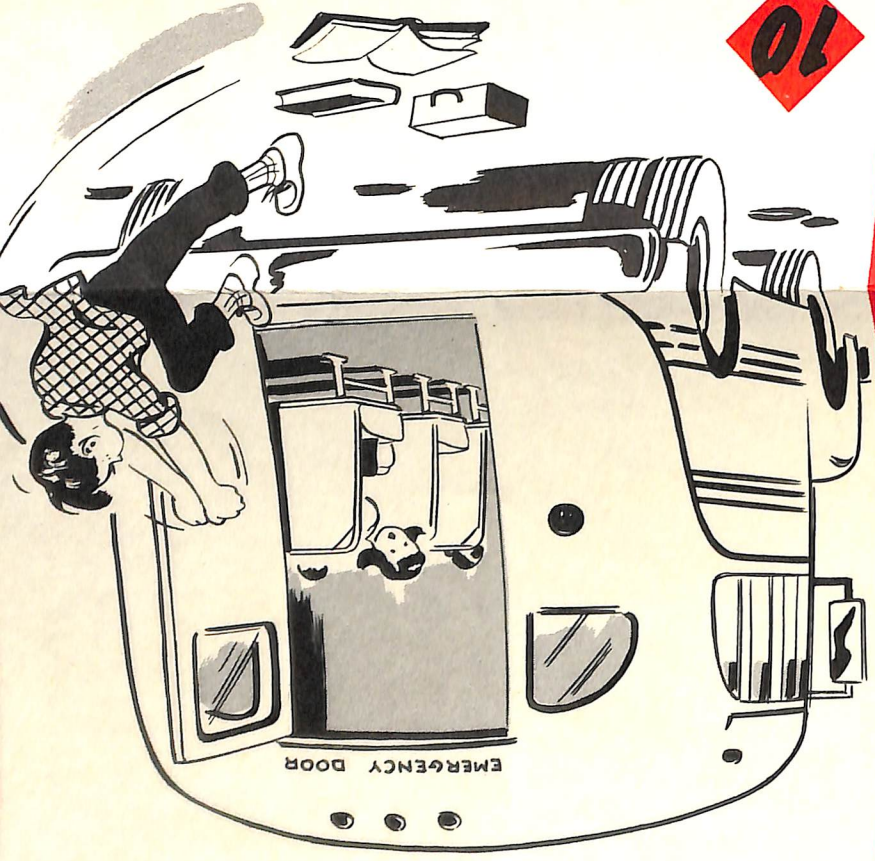


# WHAT'S WRONG with these pictures?

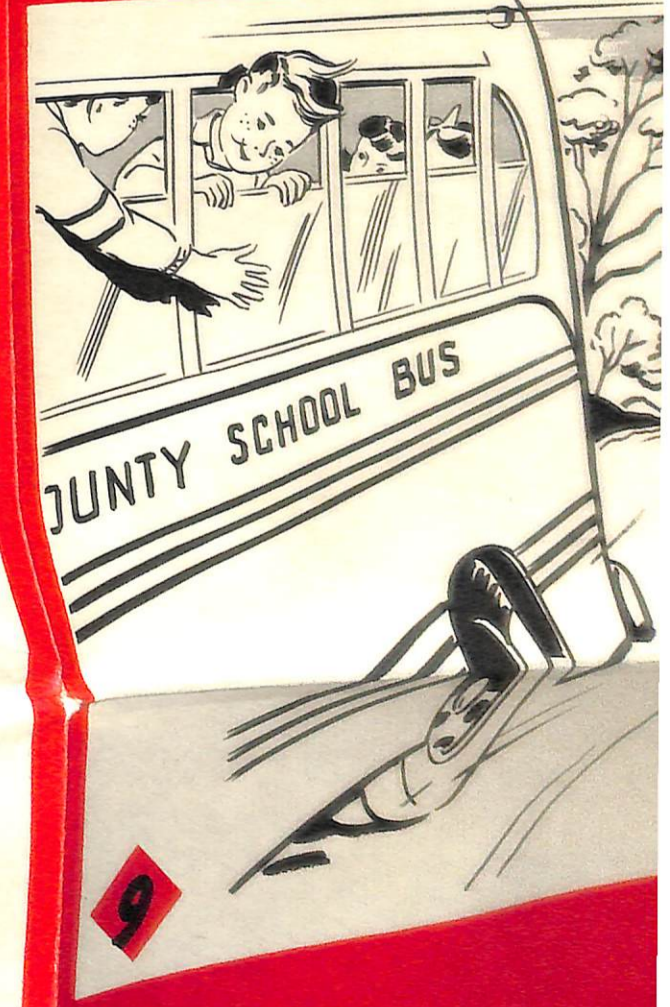


# WHAT'S WRONG with these pictures?





# with these pictures



## ANSWERS

**1** IT'S WRONG to walk at the RIGHT side of the road. You might be struck from behind. Please walk at the LEFT side. Then you can see cars coming toward you.

**2** IT'S WRONG to cross a street or road from behind a bus. Please cross only as your driver or others in authority tell you to cross.

**3** IT'S WRONG to run to catch your bus. It makes your driver (and other drivers) think you will run into the road. So they watch you instead of the road. That isn't safe or fair to others. Always be on time, please. Then you won't worry your driver, and he won't have to rush to make up lost time.

**4** IT'S WRONG to be in the aisle when a bus is moving. A quick stop could hurt you badly. Always go quickly to your seat. Please stay there until the bus stops.

**5** IT'S WRONG to put books, lunchboxes, wastepaper or anything else in the aisle. It may cause someone to trip or slip and be hurt.

**6** IT'S WRONG to fight, or yell, or scream, or laugh loudly. It makes your driver take his eyes off the road. You risk your life, and you risk your friends' lives, when you break this rule.

**7** IT'S WRONG to make someone else break a safety rule, too. Please don't make faces or whisper about another boy or girl. It can cause the dangerous things in Answer 7.

**8** IT'S WRONG to put your head, or arm, or even your hand, out the window. You could be killed or hurt by another bus, or car, or truck, or tree, or pole, or building, or even by a flying stone.