

# CURBSTONE SAFETY SESSION



I guess most of us know that "back fence" chattering is almost a tradition among American women. But, in our neighborhood at least, the men have their own version of that time-honored pastime. We gather out front and make big curbstome comments.

Hal Eustis—he's our across-the-street neighbor—and I were etching our foot prints in his green grass the other night. Our conversation covered the atom bomb, taxes, inflation and the White Sox chances for the pennant. And our lawn mowers stood idly by.

He was just starting to say something about three-dimensional movies, when the loud screeching of automobile brakes cut our conversation short. We looked up just in time to see one of the neighborhood boys narrowly miss disaster. The youngster, pedaling his bike alongside the curb, had made a sudden "U" turn directly into the path of a car.

We joined with the motorist in a deep sigh.

"Doggoned kids," Hal said, "Never know what they're going to do next. I sometimes wonder how any of 'em ever manage to grow up in this machine age."

I was about ready to add a solemn "amen" when Penny entered the conversation.

"Tim and Trudy wouldn't do anything like that, would they Daddy?", she said.

"They certainly wouldn't, honey," I replied, "and I hope you wouldn't, either!"

"Tim? Trudy? Are they new in the neighborhood?" Hal asked.

"No," I smiled, "they're the CTA's safety kids."

He seemed confused when he said, "I don't get it."

"About four years ago," I explained, "CTA began producing a series of cartoon posters called 'Tim and Trudy in Safetyland.' They're a couple of typical school children, like yours and mine. We use them to impress youngsters with the importance of safety in their every day lives. Tim and Trudy posters urge all kids to cross streets at corners only; to wait for the green light; to observe proper bike safety rules; to play in parks, playgrounds or vacant lots, instead of on the streets; and so on.

"CTA works with city and school officials and

the Citizens Traffic Safety Board in the development of proper subjects to be covered in the series."

"What do you do with the posters?" Hal wondered.

"Copies are displayed in all Chicago grammar schools," I said. "New posters are sent to them about every six weeks during the school year. They put 'em up in gymnasiums, principals' offices, assembly halls, and in the corridors. Some of the teachers even present them to the pupils for classroom discussion.

"The fact is," I continued, "the posters were so well regarded in the elementary schools that we had to prepare a similar series for display in the high schools."

"Interesting," he said, "but what's the gimmick?"

"There isn't any," I replied. "While CTA's business is to provide transit service, we feel that, like everyone else, we have an interest in Chicago's youngsters. We like to think that these posters are helping to keep kids—maybe even yours or mine—from getting hurt or killed in the streets. CTA regards the posters as a public service project, with that single objective."

"Sounds like a swell idea," Hal nodded approvingly.

Before I could say any more, Kitty's head popped out of the front door of our house. "Bill," she shouted, "there's a phone call for you!"

I excused myself and started to jog across the street. There was another loud screeching of brakes. I closed my eyes for a moment and when I lifted my lids again, I was standing about two inches from eternity. I looked appreciatively at the motorist and said meekly, "I'm sorry." The things he shouted at me weren't pretty!

Then I heard Penny's shrill little voice: "Tim and Trudy wouldn't do *that*, either, Daddy!"

Hal Eustis was grinning as I disappeared into the house.

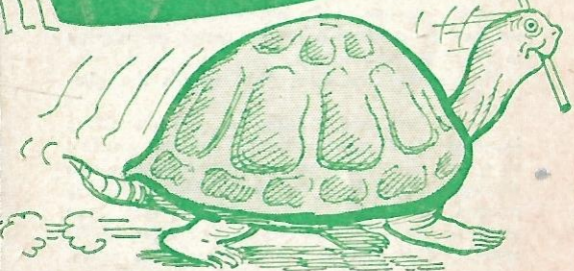
Sincerely,

Bill Saver



# TIM and TRUDY in SAFETYLAND

**SLOW and CAREFUL  
GETS YOU THERE SAFELY!**



**NEVER RUN INTO STREET  
WATCH *for* GREEN LIGHT  
CROSS WHEN *it* LOOKS  
SAFE!**



CITIZENS TRAFFIC SAFETY BOARD  
COOPERATING WITH CHICAGO TRANSIT AUTHORITY

F. HAMME