

## Drive to Save 38,000 Lives Begins

By WILLIAM C. UTLEY

ONE of every twenty of you who read this will be killed or injured in a motor vehicle accident within the next five years. This is based upon the fact that one person out of every hundred was so killed or injured in 1934 and 1935. Further conclusions would indicate that, unless you are above the average in safety, one out of four of you will be injured within 25 years, and one out of five within 20 years.

Unless something is done about it!

Something is being done about it, and there is not a person in the United States who is not invited, even urged, to do his share in protecting his own life and the lives of 125,000,000 other Americans. But first, a little more about the problem America faces . . .

Despite early indications that promised improvement in accident prevention, the year 1935 closed with the ghastly toll of deaths in motor vehicle accidents soaring to a new all-time mark. There were 36,400 traffic deaths, as compared with 36,101 for the previous year, 1934. From 1933 to 1934 these deaths—hideous, painful, messy deaths, most of them—increased 15 per cent.

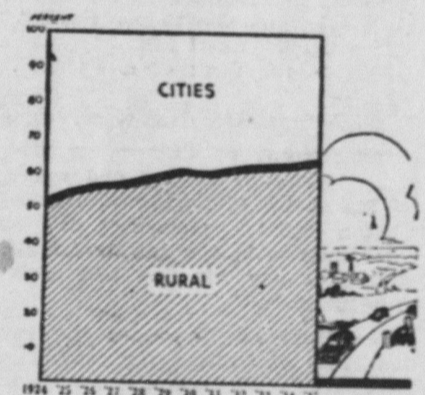
### Snuffs Out Lives at Start.

In the last three years more than 10,000 children less than fifteen years of age went to their untimely deaths in traffic accidents—thousands more will never play ball, dance, write, read, or be able to pursue successfully the happiness that is every American's right, because they have been crippled or blinded or cruelly cut up.

What may come as a surprise to some is that fatal motor accidents in rural districts lead those in the cities by a wide margin. In 1934, 60 per cent of all such fatalities occurred in the rural districts, and the figure swelled to 63 per cent in 1935.

What to do about it? Perhaps we might take a lesson from the railroads. In the early days they were called "instrumentalities of the devil himself." Wreck after wreck—ghastly and deadly—threatened the very life of the roads. They had to do something.

They did. They set a definite goal of safety, of lives saved, which they were determined to reach. They installed better rolling stock, better road-



How cities and rural highways compare in fatal traffic accidents.

ways, improved personnel and safety devices. They educated their employees. They reached it. What that goal was, mathematically, is purposely left out, because it doesn't matter. What does matter is that the railroads established a definite objective and refused to give up until it was attained.

America has under way today just such a campaign to reach a definite objective. The war to save lives started January 1, and it is being conducted by the National Safety Council, with the co-operation of industries and federal, state, county and city governments.

### Would Save 38,000 Lives.

This is a war to SAVE lives, not to destroy them. If it gets the co-operation of the American people, it will save 38,000. The definite goal is a reduction of 35 per cent in motor vehicle deaths by the end of 1940.

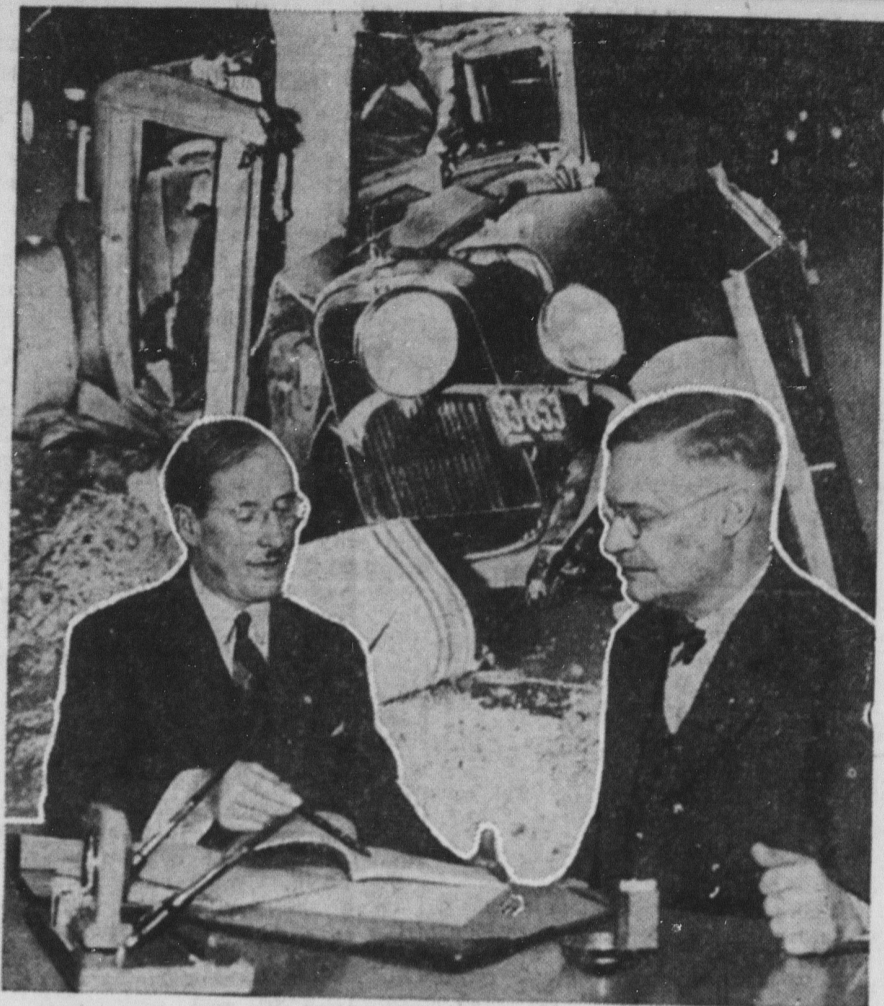
In the National Safety Council's campaign 36,400 motor deaths, the total for 1935, is taken as "par." During the first year of the drive (the present year) the goal is a reduction of 7 per cent in the number of these deaths, an actual saving of 2,548 lives, leaving a total of 33,852 deaths for the year 1936.

"The records of many cities and states during the past year justifies the belief that the goal can be obtained," says a report of the Council. "If a dozen states can reduce their fatalities all the way from 7 to 23 per cent in a year when the average was going up, as it was last year, other states should be able to effect substantial reductions by using the same intelligent accident prevention methods."

The "tools" for accident prevention are at hand, as will be shown. One of the chief problems facing such a drive is organization in areas of scattered population. It is not so difficult to cement and unify the interest of civic organizations where there are large masses of people, as there are in the cities. But it is in rural districts that 63 per cent of the fatal accidents occur. True, much of the corrective work for these districts can be administered from state capitols, but in the final analysis the reaching of the goal lies with the individual.

### An Educational Campaign.

For the very reason that it is individual acceptance which can make or break the campaign, it will be largely an educational one. It will be localized for each state, and for virtually each city, maintaining co-operation



Smashups on rural highways caused 63 per cent of the 36,400 traffic deaths during 1935. Below a typical accident scene are shown W. W. Cameron (left), managing director of the National Safety Council, and Dr. C. H. Watson, president, signing resolution starting campaign to cut fatal motor vehicle accidents 35 per cent by 1940.

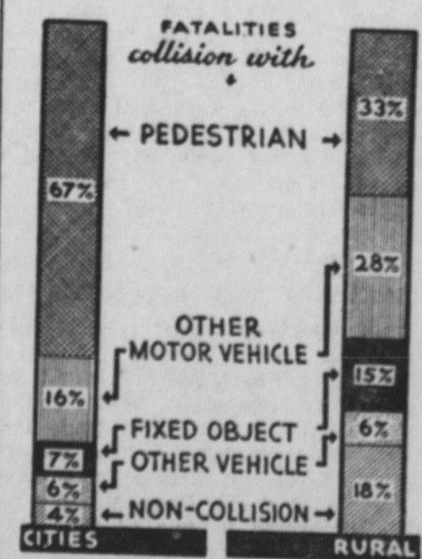
with public officials, traffic safety leaders, safety groups, educational heads, civic organizations and individuals. It is planned to co-ordinate much of the existing safety effort along lines which will make that effort permanent and consistent, rather than spasmodic.

New ways of appealing to the individual motorist, to arouse a sense of responsibility and sportsmanship, are being sought. State-wide school programs are being started. Organization, under the leadership of the National Safety Council, will urge the adoption of uniform laws, including standard drivers' license legislation, and adequate administration of law-enforcing bodies. They will attempt to standardize accident reports, provide for more complete statistics and their interpretation. One of the important steps will be to make available to the country at large the engineering and educational technique of the states and cities now doing outstanding work.

The National Safety Council will place eight field men in key points of the United States to co-ordinate the work. Booklets, written in popular style and explaining the methods of successful campaigns along engineering, enforcement and educational lines, will be prepared for nationwide distribution. Services to newspapers will be improved and expanded. Co-operation will be maintained with the General Federation of Women's Clubs, the National Congress of Parents and Teachers, and the International Association of Chiefs of Police.

### Only Five States Still Out.

As this is written 43 states and the District of Columbia have "endorsed the campaign and pledged their wholehearted support." Executives of the



Deaths caused by various types of motor vehicle accidents in cities and on rural highways.

National Safety Council expect to have all 48 states behind the drive within the next few weeks.

Some of the things already accomplished by the drive, even in its present infancy, make an imposing list:

In Maine, the system of standard accident reporting is being promoted. Governor Wilbur L. Cross, of Connecticut, has appointed a "Committee of Seventeen" to carry on a safety crusade.

A bill has been introduced in the New York legislature to create a "Board of Safety First."

Arnold H. Vey, Traffic Engineer in the New Jersey department of motor vehicles, has just submitted proposed constitutions and by-laws for the New Jersey Safety Council.

Governor A. B. Chandler of Kentucky has delegated the adjutant general to formulate a statewide safety program.

Indiana has started a \$100,000 WPA safety campaign.

N. Y. A. Assists in Michigan. Governor F. D. Fitzgerald, of Michigan, has appointed a State Safety

Council and plans are under way for the expenditure of \$40,000 in National Youth Administration funds to conduct a safety project.

A state safety director is to be appointed immediately in Wisconsin.

The newly organized Iowa Safety Council is already making considerable headway.

Safety Director Asher Frank, of Florida, recently conducted a two-day state-wide safety conference.

A permanent state safety commission is being formed in Oklahoma, growing out of a three months' highway safety campaign.

A state safety director has been appointed in Nebraska.

New Mexico plans a state-wide safety conference.

California, Massachusetts, Pennsylvania, Delaware, Illinois, Minnesota, Kansas, and other states are at work on safety programs.

Save 2,548 lives this year; 38,000 in five years!

It can be done. In the formal resolution, signed by Dr. C. H. Watson, president, and W. W. Cameron, managing director, the National Safety Council "invites the co-operation of interested organizations and agencies to the end that during the five-year program at least 38,000 lives shall be saved and the killing and maiming of little children and all our people shall cease upon the highways."

The campaign should not only save lives; it should materially decrease the number of injuries. More than a quarter of a million persons last year escaped with their lives from traffic accidents, but bore the marks of injury. More than 150,000, however, will be crippled to the end of their days.

### Suggestions From Harvard.

Doctor Miller McClintock of Harvard university says accidents are caused by four types of conflicts on the highways, regardless of speed (which affects only the severity of the accident). They are:

1. Overlaps in the paths of approaching vehicles—head-on collisions, etc.
2. Overlaps between the moving vehicle and objects at side of road—impact with parked cars, bridge abutments, etc.
3. Intersection accidents.
4. "Internal stream conflict" due to the difference in speeds of vehicles moving in same direction.

### Overcoming the Difficulties.

The proper highway would overcome all four of these basic difficulties, says Doctor McClintock. Its requirements would be:

1. Physical separation of the two streams of traffic moving in opposite directions. The new roads with parkways down the middle meet this requirement.
2. Traffic lanes reserved for moving vehicles only. There would be no parking.
3. No grade crossings for any type of intersection traffic.
4. Sufficient number of lanes for the segregation of fast and slow vehicles and provision for acceleration and deceleration lanes.

Of more immediate importance are the clarification and enforcement of existing safety codes, especially as they concern the individual who is not likely to be working directly with one of the organizations engaged in the campaign.

"The battle can be won," says Mr. Cameron, "if every person will take it upon himself to drive carefully, keep his eyes on the road and his mind on his driving; obey the laws and support law-enforcement officials; maintain a safe speed at all times; keep his car in a safe condition; observe the rights of pedestrians and children; be courteous and sportsmanlike, and set a good example to others."

That's the challenge. It's up to the individual.

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## All Around the House



Living room will, when the bulbs blossom, give color and decoration to the room.

If woolen stockings shrink while washing, put them through the water again and while still wet put them on a stocking stretcher.

Place a hot water bottle in the clothes basket when hanging out and taking in clothes in cold weather. It will keep the hands warm.

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Iodine stains may be removed from white cotton or linen if stains are soaked in a solution of ammonia and water, a teaspoon of ammonia to a pint of water.

Always use canned pineapple in gelatin mixtures. If fresh pineapple is used the mixture will not congeal.

If fruit cake becomes very hard it can be wrapped in a cloth saturated with orange or spiced peach juice and stored in an air-tight box.

If cake is very hard it can be made into a delicious pudding by steaming 30 minutes in double boiler, and serving hot with any desired sauce—hard, creamy, foamy or fruit.

When maple sirup becomes cloudy set it over the fire until it boils, then take it off the fire and let cool.

Don't beat fudge as soon as it is taken from the fire. You will find it will be much creamier if first put into a cold bowl, and then beaten.

Twine will tie the bundles much tighter and will not slip when knots are made if it is dampened before using.

Never set cut flowers in a draft. If you do you will find they will soon wilt.

A few bright colored flower pots, with a narcissus bulb planted in each, set on the window sill in the

### A Great Author

A man who has any relish for fine writing either discovers new beauties or receives stronger impressions from the mastery strokes of a great author every time he peruses him; besides that he naturally wears himself into the same manner of speaking and thinking.

## Opportunity May Knock, but More Likely She'll Pass By

It is a dangerous thing to wait for opportunities until it becomes a habit. Energy and inclination for hard work ooze out in the waiting. Opportunity becomes invisible to those who are doing nothing, or looking somewhere else for it.

It is the great worker, the man who is alert for chances, that sees them.—O. S. Marden.

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