

# 25,000 WILL DIE WITHOUT CAUTION

## Death Toll in 1927 Accidents Be Huge Unless Care Is Observed

If the automobile toll this year continues to rise at the same rate that it increased during 1926, it is entirely possible that 25,000 men, women and children will be killed by motor vehicles during 1927, says a statement issued by the National Safety Council, which is conducting a country-wide campaign to prevent accidents on the streets and highways, in other public places, at home and throughout the industry. Reports received from more than 100 cities and 28 states indicated that the 1926 traffic fatalities increased about 5% over 1925. C. E. Robb, statistician of the safety institution, estimates that 23,000 persons were killed in motor crashes last year. Approximately 15,000 of the victims were pedestrians and about 6000 of these pedestrians were children under 15 years of age. 700,000 persons were injured in automobile accidents and of these sufferers about 385,000 were pedestrians.

Despite the fact that automobile deaths have been increasing annually, S. J. Williams, director of the public safety activities of the accident prevention institution, hopes for a decrease during 1927. His feeling is that the American people will solve this problem just as they have overcome every other national menace which has threatened the welfare of the country. Mr. Williams points out that public sentiment is gradually becoming awakened to the importance of taking the necessary precautions to prevent traffic accidents. Following are some of the important steps that should be taken in a community safety campaign:

The police department should obtain a record of every accident as a basis for study of how, when, where and why auto crashes occur. Traffic remedies are based on past experiences.

The courts should do everything within their power to curb the small minority of drivers who are criminally reckless. Judges should support police officials who are trying to curb persistently discourteous and thoughtless motorists.

State officials should work together in passing adequate and effective laws relating to the use of the streets and highways.

It is absolutely necessary that the public be in favor of the necessary action being taken by the police, courts and legislators to cope with the traffic situation. The police, courts and legislators are far from being indifferent to public opinion and are apt to lose interest in any reform if they suspect that the taxpayers are not deeply concerned over the issue. It is up to the community officials to see that the essential engineering, educational and enforcement steps are taken.

A safety program should be planned not only by the city fathers but also by community organizations, such as the local chamber of commerce, board of trade, luncheon clubs, parents and teachers association, fraternal organizations and other bodies which should call the attention of the public to the number of accidents and the need of preventive measures.

Parents should teach their children not to romp in the streets, which belong to motorists most of the time, but to play where it is safe. Youngsters should be taught how to cross the streets. Safety instruction should be given in every public, parochial and private school. A study of the location of the places where most child accidents occur will indicate the districts in which more adequate playground facilities are needed and these should be provided.

Close cooperation on the part of all agencies in any community will result in an encouraging decrease in traffic, home or industrial accidents, avers Mr. Williams whose statement is based on what has been accomplished in various cities which are conducting safety campaigns. At present there are almost 70 community safety councils, affiliated with the parent organization, which have demonstrated conclusively that accidents don't just merely "happen" but are caused by certain circumstances which can be remedied.

A revised edition of a booklet, "Essentials of a Community Safety Campaign," has just been issued by the National Safety Council which will send a copy to anyone who requests it. The organization has headquarters in Chicago.

# Faulty Equipment Direct Cause of Many Accidents

Faulty equipment is a direct cause of many automobile accidents, states the National Safety Council, which urges motorists to have their machines inspected and overhauled regularly.

Brakes should be kept in efficient condition all of the time. Tests should be made at frequent intervals.

Chains are especially essential during winter weather. Number plates should be kept clean.

Motorists driving cars with noisy mufflers are violating the law in most communities.

While bumpers will not prevent accidents, they will lessen the damage due to collisions.

# SAFETY CODE AIMS FOR LESS CRASHES

## Committee of New York Automobile Club Compiles Simple Rulings

Some simple suggestions for motorists, pedestrians and children are contained in the safety code presented by the street safety committee of the New York Automobile Club, states the national safety council which laments the fact that during 1926 approximately 23,000 men, women and children were killed by motor vehicles.

For auto owners and operators the following suggestions are made:

Obey traffic rules, signals and commands of traffic officers.

Go slow, passing children or vehicles, around street corners, approaching street crossings.

Stop at railroad crossings—behind street cars stopped for passengers.

Give warning signal of your approach—keep to the right.

Use tire chains when streets are wet or covered with snow or ice.

Give hand signal when stopping or turning.

Be sure both headlights are lighted at night and properly adjusted.

Be sure brakes are in good working order; inspect them frequently.

Never leave auto unattended without shutting off motor and applying emergency brakes.

When in doubt have auto under control, ready for a quick stop.

These suggestions are for pedestrians:

Look left, then right before crossing the street.

Cross street only at regular crossing, not in the middle of a

# CLAIM WHIPPET VERY SPEEDY CAR

## Willys-Overland Officials Take Pride in Functions of New Model

In presenting the new line of Whippet sixes, Willys-Overland engineers have developed a motor for this group of cars capable of high speed and sufficient power to mount the steepest grades in high gear without straining the motor.

The engineers declare that the line of construction followed in the Whippet six motor is along the same principles of the lighter Whippet, a compact power plant capable of a sustained speed of 60 miles an hour and better. The speed and power performance of the Whippet six, they assert is bound to prove revolutionary in the light six classification as the original Whippet did in the four cylinder group last June.

Construction units of the Whippet motor are cited by the factory engineers in pointing to the speed development of the 6-cylinder motor. It has a bore of 3 inches and a stroke of 4 inches with a

piston displacement of 169.6 cubic inches. The rated energy is 21.6 horsepower, but a maximum development of 40 horsepower is reached. The pistons are of lightweight cast iron.

Willys-Overland officials declare that the new Whippet will easily reach a speed of 60 miles an hour and claim that the sturdy construction of the car throughout is such that a high rate of speed may be maintained without working injuries to the car or creating a strain.

The speed development of the Whippet six is due not only to the type of motor and its performance but to the Whippet style of body and chassis construction, and the general low lines throughout. The Whippets are built with a low center of gravity, thus adding to the speed and power development. With this type of body the weight

is low to the ground giving it unusual road stability. The streamline effect of the body, with the narrow radiator acting as a wind-breaker is another aid in reaching a speed not possible in light sixes built along other lines.

In the development of the Whippet six power plant Willys-Overland officials see a rising demand from the motoring public for this type of motor.

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