

Campaign for Highway Safety Program Started

The savings of 10,000 lives and prevention of at least 250,000 injuries this year is the goal of more than 8,000 newspapers throughout the United States that have joined in a coast-to-coast campaign to halt the mounting horror of motor vehicle accidents on America's streets and highways.

Confronted by a staggering total of more than 1,000,000 traffic deaths, with 33,000,000 other men, women and children injured, many of them crippled for life, in a mere 52 years of reckless motoring the press of the nation has adopted a common program to attack this annual national calamity on three fronts:

1. Intensive education of drivers.
2. Intensive education of pedestrians.
3. Intensive insistence upon strict enforcement of traffic laws.

Assisting this and the other newspapers in presenting the facts about traffic accidents, and how they can be prevented, will be the famed accident prevention department of the Association of Casualty and Surety Companies, which first introduced safe driver education to the nation. It wrote and published the first textbook on that subject, and maintains staffs of safety specialists in New York, Chicago and San Francisco to study constantly the trends and needs of traffic conditions on a countrywide basis.

"Reducing traffic fatalities by 10,000 and personal injuries by 250,000 this year is a real possibility," said Thomas N. Boate, acting manager of that nationally recognized safety organization. "It will take the full and united cooperation of the press, of state and municipal officials, of safety organizations, and of the people. We can count on the first three. The public, which has most at stake, is the unknown quantity. If they read and heed, this campaign will be a success; if they don't, it will fail."

"That should be a terrifying prospect to every man, woman and child in the country when you remember that, if the toll keeps increasing at its present rate, it will not be long before every person in the country must steel himself or herself to the fact that sooner or later they will be hit by an automobile—hit hard enough to be either injured or killed. It has been 10 years since we had less than 1,000,000 persons injured in traffic accidents in any one year. It only took us 52 years to pile up the

horrible toll of 1,000,000 traffic deaths, but the second million may well be reached in half that time at the rate we are going.

"As a starting point toward the goal of far fewer accidents what is needed most is immediate state and local against motor drivers and unsafe driving habits of normal Americans who now kill more than 100 people every day, or die themselves in the accidents they cause while violating traffic laws. Last year more than 1,200,000 persons were injured by automobiles. The vast majority of these accidents were caused by carelessness, a great many by callous indifference to traffic laws. Obviously, fullest law observance and enforcement on the highways should become the immediate objective of all states and cities."

The newspapers' 1952 traffic safety campaign, which has the full endorsement of all of the state press and publishers' organizations, will seek to educate both drivers and pedestrians in the causes of accidents. The No. 1 target will be speeding drivers, whose violations of traffic laws cause half of the automobile deaths in a number of states. All safety organizations are urging stringent action against speeders. Another primary target will be driftnet drivers, who also kill thousands of Americans every year and often escape punishment with "slap-on-the-wrist" fines that merely encourage similar violations, according to Mr. Boate.

HAYSEED

By Uncle Sam

NO CASH VALUE

Being disagreeable does not pay any cash dividends. The person who carries around with him a disagreeable disposition never makes friends by his disagreeableness.

The person who is always complaining and fussing about everything is not welcomed at home or anywhere else. They chase sunlight and happiness away wherever they go. When they are gone there is a feeling that you want to raise the windows and open the doors and ventilate the room.

The grouchy person never draws

patrons or customers for his business. People delight to pass by the person who is unpleasant. Unpleasantness does not attract people who have cash to spend. Wherever you find a grouch he is always out of place and out of sorts.

Some people wear a disgruntled look until it sets on their face. There are some people who appear as though it would make them miserable to smile; therefore they never smile. Some people seem to think it is dignified to look as though it would hurt them to look pleasant.

Nobody gets paid for being disagreeable unless it might be the traffic cop and he probably does not get many Christmas presents. A frown has little or no cash value. Then we wonder why people carry a frown and persist in being disagreeable when it brings nothing of value.

Farm Production Goals for 1952 Show Increase

Farm production goals for '52 aim higher than ever.

Farmers are being asked to increase farm output sharply above that of a year ago; about 50 percent more than before World War II, says E. Harvey Miller, state, production and marketing administration committee chairman. First importance in Oregon, he adds, is production of feed grain to keep pace with expanding livestock numbers.

Barley and oats are Oregon's principal feed grains. Eastern Oregon is where most of the feed barley is produced, but this year a shift to wheat is noticeable. Farmers there have planted about 953,000 acres of fall wheat, a 14 percent jump as compared with the year before. The state's 1952 wheat goal is 1,000,000 acres and will be met and surpassed easily unless a large acreage normally planted to spring wheat is shifted to other crops.

The state PMA committee, Miller explains, is asking for 450,000 acres of feed and malting barley with little likelihood that it will be

grown. Barley seedings in 1951 totaled 362,000 acres. Miller warns that if the shift to wheat continues, the barley acreage this year will be even less than that of a year ago.

The shift to wheat, says the bureau of agricultural economics, is being felt in the Willamette valley where twice as much wheat was seeded last fall as was the case in 1950.

On the national level, no goals are being set for livestock production because the number that can be raised is tied in directly with the prospective feed supply. The national barley goal is 290,000,000 bushels on 12,865,000 acres compared with 254,668,000 bushels harvest from 10,840,000 acres planted in 1951—a 14 percent increase over 1951 production; a 19 percent acreage increase.

BIRDS GET \$10,000—

Delaware, O.—William H. Ziesler, a druggist-bachelor, with no close relatives, left most of his \$10,000 estate to four Australian cockatoos—then donated his birds "to the children of Central Ohio." The birds are about 30 years old now and may live another 35 years. The \$10,000 was to "provide a permanent home" for them.

WHAT LIGHT?

Fond du Lac, Wis.—Explaining a collision, Harry L. Sitloff told officers, "I had the green light while the other driver went through the red light." Sitloff was fined \$50 anyway, for drunken driving—because there are no traffic lights at the intersection.

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STEALS "CLEAN" LUCRE—

Indianapolis.—The burglar who took \$268 in cash from Mrs. Cleo Adair's house got really clean money. Mrs. Adair told police she had spread the money out on her ironing board to dry after it went through a washing machine with some clothes.

TOO FAST FOR HER—

Bedford, Ind.—A Bedford woman had scarcely replaced the receiver on the hook, after calling a cab, when a cab driver knocked on her door. Amazed, the woman refused to "ride with anyone who drives as fast as you must have to get here so quickly." All explanations failed to convince her and another cab had to be sent to her house before she would leave.



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