

Traffic Safety Drive Designed To Curb Public Apathy To Road Carnage

Editor's note: President Eisenhower's Committee for Traffic Safety is promoting the country's second annual safe driving campaign in the hope of reducing death and injury on streets and highways. The campaign starts Nov. 1 and ends Dec. 1—Safe Driving Day. Following is the first of three dispatches on traffic slaughter in America, causes of accidents, and what can be done to make the automotive age less dangerous.

By JOSEPH L. MYLER
United Press Correspondent
Washington — (U.P.) — Traffic accidents are killing 36,000 Americans a year. Does anybody care?

Of 1,250,000 merely injured, 100,000 are disabled for the rest of their lives.

Last year traffic accidents cost U. S. citizens \$4,400,000,000 in medical and burial bills and property loss.

Anyone listening? From the turn of the century through 1951, cars and trucks killed 1,000,000 persons. At present rates it will take only another 25 years to add 1,000,000 dead.

And by 2000 A.D. the accumulated toll for the first 100 years of the motor vehicle in America could hit:

More than 3,000,000 killed, more than 100,000,000 hurt, and some 10,500,000 permanently disabled.

But does anybody care?

Public apathy toward the ceaseless carnage on the nation's roads and streets is, authorities say, suffocatingly profound.

Of course, there are many who do care — the bereaved, the injured, for example, and such organizations as the National Safety Council, the Automotive Safety Foundation, the American Automobile association, civic groups and schools, and hosts of city, state, and federal officials, not to mention the auto and insurance industries.

And President Eisenhower cares deeply. Last year he greatly expanded the size and program of the White House conference on highway safety, established in 1946, and called eloquently for reduction of the slaughter.

This year, while Mr. Eisenhower recovers from his heart attack, the President's Committee for Traffic Safety is promoting the country's second annual safe driving campaign.

Nina Warren To Wed Beverly Hills Surgeon

Santa Monica, Calif. — (U.P.) — Nina (Honeybear) Warren, 22, daughter of Chief Justice Earl Warren and surgeon Stuart Brien, 33, Beverly Hills, took out a marriage license yesterday.

Miss Warren, youngest of the former California governor's three daughters, attended UCLA.

ting the country's second annual Safe Driving Day— S.D.D. — Thursday, Dec. 1.

S.D.D.'s purpose: To demonstrate that "traffic accidents can be greatly reduced when motorists and pedestrians fulfill their moral and civic responsibility for safety."

Its challenge: "Not a single traffic accident during the 24-hour period—in daylight or darkness."

Inattention Big Factor
The hope: To show Americans that "if they can greatly reduce

the accidents for one day, they can do it every day of the year."

But what is the one big factor, W. L. Robinson, associate director of the AAA's traffic engineering and safety department, answered this way:

"It boils down to inattention and poor judgment."

A normally-safe driver goes off. Another gets sore at a slowpoke. A guy who never did it before takes a chance because he is a couple of minutes late for dinner. A pedestrian who knows better jaywalks across the street in the middle of the block.

Says the AAA: "Alertness avoids accidents."

A scientifically dependable study of traffic accident statistics is impossible because accident reporting, the AAA says, "is inadequate."

But the National Safety Council has made surveys here and there to find out what was going on when fatal accidents occurred. They show that in 72 per cent of the cases drivers were guilty of some violation or other. In 94 per cent nothing was found mechanically wrong with the car.

(Tomorrow: The worst violators)

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Second Section

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Map of Oregon To Be Displayed At Chin Up Sale

A map of Oregon, made of stones with each county cut to scale from various rocks, will be on display at the fifth annual hobby show and sale, sponsored by the Chin Up club, according to an announcement by Paul Olson, general chairman. The sale will be held at the Eagles Hall, 217 West Main st., Tuesday and Wednesday, Nov. 8 and 9. Hours will be 10:30 a.m. to 9 p.m. each day.

Olson said a wide variety of articles will be offered for sale, ranging from fancy work to jewelry to a saddle. Money derived from the sale will be used by the Chin Up club to finance its activities for the coming year, including making of favors for convalescent homes and the county farm on various holidays throughout the year.

Considerable interest is being shown in the "Thieves' Market," a new innovation of the show this year, Olson said. Items in his special department will be of the "white elephant" variety and will not necessarily be hobbies, he said.

A cooked foods sale also will be held in conjunction with the hobby sale and indications are that this department will surpass previous years. Miss Josephine Swayne will be in charge of a tea table for convenience of patrons.

POULTRY MENACE
Evansville, Ind. — (U.P.) — Regardless of why chickens cross the road, Walter F. Sill Jr., 23, wishes they wouldn't. He was hospitalized recently because he swerved his car and crashed into a utility pole near here while trying to avoid a flock of them.



CARRYING THE BALL FOR U. S.—The American team is shown as the Big Four open at the Palace of Nations in Geneva, Switzerland. In front, left to right: Defense Secy. Charles E. Wilson, State Secy. John Foster Dulles, Asst. Secy. of State for European Affairs Livingston T. Merchant and Douglas MacArthur II, State Department counselor. Those seated behind them are unidentified.

Newby Mailed Check For Too Much Coffee Time

Salem — (U.P.) — A national institution showed signs of cracking here today.

Secretary of State Earl T. Newby said he received a \$95 check from a Lebanon woman employed by the state to make up for time wasted while over-staying coffee breaks during a one-year period.

Small amounts of linseed oil poured into the container before putty is stored will keep it from drying out.

RARE TEXAS DOCUMENT

Berkeley, Calif. — (U.P.) — One of the six known copies of the Constitution for the abortive State of West Texas has been obtained by the University of California. It will be preserved in Bancroft Library on the campus here.

SHINGLES TREATMENT

Chicago — (U.P.) — Gamma globulin has been found helpful in relieving the severe pain of shingles, according to an article by Dr. I. Irving Weintraub, Gainesville, Fla., condensed in the Science Digest.

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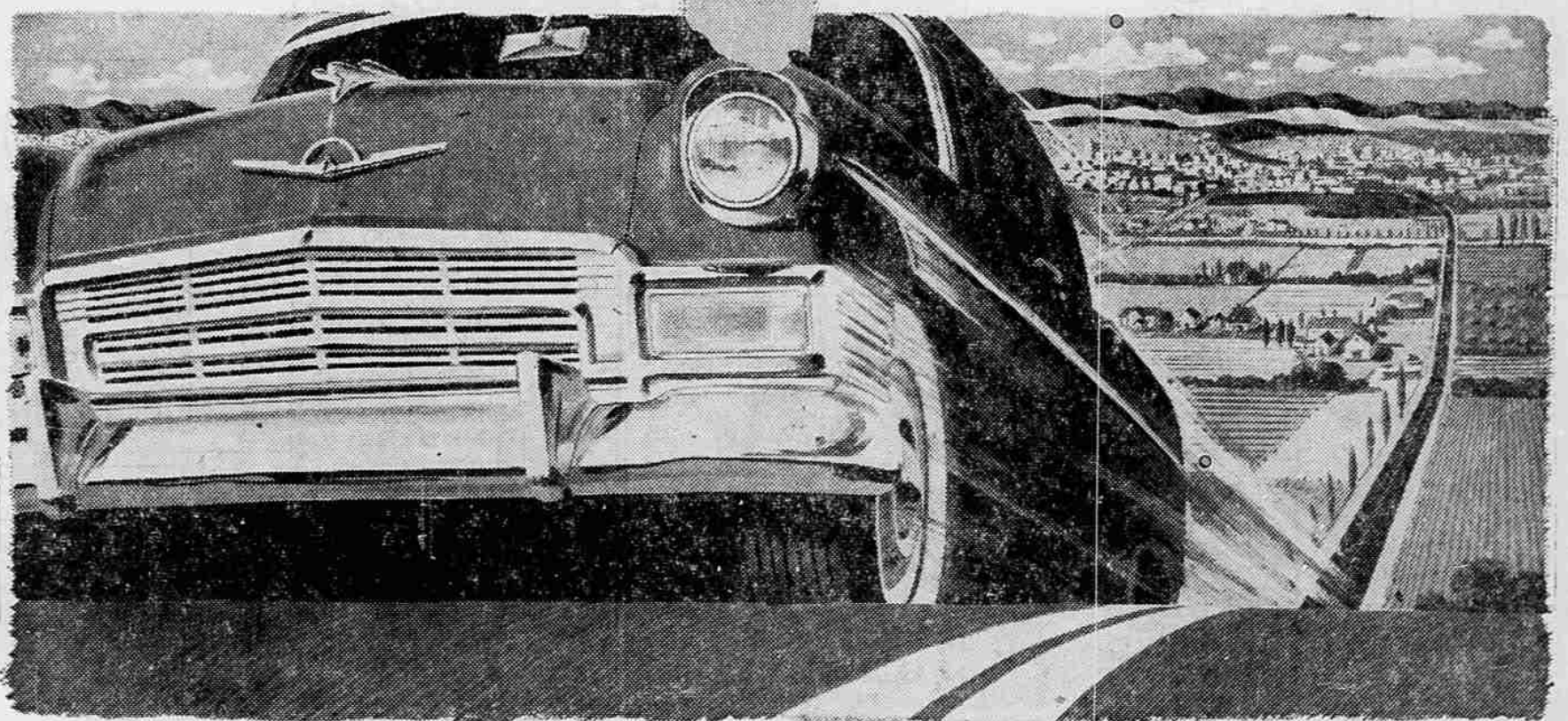
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