

# Scare Campaigns To Cut Automobile Death Toll May Backfire

Washington—(AP)—Community groups tempted to use such scare gimmicks as dummy caskets and gruesome accident pictures to promote safer driving may find their efforts backfiring, traffic experts warned today.

At the start of the Memorial day holiday, expected to take a toll of 80 to 120 traffic deaths, several highway safety officials said they are convinced that "fear" campaigns aimed at stopping the highway slaughter are ineffective, if not harmful.

Russel E. Singer, executive vice president of the American Automobile Association, said, "These techniques are sometimes effective in creating public interest in safety, but they are ineffective in improving the behavior of individual drivers."

He added, "they may do more harm than good."

### Approach Opposed

John Nesbitt, public relations director of the National Safety Council, said in Chicago, "we're against the shock approach. We feel that if the subject is handled too distastefully, the public will be repulsed into inaction."

This view was echoed by James L. Malfetti, executive officer of the Safety Research and Education Project of the Teachers College at Columbia University.

In a paper presented to the New York State Auto convention, Malfetti maintained that civic groups place too much emphasis on the use of pictures of traffic accident victims and on billboards depicting the grim reaper.

With the repetition of such material, he said, "people become indifferent and even unwilling."

A study by the Columbia university safety project, financed in part by the AAA, indicated that if scare campaigns increased the anxiety of a driver, "negative effects such as disturbance of perception" might follow.

While stating "there are several factors which probably act to protect the driver from this possibility," the study said that if such effects occurred while the driver was behind the wheel, it "would undoubtedly lead to unsafe driving."

### Most Considered Superior

Malfetti, in his paper, said, "it is usually easier to induce someone to recognize the desirability of behavior change in others than to see it in himself... surveys have established that most drivers—the majority—consider themselves superior."

"The wrecked cars and broken bodies incorporated in some scare programs go against the image of self-esteem," he said.

One means of promoting traffic safety over holidays, when large numbers of drivers are on the road, has been the National Safety Council's forecast of how many persons will die in auto wrecks during the holiday period.

In 1956, the council tried to abandon the use of the estimates, but certain news media pressed for continuation.

Council officials said no one could claim that a single life had been saved as a result of traffic toll estimates. But the council granted that their publication gives exposure to the problem.

Malfetti maintained that continued civic campaigns aimed at frightening may do more harm than good because "over-emphasis on scare techniques draws attention from the real issue."

### Outlet for Interest

"Campaigns rooted in fear give organizations and civic leaders an outlet for their interest in traffic," he said. But, he added, "after participating... they won't follow through." Malfetti suggested instead "experimental studies in the use of positive emotional appeal as an influence on driving behavior."

An official of the AAA, Merritt Smith, recommended increased use of education for the beginning driver. He said this should not include scare movies, but emphasis on "learning to drive properly in the first place."

The AAA's Singer said, "simple practice of all rules of common courtesy behind the wheel... will make holiday trips happier and safer for everyone."

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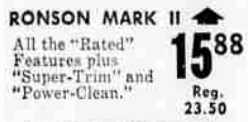
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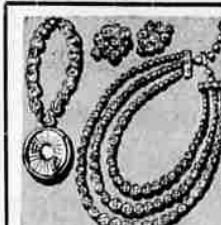
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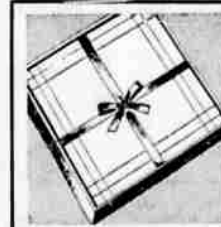
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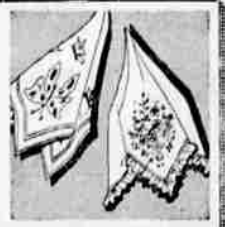
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## Neuberger, Morse Join in Effort To Aid China Refugees

By A. ROBERT SMITH  
Mall Tribune  
Washington Correspondent

Washington (Special)—The plight of Chinese refugees in Hong Kong has stimulated new interest on Capitol Hill in legislation to increase substantially the number of Chinese who can emigrate to the United States. Sens. Maurice Neuberger and Wayne Morse have joined 27 other senators in co-sponsoring an immigration bill which, among other features, would increase the annual quota for China from 205 to 5,335.

The American immigration quota for nearly every Asiatic country, as well as for each of the newly emerging nations in Africa, is 100 per year. The quota for Japan is 185. China's quota of 205 includes 105 Orientals and 100 Caucasian citizens of China.

Because of geographic proximity, any change in these immigration quotas would have its most noticeable consequence on the Pacific Coast and in Hawaii, where most of the Chinese-Americans live.

The 1960 census revealed 237,292 Chinese living in the United States, out of a total non-white population of over 20 million. Over half of these Chinese live in the western states, that is from the Rockies west, California has the most with 95,600, Hawaii has 38,197, more than New York's 37,573. Oregon has 2,995 Chinese residents and Washington state has 5,491. Idaho has only 311.

### Act Set in 1943

The quota of 205 for China was established in 1943, one official said, out of sympathy for the Chinese who were then America's ally in the war against Japan. Prior to that time the Chinese exclusion act of 1882 governed. This old act arose from general antipathy on the Pacific coast to cheap Chinese labor imported earlier in the 19th century to help lay the first railroads and other jobs.

In addition to the Chinese who have entered under the immigration quota, others have been admitted under emergency refugee relief acts since the end of World War II. No precise figures on Chinese refugees were immediately available from the State department, but one official said that from 1957 through last year about 3,000 Chinese refugees were brought in out of a total of 14,500 refugees which Congress authorized for admission from all over the world without regard to regular quotas.

The procedure which President Kennedy indicated he will use to admit several more thousand Chinese is another emergency measure authorized by Congress to accommodate foreign nationals who fear persecution. There is no limitation on the number which can be paroled into the United States, other than what might be considered reasonable in the mind of Congress and the public.

About 32,000 Hungarians were paroled in this way, after the uprising against the Communist government, and Congress showed its support for this move by passing a bill to give the Hungarians permanent residence status in America.

Subject To Deportation  
The Chinese which Kennedy permits to enter the United States under parole procedure will have no status unless Congress grants it to them. That is, they will not be eligible to apply for citizenship; they are subject to deportation if they get into difficulty; but, on the other hand, they might be lucky enough to live here as aliens for the remainder of their lives.

Under the new immigration bill which Morse and Mrs. Neuberger are supporting, the 5,335 Chinese which could be admitted annually would have the full rights of any immigrant to apply for citizenship after the customary waiting period.

Sen. Philip A. Hart (D-Mich.), chief sponsor of the immigration bill, plans to open hearings on the refugee matter this week. The bill would increase other quotas as well: India from 100 to 3,233; Japan from 185 to 5,378; Philippines from 100 to 2,913; Indonesia from 100 to 3,789; Korea from 100 to 2,616; Iran from 100 to 1,588; Israel from 100 to 810; Poland 6,488 to 13,848; Italy 5,666 to 15,648; Greece 308 to 3,458; Spain 250 to 2,614; France 3,089 to 6,172; Russia 2,597 to 6,487; Yugoslavia 942 to 3,295; Turkey 225 to 2,367; United Arab Republic 100 to 1,870.

ON TOUR  
Airman Second Class William L. Young, son of Mr. and Mrs. Clair Young, 727 Alder st., Medford, has departed for a four-month tour of duty with the 322nd air division at Evreux air base, France. He is an aircraft mechanic and is permanently assigned to a tactical air command unit at Sewart Air Force base, Tenn. He will return to the base upon completion of the tour. He is a Medford High school graduate.

THE BARE FACTS  
Jackson, Miss.—(AP)—State Rep. Roy Strickland has been promised 72 issues of a nudist magazine. The promise came from the editor of the magazine, who heard about a batch of such publications being taken from Strickland's desk at the Capitol last week. Strickland had the literature to pass out to his colleagues during an investigation into pornographic literature.

WITH DETACHMENT  
Jackie R. Young, a Navy airman, son of Mr. and Mrs. Homer B. Young, 371 O'Garra st., Medford, is serving with the Midway detachment of the airborne early warning barrier squadron Pacific on Midway island.

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