



PIGGLY WIGGLY



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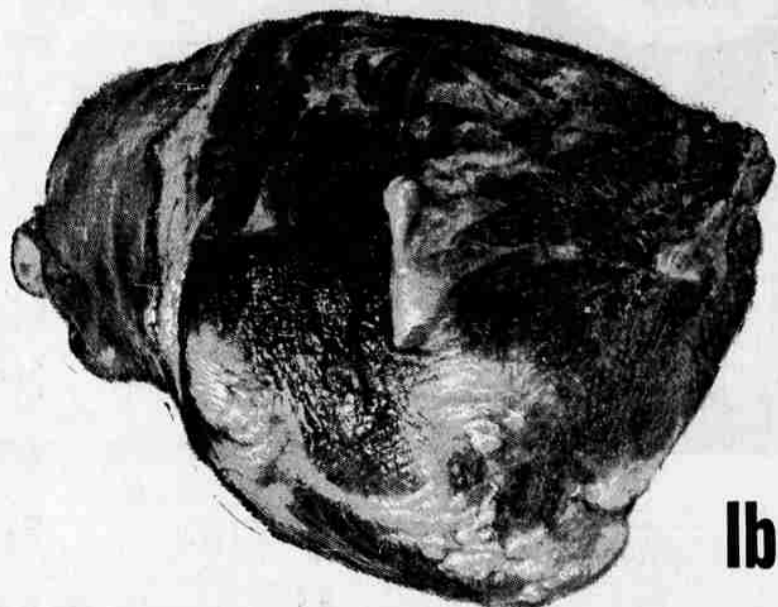


PIGNICS



Armour Star Tender Smoked Picnics

Armour Star tender, smoked pork shoulder picnics at a special low price at Piggly Wiggly this weekend.



33^c

lb.

MILK SHAKES

Made with Carnation Carnival Ice Milk and Carnation Chocolate Drink.

5^c

Each

SERVED FRIDAY and SATURDAY 10 A.M. to 5 P.M.

Win \$100.00

Ask for your free entry in Piggly Wiggly's cash giveaway contest . . . new drawing each Saturday.

LAST WEEK'S WINNER: Olen Shields, 813 Grant St., Medford, Oregon

Save on Wag Dog Food 12 15-oz. tins 95^c	Carnation Iced Milk Frozen Dessert Half Gallon 49^c
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Swift'ning

Swift's shortening for better baking.

49^c

3-lb. tin

Cheese Spread

Fisher's all-purpose spread . . . regular 69c

39^c

2-lb. Loaf

SILK NAPKINS

Assorted Colors

5^c

Each

60 COUNT PACKAGE

Reg. 2 for 23c

BABY FOOD

Chase & Sanborn

COFFEE

2-lb. Tin **97^c** 1-lb. tin **49^c**

Maxwell House INSTANT COFFEE . . . 6-oz. jar **89c**

Gerber's strained fruit and vegetable varieties.

10 69^c

4 1/2-oz. jars

Blue Ox Brand U.S. No. 2

New White Potatoes

20 79^c

LB. BAG

- Gulf Belle **Cocktail Shrimp** 3 3-oz. tins **79c**
- Powder Room **Facial Tissues** 2 400-ct. boxes **45c**
- Regular 69c **Crest Toothpaste** Economy Size **59c**
- Regular 69c Ruffles **Potato Chips** package **59c**
- Sunshine **Krispy Crackers** 1-lb. pkg. **29c**
- Coconut Bars **Sunshine Cookies** 13-oz. pkg. **39c**
- Marshmallow Peanuts **Sunshine Candy** 14-oz. pkg. **39c**
- For Automatic Washers **C-20 Detergent** 4-lb. pkg. **79c**
- Granulated **Borene Soap** thrift size pkg. **59c**

Hunt's

White Potatoes

8 \$1.00

No. 300 tins

Plus S&H Green Stamps

Pictsweet Lemonade

6 Oz. Tin

9^c

Stock Up Now!

GIRARD'S SELECT

PITTED OLIVES

No. 1 Tall Tin **3 tins 1⁰⁰**

'Negative Panic' Cause of High Fatalities

By ROBERT J. SERLING

Washington—UPI—Twenty passengers died a few years ago when an airliner crashed on takeoff.

The impact force was relatively mild. Fire broke out but the flames did not spread so quickly that evacuation was impossible—in fact, there were 81 survivors. And the cabin itself remained intact.

Yet investigators discovered that of the 20 who died from burns and smoke inhalation, six were found still strapped in their seats and nine more were sitting near a workable emergency window exit that no one even tried to open.

This accident and others have given the airlines stark evidence that many passengers literally freeze in an emergency. Probably the most innocently misleading quote from those who walk away from a crippled airliner is their insistence that "there was no panic."

E. J. Burggraf, one of United Airlines' top instructors in emergency procedures, commented on this in a recent lecture to a stewardess safety meeting in Chicago. 'Real Panic'

"In actual testimony given at civil aeronautics board hearings on accidents of the survivable type," Burggraf said, "you will hear time after time that 'there was no panic.' They are wrong. There was panic, a real deadly type of panic."

Burggraf said reaction to a sudden, frightening emergency frequently results in a passenger being completely immobilized by fear. In their own stewardess training course, United's instructors refer to this as "negative panic."

Burggraf said United has evidence that about 85 per cent of the passengers involved in an emergency, such as a crash landing, will react negatively and will do nothing to insure their own safety. He emphasized that this was not a matter of cowardice.

"It's hard for many crew members to comprehend, for they find it hard to believe that the human desire for survival does not drive these people to a more positive type of panic," he said. "But remember that passengers for the most part are in completely unfamiliar and strange surroundings in a vehicle where exit doors and windows do not operate in the conventional way and in most cases they are aware of only one way out—the way they came in!"

Burggraf's lecture was delivered to about 20 stewardesses from various airlines—delegates to the annual safety forum of the air line pilots association. The point he was making was that the need for strict, thorough and even ruthless emergency training for cabin attendants is greater today than ever before.

Tough Course
United, for example, spends nearly five full days on emergency procedures during a stewardess course—and requires a grade of at least 80 to be achieved in three daily quizzes plus one final examination. Airlines like TWA, American, Delta and others have similar requirements.

There are three reasons for the airlines' concern over cabin safety. One is the "negative panic." The second is the high-density seating on modern airliners where aisles are narrower, seats closer together and swift evacuation can involve as many as 100 persons. The third is that there is advance warning of trouble in only one out of seven survivable accidents.

The airliners are engaged also in research aimed at making the cabins themselves more survivable in a low-speed crash. This involves better lighting of emergency exits, de-lithalization of certain equipment like meal trays, and improved evacuation equipment—such as a new type of collapsible escape pole that resembles a fireman's pole when it unfolds.

The greatest safety breakthrough, of course, will come when some way is found to prevent fire on impact. Fire still is responsible for about 90 per cent of the fatalities in commercial aviation accidents.

Puerto Rico with 544 persons per square mile is about 4,000 times more densely populated than Alaska.

American women are beneficiaries of 80 per cent of all life insurance policies, the National Consumer Finance association reports.

