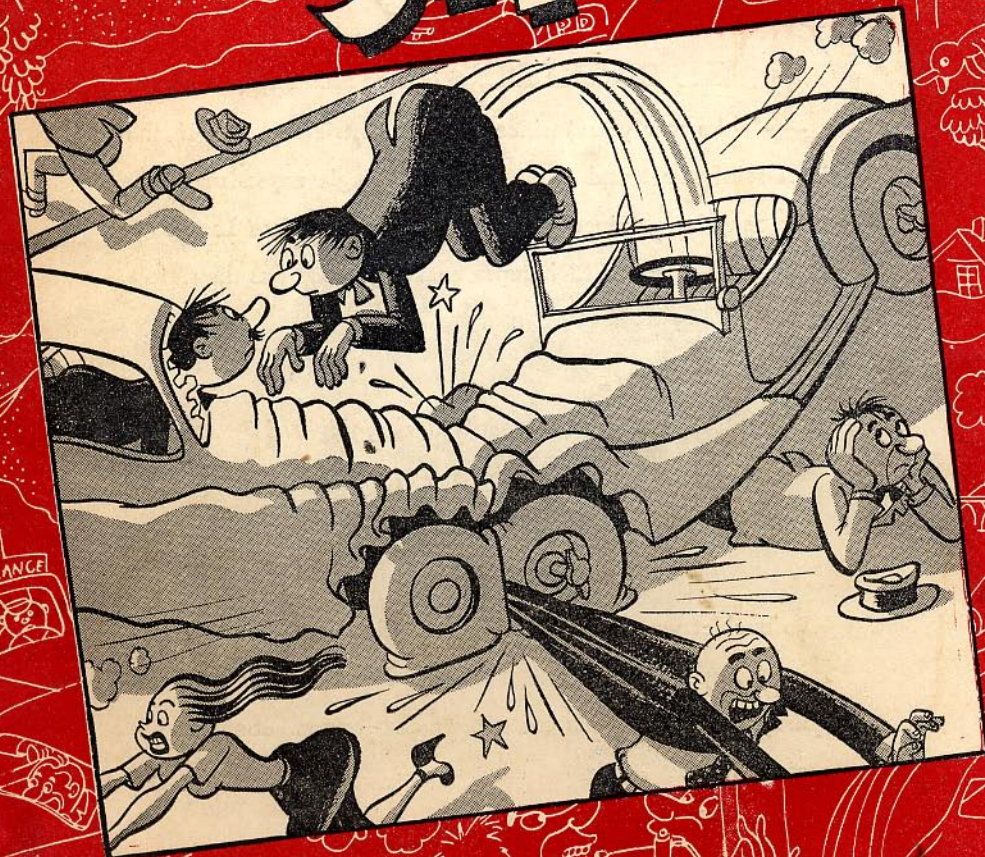


# MAIN STREET



OKLAHOMA CITY

**THE TRAVELERS**

1950

BOOK OF STREET AND HIGHWAY ACCIDENT DATA

**T**HIS BOOKLET, published annually (except for the war years) since 1931, is distributed free in the interest of street and highway safety. Single copies or quantities may be obtained gratis from The Travelers Insurance Companies or any of their representatives as long as the supply lasts.

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The booklet was prepared under the direction of Harry Barsantee, Supervisor of The Travelers News Bureau, and inquiries pertaining to its contents or distribution should be directed to him.



**HERE IS** your guided tour of *Maim Street*.

In the old days, for want of something better to do, we often walked down Main Street. There we were sure to meet some friends and neighbors; we usually saw the town idiot, and once in a while we had a brush with the town drunk or the town bully.

The Maim Street described here is somewhat different. It is any traveled thoroughfare in the U.S., urban or rural. It is bustling with cars and pedestrians.

On our Maim Street you are still certain to meet some of your friends and neighbors. You will surely see the town idiot. And you are quite likely to have a brush with the town drunk or the town bully.

Yes, these are among your companions as you walk or drive on Maim Street, U.S.A. It seems hardly necessary to remind you that any one of them might involve you and yours in a serious accident. Perhaps you can get to know them while you leaf through this booklet, the better to avoid them if you should meet them suddenly coming around a corner.

The popularity of our 1949 safety booklet *The Human Race*, in which we used cartoons to mirror the human failings of drivers and pedestrians, has led us to use cartoons again this year. I sincerely hope the publication and widespread use of this booklet will have a beneficial effect on the nation's driving and walking habits.

PRESIDENT

THE TRAVELERS INSURANCE COMPANIES, Hartford, Connecticut

# MALM STREET

Summary  
Fair weather prevailed over most



THE CONSIDERATE HOSTESS: IN HER PARLOR, YOU'RE STRICTLY ROYALTY.



WHERE ARE HER MANNERS NOW? AT A 6 M.P.H. CLIP SHE STACKS UP TRAFFIC FOR MILES!

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# TABLE 1—Types of accidents resulting in deaths and injuries

|                        | Persons killed | Per cent     | Persons injured  | Per cent     |
|------------------------|----------------|--------------|------------------|--------------|
| <b>COLLISION WITH:</b> |                |              |                  |              |
| Pedestrian             | 9,350          | 29.4         | 269,000          | 17.2         |
| Automobile             | 10,540         | 33.1         | 943,200          | 60.3         |
| Horse-drawn vehicle    | 30             | .1           | 1,560            | .1           |
| Railroad train         | 1,460          | 4.6          | 7,820            | .5           |
| Street car             | 60             | .2           | 9,380            | .6           |
| Other vehicle          | 90             | .3           | 4,700            | .3           |
| Fixed object           | 3,120          | 9.8          | 109,500          | 7.0          |
| Bicycle                | 610            | 1.9          | 39,100           | 2.5          |
| Non-collision          | 6,450          | 20.3         | 173,600          | 11.1         |
| Miscellaneous          | 90             | .3           | 6,140            | .4           |
| <b>TOTAL</b>           | <b>31,800</b>  | <b>100.0</b> | <b>1,564,000</b> | <b>100.0</b> |



America's death toll from motor vehicle accidents dropped again in 1949. There were 31,800 fatalities last year, compared with 32,200 in 1948. This decrease, in spite of an increase of about eight per cent in the number of cars on the road and a rise of about five per cent in gasoline consumption, is encouraging. It maintains a steady, if slight, downward trend in deaths established in 1947.

The number of injuries, however, increased again in 1949. There were 93,000 more persons injured in motor vehicle accidents last year than in 1948. This continuing upward trend is cause for grave alarm.

Too many communities still use the death rate as an index of progress in their accident prevention activities. If deaths increase there is a flurry of activity; if they decline there is a feeling of smug complacency.

More and more, traffic safety officials are urging that greater attention be given to the injury rate. It has climbed steadily for several years. It will continue to climb unless all the forces working for safety are strengthened.

|                        | Persons killed | Per cent     | Persons injured  | Per cent     |
|------------------------|----------------|--------------|------------------|--------------|
| <b>COLLISION WITH:</b> |                |              |                  |              |
| Pedestrian             | 10,240         | 31.8         | 332,300          | 22.6         |
| Automobile             | 9,710          | 30.1         | 768,670          | 52.3         |
| Horse-drawn vehicle    | 60             | .2           | 2,800            | .2           |
| Railroad train         | 1,210          | 3.8          | 8,020            | .5           |
| Street car             | 90             | .3           | 16,670           | 1.1          |
| Other vehicle          | 220            | .7           | 5,600            | .4           |
| Fixed object           | 3,100          | 9.6          | 107,380          | 7.3          |
| Bicycle                | 580            | 1.8          | 42,380           | 2.9          |
| Non-collision          | 6,770          | 21.0         | 178,480          | 12.1         |
| Miscellaneous          | 220            | .7           | 8,700            | .6           |
| <b>TOTAL</b>           | <b>32,200</b>  | <b>100.0</b> | <b>1,471,000</b> | <b>100.0</b> |



# MALM STREET



## TABLE 2—Actions of drivers resulting in deaths and injuries

|  | Persons killed | Per cent     | Persons injured  | Per cent     |
|--|----------------|--------------|------------------|--------------|
| Exceeding speed limit                      | 10,100         | 44.9         | 398,700          | 38.3         |
| On wrong side of road                      | 3,420          | 15.2         | 93,690           | 9.0          |
| Did not have right-of-way                  | 2,860          | 12.7         | 263,370          | 25.3         |
| Cutting in                                 | 140            | .6           | 24,990           | 2.4          |
| Passing standing street car                | 20             | .1           | 1,040            | .1           |
| Passing on curve or hill                   | 180            | .8           | 3,120            | .3           |
| Passing on wrong side                      | 670            | 3.0          | 31,230           | 3.0          |
| Failed to signal and<br>improper signaling | 610            | 2.7          | 72,870           | 7.0          |
| Car ran away—no driver                     | 20             | .1           | 2,080            | .2           |
| Drove off roadway                          | 990            | 4.4          | 26,030           | 2.5          |
| Reckless driving                           | 3,060          | 13.6         | 99,940           | 9.6          |
| Miscellaneous                              | 430            | 1.9          | 23,940           | 2.3          |
| <b>TOTAL</b>                               | <b>22,500</b>  | <b>100.0</b> | <b>1,041,000</b> | <b>100.0</b> |



If "Maim Street" were a book of fiction instead of sorry fact, our villain would be introduced on this page. Enter, with black cape and black moustache, the most fabulous bad man of all time: *Speed*.

Speed killed 10,100 men, women and children last year. Speed injured 398,700 men, women and children last year. His path of havoc has spread with sickening consistency year after year until, in 1949, Speed was a greater factor in traffic casualties than at any time in history.

But "Maim Street" is a true story, and our villain often defies the traditional description of incarnate evil. Actually, he is more often gentle and good, a law-abiding citizen *in every way but one*.

Perhaps *you* are the villain of "Maim Street". If you are, look at these figures. Read them and realize that you are only one step away from a hero's role. Slow down, and you have taken that step.

|  | Persons killed | Per cent     | Persons injured | Per cent     |
|--|----------------|--------------|-----------------|--------------|
| Exceeding speed limit                      | 10,080         | 44.4         | 338,410         | 36.4         |
| On wrong side of road                      | 3,540          | 15.6         | 102,270         | 11.0         |
| Did not have right-of-way                  | 2,880          | 12.7         | 202,680         | 21.8         |
| Cutting in                                 | 140            | .6           | 21,380          | 2.3          |
| Passing standing street car                | 20             | .1           | 930             | .1           |
| Passing on curve or hill                   | 160            | .7           | 3,720           | .4           |
| Passing on wrong side                      | 820            | 3.6          | 24,170          | 2.6          |
| Failed to signal and<br>improper signaling | 570            | 2.5          | 64,150          | 6.9          |
| Car ran away—no driver                     | 20             | .1           | 930             | .1           |
| Drove off roadway                          | 1,000          | 4.4          | 28,820          | 3.1          |
| Reckless driving                           | 3,040          | 13.4         | 116,210         | 12.5         |
| Miscellaneous                              | 430            | 1.9          | 26,030          | 2.8          |
| <b>TOTAL</b>                               | <b>22,700</b>  | <b>100.0</b> | <b>929,700</b>  | <b>100.0</b> |



# MALM STREET



...HE DOESN'T MISS A TRICK ON THE SIDEWALK....

...BUT WATCH HIM CROSSING THE STREET!

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### TABLE 3—Actions of pedestrians resulting in deaths and injuries



|   | Pedestrians killed | Per cent     | Pedestrians injured | Per cent     |
|---|--------------------|--------------|---------------------|--------------|
| Crossing at intersection:                   |                    |              |                     |              |
| With signal                                 | 310                | 3.3          | 21,790              | 8.1          |
| Against signal                              | 480                | 5.1          | 25,820              | 9.6          |
| No signal                                   | 1,290              | 13.8         | 37,120              | 13.8         |
| Diagonally                                  | 190                | 2.0          | 3,770               | 1.4          |
| Crossing between intersections              | 3,500              | 37.4         | 70,750              | 26.3         |
| Waiting for or getting on or off street car | 10                 | .1           | 540                 | .2           |
| Standing on safety isle                     | 10                 | .1           | 540                 | .2           |
| Getting on or off other vehicle             | 140                | 1.5          | 5,110               | 1.9          |
| Children playing in street                  | 690                | 7.4          | 44,650              | 16.6         |
| At work in road                             | 310                | 3.3          | 7,260               | 2.7          |
| Riding or hitching on vehicle               | 70                 | .8           | 1,880               | .7           |
| Coming from behind parked car               | 530                | 5.7          | 28,250              | 10.5         |
| Walking on rural highway                    | 1,300              | 13.9         | 6,190               | 2.3          |
| Not on roadway                              | 340                | 3.7          | 12,910              | 4.8          |
| Miscellaneous                               | 180                | 1.9          | 2,420               | .9           |
| <b>TOTAL</b>                                | <b>9,350</b>       | <b>100.0</b> | <b>269,000</b>      | <b>100.0</b> |

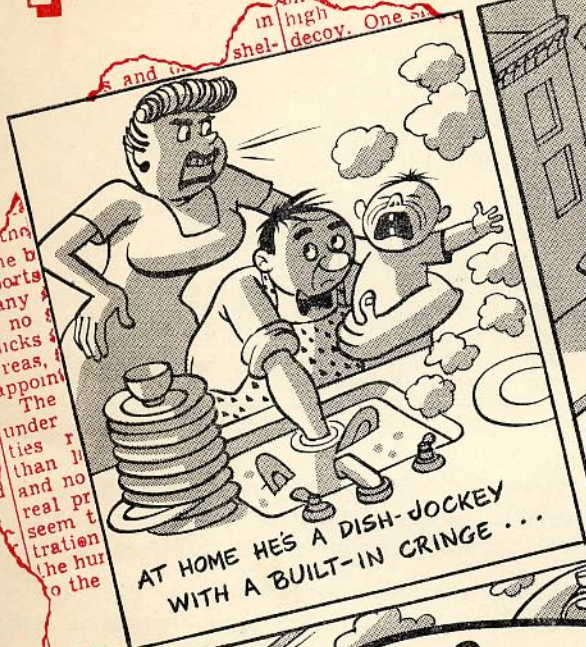
In these two tables is a bright reward for the law enforcement and traffic safety agencies which last year took part in a determined drive to reduce pedestrian deaths. *There were 890 fewer fatalities among pedestrians in 1949 than in 1948.*

Line 6 in the 1949 table, however, indicates an attack point for 1950. There were fewer pedestrian deaths from all causes in 1949, but 180 *more* persons were killed crossing streets between intersections last year than in 1948.



|   | Pedestrians killed | Per cent     | Pedestrians injured | Per cent     |
|---|--------------------|--------------|---------------------|--------------|
| Crossing at intersection:                   |                    |              |                     |              |
| With signal                                 | 290                | 2.8          | 22,590              | 6.8          |
| Against signal                              | 620                | 6.1          | 31,610              | 9.5          |
| No signal                                   | 1,300              | 12.7         | 41,210              | 12.4         |
| Diagonally                                  | 200                | 2.0          | 5,320               | 1.6          |
| Crossing between intersections              | 3,320              | 32.4         | 86,730              | 26.1         |
| Waiting for or getting on or off street car | 50                 | .5           | 1,650               | .5           |
| Standing on safety isle                     | 30                 | .3           | 660                 | .2           |
| Getting on or off other vehicle             | 90                 | .9           | 5,320               | 1.6          |
| Children playing in street                  | 760                | 7.4          | 50,510              | 15.2         |
| At work in road                             | 320                | 3.1          | 8,970               | 2.7          |
| Riding or hitching on vehicle               | 110                | 1.1          | 2,840               | .8           |
| Coming from behind parked car               | 720                | 7.0          | 43,860              | 13.2         |
| Walking on rural highway                    | 1,730              | 16.9         | 13,620              | 4.1          |
| Not on roadway                              | 430                | 4.2          | 14,290              | 4.3          |
| Miscellaneous                               | 270                | 2.6          | 3,320               | 1.0          |
| <b>TOTAL</b>                                | <b>10,240</b>      | <b>100.0</b> | <b>332,300</b>      | <b>100.0</b> |

# MALM STREET



AT HOME HE'S A DISH-JOCKEY WITH A BUILT-IN CRINGE ...



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**TABLE 4—Persons killed—by age groups**

|                        | Ages<br>0-4  | Per<br>cent  | Ages<br>5-14 | Per<br>cent  | Ages<br>15-64 | Per<br>cent  | Ages 65<br>& over | Per<br>cent  |
|------------------------|--------------|--------------|--------------|--------------|---------------|--------------|-------------------|--------------|
| <b>COLLISION WITH:</b> |              |              |              |              |               |              |                   |              |
| Pedestrian             | 490          | 41.2         | 950          | 46.1         | 5,640         | 23.3         | 2,270             | 51.8         |
| Automobile             | 290          | 24.4         | 350          | 17.0         | 8,720         | 36.1         | 1,180             | 26.9         |
| Horse-drawn vehicle    |              |              | 10           | .5           |               |              | 20                | .5           |
| Railroad train         | 40           | 3.3          | 20           | 1.0          | 1,310         | 5.4          | 90                | 2.0          |
| Street car             |              |              | 20           | 1.0          | 40            | .2           |                   |              |
| Other vehicle          | 10           | .8           | 20           | 1.0          | 40            | .2           | 20                | .5           |
| Fixed object           | 90           | 7.6          | 40           | 1.9          | 2,910         | 12.0         | 80                | 1.8          |
| Bicycle                |              |              | 330          | 16.0         | 220           | .9           | 60                | 1.4          |
| Non-collision          | 250          | 21.0         | 310          | 15.0         | 5,250         | 21.7         | 640               | 14.6         |
| Miscellaneous          | 20           | 1.7          | 10           | .5           | 40            | .2           | 20                | .5           |
| <b>TOTAL</b>           | <b>1,190</b> | <b>100.0</b> | <b>2,060</b> | <b>100.0</b> | <b>24,170</b> | <b>100.0</b> | <b>4,380</b>      | <b>100.0</b> |



To most Americans, statistics on any subject are tiresome. But to safety educators, accident statistics are the raw material of prevention. The objective of safety education, thus, is to face the facts of human nature and confront reasonable Americans with a kind of translation of accident statistics. Effective appeals for safe driving and walking are voiced in terms of self-protection and the Golden Rule, not casualty totals.

Table 4 is a sharp example. From these cold sums comes a cry to men, women and children of every age. To tots of four years and younger: *1,190 killed*. To boys and girls from five to 14: *2,060 killed*. To teen-agers and adults: *24,170 killed*. And to older folks: *4,380 killed*. The translation is simple—and shocking: you are not exempt from danger on Maim Street no matter how young or old you are.

If you would live and let live, drive carefully and walk carefully—whatever you are, wherever you are.

|                        | Ages<br>0-4  | Per<br>cent  | Ages<br>5-14 | Per<br>cent  | Ages<br>15-64 | Per<br>cent  | Ages 65<br>& over | Per<br>cent  |
|------------------------|--------------|--------------|--------------|--------------|---------------|--------------|-------------------|--------------|
| <b>COLLISION WITH:</b> |              |              |              |              |               |              |                   |              |
| Pedestrian             | 550          | 48.7         | 1,170        | 48.4         | 5,900         | 24.3         | 2,620             | 59.4         |
| Automobile             | 290          | 25.6         | 360          | 14.9         | 8,020         | 33.1         | 1,040             | 23.6         |
| Horse-drawn vehicle    |              |              | 10           | .4           | 20            | .1           | 30                | .7           |
| Railroad train         | 40           | 3.5          | 70           | 2.9          | 950           | 3.9          | 150               | 3.4          |
| Street car             |              |              |              |              | 90            | .4           |                   |              |
| Other vehicle          |              |              | 20           | .8           | 190           | .8           | 10                | .2           |
| Fixed object           | 80           | 7.1          | 60           | 2.5          | 2,810         | 11.6         | 150               | 3.4          |
| Bicycle                | 10           | .9           | 390          | 16.1         | 170           | .7           | 10                | .2           |
| Non-collision          | 140          | 12.4         | 320          | 13.2         | 5,920         | 24.4         | 390               | 8.9          |
| Miscellaneous          | 20           | 1.8          | 20           | .8           | 170           | .7           | 10                | .2           |
| <b>TOTAL</b>           | <b>1,130</b> | <b>100.0</b> | <b>2,420</b> | <b>100.0</b> | <b>24,240</b> | <b>100.0</b> | <b>4,410</b>      | <b>100.0</b> |

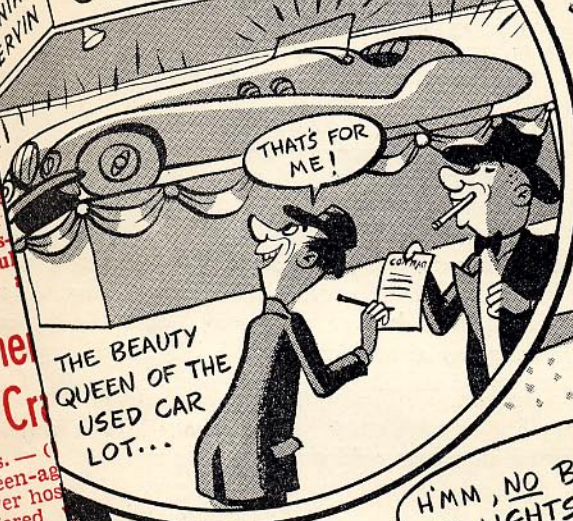


# MAIM STREET

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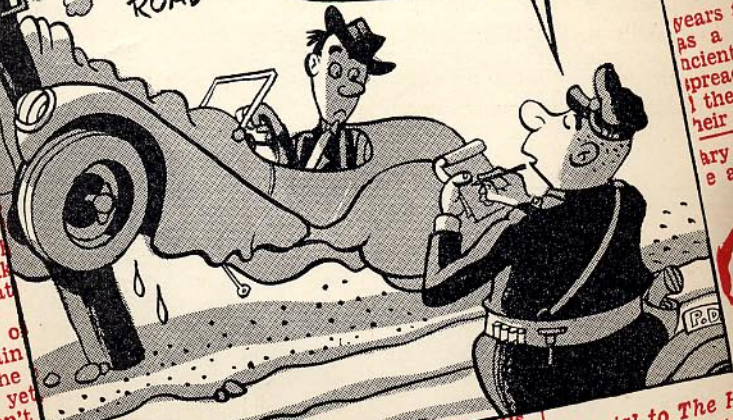
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## Cash Kills

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rolled in the elementary schools ... than ever before in history. Millions more children will soon be knocking at the doors of the nation's schools."

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Special to The Har Windsor — Miss I taine, 20, of 64 Cape nderified by Poi G v all as the

**TABLE 5—Persons injured—by age groups**

|                        | Ages<br>0-4   | Per<br>cent  | Ages<br>5-14   | Per<br>cent  | Ages<br>15-64    | Per<br>cent  | Ages 65<br>& over | Per<br>cent  |
|------------------------|---------------|--------------|----------------|--------------|------------------|--------------|-------------------|--------------|
| <b>COLLISION WITH:</b> |               |              |                |              |                  |              |                   |              |
| Pedestrian             | 21,590        | 33.7         | 55,800         | 36.4         | 172,520          | 13.6         | 19,090            | 25.9         |
| Automobile             | 33,790        | 52.7         | 59,230         | 38.6         | 806,550          | 63.4         | 43,630            | 59.1         |
| Horse-drawn vehicle    |               |              | 150            | .1           | 1,190            | .1           | 220               | .3           |
| Railroad train         | 260           | .4           | 300            | .2           | 6,960            | .5           | 300               | .4           |
| Street car             | 60            | .1           | 150            | .1           | 9,100            | .7           | 70                | .1           |
| Other vehicle          | 130           | .2           | 300            | .2           | 4,200            | .3           | 70                | .1           |
| Fixed object           | 1,800         | 2.8          | 3,530          | 2.3          | 101,580          | 8.0          | 2,590             | 3.5          |
| Bicycle                | 320           | .5           | 27,030         | 17.6         | 11,530           | .9           | 220               | .3           |
| Non-collision          | 5,590         | 8.7          | 6,020          | 3.9          | 154,800          | 12.2         | 7,190             | 9.7          |
| Miscellaneous          | 580           | .9           | 920            | .6           | 4,200            | .3           | 440               | .6           |
| <b>TOTAL</b>           | <b>64,120</b> | <b>100.0</b> | <b>153,430</b> | <b>100.0</b> | <b>1,272,630</b> | <b>100.0</b> | <b>73,820</b>     | <b>100.0</b> |



Ever since V-J day, when wartime driving restrictions were eased and the nation returned to the roads, the total of traffic accident injuries has mounted. Here, in age groups, is the discouraging record for 1949: 1,564,000 casualties, a substantial, sickening increase in every age group but one.

Optimists point proudly, with some justification, to the line marked "Fatalities" on the traffic accident graph. The upward curve has been halted, even in the face of a steady, continuing increase in motor vehicle travel.

Realists acknowledge this good news with gratitude. But they return to the graph and the line marked "Injuries" which almost parallels the upward trend of travel. They know that in thousands of instances last year, injuries would have been deaths except for swift and expert treatment by physicians and surgeons whose skills and tools are vastly better today than they were even ten years ago.

There is reason for an optimist's satisfaction but there is more reason for a realist's determination to work harder.

|                        | Ages<br>0-4   | Per<br>cent  | Ages<br>5-14   | Per<br>cent  | Ages<br>15-64    | Per<br>cent  | Ages 65<br>& over | Per<br>cent  |
|------------------------|---------------|--------------|----------------|--------------|------------------|--------------|-------------------|--------------|
| <b>COLLISION WITH:</b> |               |              |                |              |                  |              |                   |              |
| Pedestrian             | 21,020        | 37.6         | 91,340         | 50.6         | 200,590          | 17.2         | 19,350            | 28.0         |
| Automobile             | 28,120        | 50.3         | 47,640         | 26.4         | 653,520          | 56.1         | 39,390            | 57.0         |
| Horse-drawn vehicle    | 60            | .1           | 200            | .1           | 2,260            | .2           | 280               | .4           |
| Railroad train         | 300           | .5           | 600            | .3           | 6,700            | .6           | 420               | .6           |
| Street car             | 240           | .4           | 400            | .2           | 15,610           | 1.3          | 420               | .6           |
| Other vehicle          | 60            | .1           | 200            | .1           | 5,270            | .5           | 70                | .1           |
| Fixed object           | 1,380         | 2.5          | 3,930          | 2.2          | 99,230           | 8.5          | 2,840             | 4.1          |
| Bicycle                | 410           | .7           | 29,560         | 16.4         | 12,200           | 1.0          | 210               | .3           |
| Non-collision          | 3,720         | 6.7          | 5,770          | 3.2          | 163,250          | 14.0         | 5,740             | 8.3          |
| Miscellaneous          | 590           | 1.1          | 990            | .5           | 6,700            | .6           | 420               | .6           |
| <b>TOTAL</b>           | <b>55,900</b> | <b>100.0</b> | <b>180,630</b> | <b>100.0</b> | <b>1,165,330</b> | <b>100.0</b> | <b>69,140</b>     | <b>100.0</b> |



# MALM STREET



A CHAMP AT LATIN...

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**TABLE 6—Age groups of drivers in accidents**

|                | Drivers in fatal accidents | Per cent     | Drivers in non-fatal accidents | Per cent     |
|----------------|----------------------------|--------------|--------------------------------|--------------|
| Under 18 years | 1,070                      | 2.8          | 32,320                         | 2.0          |
| 18 to 24 years | 9,370                      | 24.6         | 331,280                        | 20.5         |
| 25 to 64 years | 25,950                     | 68.1         | 1,210,380                      | 74.9         |
| 65 and over    | 1,710                      | 4.5          | 42,020                         | 2.6          |
| <b>TOTAL</b>   | <b>38,100</b>              | <b>100.0</b> | <b>1,616,000</b>               | <b>100.0</b> |



In these tables is evidence that accidents can be prevented by a concentrated attack on traffic trouble spots.

Four years ago, an ominous trend began. Young drivers from 18 to 24 years old were causing more than their share of automobile accidents. By 1947, the trend was well established. The percentage of accidents caused by youthful drivers rose to a new high that year, and in 1948, an awesome peak was recorded: 26.9 per cent of all drivers in fatal accidents were between the ages of 18 and 24.

The need for preventive action in this comparatively narrow field was obvious and urgent. Preparatory and high school authorities in hundreds of communities installed courses in driver education. Civic clubs and public-spirited citizens joined safety organizations and law enforcement officials in an intense effort to correct the dangerous attitudes and ineptitude of young drivers. Newspapers, magazines and radio stations took up the crusade.

The heartening results are printed above. Last year, for the first time since the war, the percentage of 18 to 24-year-old drivers involved in fatal and non-fatal accidents is down. The reduction is not great, but the upward trend has been halted, at least for one year.

The tireless efforts of many crusaders have paid off in the precious coin of human lives.

But the problem is far from licked. *Youthful drivers are still the cause of thousands more deaths and injuries than their numbers warrant.*

|                | Drivers in fatal accidents | Per cent     | Drivers in non-fatal accidents | Per cent     |
|----------------|----------------------------|--------------|--------------------------------|--------------|
| Under 18 years | 1,330                      | 3.4          | 31,330                         | 2.1          |
| 18 to 24 years | 10,490                     | 26.9         | 322,270                        | 21.6         |
| 25 to 64 years | 25,820                     | 66.2         | 1,102,590                      | 73.9         |
| 65 and over    | 1,360                      | 3.5          | 35,810                         | 2.4          |
| <b>TOTAL</b>   | <b>39,000</b>              | <b>100.0</b> | <b>1,492,000</b>               | <b>100.0</b> |



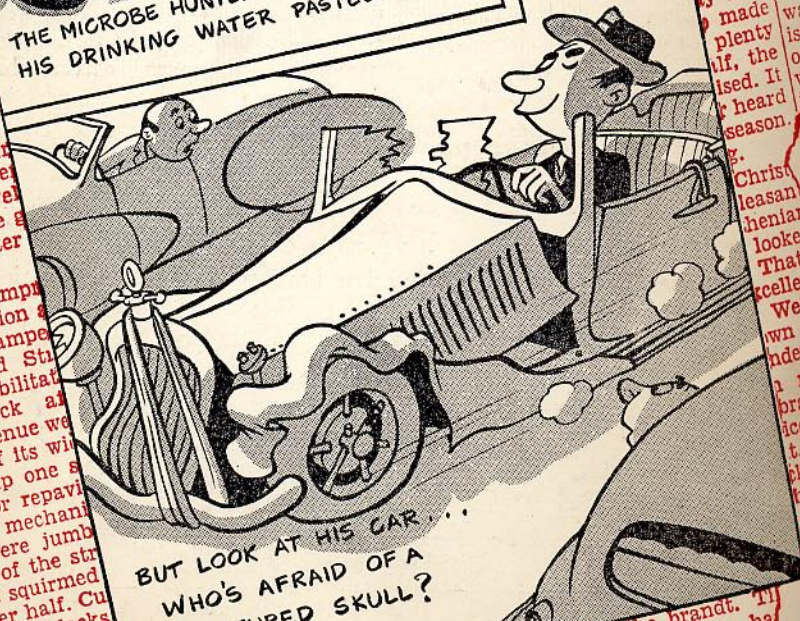
# MALM STREET

uts... esan... Hat today

Summary  
Fair weather prevailed over most



THE MICROBE HUNTER: HE EVEN HAS HIS DRINKING WATER PASTEURIZED



BUT LOOK AT HIS CAR... WHO'S AFRAID OF A FRACTURED SKULL?

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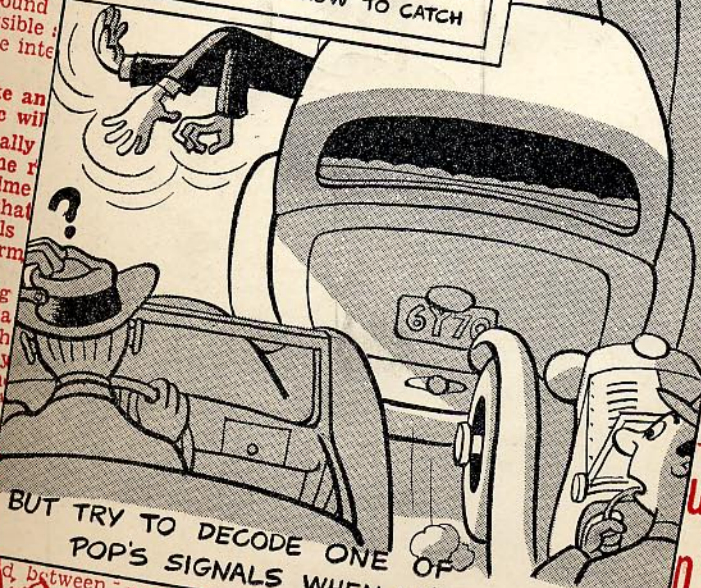
# MAIM STREET

for 20.8 with six clubs, three hearts and consequently 1900 diamonds, South finessed against the East for the vital queen of diamonds, but unfortunately, W use of won the trick and the contract resulting was "gone"

**DON'T WIGGLE YOUR WHOLE FINGER  
.. JUST THE FIRST JOINT !**



**SPLIT-INCH SIGNALS ARE  
TERRIBLY IMPORTANT WHEN HE'S  
TEACHING HIS KID HOW TO CATCH**



**BUT TRY TO DECODE ONE OF  
POP'S SIGNALS WHEN HE'S DRIVING!**

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# MAMM STREET



CHARACTER BUILDING IN HIS HOME  
HURTS FATHER MORE THAN IT  
DOES HIS SON



THIS IS FATHER BUILDING  
CHARACTER ON THE HIGHWAY



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**TABLE 7—Operating experience of drivers in accidents**

|                    | Drivers in fatal accidents | Per cent     | Drivers in non-fatal accidents | Per cent     |
|--------------------|----------------------------|--------------|--------------------------------|--------------|
| Less than 3 months | 340                        | .9           | 16,160                         | 1.0          |
| 3 to 6 months      | 190                        | .5           | 12,930                         | .8           |
| 6 to 12 months     | 460                        | 1.2          | 19,390                         | 1.2          |
| 1 year or more     | 37,110                     | 97.4         | 1,567,520                      | 97.0         |
| <b>TOTAL</b>       | <b>38,100</b>              | <b>100.0</b> | <b>1,616,000</b>               | <b>100.0</b> |



|                    | Drivers in fatal accidents | Per cent     | Drivers in non-fatal accidents | Per cent     |
|--------------------|----------------------------|--------------|--------------------------------|--------------|
| Less than 3 months | 320                        | .8           | 10,450                         | .7           |
| 3 to 6 months      | 240                        | .6           | 8,950                          | .6           |
| 6 to 12 months     | 270                        | .7           | 14,920                         | 1.0          |
| 1 year or more     | 38,170                     | 97.9         | 1,457,680                      | 97.7         |
| <b>TOTAL</b>       | <b>39,000</b>              | <b>100.0</b> | <b>1,492,000</b>               | <b>100.0</b> |



Attitudes cause accidents.

Between the lines of Table 7 is evidence of one of the most lethal of these attitudes: complacency. "Don't worry about me; I've been driving for years," the motorist says. But the skills he has gained by experience are sometimes deadened by the opiate of self-satisfaction.

Male drivers in 1949, as in 1948, were involved in more than 90 per cent of accidents. Since male drivers far outnumber female drivers, and since the average man drives many more miles than the average woman, the apparent disparity vanishes. One conclusion remains, however: tragedy in traffic is no respecter of sex.

**TABLE 8—Sex of drivers in accidents**

|              | Drivers in fatal accidents | Per cent     | Drivers in non-fatal accidents | Per cent     |
|--------------|----------------------------|--------------|--------------------------------|--------------|
| Male         | 35,660                     | 93.6         | 1,462,480                      | 90.5         |
| Female       | 2,440                      | 6.4          | 153,520                        | 9.5          |
| <b>TOTAL</b> | <b>38,100</b>              | <b>100.0</b> | <b>1,616,000</b>               | <b>100.0</b> |



|              | Drivers in fatal accidents | Per cent     | Drivers in non-fatal accidents | Per cent     |
|--------------|----------------------------|--------------|--------------------------------|--------------|
| Male         | 36,700                     | 94.1         | 1,365,180                      | 91.5         |
| Female       | 2,300                      | 5.9          | 126,820                        | 8.5          |
| <b>TOTAL</b> | <b>39,000</b>              | <b>100.0</b> | <b>1,492,000</b>               | <b>100.0</b> |



# MALM STREET

for 20.8 1900 with six clubs, three hearts and consequently diamonds, South finessed ag



ONE SNOWFLAKE AND HE'S EQUIPPED FOR A BLIZZARD...



BUT ON AN ICY ROAD...  
NO BRAKES, NO CHAINS,  
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### TABLE 9—Weather conditions prevailing in accidents

|              | Fatal accidents | Per cent     | Non-fatal accidents | Per cent     |
|--------------|-----------------|--------------|---------------------|--------------|
| Clear        | 23,740          | 85.1         | 859,000             | 82.2         |
| Fog          | 530             | 1.9          | 11,500              | 1.1          |
| Rain         | 3,180           | 11.4         | 144,200             | 13.8         |
| Snow         | 450             | 1.6          | 30,300              | 2.9          |
| <b>TOTAL</b> | <b>27,900</b>   | <b>100.0</b> | <b>1,045,000</b>    | <b>100.0</b> |



|              | Fatal accidents | Per cent     | Non-fatal accidents | Per cent     |
|--------------|-----------------|--------------|---------------------|--------------|
| Clear        | 24,370          | 85.5         | 809,820             | 81.8         |
| Fog          | 540             | 1.9          | 14,850              | 1.5          |
| Rain         | 3,130           | 11.0         | 130,680             | 13.2         |
| Snow         | 460             | 1.6          | 34,650              | 3.5          |
| <b>TOTAL</b> | <b>28,500</b>   | <b>100.0</b> | <b>990,000</b>      | <b>100.0</b> |



Tables 9 and 10 show that three out of four traffic accidents happen in clear weather on dry roads.

One reason is simply that the weather is good more often than it is bad. Furthermore, a bright sun will pull cars out of garages and onto streets and highways as if it were a gigantic magnet. So, when the weather is bad, there are fewer cars in use and fewer chances for accidents.

But the steep death and injury toll in good weather cannot be minimized by blaming the elements and the law of numbers. Most of these accidents are the direct result, year after year, of speeding. The lure of clear weather and a fast track leads reckless motorists past speed limits into almost inevitable disaster.

### TABLE 10—Road conditions prevailing in accidents

|              | Fatal accidents | Per cent     | Non-fatal accidents | Per cent     |
|--------------|-----------------|--------------|---------------------|--------------|
| Dry          | 21,760          | 78.0         | 748,200             | 71.6         |
| Wet          | 4,770           | 17.1         | 203,800             | 19.5         |
| Snowy        | 620             | 2.2          | 41,800              | 4.0          |
| Icy          | 750             | 2.7          | 51,200              | 4.9          |
| <b>TOTAL</b> | <b>27,900</b>   | <b>100.0</b> | <b>1,045,000</b>    | <b>100.0</b> |



|              | Fatal accidents | Per cent     | Non-fatal accidents | Per cent     |
|--------------|-----------------|--------------|---------------------|--------------|
| Dry          | 22,430          | 78.7         | 663,300             | 67.0         |
| Wet          | 4,420           | 15.5         | 193,050             | 19.5         |
| Snowy        | 540             | 1.9          | 45,540              | 4.6          |
| Icy          | 1,110           | 3.9          | 88,110              | 8.9          |
| <b>TOTAL</b> | <b>28,500</b>   | <b>100.0</b> | <b>990,000</b>      | <b>100.0</b> |

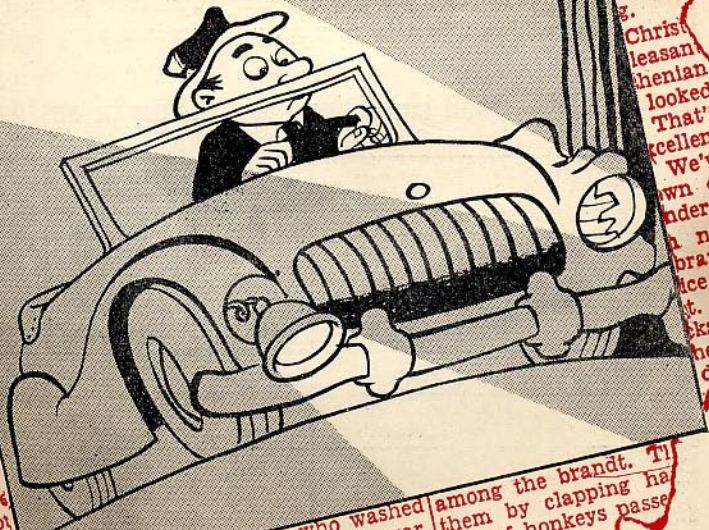


# MAMM STREET

Summary  
Fair weather prevailed over most

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**TABLE 11—Types of motor vehicles involved in accidents**

|                | Vehicles in fatal accidents | Per cent     | Vehicles in non-fatal accidents | Per cent     |
|----------------|-----------------------------|--------------|---------------------------------|--------------|
| Passenger car  | 27,270                      | 71.2         | 1,297,550                       | 79.4         |
| Commercial car | 8,500                       | 22.2         | 204,280                         | 12.5         |
| Taxi           | 380                         | 1.0          | 58,830                          | 3.6          |
| Bus            | 690                         | 1.8          | 40,860                          | 2.5          |
| Motorecycle    | 1,150                       | 3.0          | 27,780                          | 1.7          |
| All others     | 310                         | .8           | 4,900                           | .3           |
| <b>TOTAL</b>   | <b>38,300</b>               | <b>100.0</b> | <b>1,634,200</b>                | <b>100.0</b> |



Without looking at Table 11, how would you appraise the nation's commercial vehicle operators? Do you consider the average bus, truck or taxi driver reasonable and considerate?

Probably not. If you are a typical American motorist, you have made a scape-goat of the men who drive professionally. You resent the size of their charges and the blatant screech of their horns. You hate to be bullied and you're looking for release from a feeling of guilt, so you blame the professional driver for your traffic troubles.

Now look at Table 11. About 75 per cent of last year's accidents were caused by drivers of passenger cars. What's more, the record for pleasure cars in 1949 was worse than in 1948, while the commercial vehicles showed improvement.

It is true that there are many more passenger cars than commercial vehicles. But it is also true that commercial vehicles travel many more miles than passenger cars.

Whether yours is a commercial or a passenger car, you should drive as if your life depended on it. Because it does.

|                | Vehicles in fatal accidents | Per cent     | Vehicles in non-fatal accidents | Per cent     |
|----------------|-----------------------------|--------------|---------------------------------|--------------|
| Passenger car  | 27,310                      | 69.5         | 1,182,250                       | 78.3         |
| Commercial car | 9,120                       | 23.2         | 208,360                         | 13.8         |
| Taxi           | 390                         | 1.0          | 51,340                          | 3.4          |
| Bus            | 780                         | 2.0          | 34,730                          | 2.3          |
| Motorecycle    | 1,420                       | 3.6          | 28,690                          | 1.9          |
| All others     | 280                         | .7           | 4,530                           | .3           |
| <b>TOTAL</b>   | <b>39,300</b>               | <b>100.0</b> | <b>1,509,900</b>                | <b>100.0</b> |



# MALM STREET

THE DOCTOR SAID TO HUMOR HIM  
HE DOESN'T KNOW HE LOST A RACE  
WITH A TRUCK AT ELM AND FIFTH



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**TABLE 12—Direction of travel of cars involved in accidents**

|                              | Persons killed | Per cent     | Persons injured  | Per cent     |
|------------------------------|----------------|--------------|------------------|--------------|
| Going straight               | 26,520         | 83.4         | 1,066,650        | 68.2         |
| Turning right                | 540            | 1.7          | 35,970           | 2.3          |
| Turning left                 | 1,080          | 3.4          | 101,660          | 6.5          |
| Backing                      | 410            | 1.3          | 35,970           | 2.3          |
| Skidding                     | 1,370          | 4.3          | 48,490           | 3.1          |
| Car parked or standing still | 830            | 2.6          | 75,070           | 4.8          |
| Slowing down or stopping     | 380            | 1.2          | 168,910          | 10.8         |
| Miscellaneous                | 670            | 2.1          | 31,280           | 2.0          |
| <b>TOTAL</b>                 | <b>31,800</b>  | <b>100.0</b> | <b>1,564,000</b> | <b>100.0</b> |



|                              | Persons killed | Per cent     | Persons injured  | Per cent     |
|------------------------------|----------------|--------------|------------------|--------------|
| Going straight               | 26,020         | 80.8         | 1,047,350        | 71.2         |
| Turning right                | 390            | 1.2          | 29,420           | 2.0          |
| Turning left                 | 1,260          | 3.9          | 88,260           | 6.0          |
| Backing                      | 320            | 1.0          | 27,950           | 1.9          |
| Skidding                     | 2,250          | 7.0          | 66,200           | 4.5          |
| Car parked or standing still | 1,280          | 4.0          | 80,910           | 5.5          |
| Slowing down or stopping     | 260            | .8           | 105,910          | 7.2          |
| Miscellaneous                | 420            | 1.3          | 25,000           | 1.7          |
| <b>TOTAL</b>                 | <b>32,200</b>  | <b>100.0</b> | <b>1,471,000</b> | <b>100.0</b> |



Driving straight ahead *should be* the safest direction of travel. The open highway *should be* the safest road location. Instead, they are circumstances of greatest danger because they invite speed.

**TABLE 13—Road location of automobile accidents**

|                       | Persons killed | Per cent     | Persons injured  | Per cent     |
|-----------------------|----------------|--------------|------------------|--------------|
| Between intersections | 8,110          | 25.5         | 400,380          | 25.6         |
| Rural intersections   | 1,840          | 5.8          | 123,560          | 7.9          |
| Highway               | 11,450         | 36.0         | 420,720          | 26.9         |
| Driveway              | 90             | .3           | 17,200           | 1.1          |
| Curve                 | 3,660          | 11.5         | 139,200          | 8.9          |
| Street intersections  | 4,900          | 15.4         | 441,050          | 28.2         |
| Railroad crossing     | 1,460          | 4.6          | 7,820            | .5           |
| Bridge                | 290            | .9           | 14,070           | .9           |
| <b>TOTAL</b>          | <b>31,800</b>  | <b>100.0</b> | <b>1,564,000</b> | <b>100.0</b> |



|                       | Persons killed | Per cent     | Persons injured  | Per cent     |
|-----------------------|----------------|--------------|------------------|--------------|
| Between intersections | 9,740          | 30.2         | 395,700          | 26.9         |
| Rural intersections   | 2,220          | 6.9          | 110,320          | 7.5          |
| Highway               | 11,400         | 35.4         | 400,920          | 27.3         |
| Driveway              | 220            | .7           | 14,710           | 1.0          |
| Curve                 | 2,710          | 8.4          | 111,800          | 7.6          |
| Street intersections  | 3,700          | 11.5         | 408,940          | 27.8         |
| Railroad crossing     | 1,210          | 3.8          | 8,020            | .5           |
| Bridge                | 1,000          | 3.1          | 20,590           | 1.4          |
| <b>TOTAL</b>          | <b>32,200</b>  | <b>100.0</b> | <b>1,471,000</b> | <b>100.0</b> |



# MAIM STREET



and on... in high shel-decoy. One st

**OBEY THE LAW, DON'T PASS ON HILLS, DON'T SPEED, DON'T ETC.**

**HERE'S WHAT HE PREACHES...**

**PLA PAY**

**... AND HERE'S WHAT HE PRACTICES!**

His three color films, "America Sails the Seas," "Hannibal Victory" and "Tomorrow's Leader" the Merchant Marine, were supplied by the National Federation of American Shipping.

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## TABLE 14—Condition of motor vehicles involved in accidents

|                              | Vehicles in fatal accidents | Per cent     | Vehicles in non-fatal accidents | Per cent     |
|------------------------------|-----------------------------|--------------|---------------------------------|--------------|
| In apparently good condition | 36,190                      | 94.5         | 1,583,540                       | 96.9         |
| Brakes defective             | 610                         | 1.6          | 21,250                          | 1.3          |
| Steering mechanism defective | 190                         | .5           | 4,900                           | .3           |
| Glaring lights               | 40                          | .1           |                                 |              |
| 1 or 2 headlights out        | 380                         | 1.0          | 6,540                           | .4           |
| Tail-light out or obscured   | 80                          | .2           | 3,270                           | .2           |
| Other defects in equipment   | 580                         | 1.5          | 9,800                           | .6           |
| Puncture or blowout          | 230                         | .6           | 4,900                           | .3           |
| <b>TOTAL</b>                 | <b>38,300</b>               | <b>100.0</b> | <b>1,634,200</b>                | <b>100.0</b> |



Many drivers will claim, following an accident, that the brakes failed, or the steering wheel locked, or the gas pedal stuck, or that something else went wrong. That police officials are skeptical of such excuses is plainly evident from the figures in Table 14.

Note that almost 95 per cent of vehicles involved in fatal accidents were reported to be "in apparently good condition". Almost 97 per cent of those involved in non-fatal accidents were found to have no defects. Obviously, then, the vast majority of crashes are the fault of the driver and not the car.

In all fairness, the editors admit that these figures may be slightly misleading. Let us suppose that a car with faulty brakes fails to make a turn while going at an excessive rate of speed and crashes into a culvert. Was it speed that caused the accident? Or was it bad brakes? If the latter, was it not the responsibility of the driver to have them repaired? If, in this accident, the car was demolished and the driver was killed, the evidence that the brakes were faulty was forever lost.

Every driver should have his car inspected periodically. It is senseless to be involved in an accident because of any condition over which you have complete control. No matter how skillful or careful you are, you cannot drive with safety in an unsafe vehicle.

|                              | Vehicles in fatal accidents | Per cent     | Vehicles in non-fatal accidents | Per cent     |
|------------------------------|-----------------------------|--------------|---------------------------------|--------------|
| In apparently good condition | 37,020                      | 94.2         | 1,447,990                       | 95.9         |
| Brakes defective             | 740                         | 1.9          | 22,650                          | 1.5          |
| Steering mechanism defective | 240                         | .6           | 7,550                           | .5           |
| Glaring lights               | 40                          | .1           |                                 |              |
| 1 or 2 headlights out        | 350                         | .9           | 6,040                           | .4           |
| Tail-light out or obscured   | 120                         | .3           | 3,020                           | .2           |
| Other defects in equipment   | 550                         | 1.4          | 18,120                          | 1.2          |
| Puncture or blowout          | 240                         | .6           | 4,530                           | .3           |
| <b>TOTAL</b>                 | <b>39,300</b>               | <b>100.0</b> | <b>1,509,900</b>                | <b>100.0</b> |



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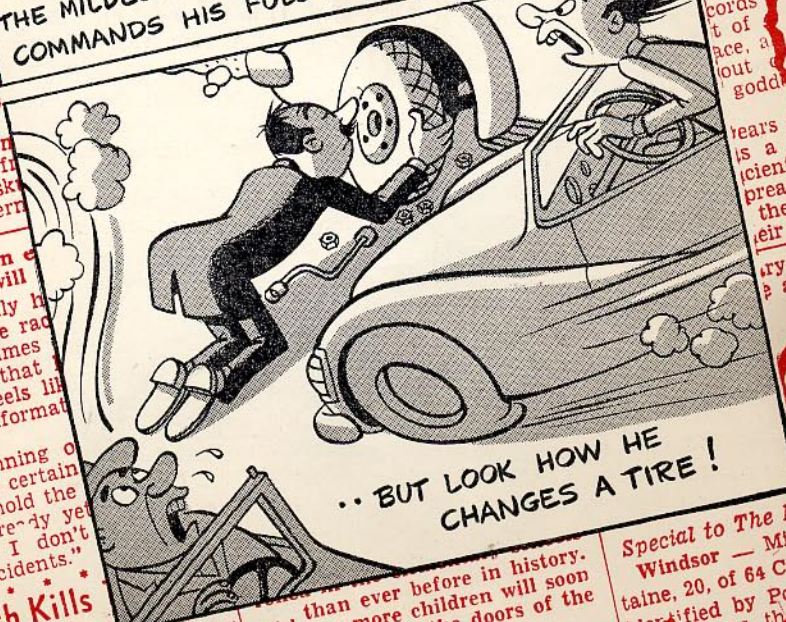
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**TABLE 15—Hours of occurrence of accidents**

|               | Persons killed | Per cent     | Persons injured  | Per cent     |
|---------------|----------------|--------------|------------------|--------------|
| 12 to 1 a.m.  | 1,620          | 5.1          | 50,050           | 3.2          |
| 1 to 6 a.m.   | 5,120          | 16.1         | 137,640          | 8.8          |
| 6 to 7 a.m.   | 540            | 1.7          | 18,770           | 1.2          |
| 7 to 8 a.m.   | 570            | 1.8          | 45,360           | 2.9          |
| 8 to 9 a.m.   | 890            | 2.8          | 51,610           | 3.3          |
| 9 to 10 a.m.  | 920            | 2.9          | 50,050           | 3.2          |
| 10 to 11 a.m. | 920            | 2.9          | 60,990           | 3.9          |
| 11 to 12 a.m. | 1,080          | 3.4          | 70,380           | 4.5          |
| 12 to 1 p.m.  | 990            | 3.1          | 75,070           | 4.8          |
| 1 to 2 p.m.   | 1,080          | 3.4          | 75,070           | 4.8          |
| 2 to 3 p.m.   | 1,310          | 4.1          | 84,460           | 5.4          |
| 3 to 4 p.m.   | 1,530          | 4.8          | 106,350          | 6.8          |
| 4 to 5 p.m.   | 1,810          | 5.7          | 131,380          | 8.4          |
| 5 to 6 p.m.   | 2,130          | 6.7          | 132,940          | 8.5          |
| 6 to 7 p.m.   | 2,230          | 7.0          | 103,220          | 6.6          |
| 7 to 8 p.m.   | 2,390          | 7.5          | 96,970           | 6.2          |
| 8 to 9 p.m.   | 1,810          | 5.7          | 82,890           | 5.3          |
| 9 to 10 p.m.  | 1,680          | 5.3          | 67,250           | 4.3          |
| 10 to 11 p.m. | 1,500          | 4.7          | 60,990           | 3.9          |
| 11 to 12 p.m. | 1,680          | 5.3          | 62,560           | 4.0          |
| <b>TOTAL</b>  | <b>31,800</b>  | <b>100.0</b> | <b>1,564,000</b> | <b>100.0</b> |



|               | Persons killed | Per cent     | Persons injured  | Per cent     |
|---------------|----------------|--------------|------------------|--------------|
| 12 to 1 a.m.  | 1,640          | 5.1          | 52,960           | 3.6          |
| 1 to 6 a.m.   | 4,760          | 14.8         | 136,900          | 9.3          |
| 6 to 7 a.m.   | 580            | 1.8          | 19,120           | 1.3          |
| 7 to 8 a.m.   | 710            | 2.2          | 42,380           | 2.9          |
| 8 to 9 a.m.   | 680            | 2.1          | 48,540           | 3.3          |
| 9 to 10 a.m.  | 710            | 2.2          | 44,130           | 3.0          |
| 10 to 11 a.m. | 1,000          | 3.1          | 54,430           | 3.7          |
| 11 to 12 a.m. | 1,160          | 3.6          | 64,730           | 4.4          |
| 12 to 1 p.m.  | 1,030          | 3.2          | 67,690           | 4.6          |
| 1 to 2 p.m.   | 1,130          | 3.5          | 70,610           | 4.8          |
| 2 to 3 p.m.   | 1,360          | 4.2          | 77,960           | 5.3          |
| 3 to 4 p.m.   | 1,580          | 4.9          | 97,080           | 6.6          |
| 4 to 5 p.m.   | 1,740          | 5.4          | 121,330          | 8.2          |
| 5 to 6 p.m.   | 2,120          | 6.6          | 122,930          | 8.4          |
| 6 to 7 p.m.   | 2,290          | 7.1          | 92,670           | 6.3          |
| 7 to 8 p.m.   | 2,220          | 6.9          | 88,260           | 6.0          |
| 8 to 9 p.m.   | 2,060          | 6.4          | 79,440           | 5.4          |
| 9 to 10 p.m.  | 1,800          | 5.6          | 67,690           | 4.6          |
| 10 to 11 p.m. | 1,800          | 5.6          | 60,310           | 4.1          |
| 11 to 12 p.m. | 1,830          | 5.7          | 61,840           | 4.2          |
| <b>TOTAL</b>  | <b>32,200</b>  | <b>100.0</b> | <b>1,471,000</b> | <b>100.0</b> |



You have often read this advice to tourists: "For pleasant motoring, start early and stop early".

That this is good advice is proved beyond doubt by the figures in Table 15. In the day's cycle, the low point for accidents is the hour between six and seven in the morning. There is a slight increase during the next hour and then a substantial jump during the hour between eight and nine. Gradually the tide of accidents rises, to reach its peak for personal injuries between five and six in the afternoon and for deaths between seven and eight in the evening.

The three hour span between five and eight p.m. is the time of heaviest travel everywhere in the U.S. You are more than *four times* as likely to be killed in an automobile accident between seven and eight in the evening as you are between seven and eight in the morning. You are more than *seven times* as likely to be injured in an automobile accident between five and six in the evening as you are between six and seven in the morning.

You probably can't avoid driving or walking during these dangerous evening hours. But you can acknowledge the extra danger by driving and walking with extra caution.

**TABLE 16—Days of occurrence of accidents**



|              | Persons killed | Per cent     | Persons injured  | Per cent     |
|--------------|----------------|--------------|------------------|--------------|
| Sunday       | 5,980          | 18.8         | 264,320          | 16.9         |
| Monday       | 3,940          | 12.4         | 206,450          | 13.2         |
| Tuesday      | 3,370          | 10.6         | 186,110          | 11.9         |
| Wednesday    | 3,750          | 11.8         | 189,240          | 12.1         |
| Thursday     | 3,780          | 11.9         | 198,630          | 12.7         |
| Friday       | 4,490          | 14.1         | 237,730          | 15.2         |
| Saturday     | 6,490          | 20.4         | 281,520          | 18.0         |
| <b>TOTAL</b> | <b>31,800</b>  | <b>100.0</b> | <b>1,564,000</b> | <b>100.0</b> |

To paraphrase an old saw: "It's a great life if you don't weekend!"

Almost 40 per cent of all motor vehicle fatalities occur on Saturday and Sunday.

Travel reaches its peak load on weekends, of course, and every traffic hazard is multiplied many times. Of these hazards, one deserves particular mention. It is the drinking driver.

The fact that drunk driver arrests reach their peak on Saturday indicates that the problem of drinking at the "nineteenth hole", or the football game, or the weekend party, is a very serious one. The fact that such arrests are most frequent between midnight and two in the morning means that many motorists drink too much at road-houses and night clubs and then try to drive home.

The editors of this booklet would like to present reliable, conclusive figures here on the relationship between the consumption of alcoholic beverages and traffic accidents. Unfortunately, such figures are not available. Police estimates, legal definitions and court interpretations of the terms "intoxication" or "under the influence" are not yet sufficiently standardized to provide reliable data on a country-wide basis.

We do, however, recognize drinking drivers and pedestrians as a major menace on the roads. We urge greater police vigilance, the extensive development of testing methods, strong legislation, and improved court procedures to find and to curb these violators.



|              | Persons killed | Per cent     | Persons injured  | Per cent     |
|--------------|----------------|--------------|------------------|--------------|
| Sunday       | 5,800          | 18.0         | 250,070          | 17.0         |
| Monday       | 3,990          | 12.4         | 186,720          | 12.7         |
| Tuesday      | 3,610          | 11.2         | 178,480          | 12.1         |
| Wednesday    | 3,830          | 11.9         | 183,780          | 12.5         |
| Thursday     | 3,930          | 12.2         | 189,660          | 12.9         |
| Friday       | 4,600          | 14.3         | 217,610          | 14.8         |
| Saturday     | 6,440          | 20.0         | 264,680          | 18.0         |
| <b>TOTAL</b> | <b>32,200</b>  | <b>100.0</b> | <b>1,471,000</b> | <b>100.0</b> |

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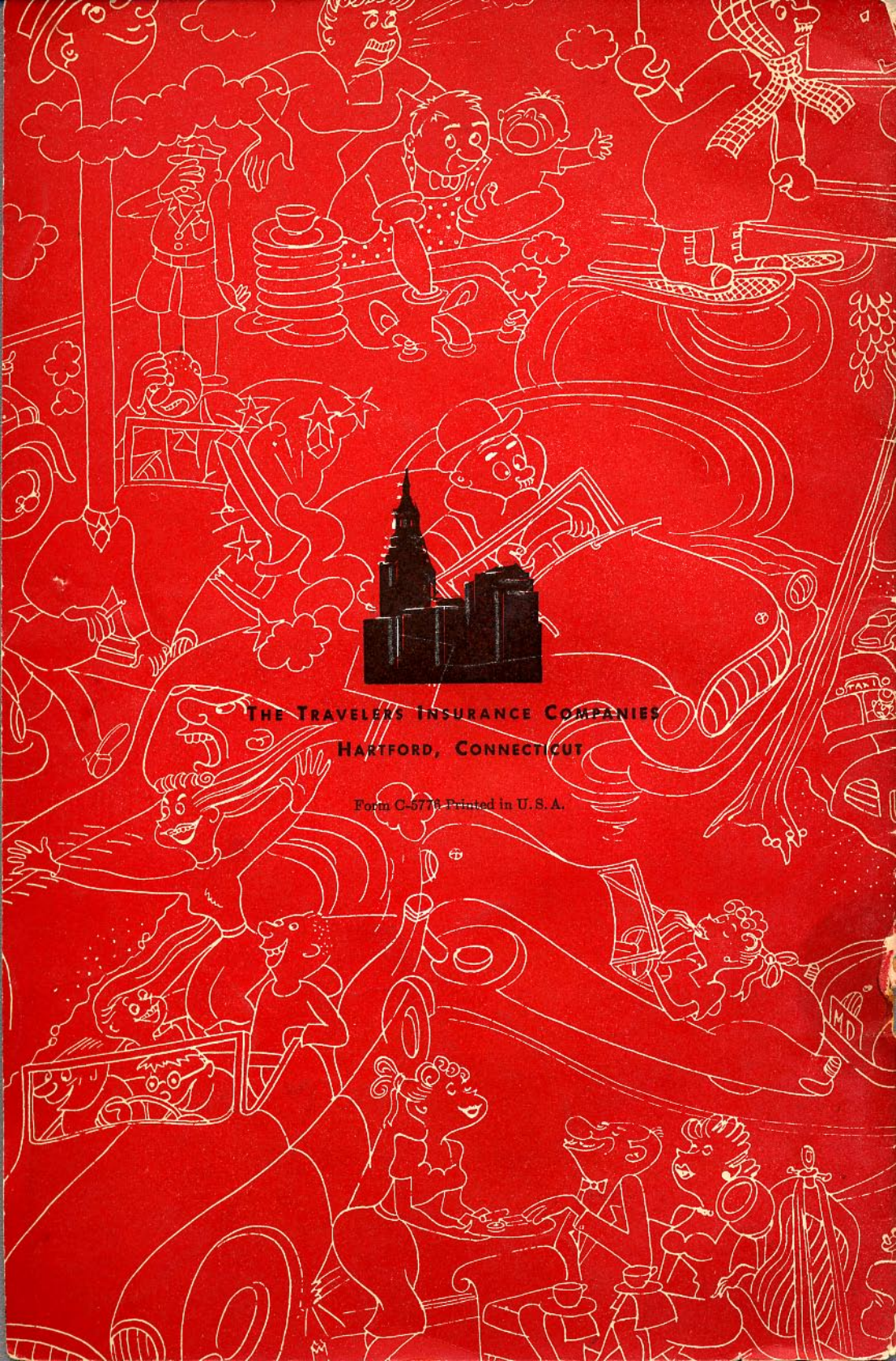
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