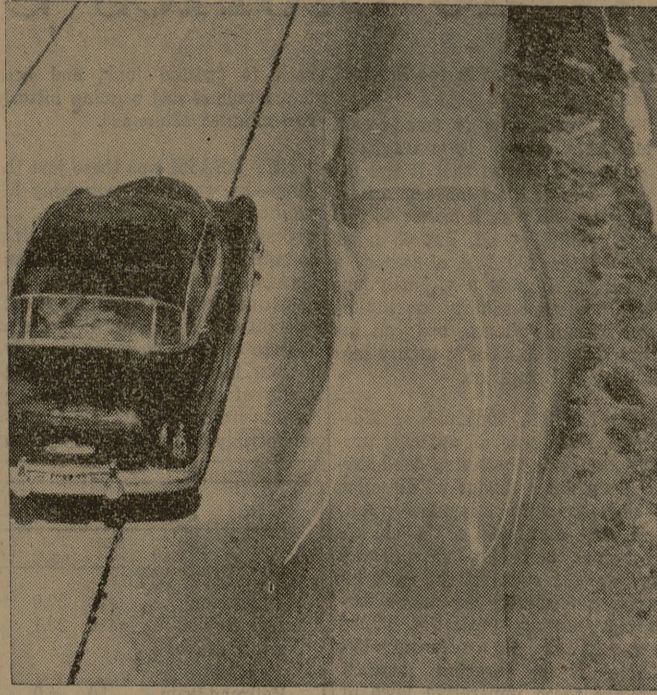


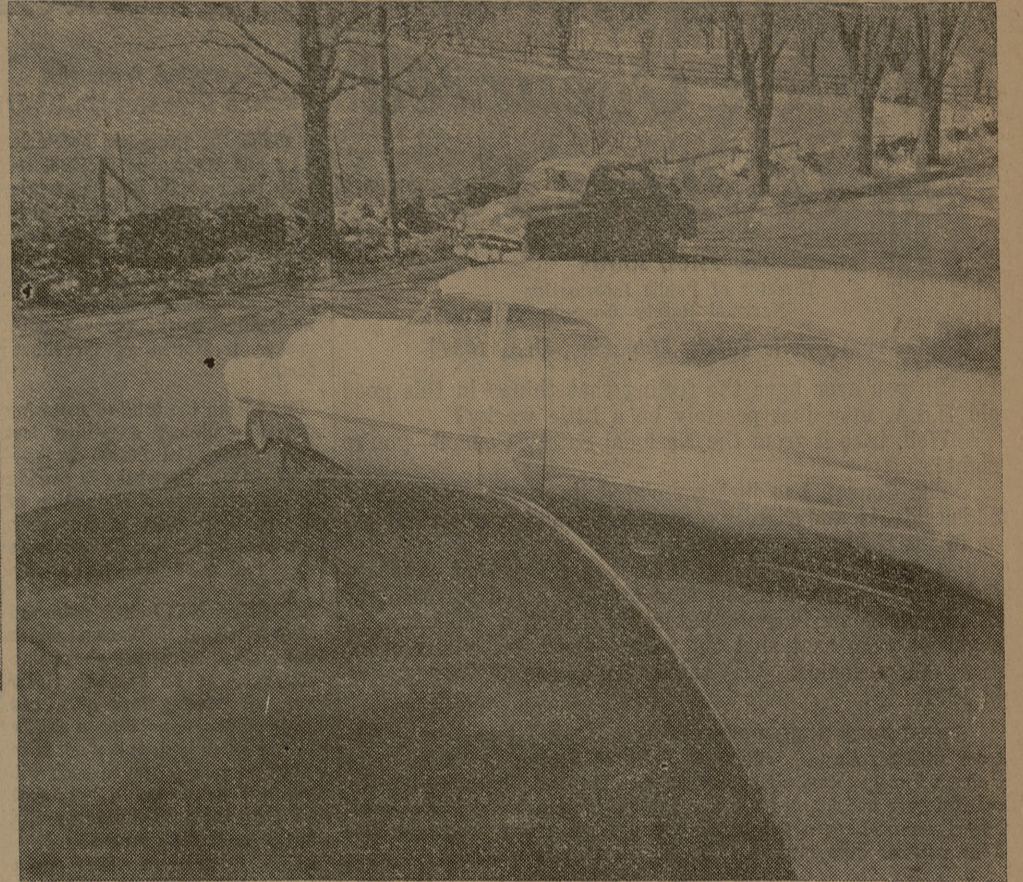
Typical Examples of What Could Happen To YOU by Speeding



Fatal accidents take 8.5 per cent of the lives of all traffic victims. Exceeding the speed limit, failure to obey traffic signals, and just plain reckless driving lead to accidents similar to the one anticipated for the "ghost cars."



The "ghost car" swerves to the right in passing a car on the wrong side which each year takes more than 610 lives and injures 27,830. Almost three per cent of all traffic deaths occur when a car is passed on the wrong side.



Not having the right of way gained an amazing total of 10.4 per cent of the traffic fatalities which occur each year by the drivers. Heading into the unavoidable death trap is the "ghost car" which believes it has the right of way because of the hand signal.

Stop Speeding! Don't Become Just A Statistic

"Stop speeding . . . don't become a statistic in 1951!"

This year, as every year for the past twenty seasons of the automobile, the National Safety Council and others interested in saving lives in urban streets and on the highways have "preached" for all drivers to slow down.

Results?

Not as good as one might think. Although the percentage figures of automobile accidents caused by the action of the driver has not changed considerably in the past year, the "persons killed" and "persons injured" columns add up to greater totals.

Percentage figures will always add to only 100 which in many ways is a safety factor in itself, but it seems that the average driver will not listen.

Overall figures tell the story simply and plainly.

Comparing 1950 to 1949, one can

see that 26,700 people were killed by action of the drivers while 22,500 met their end in 1949. On the injured list, 1949 placed 1,941,000 and the following 365 days boosted the grand total, to record 1,210,000. "So what?" sez you. Cold statistics may warm you up.

Exceeding the speed limit in 1949 took 44.9 per cent of the lives of traffic fatalities, and the 1950 list increased to 49.8 per cent. More astonishing perhaps is the fact that the number of persons killed (10,190 in 1949 to 13,300 in 1950) showed an increase of 35 per cent because of speeding in the two years.

Persons Injured Managed A Rise

Persons injured also managed a rise. From 398,700 in 1949, Americans upped the "near-fatality" list to 475,000, a per cent rise of 19.

Summing up all the numbers, one out of every three drivers involved in a serious accident last year, arrived via the speed route.

In the immediate area of College Station, a recent accident test show death by speed plays no favorites.

A traffic accident on a south-bound highway one night killed

five persons and injured three others. The driver of the car made a turn at an improper speed and hit a truck.

Ages of the persons killed were, 12, 18, 24, 31, and 70—three men, two women. One might say "each generation and sex did its share." Yet, the highway patrolmen said no real reason for the cause of the wreck could be found, but he added hastily, unless one wanted to say "too darn fast."

And contrary to what many people may think, the truck wasn't at fault.

Head-on Collision

The other collision on the Waso highway involved a head-on collision of two automobiles. Of the eight persons involved in the wreck, only one was killed yet six of the others were hospitalized.

Again no official statement can be made as to what happened, but the score board glowed with pride. Listed beside the death were two skull fractures, a broken leg, a fractured leg, and multi face lacerations and body lashes.

Death knows no color, sex, age of

persons, nor type and model of car. He just travels well with speed at fault.

Today, commercial vehicles are outnumbered four to one by the passenger cars on the nation's streets and highways. Yet, the commercial cars travel nearly four times as far as the pleasure cars. More surprising is that compared to the 32,140 passenger cars involved in fatal accidents, only 9,230 commercial vehicles were involved in fatalities.

Bring Sex Into Picture

Bringing sex into the picture, woman's ego may bounce a little to hear that "nine out of ten accidents have a man behind the wheel." Yet, men drive far more than women, hence neither can be singled out superior since both together form the traffic accident list.

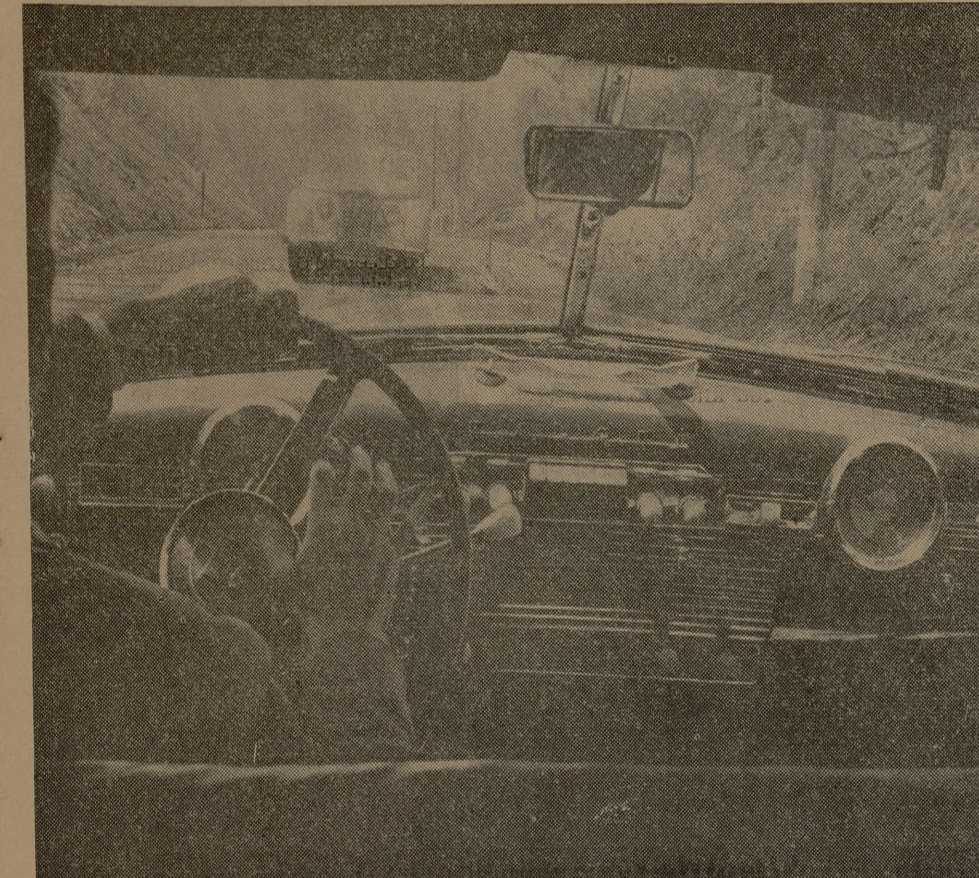
For the age group, the "younger generation" can claim the No. 1 spot. Drivers ranging from 18 to

24 years of age claim 24.3 per cent of accident deaths, which numbered 10,500. The 25 to 64 year-old age group had a percentage of deaths larger than the younger generation, yet it covers a larger group of people. It's 68.1 per cent and 29,420 deaths, are not as large as the "younger generation's" when also comparing the number of people on the road by age.

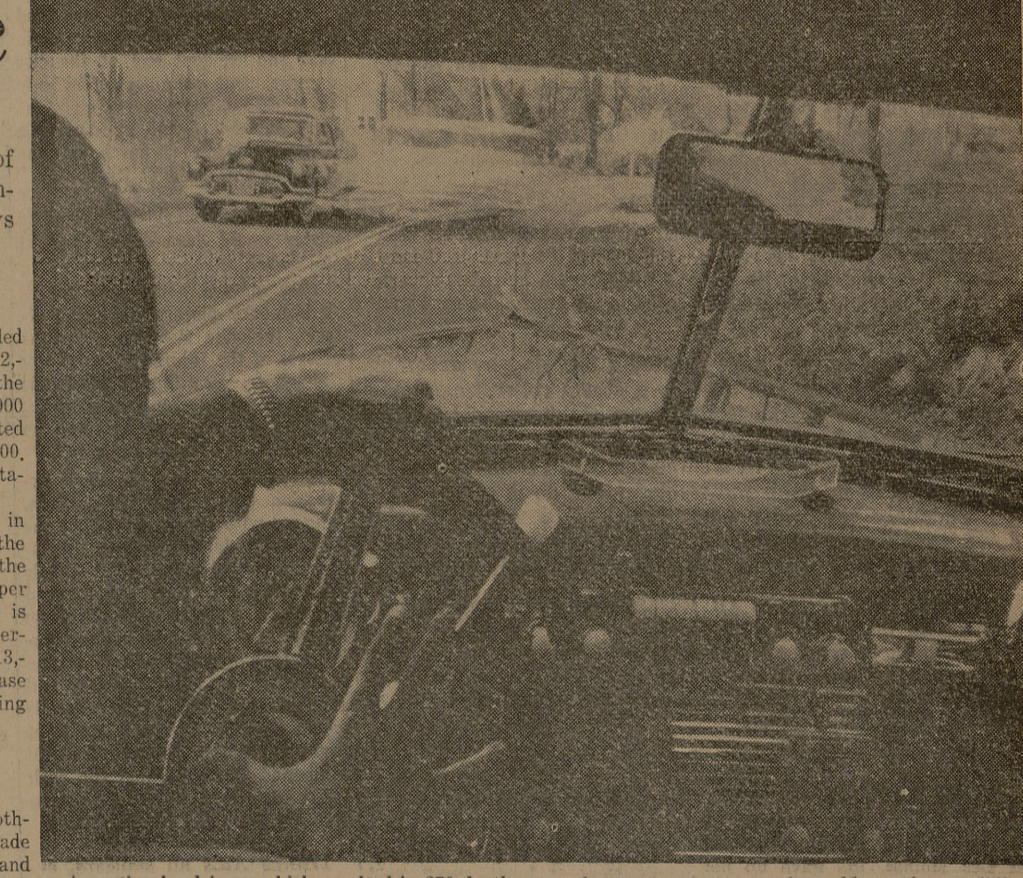
Statistics Are Cold

Statistics are cold, once set in type, yet what has been said above is alarmingly true. The other truth is this: you're probably a good driver—you don't insist on the right-of-way, nor drive on the wrong side of the street, nor fail to use proper hand signals. Yet

somewhere, someplace, you won't take an extra "ten" to think, while doing all the above and will exceed the speed limits to become a member to yourself and everyone on the highway. "Stop speeding . . . Don't become a statistic in 1951."



Almost 5,000 persons were killed last year and over 475,000 injured for driving on the wrong side of the road. The fatalities have a 17.8 percentage of the total number of traffic accidents. Coming over the hill on the wrong side of the road is the "ghost car."



An action by drivers which resulted in 270 deaths last year and almost 5,000 injuries was the passing of a car on the curve. The "ghost car" not only passes on a curve, but adds to the possibility of an accident as the curve was also on a hill.



Exceeding the speed limit and being unable to stop in time, the "ghost car" heads for a double kill. Last year, the greatest number of traffic deaths came about by drivers ignoring speed limits.



Heading for its final ride, the "ghost car" drives off the roadway with the driver either fatigued or asleep. Last year, nearly six per cent of all traffic deaths were caused in a similar manner and 35,090 persons were injured.