

# Auto Death Toll Greatest Tragedy of Modern World

By K. H. Sutherland, M.D., County Health Officer

Choose any newspaper on any day and look for the report of the current news-worthy automobile accident. There will be at least one. On the day this article was written, the crash story in the morning paper dealt with the deaths of two women and one man who had been occupants of a car struck by a truck traveling in the wrong direction on a divided highway. In the final paragraph of the article was the following description:

"The two women were thrown out of the W... car. The body of Mrs. W... was run over by another car..."

This then is the character of the greatest preventable epidemic we have had to face in modern history: the death, traumatic injury and disability resulting from motor vehicle accidents.

RECENTLY the National Safety Council has launched an all-out campaign of auto

accident prevention through driver education. This campaign was begun in cooperation with the television industry which devoted an hour-long network show to the presentation of an audience-participation "good driver" examination.

This effort deserves the fullest support of every motorist for just as accidents are caused to people by people, accident prevention is a person to person benefit.

In addition, however, there is another lifesaving precaution which should be a "must" for every car owner, every riding occupant. That lifesaver is the use of a properly installed, approved type seat belt.

WHEREAS many people have had these belts in their own vehicles and most new cars now come from the factory partially equipped with seat belts (front seat), there are still far too many persons who die in traffic accidents simply because they are

thrown out of the vehicle in which they were riding, or are bounced around the inside frame of the vehicle with lethal force.

Contrary to popular notion, one's chances of being killed in an auto crash are five times greater when thrown from the car. For this reason it is as important for back-seat passengers to be belted in as it is for those in the front.

OTHER SAFEGUARDS which seat belts afford include:

- Seat belts offer great protection at moderate speeds. More than half the accidents causing injury or death involve speeds of less than 40 miles per hour. Belts may even prevent accidents by holding the driver in place and in control of his vehicle during sudden stops, abrupt turns and unexpected hazards such as dips or chuck holes.
- Seat belts are needed in driving around one's own neighborhood; not only on

long or high speed trips. Three out of four traffic deaths occur within 25 miles of home. Seat belts could save many of these lives.

- Seat belts improve one's chance of surviving an accident followed by fire or submersion in water. Belted-in occupants are prevented from being knocked unconscious, improving their chance for successful escape.
- Seat belts provide additional protection against injury or death in an accident by spreading the impact force, extending the body's stopping distance and absorbing part of the force.

DISEASES NOTED

The City of Torrance reported four cases of gonorrhea, two of syphilis, and one each of hepatitis, mumps, and scarlet fever to the Los Angeles County Health Department for the week ending May 8.

CHILDREN are at great risk of serious injury if they are not belted into place and, especially, if allowed to stand in the front seat. A sudden stop, not even involving a collision, may prove fatal to the child thrown headlong into the dashboard.

Information concerning good driver training and more detailed material on the use of seat belts is available without charge from the Greater Los Angeles Chapter of the National Safety Council, 3388 W. 8th St., Los Angeles, Calif. 90005, telephone 385-6461.

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Birds eye frozen chopped broccoli & mixed vegetables 2 for 45c

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Full quart—Save 4c

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U.S.D.A. "Choice" or Food Giant "Banquet Perfect"

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## Cubed Steaks 79¢ lb.

McCoy's Cry-O-Vac Bottom Round

## Corned Beef BONELESS 79¢ lb.

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bone-in

## ROASTS 89¢ lb.

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## Pork Roast 59¢ lb.

Country Style—fresh pork

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Center Cut Slices

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Ocean fresh flavor

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Globe

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