

Tar Heel Project Leading Way Toward Safer Cars

By BILL CROWELL

Some years ago a workman was erecting a scaffold near the top of a 175-foot smokestack when his foot slipped and he plunged toward the ground, striking on his left side in loose rubble after a free fall that by all reasonable calculations should have killed him instantly.

Oddly enough, the victim was reported conscious and coherent when help arrived. His injuries were confined to simple fractures and abrasions, but minor, bruises and abrasions. After a short stay in the hospital astonished doctors discharged their patient who returned to his job several weeks later apparently none the worse for his heart stopping experience. More recently a jet pilot testing one of our newest, fastest combat airplanes, encountered trouble in the air and slammed the speeding ship into the ground at better than 200 miles per hour. An ambulance, hurrying to the scene, met the pilot walking a way.

These strange cases, all involving the sudden and violent deceleration of the human body, are normally passed off as quirks of fate by a puzzled public. But not for scientific investigators of one of the country's most unique fact-finding organizations — the Crash Injury Research staff of Cornell University Medical College.

Such bizarre and inexplicable happenings are enthusiastically studied by a staff of highly trained investigators at Cornell led by their director, Dr. Hugh DeHaven.

It was Dr. DeHaven who pioneered in the study of tree falls and miraculous escapes like the lucky steeplejack. He long ago dismissed the idea that abrupt stops inevitably result in death. Scientific tests back up his theory. "The human body is surprisingly tough," Dr. DeHaven declares. "And is quite capable of sustaining tremendous forces when properly supported, or packaged."

And on that note — proper packaging — Cash Injury researchers are turning their attention to the nation's number one accident killer — traffic, and more specifically the automobile. In the automotive phase of their work Cornell specialists, under administrator John O. Moore, are pressing hard toward an answer to the enigmatic question, "Why are people injured in automobile wrecks?" It's not an academic question. Stuffed into his portfolio Moore has a dozen carefully documented case histories of victims emerging unscathed from 90 mph auto collisions. And contrarily, he has pictures of dead persons with cracked skulls who met their demise in cars ambulating along at 35 mph. "It's more than a quirk of fate that some survive and others die," Moore contends. "It's a matter of design, specific points within a car that is causing the trouble. We've learned that much in preliminary studies."

"For example, who knows how many lacerated and bruised faces result from impact with radio and instrument knobs. We feel certain that many facial injuries resulting in collisions could be eliminated by recessing or otherwise redesigning these necessary protrusions." The finding of the crash injury study will tend to reveal other design deficiencies in automotive construction which will eventually be eliminated or corrected according to the promises of manufacturers.

North Carolina is playing a prominent part in the study. Investigators began in Guilford county last September to catalog accidents following the Cornell blue print. In two months State Highway Patrolmen investigated 166 auto and pedestrian accidents in the Guilford county area, six resulting in deaths and 37 in one or more injuries.

A detailed medical report accompanied with several photographs of each accident was compiled and forwarded to Cornell researchers. From this mass of material analysts in Dr. DeHaven's fact-finding laboratory first assign a value or a number to each factor involved in the smash-up. Next, the findings are fed to a battery of IBM machines from whence they emerge as coldly scientific statistics.

The statistics, in the next step toward safer cars, will supply the answer to such questions as: Do sun visor holders cause head injuries? At what speed? What models? How much impact before a windshield cracks? How many injuries are caused by door and window handles? How often do doors pop open in collisions?

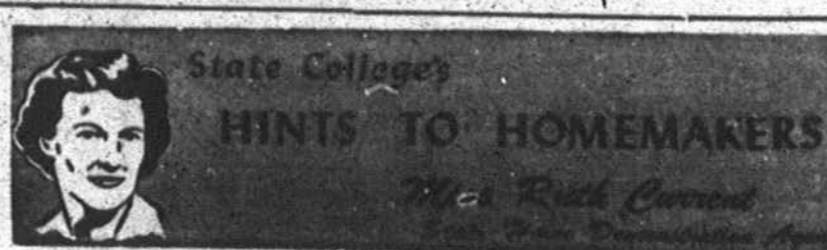
The North Carolina study, which is sponsored jointly by the State Department of Motor Vehicles and the State Board of Health, will furnish Cornell with a minimum of 100 cases according to present plans. Together with similar investigations now underway in Connecticut, Maryland and Indiana, the North Carolina study will be continued for at least a year. The Guilford project was completed November 1 and the second phase opened in the Bladen-Cumberland section

of the state the same day. Design engineers of all the major auto and truck manufacturers have expressed interest in the unique fact finding project. On file in Motor Vehicle Commissioner Edward Scheidt's office are letters from several of the country's most prominent auto builders pledging their cooperation. And while even a minor alteration in design is fabulously expensive the builders are anxious to make their products safer.

North Carolina was one of the first states to sponsor the Cornell project. Under the vigorous administration of Scheidt the long-range scientific probe into injury producing auto accidents is only one phase of the state's overall safety program, now recognized as one of the best in the nation. While it may be two years or even five years before the project

bears fruit, North Carolina considers it of vital importance. As Commissioner Scheidt says, "Safer cars mean fewer deaths and injuries. We are glad to cooperate in any project with the ultimate aim of saving lives and reducing accidents. And we are going to reduce accidents in North Carolina."

Production problems in American industries are being solved in many cases by the use of thermoplastic sheeting, a substance made of oil. The plastic sheeting offers rigidity plus workability, toughness, and chemical resistance. It is being used for auto and refrigerator parts, machine guards, television tube supports and other items. Chemicals from oil are used in many types of plastics which are used in industry, business and homes across America.



HINTS TO HOMEMAKERS

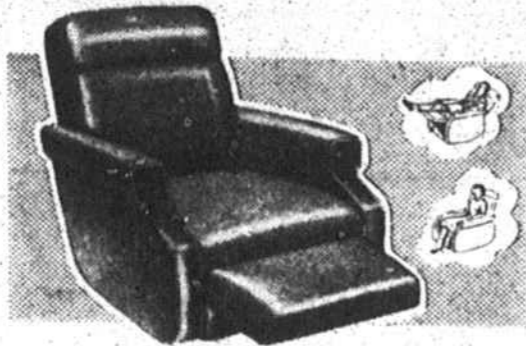
BREAKFAST TIPS — "You can't eat like a bird and work like a horse." Scientific research proves you do a better job if you eat a good breakfast every day. So be sure that everyone in your family — from grandpa to school youngsters — eats a good breakfast. They need it to do their best work whether it's their brains or their muscles they'll be using. Just any breakfast is not the answer. Make it a good breakfast. Include (1) fruit; (2) cereal or bread, or both; (3) one or more of these: milk, eggs, ham or other lean meat (not bacon — that is

Negro Farmer Puts Eggs In Baskets

Even a tenant farmer can make a good living when he "puts his eggs in more than one basket," says George Murrell, Negro tenant of Kinston, Route 5. Murrell says it's a simple economic fact that the tenant farmer who practices crop diversification has more money coming in more frequently than the one who grows only one crop. Murrell says it's to break each egg into a greased custard cup or muffin tin. Place cups or muffin tin in a pan containing a small amount of hot water. Cover pan with a lid or aluminum foil so as to hold in steam. Cook on top of stove or in the oven until eggs are the firmness desired. For an extra special breakfast make coffee cake ahead of time.

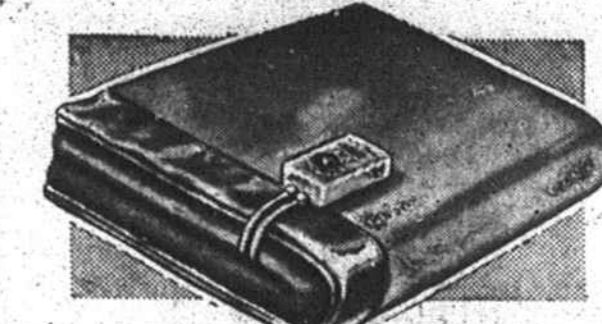
crop farmer. It's also true that a man is able to spend money more wisely when it comes in with regularity. "When you get it all at one time it just seems to go!" Sherman N. Shelton, Negro county agent for the Agricultural Extension Service, says Murrell not only "preaches good farming — he practices it." He keeps busy all year round with 10 acres of tobacco, four acres of cotton, five acres of peppers, 60 acres of corn and five brood cows. Shelton says farmers throughout the state, but in the southeastern counties particularly, are in an excellent position to market agricultural products each month of the year. He urged them to take a page from the Murrell book of success and "Have something to sell regularly." This way time is utilized efficiently.

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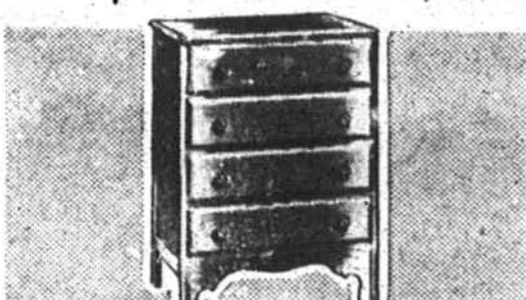


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"Tiltomatic" Contoured Chair
America's most comfortable chair... At Sterchi's in Boltax Plastic, your choice of red or green or COMBINATION of Plastic and Tweed.
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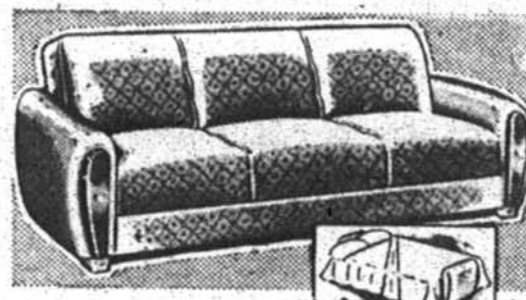
\$1. DOWN Delivers Any Item In This Ad!



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Why dread the cold nights when you can dial your desired warmth with a famous Northern Automatic Blanket? You can't AFFORD to pass up a bargain such as this! Use **\$28.88** STERCHI'S LAY-AWAY.



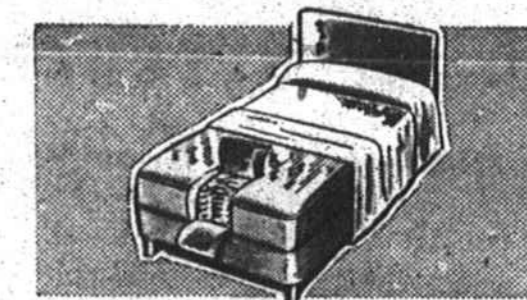
Chest of Drawers
Solve your storage problem by getting this attractive, budget-priced piece of furniture at STERCHI'S. This beautiful chest of drawers comes in your choice of walnut, mahogany, or maple finishes... has 4 spacious, easy sliding drawers.
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Plastic Arm Sofa-Bed
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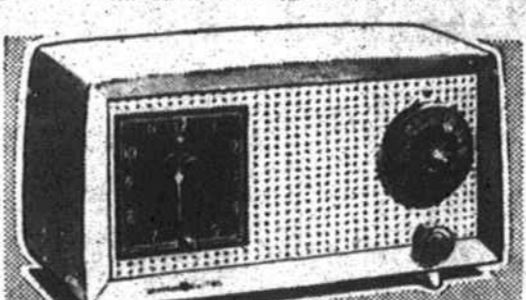
Hollywood Outfit
Lovely decorator plastic headboard, comfortably firm INNERSPRING mattress, matching box springs with legs. Just right for that spare bed you're needing. Buy **\$48.88** NOW! Use STERCHI'S LAY-AWAY!



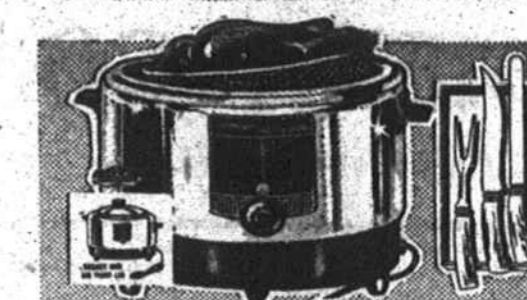
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For speed and efficiency in your kitchen, you'll want Dormeyer! The all-purpose mixer that mixes, juices and grinds. The price is lower than ever... the features **\$39.95** better than ever!



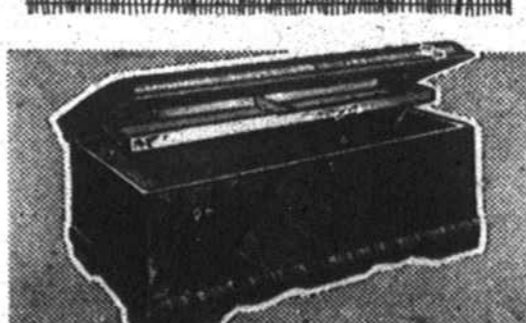
G-E Clock Radio
In Rosewood Plastic Cabinet!
An ideal Christmas gift is this attractive and useful G-E Clock-Radio. It wakes you up pleasantly to the music of your favorite radio program, or it reminds you of appointments!
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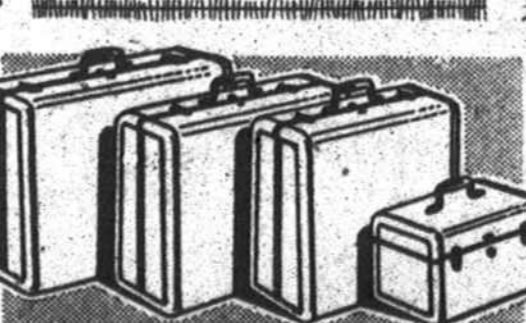
Dormeyer Deep Fry Cooker
Enjoy fried foods cooked to perfection with this famous fryer made by DORMEYER. Automatic control assures perfect results every time.
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At no cost to you—A \$7.95 Steel Carving Set



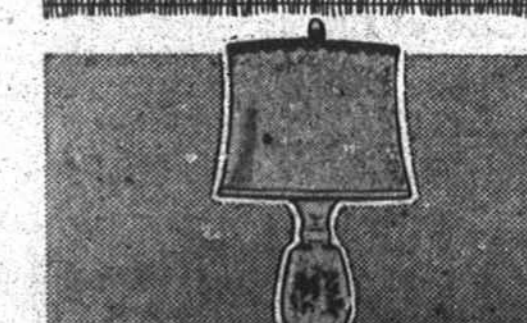
Automatic Percolator
Your coffee will have that "just right" flavor if you purchase this beautiful, completely automatic percolator from Sterchi's. The rich chrome finish stays lovely for years **\$19.95** without polishing!



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You'll want more than one of these beautiful hand-painted floral china lamps. Five styles to choose from, in lovely green, wine, or egg-shell. The lined silk shades are 15" **\$9.95** inches in diameter.



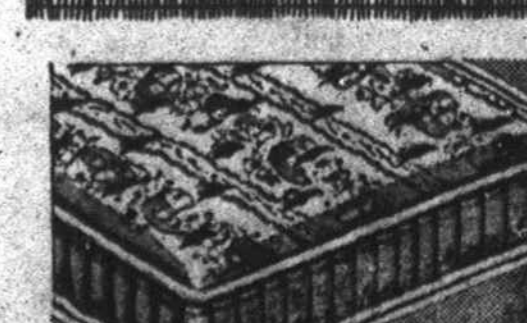
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