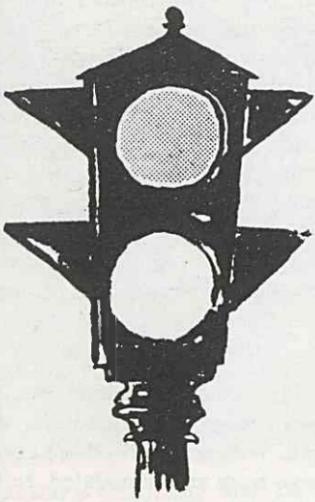


Vision troubles mean road HAZARDS!



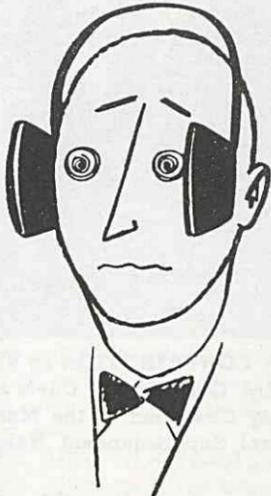
COLOR-BLINDNESS

8% of men, fewer women, have color-blindness



NIGHT-BLINDNESS

Sub-standard night vision (Vitamin A deficiency) causes smashes



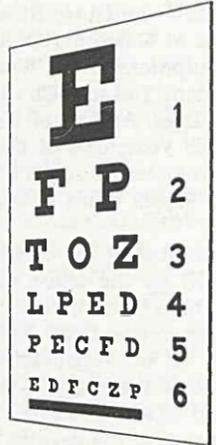
TUNNEL VISION

56% of "accident repeaters" can't see well sidewise



POOR GLARE RESISTANCE

After passing headlights, driver travels 73' blind



ACUITY, CLARITY

Majority of adult Americans can't pass 20/20 test and/or have astigmatism

Test Yourself: What Do You See When You Drive?

When you are hitting it up in your car at high speeds, how well can you see?

Why, I can see all right, you say. The road stretches ahead perfectly clear. You can spot the cars, trucks, curves and bridges without difficulty.

But what else do you see? It may surprise you to know that the narrow strip of road is just about all that you can see, traveling at high speeds, says the Better Vision Institute.

By making a few simple self-tests, and thinking about what they mean, you can catch a glimpse of the true function and importance of the eyes in driving a car. The factor of vision has scarcely been touched in the mad search for the cause and prevention of road accidents, which caused 38,300 deaths and 1½ million non-fatal injuries in 1955.

Here is the simplest kind of test. At a crossroad is a post bearing half a dozen names of towns and villages, one above the other. How many of the names can you read at 60 m.p.h.? You have remarkably good eyes if you can "grab" even the top one. The others are a blur.

AT THE NEXT road crossing, drop down to 40 and you can probably read at least two of the names. At 30 you may take in three or four.

That proves beyond a doubt that one part of your

vision goes to pieces at high speeds. It is the part which includes objects flashing past you at the sides of the road.

Why does this break-down in vision take place? It may be because the eye, like a camera lens, just can't work fast enough to capture a speeding object. Or it may be that the eye registers the image all right, but the brain, which really does our seeing, can't recognize or distinguish the images formed by the eye.

Here is another way of making the test. Look straight out of the side window at the scenery. Well, you seem to see that all right! Trees, houses, animals, all are distinct.

But they are only distinct because unconsciously you let your eyes travel backwards with each flying object for a fraction of a second, as you fix on it. That gives time for recognition. If you doubt this, try looking out of the window through a cardboard tube, held perpendicular to the line of the car's movement. (Better let somebody else drive the car!) You will see nothing but a confused blur because your eyes cannot dwell anywhere long enough to recognize objects.

WHEN YOU are jogging along at 20 miles per hour, not only the road is clear, but so are objects covering a wide range on each side of it as you look straight ahead. Your vision at that speed approximates your normal vision, walking or sitting still.

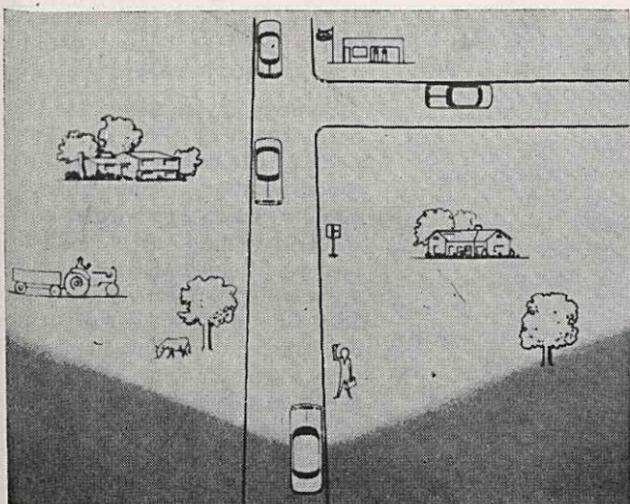
But as you step up the speed, the clear area on each side contracts toward the center. The side areas may not look foggy. All you can say is that at the lower speeds you were recognizing objects far to the right and left without shifting your eyes, whereas now you are not recognizing them.

So it turns out to be a startling fact that, at high speeds, you are driving through a kind of self-created visual tunnel, your "corner-of-the-eye" vision virtually demolished and even your direct vision thrown into confusion when the eyes are turned sideways on passing objects. None of your seeing ability remains unimpaired except the look straight ahead down the road. Even that may be affected in insidious ways.

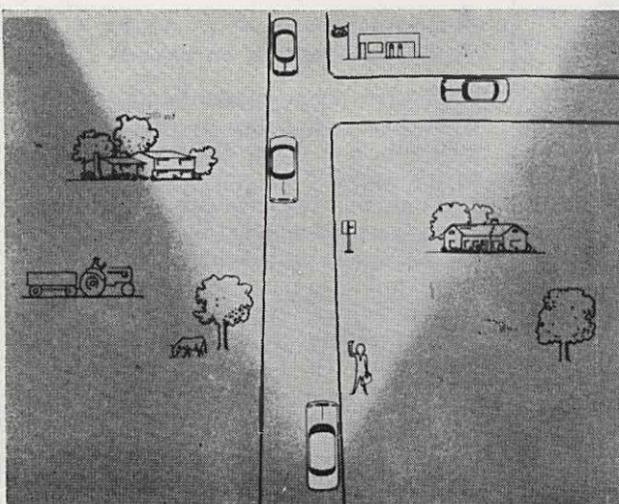
RESEARCH may some day prove that vision is the key fact in managing a car—see right, and you will drive right. Meanwhile, you yourself can set up a new standard for your own safe speed, based on the experiments you have made: when side vision is a blur, step on the brake.

Further, the Better Vision Institute reminds you, consult an eyesight specialist to learn whether you have any visual defects that can be corrected with driving glasses. If so, get and wear the glasses. Tinted lenses are preferred for daylight driving, with your prescription "ground in." Ordinary sunglasses are more of a hazard than a help when your vision is faulty.

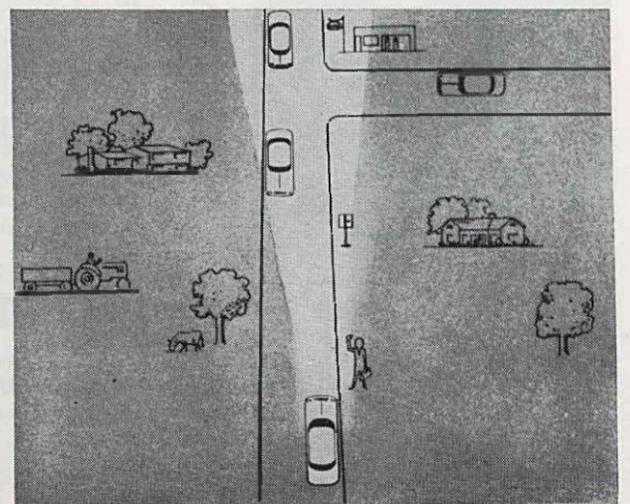
THE NARROWING ANGLE OF DRIVER VISION



MODERATE SPEED



FAST



VERY FAST