

# 1935 Traffic Death Toll Is Another Record One

Motor vehicle deaths in the United States soared to new heights in 1935, reaching a total of 36,400, as compared with 36,101 for the previous year, the National Safety Council has announced. The slight decrease anticipated did not materialize because of bad experience during the final months of the year. Despite this discouraging sign the Council is going forward with renewed vigor in its five-year campaign to reduce traffic accidents 35 per cent by the end of 1940.

In spite of the somewhat unexpected increase, the Council pointed out that the population of the country also increased about one per cent; thus the death rate per 100,000 population was 28.5 in 1935, the same as in 1934.

The increase in deaths was also less than might have been anticipated from the considerable advance in motor vehicle travel. Auto registration advanced 4.3 per cent from 1934 to 1935 and gasoline consumption went up approximately six per cent. In other words, there was an increase in the number of miles the average motorist was able to travel without an accident.

If fatalities had increased as much as motor car registration last year, the 1935 toll would have been 37,500 instead of 36,400, and had fatal accidents kept pace with gasoline consumption there would have been over 38,000 deaths.

The eastern states, including New England, made the best 1935 showing, compared with the previous year, by reducing their fatal accidents three per cent. Massachusetts and Rhode Island led the way with decreases (11 months' figures) of 19 per cent and 15 per cent, respectively. Outstanding improvement in the mid-western group of states was shown by North Dakota, Illinois and Minnesota, with decreases of 23, 12 and 8 per cent. Florida and Mississippi showed the most favorable reductions in the south, while in the west, Oregon, Utah, Wyoming and Montana all showed reductions of more than 10 per cent.

North Carolina had 936 deaths reported the first eleven months of the year, a 15.6 per cent increase over the corresponding period of 1934, while the increase in gasoline consumption for nine months was 12.8 over the same period for 1934. Twenty of the 45 states and District of Columbia reporting showed a decrease in percentage of traf-

fic deaths and three had not reported comparative figures. Ohio was the only state with more deaths than North Carolina that did not show a decrease in percentage, the increase there being 8.8 per cent as compared to 15.6 per cent in North Carolina. The largest percentages of gains in gasoline consumption in 1935 were shown in the agricultural states. All southern states except Mississippi and Florida showed increased percentages of traffic deaths, with percentages smallest in Louisiana and South Carolina.

Certain cities turned in outstanding performance in 1934. Among these was Milwaukee which finished the year with a rate of only 11.2 deaths per 100,000 population, the lowest of any city over 500,000 population. Providence, R. I., in the group of cities from 250,000 to 500,000 population, had a rate of only 7.0—about one-third the average for all cities in its group.

Although 1935 motor accidents went slightly higher than the previous all-time high reached in 1934, the year's record is in some respects more satisfactory, the Council points out.

From 1933 to 1934 motor vehicle deaths increased 15 per cent whereas population advanced only one per cent, car registration four per cent, and gasoline consumption seven per cent. In 1935 there was an increase in fatalities of but one per cent, just equivalent to the advance in population, while car registration increased four per cent and gasoline consumption six per cent.

In the National Safety Council's campaign, 36,400 motor vehicle fatalities will be taken as "par." A reduction of seven per cent for the country-at-large will mean an actual saving of 2,548 lives; therefore, the aim is to reduce deaths this year to at most 33,852.

The records of many cities and states during the past year, the Council feels, justifies the belief that the goal can be attained. If a dozen states can reduce their fatalities all the way from seven to 23 per cent in a year when the national average was going up, other states should be able to effect substantial reductions by using the same intelligent accident prevention methods.

Plans for the Five-Year Campaign are based on the Council's certain belief that the "tools" for accident prevention are at hand and need only to be put in use by all states, counties and cities. Efforts will be made to show delinquent states just how Massachusetts, New Jersey, Florida, Minnesota and others are solving the problem. The methods of Milwaukee, Providence, Evanston and other safe cities will be made available to those municipalities having bad records.

Officials of 43 states and the District of Columbia have endorsed the program and pledged their cooperation. Hundreds of cities have also promised full participation in the drive.

## Railways Seek More Business

Chicago.—The railroads of western United States were prepared for a new swing on competitors with a universal free pick-up and delivery of less than carloads freight.

A huge fleet of trucks in all the large cities of the territory west of the Mississippi river to the Rocky mountains along with the equipment of local delivery concerns in smaller cities and hamlets, were under contract to start the new service January 30.

The roads have spent about five months completing arrangements for the local extension of their freight service and have described it as the first gun of their 1936 campaign to regain business lost to the highways in the past few years.

Under the plan they will send a truck to any address for a freight shipment in Chicago, for instance carry it over their rails to Minneapolis or any other destination in the region, and then deliver it by truck again to the consignee's doorstep.

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# The HEADLINES Say:



**INTERRUPTING THE TEA PARTY**—Apparently the kitten is taking advantage of the Dechshund who seems to be in a very hot spot.



**Pretty, dark-eyed, 16-year-old Julia Herring, of Winona, Mississippi, Southern states winner of the 4-H Club food preparation championship for 1935 is taking a lesson in cake-baking from Monsieur Amlet, famous French chef in one of Chicago's hotels during the National 4-H Club Congress. Miss Herring won the Electrolux award, a college scholarship, granted by F. E. Sellman, vice-president of Servel, Inc., which sponsored the contest.**



**'GRAND OLD MAN OF SCIENCE' CELEBRATES 90th BIRTHDAY**—Ambrose Swasey of Cleveland, Ohio, famous as the world's most distinguished telescope builder, is shown beside a scale model of the McDonald Observatory which will house the 82-inch reflector telescope which was built at the Swasey plant.

**SMALLEST SCHOOL**—Probably the smallest school in the world is this one in Great Britain. It has three pupils shown leaving the tiny edifice.

## "G-man" Rewarded



**CLEVELAND** . . . Eliot Ness (above), 32, is a former "G-man" who "broke" the Al Capone beer racket a few years ago. Today he is the new safety director here, in charge of Cleveland's police and fire departments, the youngest man ever to hold the job.

side it. As even the most mentally deficient driver should be able to realize, an accident occurring at sixty miles per hour is almost invariably more serious than one occurring at 20.

The roads of America are strewn with corpses because a relatively small number of drivers are doing their best to emulate Malcolm Campbell.

The American Enka Corporation recently asked Extension Forester R. W. Graeber to secure for them 12,000 white pine, 4,000 shortleaf pine, 2,000 black locust and 2,000 yellow poplar seedlings.

## The Man Who Knows

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## 14 Million People Live From Cotton

Cotton furnishes directly the livelihood of 14,500,000 people in the United States, according to a college station report from Raleigh.

Eleven million of these people are on the 2,200,000 cotton farms of the South and Southwest, and they are dependent upon cotton for the greater part of their cash income.

Three million more are supported by cotton textile manufacturing. Another 500,000 are dependent upon the miscellaneous uses of raw cotton, its ginning, merchandising, and manufacturing.

But this is not the whole picture, said Dean I. O. Schaub, of State College. Many more millions are affected by the merchandising of cotton products, the financing of the cotton crop, and the selling of commodities to cotton growers and manufacturers.

Thus it is obvious, he said, that the South's cotton crop is not sectional but national in its scope, and any program affecting the crop has far-reaching consequences over the country.

The objective of the cotton adjustment program, the dean said, is not to give certain farmers an unfair monopoly on cotton growing, but to adjust production to demand for the best interests of all concerned.

It is the AAA's contention, he continued, that a program for the benefit of the growers, who are in the vast majority, would in the long run be most profitable for the manufacturers and handlers.

## THE PERFECT CRIME

The strange case of a college beauty who went visiting, vanished into the night and was found dead, without a single clue. Read this interesting story in the January 19 issue of the American Weekly, the big magazine which comes regularly with the BALTIMORE SUNDAY AMERICAN. On sale by newsdealers or by mail for 50 cents a month.

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