

Rear-End Auto Collisions Number One Accident Cause

The number one automobile accident cause in the United States is rear-end collisions.

They account for one out of every 10 traffic mishaps, rate as the leading cause of deaths and injuries on expressways and turnpikes, where cars speed in packs.

According to highway safety advisers, the following are the major factors behind the growing number of rear-end crashes:

1. Expressways. Normally three times safer than ordinary roads, they breed rear-end collisions for several reasons. One is their fostering of "highway hypnosis." Higher speeds are also a factor. At 50 to 60 miles an hour, drivers are apt to maintain between-car intervals that were suitable for 30 miles-an-hour.

A false sense of security is a further hazard. Emergency situations seem less likely on super highways. It is the turnpike

straightaway, however, on which most rear-end crashes occur. There, rather than on hills or curves, most motorists elect to stop. There, also, drivers tend to increase speed and become less attentive.

2. Night. Nearly two-thirds of all traffic deaths occur after dark. Some drivers, affected by drowsiness or turnpike hypnosis even have followed a vehicle's tail light as it pulled over to the shoulder of the road, then realized too late it was stopping.

Motorists also readily "over-drive" their headlights. The rate of speed should always permit a car to stop within headlight range.

3. Bad weather. This is especially significant, particularly the hazards inherent in fog, which are regularly underestimated.

Recently, on the Garden State Parkway, in New Jersey, on a

foggy morning, despite the posting of "Fog Ahead" signs, 59 cars were involved in a series of rear-end collisions, injuring 28 persons.

Rain, however, usually creates the most rear-end collisions.

4. Between-car distances. This is perhaps the leading cause of rear-end collisions—following too closely. As translated in most states, the correct distance between cars means at least one car length (15 feet) for every 10 miles an hour of speed.

At the same time the physical cause of U. S. auto accidents are being studied and defined, other surveys are being centered on the human factors in traffic safety, according to Avis.

The Traffic Institute at Northwestern University, at Evanston, Ill., is widely engaged in cataloging the emotional factors of drivers involved in auto accidents.

Harvard Medical School, at Cambridge, Mass., is searching for helpful clues for better safety by analyzing the life histories of a number of drivers involved in fatal highway crashes. These are only two of many similar projects.

Every highway accident involved three elements: the driver, their vehicles, and their environment, or "driving situation." Important among these is the drinking driver, involved in more than half of the fatal accidents over the past 10 years. Recent research has been able to pinpoint the ratio of danger to the degree of alcohol consumption.

The driver with an alcohol blood content of 0.15 per cent by weight, likely after perhaps six bottles of beer, is 10 times as apt to have an accident as the one who has drunk only a third as much.

Physiological factors are also important in auto accident causes. Excessive smoking, they have determined, can sometimes affect both vision and general alertness, especially in high altitudes or under conditions of faulty ventilation.

Those for whom certain drugs are prescribed, including some tranquilizers, may also constitute new highway hazards.

Even though mature drivers, in general, tend to be safer than young ones, advancing years

bring some problems for motorists. These are the subject of several special government and private studies.

For example, the amount of light required to see a dimly-lit object doubles, among adults, every 13 years. And since the average age-level of the population is rising, and already two-thirds of fatal auto accidents happen in the dark or near-dark, the light requirements of older drivers are having a big bearing on the illumination of new highways.

Many of the new studies are aimed at finding out more about driver fatigue. The effects of fatigue, it has been established, do not always proceed in a straight line with accumulating hours of driving. Among a large group of drivers recently observed over a long period there were more accidents in the first three hours on the road than afterwards.

Later stages of fatigue, this study showed, quite commonly produced highway hallucinations, however. Out of this group of long-stretch drivers, 30 reported when driving very late and they were extremely tired, they had seen on the road ahead such imaginary objects as a herd of mules, a flock of sheep, and, in one case, an old southern mansion across the highway.

One of the most important things about highway safety today is the highway itself. Everything that can be learned about drivers in relationship to the road is being utilized now by highway builders and engineers.

The nationwide complex of interstate highways, now under construction, are designed to meet the particular needs of human beings at the wheel, rather than just for the vehicles themselves. Artificial curves, rest areas and other built-in devices are being included in the plans to help prevent "highway hypnosis."



HOT DOGS—
SANDWICHES—
TRY
DARI-MAID
SHALLOTTE, N. C.



SHALLOTTE HARDWARE
GLEN WILLIAMSON — ALTON MILLIKEN
OLETTA BENNETT
SHALLOTTE, N. C.

CELEBRATING . . .

10 YEARS OF GROWTH AND PROGRESS IN NORTH CAROLINA

PULP & PAPERBOARD DIVISION

OF

Riegel Paper Corporation

ACME, NORTH CAROLINA

1951 — DECEMBER 15 — 1961

THEN:

NOW:

300 Employees

\$2,000,000 Yearly Payroll

\$2,000,000 Yearly Wood Purchase

200 Tons Pulp Produce Daily

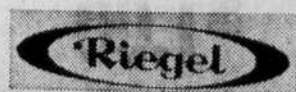
1000 Employees

\$7,000,000 Yearly Payroll

\$8,000,000 Yearly Wood Purchase

775 Tons Pulp & Paper Produced

Daily



Producing High-quality, Bleached Pulp
and Paperboard for Shipment throughout
the World



As the Three Wise Men did long ago, let us in this holy season look to the Star of Bethlehem for guidance toward lasting peace on earth.

WILLETT & SON MOTOR SALES
"Your Friendly Ford Dealer"
BOLIVIA, N. C.

MAE'S BAR-B-QUE
BOLIVIA, N. C.

BOLIVIA CITIES SERVICE
BOLIVIA, N. C.
R. C. Phelps, Owner

ELMORE MOTOR CO.
BOLIVIA, N. C.

GREEN & WHITE RESTAURANT & MOTEL
BOLIVIA, N. C.

HICKMAN'S MARKET
General Merchandise—Wallace Hickman, Mgr.
Hickman's Crossroads, N. C.

BRADSHAW'S GARAGE
Specializing in Alignment Service
Hwy. 17, South, Shallotte, N. C.

HICKMAN'S ATLANTIC SERVICE
E. Y. Hickman, Owner
Hickman's Crossroads, N. C.

SUNSET SEAFOOD
"Wholesale & Retail"—S. B. Somersett, Owner
Sunset Beach, N. C.

TWIN LAKES GROCERY
H. N. Milligan, Owner
Sunset Beach, N. C.

GURGANUS ESSO STATION
Ocean Isle Beach Road
Ocean Isle, N. C.

EL-MYRA RESTAURANT & GROCERY
Hwy 17, Shallotte, N. C.

TRIPP'S FISHING CENTER
Boats—Motors—Tackle
Shallotte Point, N. C.

MILLIKEN'S OYSTER HOUSE
Fresh Oysters Daily
Shallotte Point, N. C.

CARTER'S FISH & OYSTER CO.
Shallotte Point, N. C.

SPIRITINE CHEMICAL COMPANY
Termite Control—Household Pests
Creosoted Posts, Etc.
Hwy. Jct. 17-74-76, Leland, N. C.

BROWN-HERRING TRACTOR COMPANY
Farmall Tractors
Hwy. Jct. 17-74-76, Wilmington, N. C.

BAREFOOT MATTRESS COMPANY
Made To Any Order
Leland, N. C.

WOODBURN UPHOLSTERY
No Job Too Large or Small
Leland, N. C.

ROURK GROCERY & SERVICE STATION
Leland, N. C.

MILLS ESSO SERVICE
Complete Motoring Service
Highway 17, Winnabow, N. C.

RABON'S WINNABOW GROCERY
and SERVICE STATION
General Merchandise—Gas—Oil
Highway 17, Winnabow, N. C.