

Traffic Deaths In December May Be Greatest In Years

Predict Highway Fatalities Will Exceed 36,000 In Nation This Year

December may be one of the worst months for traffic deaths in recent years unless the public and law enforcement officials work together to reduce 1950 year-end highway casualties, the Accident Prevention Department of the Association of Casualty and Surety Companies warned today.

"December was the deadliest month on the highways during the past decade, with the exception of 1948 and 1942," declared Julien H. Harvey, the department's manager. "There is every reason to believe that unless motorists and pedestrians voluntarily exercise more caution than usual this month, and unless our

law enforcement officers crack down on drinking drivers and flagrant violators of speed laws, December 1950 will exact an even worse toll than it usually does."

Last year 3,220 persons died in December traffic accidents. During the past decade nearly 32,000 people were killed in December on streets and highways. December's greatest dangers to driver and pedestrian alike are well illustrated, he observed, by the fact that the aggregate of deaths in ten Decembers since 1940 is greater than last year's 12-month toll of 31,500 deaths.

Pointing out that 1950 already has become the worst year since the end of World War II for traffic deaths, with predictions of 36,000 fatalities frequently heard, Mr. Harvey urged positive action to save as many lives as possible on the highways before the year ends.

He warned that the following extra hazards have contributed greatly to December accident peaks and urged motorists and pedestrians to be on guard against

THE TOPS IN CHRISTMAS DISPLAYS



WITH A "CEILING OF STARS" blazing against the night skies over New York's Rockefeller Center Plaza, the greatest Christmas show on earth is inaugurated. An 85-foot Christmas tree, a giant Norway spruce decorated by 7,500 lights, is almost lost in the general brilliance of the scene. The "ceiling" contains more than 500 blue lights. (International)

them:

- 1 - More drinking drivers, because of Christmas holiday festivities.
- 2 - Bad weather, with icy roads usually prevalent in many sections.
- 3 - Increased travel in hours of darkness for holiday shopping and trips home for Christmas.
- 4 - More driver-fatigue and speeding among those making long drives home for the holidays.
- 5 - Greater danger to pedestrians, especially in cities, due to Christmas shopping activity, particularly at night.

"Speeding and the use of alcoholic beverages are the primary causes of highway accidents," says Harvey. "A drink taken before driving can become a toast to death on the highway."

"Our motorists cannot be reminded too often during the approaching Christmas holidays that they must not mix drinking and driving. If enough of them take to heart the No. 1 safety rule of the road — 'If you drink, don't drive,

If you drive, don't drink' — many lives will be saved.

"Drinking breeds speeding and recklessness. Both are major killers on the road. Every driver should be made to realize this month that his own life and the lives of members of his family and others may depend on his 100 per cent observance of the road code regarding drinking."

During the three-day 1949 Christmas holiday week-end alone, 378 lives were lost on the highways. This toll was 101 higher than in 1948, during a two-day Christmas period. Another three-day week-end this year calls for added safety precautions and law enforcement, Mr. Harvey warned, to keep Christmas highway tragedies to an absolute minimum.

Oklahoma City and Lansing, Mich., tied for the National Safety Council's safest city title for 1949.

County Girls At Woman's College

Woman's College has an enrollment of 2,478 students, its largest in history, during the fall semester, according to a tabulation made by the admissions office. The report shows that there are 14 students enrolled from Martin county.

There are 271 students registered from 22 other states, nine foreign countries, the District of Columbia, and the Canal zone, making the Tar Heel girls total 2,207.

Only two counties in North Carolina—Clay and Currituck—are not represented in the student body. Eight counties with the largest representations are Guilford, 307; Mecklenburg, 139; Forsyth, 109; Buncombe, 78; Wake, 69; Alamance, 54; Rockingham, 53; and Gaston, 51.

Virginia has sent 45 students, New Jersey 36, New York 31, South Carolina 28, Maryland and Georgia 19 each, Florida 15, and Pennsylvania and District of Columbia 11 each. Foreign countries represented at W. C. are Belgium, Canada, Chile, Colombia, Cuba, Germany, Iran, and Venezuela.

Aside from its record enroll-

ment, Woman's College is having a distinctive year in other respects. It is making first use of new buildings erected under a new \$6,000,000 building program and is under the administration of a new chancellor, Dr. Edward Kidder Graham.

Christmas holidays for the college begin today.

Rose's Workers Get Cash Gifts

T. B. Rose, Jr., Executive Vice-President of Rose's 5-10-25c Stores, Inc., recently announced a schedule of cash Christmas gifts to be paid to every employee in each of 131 stores now in operation.

These Christmas gifts will range from \$100.00 for those regular employees who have been with the Company the last nine years, to \$2.50 for the part-time help employed December 1.

The Christmas gift program for

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1950 is in keeping with the Company policy of sharing with the employees the results of a profitable year. In addition, those who have been with the Company three years or more, also participate in a Profit-Sharing Trust.

Other benefits which are provided by the Rose Company are health and accident insurance, and annual vacations with full pay.

The REA estimates that more than five million farms, or 86.3 per cent of all U. S. Farms, had central station electric service as of June 30, 1950.

Drop Reported In Maternity Deaths

The Journal of the American Medical Association has announced that last year only one mother out of a thousand died during live child-birth in the United States, an all-time low for any large nation. By comparison, it was reported, the rate was 6.2 percent in 1933.

New York led the nation in Paper and Paperboard production in 1946.

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