

Public Urged To Support Officers In Enforcing Safety on Highways

CHICAGO, Oct. 10.—A roadblock to halt the headlong increase in traffic deaths was thrown up by the National Safety Council today with of a special "Back the Attack" campaign.

Objectives of the campaign are to encourage public officials to "Step Up the Attack" and to stimulate individuals to "Back the Attack."

The Council said the program would kick off the first of December in a last-ditch effort to keep 1956 from setting a new all-time high in traffic deaths. But it will continue through 1957 with a long-range plan to reverse the trend in traffic deaths which has climbed steadily upward for the last 18 months.

President Eisenhower urged the nation to "Back the Attack" by stating: "It is shockingly clear that each of us must assume personal responsibility, not only for driving and walking safely, but for supporting our state and local public officials as they seek to enforce and strengthen our safety programs."

"The traffic and transportation conference (of the National Safety Council) has come forward at a critical time with its year-round program to 'Back the Attack on Traffic Accidents.' I hope all our citizens will take part in this program."

The National Governor's Conference has endorsed the program, and 46 states and the District of Columbia have pledged all-out support. Mayors and county officials, local safety councils, and numerous other organizations concerned with accident prevention also are throwing their vast resources behind this major effort, the National Safety Council said.

"This is no flash-in-the-pan campaign, all smoke and no fire," declared Ned H. Dearborn, Council president. "I believe every responsible American will agree that the traffic toll has become so shocking that it can no longer be endured by a civilized nation. It is time to substitute action for apathy. With united and dedicated action by of-

ficials and the people, horror can be banished from our highways."

The Council said 125,000 free program guides, containing the plan of attack and a wide variety of educational and incentive materials, are in the mail to public officials, safety groups, industry, clubs, parents groups and many others.

The attack will jump off in December to hit hard at the year-end hazards that make December the most deadly month of the year on the highway.

A special case history study made by the Council last Christmas revealed that speed and drinking played the biggest part in the death toll. Emphasis will be given to those points, as well as to the dangers of darkness and the increased hazard to pedestrians.

The Council pointed out, however, that the "Back the Attack" campaign would be continued through 1957 to achieve the objectives of the "action program" laid down by the President's Highway Safety Conference.

First priority will be given to:

1. Enforcement of traffic laws to the proportion of a "crackdown" if necessary.
2. More rigorous handling of violators by traffic courts.
3. Improved traffic laws and ordinances if they are inadequate.
4. Stricter driver licensing and more effective suspension of licenses for chronic violators.
5. Stepped up driver education in high schools and for adults.
6. More widespread organization of local support groups and participation by citizens in local safety work.

"The ironic part of our failure to reduce traffic accidents is that we are not fighting an unknown germ or virus," Dearborn said. "We know the techniques of prevention. All we need to do is apply them. But a democratic nation is responsive to the will of its people, and so far the people haven't found a way to get the safety that I'm sure most of them want. We hope this campaign will provide the leadership."

Ike Likes United Funds -- So Does Hodges

As all television viewers, radio listeners, and newspaper readers are aware, united fund drives are in progress in communities throughout the country.

President Eisenhower and Governor Hodges have both urged people to give generously to these community drives. The President early this month, both on television and radio called on Americans, whatever their politics or religion, to get behind the United drives.

Excerpts from the President's talk follow:

"My fellow citizens:

"I would like to talk to you a few minutes about the community campaigns which are starting right now in cities and towns from coast to coast.

"They will be known by different names. But whatever the name, the important word is that word united. For in every town it means that many good and useful voluntary health and welfare agencies have teamed up to ask you just once a year for funds, instead of going out on separate and competing campaigns."

"The word community lies at the very heart of our American society. There is no such thing as a strong healthy nation without strong healthy communities. And the community is strong and healthy only when its citizens care enough and

share enough to make it that way.

"In a political campaign, people in the community divide up into sides and they cast their votes on issues. But in the united community campaigns there is only one big issue: Are we interested in our fellow man?"

"For us Americans, whatever our politics, racial background or religious faith, there is only one answer, and it is an answer that expresses a genuine and heartfelt concern with our fellow man.

"So I am sure that when the volunteer worker knocks at your door and heart, and asks you to sign a pledge for the united community campaigns, you will join me, with a three word answer. 'Yes, I will.'"

Excerpts from Governor Hodges' recently issued statement follow:

"The three-month period of September, October is the time for the annual appeals of United Community Campaigns in over 60 North Carolina towns, cities and counties.

"The aggregate goal of these separate local United Campaigns will exceed five million dollars raised last year. The services provided through these campaigns make our State a better place in which to live. The basic character-building agencies, a multitude of agencies dealing with general health problems, and welfare agencies giving assistance to problems of children and family life are all

THIS WEEK'S SAFETY MESSAGE

By Cameron F. McRae, M. D.

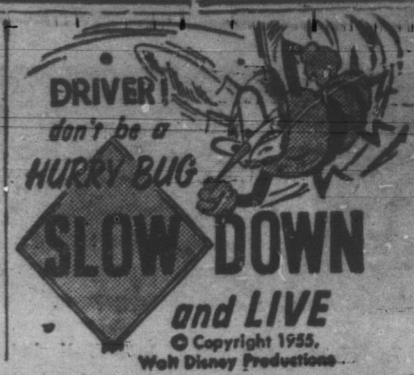
Two Weeks ago, in this space, we touched on the subject of highway safety. The number of motor vehicle accidents tends to increase during the fall months; one reason for this is that there is more bad weather as winter approaches, with rain and snow and ice making the roads slippery, but perhaps a more important reason at this time of year is that darkness comes on earlier from week to week. One of the commonest traffic safety violations, apart from speeding, is the failure to use car or truck lights properly. Parking-lights should be turned on as soon as daylight begins to fail, or when there is mist. The head-lights should be turned on as soon as it is dark enough for the driver to see their light on the road ahead of him - first on "dim", then on "bright" as the darkness increases. Needless to say, head-lights should be dimmed as another vehicle approaches, or when driving behind another vehicle.

SUBSCRIBE TO THE RECORD

essential to the general welfare of our people.

"It is a pleasure to endorse the United Campaigns and to urge North Carolina citizens in those communities campaigning the United Way to participate as fully as possible so that each campaign can be completed quickly and successfully."

ODD IDEA
Your eyes can give you away—and since they can, beauty-minded women have been concentrating on the attractiveness of their eyes for 10 these many years. For example, the idea of eye lotion to soothe overworked orbs is not a new idea. Records show that women of the 16th century had already discovered this quick and pleasant solution to an ageless problem.



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Here! New Task-Force 57 Chevrolet Trucks!

Performance-proved in a history-making test on the ALCAN Highway to Alaska

The Alcan Highway is the road where trucks grow old before their time. The road where gravel endlessly sledgehammers the life out of trucks. Where a fog of superfine dust chokes engines, and vicious ruts subject chassis to months of wear in a few hundred miles.

Six new '57 Chevrolet trucks, representing light-, medium- and heavy-duty models and heavily loaded with cargo, roared north from Dawson Creek, B. C., through 1,520 miles of mountains and mire, rain and hail to Fairbanks, Alaska. Running around the clock, they made this tortuous trip—normally a 72-hour run—in less than 45 hours. The fleet made normal stops along the way, and maintained safe and legal speeds. As a special test during the run, two of the trucks went the entire distance without once having their engines stopped!

It's all down in the AAA record book. And more besides! Never before has a new truck been so thoroughly proved. Come in and see how well these new Alcan champs measure up to your job.

FIRST WITH THE MOST MODERN FEATURES!

New 283-cubic-inch Taskmaster V8 delivers 160 high-torque horsepower. Standard in Series 5000, 7000 and 8000, optional in Series 6000 at extra cost. Horsepower ranges up to 210 in Chevrolet's complete line-up of modern V8 and 6 truck engines.

Revolutionary Powermatic Transmission—exclusive with Chevrolet trucks! This six-speed automatic, designed specifically for heavy-duty hauling, is an extra-cost option in Series 5000 and 6000 and all heavy-duty truck models. Hydra-Matic is offered in 3000 and 4000 Series models at extra cost.

New 1957 work-styling gives Chevrolet trucks an even fresher, fleetier appearance. There are three different and distinctive styling treatments.

L.C.F. models outdate the C.O.E. because they're lower, handsomer, easier to get into and out of, and save time in routine engine maintenance. Yet they offer all the traditional C.O.E. advantages.

Heavyweight Champs with Triple-Torque tandem are rated at 32,000 lbs. GVW, 50,000 lbs. GCW. And Chevrolet's advanced tandem axle unit offers a built-in three-speed power divider—plus a unique "self-steering" action that reduces tire wear and increases handling ease.



Alcan fleet gets up to 18.17 miles per gallon! That's the mileage reported by the Cameo Carrier, with Thriftmaster 6 and extra-cost Overdrive.



All the way in DRIVE range! This Powermatic-equipped 10000 Series tractor traveled the entire Alcan Highway in a single forward-speed range!

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