

As Editorial

Night Time Traffic Toll Points Up Need For Modern Highway Lighting

It is a well known fact among traffic statisticians that only about one-third of a day's normal traffic volume is on the streets and highways during the hours of darkness.

Yet, nearly every day of the year more fatal accidents occur at night than in the daytime.

This was called to our attention again just recently when the State of Massachusetts released its 1956 accident figures.

In the hours of daylight (6:00 A.M. to 6:00 P.M.), 196 persons lost their lives in traffic accidents. Note that these hours include both, so called, morning and evening "rush hours" when many workers wend their way to and from work.

And yet we see that in the hours between 6:00 P.M. and 6:00 A.M. 306 persons lost their lives—111 more fatalities than occurred during daylight and yet—only about one-third as much traffic flow was on the streets and highways.

To what can we attribute these disproportionate odds? To but one major factor—the inability to see!

Since our human faculties and reflexes break down with the coming of darkness, we must look for a solution. Either we must create super-human beings, able to see as well at night as in daylight, or—we must provide the present human with enough light to see after dark.

Even though the vehicles involved in these fatal crashes were

equipped with headlights, they evidently were not enough.

At today's high speeds we need more than headlights. We need fixed illumination systems on our streets and highways. The files are filled with instances of drastic accident reduction—yes, and even some accident elimination when modern street lighting was installed.

Yet, many of our officials responsible for such measures take a lackadaisical, yes—even an indifferent attitude toward fixed illumination systems. Many say they are too expensive to install and maintain—that we can't afford it. The Street and Highway Safety Lighting Bureau says we can't afford not to install them. And they say they have the figures to back up this fact.

Wake up America! Look out of your house windows; out the windshield of your car. Are your streets well illuminated? Could you see a child dart from the shadows along the curb in time to stop before you heard that terrible thud of steel against flesh? Ask yourself! It is your responsibility—the responsibility of everyone reading this article. If your answer is no—or even if your answer is doubtful, don't wait any longer. Write your Mayor; write your Congressman. Write anyone who has it in his power to help erase the shadows in which death lurks. Do it now. Tomorrow may be too late!

SWITCH TO PASTELS



A reverse in decorating trends proves that blondes and brunettes alike now prefer pastels to use in bringing the home a new light, airy, spacious feeling. This latest trend is revealed in public demands for house paints both interior and exterior, according to Guy Berghoff, General Paint Manager, Pittsburgh Plate Glass Company. The switch in color tastes has led major paint companies to add many new light tints to replace deep shades that recently held the public's fancy.

Is YOUR Family Part Of OPERATION L. O. D.?



OPERATION LIVING OUTDOORS gets underway throughout America the minute hot weather comes along. Families have learned that they can use electrical appliances outside the house to cook and that they can have all the lighting they need on their patios and lawns for games, dining, reading, etc., but only if they have the proper wiring to accommodate these appliances and lights.

How different from Grandmother's or even Mother's day! A few years ago, the family sat on the front porch, but to get a breath of air they sat in semi-darkness. Dining out-of-doors was a "picnic", with meals carted outside laboriously.

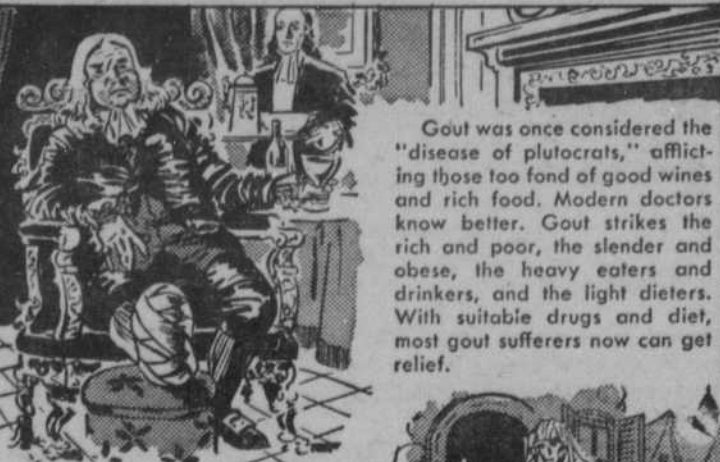
Today, electric rotisseries are used outside the home for barbecues, hamburgers and roasts. Coffee bubbles freely, effective, well-planned lighting eliminates eyestrain—and this living out-of-doors is all possible through special weather-proof wiring outlets and enough electrical circuits which provide for all the lighting and appliances used either inside or outside the home.

To live comfortably in the modern fashion, the minimum electrical capacity which a family must have is 100-ampere service entrance, with three wires conveying electrical power from the utility line in the street. If a family has full HOUSEPOWER, they also have enough circuits to serve the wiring required for portable electrical appliances used on the patio or terrace. Switches which control out-of-door lighting should be in convenient positions right inside the doorway which leads to these areas.

OPERATION L. O. D. requires the services of your electrical contractor. Simply moving appliances outdoors and "stringing" makeshift lights and cords around yourself just doesn't work out.



Milestones in Medicine by Marquette Clark



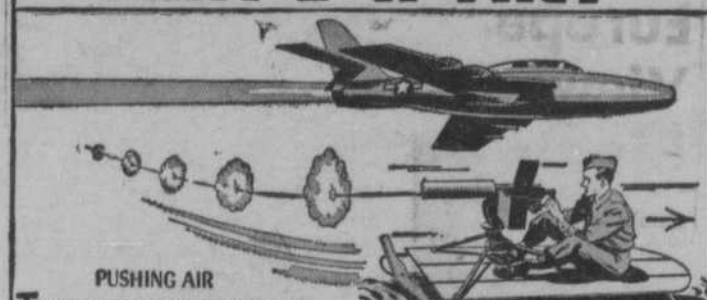
In the last ten years, more progress has been made in the treatment of leprosy (now called Hansen's Disease) than in the past 6,000 years. Instead of the ancient remedy, chaulmoogra oil, made from the seeds of an Eastern tree, doctors use the sulfone drugs—Promin, Diasone, and Promizole.

Twenty-five years ago, pellagra was rampant in the South. Dr. Tom Spies of Birmingham, Alabama, tried extra heavy meals plus doses of vitamins, liver extract, and brewer's yeast on malnourished patients. In 10 years, the death rate dropped to less than 2 per cent.

Gout was once considered the "disease of plutocrats," afflicting those too fond of good wines and rich food. Modern doctors know better. Gout strikes the rich and poor, the slender and obese, the heavy eaters and drinkers, and the light dieters. With suitable drugs and diet, most gout sufferers now can get relief.

In 1945, Dr. Spies discovered a better cure—synthetic folic acid. This was followed in 1947 by Vitamin B12, now the best weapon against all nutritional deficiency.

THAT'S A FACT



TO UNDERSTAND THE PRINCIPLE OF ROCKET TRAVEL, PICTURE YOURSELF ON A SLIPPER. AS YOU PUSH THE SLIPPER AWAY FROM YOU, THE SLIPPER WILL MOVE AS A RESULT OF THE REACTION OF THE MACHINE GUN—THE MORE RAPID THE FIRE, THE GREATER THE SPEED!

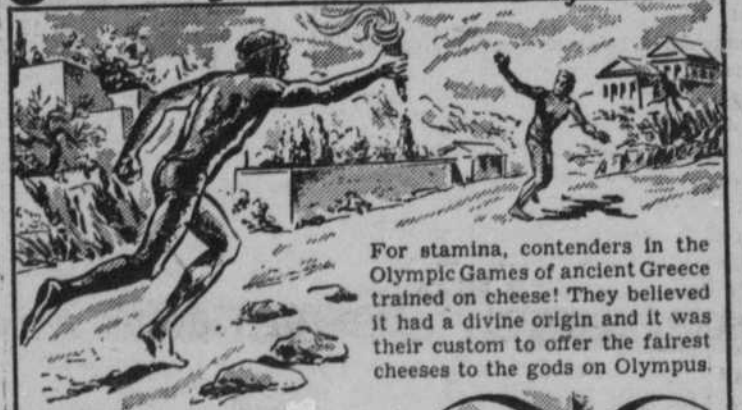
CHECK! A BUY CHECK IS A VERY IMPORTANT FAMILY DOCUMENT. AND WHEN YOU BUY U.S. SAVINGS BONDS, NEW SERIES U.S. SAVINGS BONDS NOW PAY 3 3/4% MATURING IN 6 YEARS 11 MONTHS.



LITTLE IN COMMON THE DELICATE DANDELION DERIVES ITS NAME FROM THE RESEMBLANCE OF ITS PETALS TO THE TEETH OF A LION. THE WORD DANDELION IS FROM THE FRENCH, "DENT DE LION" OR "LION'S TOOTH".

Buy now—Benefit later! A STEADY AND REGULAR HABIT OF BUYING U.S. SAVINGS BONDS CAN ONLY MEAN THE ACCRUAL OF BENEFITS THAT WILL MAKE LIFE EASIER AND MORE PLEASANT IN THE YEARS TO COME. BE SMART—START BUYING BONDS NOW!

ODDLY ENOUGH by Waldman



For stamina, contenders in the Olympic Games of ancient Greece trained on cheese! They believed it had a divine origin and it was their custom to offer the fairest cheeses to the gods on Olympus. During the Dark Ages, the art of cheesemaking was carried on under church protection. Secret formulas for making certain rare cheeses were held as part of the priceless total wealth of monasteries.



Most popular variety of all, in the United States, say Kraft Foods officials, is Cheddar. The United States produces nearly 650,000 tons of cheese every year, almost 500,000 tons of which is Cheddar. That means every man, woman and child eats about 8 pounds of cheese yearly, of which more than three-fourths is Cheddar.

Cheddar goes under a hundred different names in this country—among them being "American," "Longhorn," "store," "Herkimer," "hoop," "old-fashioned," and others. All are basically the same, though they range from very mild to well aged and cured mellow or very sharp. Some sections like white cheese—others prefer it colored. But all are good—and good for you! High in protein, easily digested, excellent source of vital amino acids, cheese is a "basic seven" food. No matter what you call it, it's wonderful.



Vice President Nixon Tries 'Senate Salad'



Vice President Richard M. Nixon is handed his plate of "Senate Salad" by Mrs. America of 1953 during a recent luncheon at the Capitol. "Senate Salad" was tossed in the largest—three feet wide and 14 inches deep—salad bowl in the world. Containing the products of eight states, the salad was topped by a garlic-type salad dressing mix.

A new salad, "Senate Salad," was created and served recently at the U.S. Capitol. Vice President Nixon was among the 35 Senators, innumerable Congressmen, Congressional staff members and press—totaling more than 500—who tried the new dish. It is unusual for a new dish to be created in the nation's Capitol. Here's how it happened: Nine Members of Congress who come from states that produce or manufacture ingredients important in salad making decided to serve an original salad to their colleagues on Capitol Hill.

The result was "Senate Salad". To meet the need of the occasion it turned out to be the largest of its kind ever served in the world. The ingredients of "Senate Salad" were: ten heads of Arizona and California iceberg and romaine lettuce, 20 bunches of West Virginia water cress, 14 bunches of Texas green onions, 75 pounds of Maine lobster meat, 30 bunches of California celery, 156 New Jersey tomatoes, 78 California avocados, one gallon of California ripe olives, 40 Arizona grapefruit, two quarts of Michigan vinegar and 30 envelopes of a garlic-type salad dressing mix.

To prepare the dish for a family of four, take a cup of bite-size pieces of iceberg lettuce, a cup of bite-size pieces of romaine lettuce, one half cup of bite-size pieces of water cress, one and one half cups of lobster meat, one cup of diced celery, a quarter cup of chopped green onions and stems, two medium tomatoes cubed, five large ripe olives sliced and sections from one half of a grapefruit. The vinegar and salad oil to make the dressing should be used in the proportions required with one envelope of garlic-type salad dressing mix.

The ingredients should be placed in a large bowl and tossed lightly. The lobster claws should be used to garnish the top.

MOTOR MAIDS

Traffic Court Program Backed by Club Women

BY VISITING THE NATION'S TRAFFIC COURTS as spectators—not speeders, thousands of club women are helping to prove that our American judicial system is a vital key to greater highway safety.

"Go to court as a visitor—not a violator" is the theme of this unique program, jointly developed by the American Bar Association and the Automotive Safety Foundation. Since the fairer sex wields a mighty big influence in putting across community projects, 15,600 women's groups, affiliates of the General Federation of Women's Clubs, have been commissioned to assist in this important project.

Briefly, here's how the "violator-violator" program works: it begins by securing the cooperation of the local traffic court judge. Interested citizens are then invited by a women's or lawyers' group to attend a session of traffic court and evaluate its operation. Each visitor fills out a check list which is used for later analysis by the American Bar Association.

Where improvements are indicated, the women and lawyers work with civic leaders to raise courtroom standards. According to David F. Maxwell, president of the Bar Association, appearing before traffic court as a violator can make or break the individual citizen's respect for laws that govern his conduct behind the wheel.

A well administered court serves as a preventive of traffic accidents. The driver who leaves the court with respect is less likely to take chances with the law and become a chronic violator or an accident re-peater. "Most judges," Maxwell continues, "welcome public interest in the conditions of their courts. Many have inherited from their predecessors the physical surroundings, staff, court procedures and legal structures. They need the support of their communities if they are to have reforms and improved conditions."

And if it's up to civic-minded women's groups, they'll have it.

IT'S WORTH KNOWING!



"GOLDEN ISLE" LURED COLUMBUS! COLUMBUS' VOYAGES WERE UNDERTAKEN PRIMARILY TO LOOK FOR A LEGENDARY JAPANESE ISLAND BELIEVED TO BE MADE OF SILVER AND GOLD! EVEN THAT LONG AGO, JAPAN WAS EXPORTING PRECIOUS METALS.

SILVER GOES SHOPPING! JAPAN'S ECONOMY 500 YEARS AGO WAS BASED ON SILVER, USED TO BUY GOODS OVERSEAS. JAPAN STILL SELLS TRADITIONALLY FINE SILVERWARE TO THE U.S., HELPING TO PAY FOR HER PURCHASES HERE!

ALL IN THE FAMILY! MOST JAPANESE FLATWARE EXPORTED TO THIS COUNTRY IS MADE IN APPROXIMATELY 600 FAMILY-SIZED SHOPS, WHERE SKILLS ARE HANDED DOWN GENERATION BY GENERATION...

DESIGNERS' CHOICE! SOME OF AMERICA'S FINEST STORES SEND THEIR DESIGNS FOR SPECIAL SILVER, STAINLESS STEEL AND OTHER QUALITY METALWARE TO JAPAN, MAKING MAXIMUM USE OF NATIVE ARTISTRY AND GOOD TASTE!

New Wallpaper Themes From All Over The World



Who wouldn't love to sit and dream in front of a handsome panorama of colorful Old Roman arches and colonnades? Drawn on antique white wallpaper background, the beautiful Old World picture shown here is a perfect way to set off your fireside with panache of beauty.

Or, perhaps you prefer the romantic old streets of Paris with cozy cafes, tall gas lights and houses with arched doorways to put you in a nostalgic mood? If you are searching for the unusual to set apart a special area in a room, or for all walls of any room, the wallpaper industry, with its hundreds upon hundreds of newly patterned papers, has a design, a texture and a color combination just for you. You'll find texture, real or simulated, flopped or embossed; endless colors and patterns and freely drawn figures; designs and themes from all countries and all times.

IT'S WORTH KNOWING!



BEAUTY BY MAGIC! BEAUTY IS ASSURED ANY WOMAN WHO DRINKS FROM THE "MAGIC" HOZU STREAM—ACCORDING TO JAPANESE LEGEND—AND WHEN WOOL FABRICS ARE WASHED IN THIS WATER THEIR COLORS SUPPOSEDLY NEVER FADE!

EXAMS for EXPORTS! JAPANESE BUSINESSMEN INSIST THAT ALL WOOL PRODUCTS MUST PASS RIGID EXAMINATION FOR QUALITY, STRENGTH AND COLOR-FASTNESS BEFORE THEY CAN BE SHIPPED TO U.S. CUSTOMERS!

TRADE'S A TWO-WAY STREET! WOOL PRODUCTS ARE ONLY ONE OF HUNDREDS OF ITEMS TRADED BETWEEN JAPAN AND AMERICA. THE U.S. SELLS MORE TO JAPAN THAN SHE BUYS THERE!

WOOL TRAVELS THE WORLD! FROM AUSTRALIAN SHEEP FARMS, TO JAPANESE MILLS, TO U.S. CLOTHING FACTORIES AND FINE STORES—THAT'S THE TRAVEL STORY OF WOOL FABRICS MILLIONS OF AMERICANS NOW WEAR AND ENJOY!