



TREE SALES aid student exchange. Roy Montabano, senior assistant principal at Franklin High School, buys his Christmas tree from Bill Joyner, president of the Franklin chapter of American Field Service. The trees are on sale for four dollars each to raise money to pay the expenses to send an American student abroad next summer. Mrs. Evelyn J. McKay, president of the adult chapter of A.F.S., has organized this tree sale as the major fund raising project for this year.

Road Toll Soars Despite New Code

CHICAGO — "Despite the new federal safety regulations, the traffic death toll may get worse before it gets better," warns Harry Porter, Jr., manager of the National Safety Council's Traffic Department.

Pointing out that it will take a number of years for the new vehicle standards and expanded highway safety programs to take effect, Porter listed the following "negative" factors that will tend to push death totals up in the years immediately ahead:

- 1—More young drivers
- 2—Higher speeds
- 3—Motorcycles
- 4—Increasing travel
- 5—Failure to use seat belts
- 6—Alcohol consumption

"In the face of these almost overwhelming pressures, it seems almost certain that the total number of fatalities will creep slowly upward for several years at least, barring any major economic or military reversals," said Porter.

"By then we hope and believe that the positive pressures resulting from new legislation will begin to take effect, turning the accident curve downwards."

In the meantime, the safety authority cautioned drivers not to expect any overnight lessening of traffic hazards. "On the contrary," he warned, "the next few years will be an especially crucial time for drivers when it will be up to the individual to accept the responsibility for his own well-being as never before."

As a timely example, Porter cited the added hazards facing drivers during the critical winter months and pointed out that safe winter driving is largely a

matter of individual responsibility.

"Reduced visibility and inadequate traction are the principal additional hazards of winter driving over and above the normally encountered all year," he stated.

He reported that the following tips for safe winter driving have been advocated by the National Safety Council's Committee on Winter Driving Hazards:

- 1—Get the "feel" of the road by accelerating carefully to see if wheels spin or brake gently to see if they "kid." Reduce speed according to road conditions.
- 2—Increase your following distance. It takes three to ten times as far to stop on snow and ice as on dry pavement.
- 3—"Pump" your brakes to slow or stop—don't jam them on. An intermittent pumping action keeps the wheels rolling and helps maintain steering control.
- 4—Have good tires with good treads. Better yet, use snow tires which provide half again as much pulling power in snow as regular tires.
- 5—Always carry reinforced tire chains in the trunk of your car for use during severe snow and ice conditions. They provide four to five times as much traction on snow or ice as regular tires.
- 6—Keep your windshield and windows clear at all times. Replace a cracked windshield wiper blade gone dead from exposure to sun, wind and oil road film. Be sure that your windshield washer solution contains adequate anti-freeze.

"Each of the admonitions," Porter concluded, "calls for a distinct personal response."



SANTA'S HELPER—King-size Michigan Bankard charge plate Santa delivered to Santa at his Wonderland workshop by Michigan Bankard representative, Bill Morrison (left) and John Michlewicz of the Livonia National Bank. Michigan Bankard is honored by scores of Wonderland stores, including the Santa Photo Department in the toy workshop.

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