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People's Action to Halt Traffic Deaths Sought

"The American people and their state legislators are engaged in a macabre ballet of indecision on traffic law enforcement that is danced to the tune of 40,000 dead and two million injured each year... all because our leaders will not lead and our people will not speak out for what they want."
This is the analysis of one of the nation's top safety special-

ists, Dr. Marlow K. Strasser of the Association of Casualty and Surety Companies which represents 141 capital stock insurance companies. The Association has been a leader in safety work for nearly forty years.
"This ridiculous 'After You, Alphonse' routine could so easily be converted into a march forward to greater safety and happiness if our citizens, during

election time as well as other times, would learn to ask their candidates, 'What are you going to do about traffic safety? How about working for an absolute speed law? Can we improve driver licensing?'
"We must show our legislators that traffic safety is important to us. That we favor the kind of stern laws and tough enforcement that will save lives

and prevent injuries.
"The day we put a stop to the Ring-Around-The-Rosey between legislative action and public desire on traffic safety, that is the day we will begin to protect ourselves against the cruelest and most unnecessary public disaster in our country today."
LEGISLATORS SLOW
Dr. Strasser said that most of the legislators in various states are sympathetic to the needs of traffic safety, but are reluctant to move ahead very fast because they think "the people won't stand for it." They also reply with a shrug, "Nobody at home asked me to do anything."
Yet, repeatedly, public opinion polls in various states and on a nationwide scale have shown

that the public is overwhelming. Only the experts argued for it," Dr. Strasser said.
"In the field of traffic safety," said Dr. Strasser, "there is universal agreement among students of the subject that control over drivers' licenses is the most promising area for effective safety measures. By firm and impartial control over who shall and shall not drive, many who should not have been driving in the first place, or have shown flagrant disregard for traffic laws, can be removed from the highways."
"A Gallup poll over the entire nation," Dr. Strasser quoted, "showed that 60 percent of all drivers favored the Connecticut law which deprives a convicted speeder of his driver's license for 30 days on first offense and 60 days on second offense."
"A whopping 88 percent of the drivers were in favor of uniform traffic laws in all states according to the poll," the safety expert pointed out, "but, since 1924, there has been a model uniform traffic code drawn up by a national group of widespread representation, and only one state, Wisconsin, has adopted this code in full. Many are way behind in modern laws, and one state, New Mexico, in a display that would be comic if it were not for the dead bodies on Route 66, this year set a speed limit of 70 miles per hour, which, for all practical purposes, means no speed limit at all. Oregon established the same absurd limit on its freeways."
UNIFORM LAWS
Dr. Strasser said that one of the first recommendations of a recent special Congressional sub-committee on highway safety was "Uniform traffic laws and local ordinances should be enacted at once in every jurisdiction."
"The Gallup poll shows 88 percent of the drivers favored this action, but Wisconsin alone made conspicuous progress this past legislative session. I think it was because we, the people, did not tell our representatives what we wanted."
Surveys have very often shown that the public favored sound driver education and practice driving courses in the high schools, Dr. Strasser said. Yet driver education progress was made in only three of the eleven western states—California, Oregon and Utah—while such legislation was defeated in five other western states.

California's Commissioner of the Highway Patrol strongly urged his legislature to adopt an absolute speed limit law for freeways, with a top of 65 miles per hour, which could be zoned downward. An absolute limit is also recommended in the National Uniform Vehicle Code. The commissioner's recommendation for the use of radar by pressed. Both the absolute limit and the use of radar were rejected.
"Obviously, there was insufficient public interest in the

Bargain Party!

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WHAT'S DOING
R. S. Pyle, your Telephone Manager in Torrance

AMERICAN HOLIDAY.
Thanksgiving Day is the most singularly American of all the holidays.
Harkening back to the humble beginning of the country, the traditional observance is difficult for those not familiar with early Americana to understand.
When a foreign student asked the other day: "What is Thanksgiving?" we referred to a dictionary for explanation.
"Thanksgiving Day, specifically, in the United States, is a day set apart each year by executive authority, for public thanksgiving and praise to God, and celebrated by religious and social festivities, particularly family reunions."
We at Pacific Telephone take particular pride in the part we, and our wires which span the nation, are privileged to play in many of these festive family reunions.
We extend our best wishes for the traditional American holiday.



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Takes a lot of cable to keep up with your telephone needs these days. This year in the West, enough new cable went in to reach from here to the moon and back—nine times. Most cable comes from the U. S. through Western Electric, the Bell System's manufacturing and supply unit. Some comes from Japan, Spain and Portugal. Point is, when we need something to improve service, we go after it—wherever it is. Pacific Telephone

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