

thinks, that a high percentage of accidents are related to personality problems.

Dr. Richard Hoffman of New York disagrees with the theory that certain people are "accident prone." He takes the very practical view that the chief causes of accidents are inattention, fatigue and carelessness. But, he says, a troubled mind causes inattention, and anger produces carelessness.

The point made by all three of these eminent psychiatrists is that the state of mind of the driver is an all-important factor. The attitude of the man behind the wheel is what must concern us. Anger kills more motorists than blowouts—and anger can't be detected by safety inspections. Motorists pull to the side of the road if they are

sleepy; perhaps they should likewise pull over when in inner turmoil.

All of us interested in safety, working as a team, have made some progress. The mileage death rate at the start of this traffic safety campaign in 1946 was 9.8. Last year it was down to 5.9. If the mileage death rate had remained at the 1946 level, 155,000 more people would have died in traffic accidents last year alone. This is equal to the population of Raleigh, North Carolina.

It is a great satisfaction—a very great satisfaction—to The Advertising Council to have been your partner all these years, and to have played even a small part in preventing so many American tragedies.

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Industrial gas masks, chemicals and accessories.

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Fire hose nozzles and accessories.

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