

Watch Your Step

The toll of death and injury from accidents each year is a challenge to this country. Carelessness and neglect threaten life, health and security.

Hazards are always present
—on the street, in the home,
at work or play.

The annual accident toll is a hundred thousand deaths, millions of injuries and billions of dollars of loss.

The Toll

A report of the National Safety Council shows there were 94,000 deaths due to accidents in the United States in 1938. The total in 1937 was 105,000. There were 8,900,000 non-fatal injuries in 1938, 330,000 of them causing permanent disability. The direct cost of all accidents that year was estimated at more than \$3,000,000,000.

One-third of all the deaths resulted from motor vehicle accidents. Another one-third resulted from accidents where one feels the safest — in the home. One-sixth were from accidents at work. The remaining one-sixth involved public accidents of various types, including drowning. The worst traffic fatalities resulted from accidents in which pedestrians were hit by automobiles.

The real solution to the accident problem is the exercise of care in every situation, whether walking, riding, working or playing.

Accidents kill more men than any disease except heart disease.

Safety First

The safety record maintained in electric railway transportation is unequalled. And street cars carry more than 6,000,000,000 passengers a year in the United States. The low accident rate reflects the care and safety with which the industry is operated.

The Chicago Surface Lines, the biggest of the country's street car systems, is constantly striving to prevent accidents. Motormen, conductors and operators are being trained continually to run their vehicles safely and to operate in strict observance of traffic laws.

There are special rules for operating over bridges and railroad crossings, in the vicinity of schools, playgrounds and churches, and under adverse weather conditions. Cars, buses, tracks and wires are inspected regularly to insure safety.

The street car is the safest place in the street. Accident records prove it.

For Safety's Sake

Be *most* careful when you are a pedestrian.

It's dangerous to board or leave a moving vehicle.

Be traffic conscious in boarding street cars and in alighting.

Talk safety — then practice what you preach.

*The chance-taker is the
accident-maker.*

