

7-10th OF A SECOND . . . AND YOU'RE DEAD

Before starting on your next automobile trip a report on research into automotive accidents could be life-saving reading for you and your families.

Out of automotive crash research has come the terrifying picture of what happens to steel and glass, flesh and blood, in the split second a human being is hurled to eternity. This is the slow-motion reconstruction of what happens when a car travelling 55 m.p.h. hits a tree.

1/10th OF A SECOND

Front bumper and chrome frosting of the grill collapses.
Slivers of steel penetrate the tree 1½ inches or more.

2/10th OF A SECOND

Hood crumples as it rises, smashing into windshield.
Spinning rear wheels leave the ground.
Grill disintegrates.
Fenders come in contact with the tree forcing rear parts to splay-out over the front doors.
Heavy structural members of the car begin to act as a brake on the terrific forward momentum of the 2¼-ton body.

But the driver's body continues to move forward at the vehicle's original speed, a force of 20 times gravity, his body weighing 3,200 pounds.

His legs, rammed straight, snap at knee joints.

3/10th OF A SECOND

Driver's body is now off the seat; torso upright, broken knees pressing against the dashboard.

Plastic and steel frame of the steering wheel begins to bend under his terrible death grip.

His head is now on the sun visor, his chest above the steering column.

4/10th OF A SECOND

Car's front 24 inches have been completely demolished but the rear end is still travelling at an estimated 35 m.p.h.

Driver's body is still travelling at 55 m.p.h.

The half-ton motor block crunches into the tree.

Rear of the car, like a bucking horse, rises high enough to scrape bark off low branches.

5/10th OF A SECOND

Driver's fear-frozen hands bend the steering column into an almost vertical position.

Force of gravity impales him on the steering wheel shaft.

Jagged steel punctures lung and intercostal arteries.

Blood spurts into his lungs.

6/10th OF A SECOND

So great is the force of the impact that the driver's feet are ripped from his tightly-laced shoes.

The brake pedal shears off at the floor boards.

Chassis bends in the middle, shearing body bolts.

Driver's head smashes into the windshield.

Rear of the car begins its downward fall, spinning wheels digging into the ground.

7/10th OF A SECOND

The entire writhing body of the car is forced out of shape.

Hinges tear.

Doors spring open.

In one last convulsion the seat rams forward, pinning the driver against the cruel steel of the steering shaft.

Blood leaps from his mouth, shock has frozen his heart.

HE IS NOW DEAD!

ELAPSED TIME: SEVEN TENTHS OF A SECOND.

Shocks you doesn't it? . . . to read the truth about auto accidents! . . . we were shocked and horrified too when we first read it . . . but then we realized that accidents are on the increase . . . that innocent children are killed every day due to high speed and carelessness . . . and that's when we decided it had to be printed!

REMEMBER THIS NEXT TIME YOU'RE DRIVING AT HIGH SPEEDS!

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