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### The East Texan, 1936-01-10

East Texas State Teachers College

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VOLUME XLV...

COMMERCE, TEXAS, FRIDAY, JANUARY 10, 1936.

NUMBER 1.

# Dispelling Sudden Death

By J. G. Furnas, Author of "—and Sudden Death"

Editor's Note: This original feature by J. G. Furnas, author of the sensational story "—and Sudden Death," which has shocked the entire country into a realization of the importance of care in motoring, tells of current efforts to combat the menace of traffic accidents. It is exclusive in this city with The East Tex.

On fine Saturday and Sunday afternoons the natives of a certain county in the fields in New York state gather in the village, at a spot near a lead cove and a narrow culvert, to see the sights. . . The motorist spinning through this treacherous spot may notice them, but he is not aware of what they are there for. If he were, he might not run the culvert and scream his tires round the curve quite so dangerously. They are waiting with the ghoulish anticipation of a flock of turkeys to be enough easy to be safe—never enough to be everything-for-had accidents to happen.

It's long enough to see them and know why they wait so patiently. It's worse to realize that they are sold. . . They are not there to see the car. They are there to see the driver. . . The fact that motoring fatalities are 64 per cent higher in proportion to traffic at night gives them a salient point of attack. . .



FURNAS

**Motorist's Battle Being Fought**  
By this time you may be sick of hearing that the year 1935 killed 36,000 people in motor accidents. But there are things to do about it, efforts being made to dispel those bloody-minded yokels' after noon sport. The battle to save the motorist from sudden, hideous death and disabling injury is being fought along new lines on a dozen fronts at once.

Certain newspapers, abandoning the journalistic tradition of unprejudiced reporters, are trying to make war—convey to the reader just what happens when steel and glass and momentum combine to shatter human beings into mangled pieces. The paper is even printing a category of the man's killings, with names, ages and addresses, so full of mothers and children and old men and women that it sounds as if the city had been the victim of a bombing raid. A large life insurance company is sending out floods of displaying wax-wax-gram-like, blood-sucking wax-works, worse than anything at Madison Tussaud—an itinerant morgue, paraded where crowds are thick—just to show the man in the street what he is fighting for when he takes a chance on the road.

### Government Taking Hand

Governmental authorities are feeling round for new ways of compelling the care of motorists. . . The government is stepping in at that. The other half consists of giving him a safe road and a safer road, so that the average driver, who probably wants to behave, will have a better chance to cash in on his good intentions.

These numbers of recklessly driven cars. They are pushing campaigns to prod drivers to avoid elementary safety risks. Billboards and poster warnings are of the up-lift.

Others are investigating just what does make for safe driving. A large oil company, for instance, recently put 12 test drivers, below average in driving ability, to driving a total of 25,000 miles over ordinary roads with a strict code of error to observe. . . The astounding results showed that, during all those 25,000 miles, none of them so much as nicked a fender. . .

### Lighted Road Seen as Protection

Other engineers are tinkering with the road itself, trying to save lives there as they have already saved lives with rail road block-signals and marine radio. The fact that motoring fatalities are 64 per cent higher in proportion to traffic at night gives them a salient point of attack. . .

On a stretch of road in Ohio, complete with straightaway, hill and curves, they have recently installed a sample of what their new kind of lighting can do for highways. It can and does literally throw a road into a night road into a road lit in artificial sunlight—without the glare. . .

The engineers are proud of the radical new design of their bulbs and reflectors, and figure that this type of lighting can be installed for 50 per cent of what highway lighting costs for 25 per cent of what it costs to install center postways and widen a road that is already built. . .

# Pre-Registration To Begin Today; Jan. 21 Last Day

Warning: Judges, starting last evening, will have on their minds to pre-register for the coming year. . . The deadline for each vehicle is set at 11:59 p. m. on the 21st. . .

# S. M. U. Professor To Speak to Club On War in Ethiopia

A topic of current interest, the Ethiopian situation, will be the subject of the monthly meeting of the S. M. U. Club on Friday, January 17. . .

# Southern Gentlemen Entertain Musical Numbers in Assembly

A group of gentlemen, including the Southern Gentlemen, gave an interesting program at the assembly held at the S. M. U. Club on Friday, January 17. . .

# New Books Added to Library Rental Shelf

Two late books were added to the rental shelf of the Library this week. . . The books added were "The Book of the Dead" by E. V. Rieu and "The Book of the Dead" by E. V. Rieu.

# Now Is the Time for All Good Girls to Come To the Aid of... Well, It's Leap Year, Isn't It?

Leap year is here and the girls are being asked to come to the aid of the boys. . . The girls are being asked to come to the aid of the boys. . .

# Members of Debating Squad Preparing for Oklahoma Meet

Members of the debating squad are preparing for the Oklahoma meet. . . The squad is preparing for the Oklahoma meet. . .

# Four Assembly Programs Scheduled for Next Week

There will be four assembly programs scheduled for next week. . . The programs are scheduled for next week. . .

# Valerie Hobbs Wins \$100-Prize in Travel Essay Contest

Valerie Hobbs, student of the S. M. U., has won the \$100 prize in the travel essay contest. . .

# Students Signing Now for Locust Office Open Every Morning

Students are signing now for the Locust office, which is open every morning. . .

# Source Phamlets Displayed in Library

Phamlets are displayed in the library. . . The phamlets are displayed in the library. . .

# Little Theatre Starts Work on Comedies; Casts Completed

The Little Theatre is starting work on comedies and has completed the casts. . .

# Five Etex Students Return from Young People's Convention

Five Etex students have returned from the Young People's Convention. . .

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