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1936-01-10

The East Texan, 1936-01-10

East Texas State Teachers College

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East Texas State Teachers College, "The East Texan, 1936-01-10" (1936-01-10). *All Issues*. 1465. https://digitalcommons.tamuc.edu/scua-east-texan-browse-all/1465

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Ogima All-College January 17

Four Assemblies Next Week

Dispelling Sudden Death - - -

Editor's Note: This original feature by J. C. Furnas, author of the sensational story ". And Sudden Death," which has shocked the entire country into a realization of the importance of ear; in motoring-fells of current efforts to com-bat the menace of traffic accidents, It is exclusive in this city with The East Tex-

On fine Saturday and Sunday afternoons the natives of as certain country village in New York state gather in the fields, at a spot near a bad curve and a narrow culvert, to see the sights. . The motorist spinning through this treacher ous 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 dashingly. They are waiting with the ghoulish anticipation of a flock of turkey buzzards-far enough away to be safe. near enough to see everything-for had accidents to happen.

It's bad enough to see them and know

It's bad choogs to see them and Khow why they wait so patiently, it's worse to realize that they are seld-on disappointed. Speed and carelessness always put on a good show for them so they will return next weekend looking for more. And they are glut-tons for the bratal melo-drama of capsizing cars, smashed and battered bodies, speeding 'ambulan-res, blood, agony and



Motorist's Battle Being Fought

By this time you may be sick of hearing that the year 1935 killed 36,400 people in motor accidents. But there are things being done about it, efforts being made to spoil these bloody-minded yokels' after noon sport. The battle to save the motorist from sudden, hideons death and disabling injury is being fought along new lines on a dozen fronts at once

Certain newspapers, abandoning the ournalistic tradition of soft-pedalling horrors, are tring to make words conve to the reader just what happens when steel and glass and momentum combine to shatter human beings into mangled corpses. One paper is even printing a casunity list of the year's killings, with names, ages and addresses, so full of mot-hers 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 in surance company is sending out floats displaying wax-works-graphic, blooding disparing wax-works, worse than any-thing at Madame Tussaud's—an itinerant morgue, parked where crowds are thick-est to show the man-in the street what he is asking for when he takes a chance

Government Taking Hand

Governmental authorities are feeling 'round for new ways of compelling the notorist to behave sanely, experimenting with compulsory insurance to keep the irresponsible driver off the road, hoping responsible driver off the road, hoping that compulsory inspection of cars will do some good in reducing the small number of accidents attributable as putting governors on all cars to keep them down to 45-miles per hour, or busilitting a volunteter body of secret vigilantes, picked from drivers with absolutely elem records, to make confidential reports on the drivers to observe elementary safety rules. Bill-boards and poster warnings as of the up-bent.

Others are investigating just what does make for safe driving. A large oil-company, for instance, recently put 22 test drivers, below average in driving ability, to driving a total of 570,000 miles over or dinary roads with a strict code of rules to observe. The astounding results showed that, during all those 570,000 miles, none them so much as nickel a fender solely because they rigidly followed such simple "musts" as never pass on a curve, never swing out of line without close vison a long way head, always signal clearly, and so forth. They averaged forty miles an hour day by day under all kinds of driving conditions and yet the recording instruments showed that none of them had ever hit over 45! That roins mer and for all the honey footed driver's excuse that, to make a respectable average, he has to shade sixty part of the time. Facts like those mean something

when you come to grips with the motor-Lighted Road Sean As Protection

ing safety problem.

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 eent higher in proportion to Traffic at night gives them a salient point of attack. tering illumination, streak the road with pools of shadow, blind the other fellow as they suddenly swoop on him over an unexpected hill, Those bazards mean car after car piled in the ditch with its occupants screaming, bleeding, dying in the

On a stretch of road in Ohio, complete with straightaway, hills and curves, they is took in or have pecently installed a sample of what Norms dan their new kind of lighting can do for highways. It can and does literally transform a treacherous night-road into a road butbed in artificial sunlight-without the latted in artificial smilght without the glars. As you neter the lighted some near switch flown to parking—and neither and switch flown to parking—and in the pro-only because the law remained. You are durk—the light is so natural trade to you strike you as a mirral. You preciate it only when you drive out the other end and are suddenly pickforked into the old kind of unlighted highway. as if the sun had suddenly gone out at high noon, leaving you again at the mer-

see of your benefitghts.

The eigineers are proud of the radical
new designs of their bulbs and reflectors,
and figure that this type of lighting can
be installed for 5 per cent of what bight,
ways cost to bulb per mile or 25 per cent
ways cost to bulb per mile or 25 per cent
and wides a read that is already built,
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derk which has startled that end of Ohio.

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since four-wineel praces.

Foreing or cafoling the motorist into driving safely is only half the battle—and always an upbil battle at that. The other half consists of giving him a safer can and a safer road, so that the average driver, who probably wants to behave, will have the best chance to cash in on his good introduced.

Pre-Registration To Begin Today: Jan. 21 Last Day

To Speak to Club

THIS WEEK

S. M. U. Professor

On War in Ethionia

Southern Gentlemen Entertain: Musical Numbers in Assembly

New Books Added to Library Rental Shelf

Squad Preparing For Oklahoma Meet

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

Source Phamplets Displayed in Library

Members of Debating Little Theatre Starts Work On Comedies: Casts Completed

Four Assembly Programs Scheduled For Next Week

Students Signing Now For Locust: Office **Open Every Morning**

Five Etex Students Return from Young People's Convention

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

Society - Clubs

Many Yuletide Weddings Of East Texas Students

lling-Green re Yuletide Marriage

MIRIAM SMITH WED H. G. SMITH DEC. 28

Evelyn Weir-Robert Doby Wed Christmas Day

DORMITORY OINGS . .

New 'T's to Get Final Initiation Monday In Special Assembly

Hortense Allen Teaches at Bois d'Arc

TOBIN CHEVROLET COMPANY

O. K. Used Cars

heTruth

Band Playing For All Games

Museum to Be Open Three Afternoons During Each Week

This Week

(Large Tobe) Gem Razor

Any Make Shaving Loti

McKesson's

3 Boxes Toilet Water

With Pive Blades Razor Blades

10c and

West Side Barber Shop

Dick Bunter

35c 40c

49c

25c

50c

35c 59c

Vester Echart

89c Visit Our Fountain and Try One Of Our Famous Hot Chocolates

Oliver Brothers PHARMACY

"Just A Little B

Miller Market Quality Meats

> Fancy Groceries

Phone 222

Big Mid-Winter Special Value SOLID COLOR SILKS

Show Flashy Form To Down

W. T. Twice

S. F. A. WINS

W. A. A. Notes

Cagers

Varsity Loses A Pair

Take

San Marcos Wins Two Cage Events

Dr. Pepper Takes Denton

Fast Texan Sports Parade

Frosh Takes Paris

Junior College Five

College Library

Plaster Work Near Completion in Dorm

Receives Donations

Newly Located

Beauty Salon Marie Bivings

"In Back of West Side Barber Shop"

Forty-One Treated in Hospitals Since Chr imas Holidays

From

Mullins-Lockhart

Program Wednesday

Rings for Senior Class Selected

Bill Copeland Leads dents in Singing Thursday Morning

Vest

FREE! FREE! FREE!

will vacuum clean your upholstry FREE

HUMBLE SERVICE STATION

TYPEWRITERS FOR RENT OR SALE NEW AND SECOND HAND

Remington, Royal, Underwood, Corona Convenient Terms

ARTHUR'S DRUG STORE

'If A Student Needs It, We Have It'

The East Texan

Wishes For It's Advertisers a Very Successful Year During

To the Students We Say

VisitOur Advertisers

MART HITT. PRESTON WHITE, PROSTOR WHITE, Assistant B. M.

ary Dot Young, Ann Garner, Resemany Glass.

BOCKETY DEPARTMENT

Dorothy Geodman

Virginia Draper, Dorothy Patres, Dorothy Peter,

Facing 1936 . . .

Beginning the thirty-sixth year of the twen-lesh century we are able to-skake a fair share of statisfaction in the accomplishments of the last statisfaction in the accomplishments of the last state, but much more glaring is the necessity of acressing endeavor at the projects which we acressing endeavor at the projects which we acressing endeavor at the projects which we are not started. May we have for our watch the project of the proje

The state of Past Texa Sists, we are encouraged by the improvement that the rollege has made. We have recently and the past tening with a new gym and boy's domining the charged with a new gym and boy's domining the strengthened by new degrees and new tenders, and our sebool standing is to be raised next summer with the offering of higher degrees. May our sebool continue to grow physically and scholasticals.

and with the othering of higher degrees. May our cally, and selectedly.

As teachers, we are happy to observe that the profession is faring better than it has in some year as as jobs, wages, and standing. Also, teachers are cooperating in two propersists movement of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the period of the comparison of the world we may take heart at the profession of the world we may take heart at the profession of the world we may take heart at the profession of the world we may take heart at the profession of the world we may take heart at the profession of the world we may take heart at the profession of the world we may take heart at the profession of the world we may take heart at the profession of the world we may take heart at the pr

Economic Neutrality

The people of the United States have believed a military neutrality since George Washington. Daring this period we have been unecreasely rawn into exercal wars because we have never elieved in sucher kind of neutrality e-co-main neutrality. A study of the forces that rought as into the last- was will show that this a shockledy accessing to the end of military neurality.

First, our attempts to furnish supplies for the agerents has almost eigenys brought us into flict with all the matient luvolved. Any combet defense of the "rights" of business men to the profile would necessarily entail fighting the let world.

we are not the sider that "is beying the most own manufactures."

That is what happens; this is our case, First, that is what happens; this is our case, First, first that is made from the sale of those would not size to pay for a modern war.

If it were predictable, there would be no certified of free industriant and to defend the economic considerations, there is a less that is inestinable in managery calls.

First would we do? 'We would renew and row the neutrality lev that expiries in Yes, That would we do? 'We would renew and row the neutrality lev that expiries in Yes, the previse for a complete economic neutral-fers when the previous of the previous of a previous of a complete comme neutral-dynamens, lest, here is consulting really and and effective that they can do up revent LELJ called war.

Notes of ----Stage and Screen

Little Theatre Revives . . .

The Book Worm.

Man on the Philos Trans

Bank Night Big, Peciary
Bet 16 case you must be remined from before the range of
ferings are ready, during the perweek, and for boat nights make
you might not theograph dish
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For something that's supposed to be a largain. "It's a Great Life offers troubador Joe Morri-son and Chic Sarie, But it's "tow-for" day.

From Our Redders

ANSWER PROM BAND

Exchange By JEAN CONGER Left-handed ping pong

Official Notice

LAST CHANCE to turn GRADE

BOOKS into the Registrar's Of-fice. Please attend to this AT once, join s. winders.

The World Rolls On

By J. Hayden Moore

Friday Only-January 10 2 FOR 1 DAY :



Abo-TIXER UPPERS

Saturday Only-January 11 BANK NITE

ON THE SCREEN



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