

BATTALION EDITORIALS

What Can Be Said?

What can be said? "Johnny Motorist" has been exposed to facts, figures, details and warnings of the hazards of highway driving...

Whenever these organizations attempt to promote traffic safety, the individuals preparing the material must certainly feel they are striving for an impossibility.

Still, the death predictions mount each year. This year, in Texas, the Department of Public Safety is looking for 90 violent deaths on the state highways.

To put the issue into a broad impression, it has been noted that traffic accidents obliterate more Americans than all the wars.

Then, too, the traffic dilemma can be put in perspective with disease also. Pneumonia, cancer, polio, congenital malformation... all are dreaded killers.

A remedy for this annual rampage on the highways is still lacking. National campaigns have combated "Johnny Motorist", local and state authorities have sought to eliminate his needless recklessness.

We can only emphasize that those taking the highways during the holiday recess at least be aware of the odds that are set against them.

Here on the Texas A&M campus, there is a tradition that has become consistently tragic at this time of year. Each time a person directly connected with the College passes away or is killed, the flags fly at half mast.

Who knows? If the predictions this year are accurate, the flags may well be flying at half-mast Jan. 3.

Again we ask: "What can be said?"

"Johnny Motorist" is ignorant and irresponsible.

CADET SLOUCH

by Jim Earle



"... I bet I was the first one to get home."

'DETERMINED EFFORT'

Daniel Urges Continuation Of 'Significant Progress'

Governor Price Daniel today urged Texans to continue, thru the Christmas-New Year's holidays, the "significant progress" made thus far this year in reducing traffic deaths on the State's streets and highways.

Commenting on the official prediction of 90 deaths in Texas traffic during the ten-day year-end holiday season, Governor Daniel said it has now been "proven to the satisfaction of most Texans that a determined effort on the part of Texas automobile drivers to drive safely and legally can and will reduce the number of crashes and the number of deaths and injuries in our heavy traffic."

"During the past three year-end holidays," the Governor continued, "traffic deaths have been fewer than the number predicted, mostly because we have been able to attract and retain the attention of drivers during these periods of abnormally heavy traffic. The records speak for themselves; in 1957, the predicted toll was 113, but the actual deaths were 102; in 1958, the prediction was 95 and the toll was 87; in 1959, the prediction was 112, the actual toll 97, all during the year-end holidays."

"These figures mean," the Governor said, "that 53 Texans were still alive after those three holidays although we had expected them to die in traffic. What we have already accomplished in the past three years can be repeated this year if the same kind of widespread cooperation can be obtained throughout the State."

The Department of Public Safety predicts 90 traffic deaths during the 10-day period of "Operation Deathwatch 1960," from 12:01 a.m., Friday, Dec. 23, to 11:59 p.m., Sunday, Jan. 1. This is the first 10-day year-end holiday since 1955. The 1958 holiday covered nine days, and the others included 12 days each.

Underlining the Governor's belief that significant progress has been made in reducing traffic deaths, official statistics from the Department of Public Safety indicate reductions in the daily average of traffic deaths during the Christmas holidays for the past three years. During the year-end holidays from 1950 to 1956, inclusive, traffic deaths averaged from 9 to 11.7 daily. During the years 1957, 1958 and 1959, the average number of traffic deaths daily during the Christmas holidays was 8.5, 7.4 and 8, respectively.

The weekly DPS traffic statistics as of last Friday reported additional gains in the Governor's continuing battle to save lives in Texas traffic.

Through the 49th week of 1960, traffic fatalities totaled 2,025 as compared with 2,209 for the same period last year, a saving of 184 lives or a decrease in lives lost of 8 percent. Traffic deaths for 1959 passed the 2,000-mark on Nov. 20, three weeks earlier than this year.

During the same period, fatal traffic crashes in the State reached 1,646, as compared with 1,828 on the same date in 1959, a reduction of 182, or 10 percent.

Safety Slogans Add Color To Difficult Campaigns

Every year, traffic safety committees and departments of public safety, all over the United States launch campaigns to convince the American motorist that it isn't always the other fellow who gets killed in traffic accidents.

One of the more colorful aspects of these difficult campaigns is the safety slogans and signs that result.

Texas' own Governor's Highway Safety Commission has compiled a list of these slogans, from points all over the country. Such as: A sign at Hondo, Tex.: "This is God's Country. Don't Drive Through It Like Hell!"

From the Connecticut State Police: "He who has one for the road gets trooper for chaser."

New British safety slogan: "Steer Clear of 'Tavern Fog.'" Mississippi road sign: "Drive Carefully! No Hospital Within 50 Miles!"

"You can kill, so drive with skill." "It's nice to be important, but it's more important to be nice—especially in traffic."

Advertisement for Sears featuring a Christmas card illustration and the text: 'Have a Happy Holiday' and 'Satisfaction guaranteed or your money back'.

Large advertisement for The Southwestern States Telephone Company featuring a cartoon of Santa Claus and the text: 'I give color telephones' and 'DOESN'T EVERYONE?'.

Advertisement for Triangle's Luncheon Menus listing items like Deep Fried Red Snapper, Sliced Bar-B-Q Beef, Chicken Fried Steak, and Braized Beef Tips with prices.

Advertisement titled 'WILL YOUR WIFE BE A WIDOW THIS YEAR' with a cartoon illustration of a man and text about traffic safety.

Advertisement titled 'Auto Check Vital For Trip Home' with text about checking gas, oil, water, tires, headlights, and taillights before a trip.

Table titled 'CIVILIAN YEARBOOK PORTRAIT SCHEDULE' listing dates and names for student portraits.

Advertisement for The Battalion newspaper, including contact information, membership details, and a list of staff members.

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Advertisement for Peanuts comic strip by Charles M. Schulz, featuring a cartoon illustration and text.