

ELDORADO SUCCESS

"A Weekly Publication Serving Schleicher County"

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NO. 29

What A City Or A Community Can Do To Save Lives, Limbs And Dollars A Plan A Month Of Intensive Safety Education

HUMANS CAUSE 19 OUT OF 20 ACCIDENTS

Promotion of sane use of streets and highways by drivers and Pedestrians places responsibility upon every person.

DRIVER—MISTAKES RESULTING IN DEATHS AND INJURIES. . . 1936

An automobile accident is invariably the result of a mistake by somebody. Quite often the pedestrian is at fault; once in a great while the finger of guilt points to the engineer who designed the car. But in three accidents out of every five the blunder is made by the man behind the wheel.

Despite the fact that the total number of deaths caused by careless actions of drivers dropped slightly last year, the number caused by exceeding the speed limit went up. How long can drivers thus flout the law?

The table tells you what driving mistakes you must avoid to be safe.

| | Number Of Accidents | Per Cent | Persons Killed | Per Cent | Persons Injured | Per Cent |
|---|---------------------|--------------|----------------|--------------|-----------------|--------------|
| Exceeding speed limit | 116,780 | 21.9 | 7,410 | 32.6 | 153,050 | 21.1 |
| On wrong side of road | 87,450 | 16.4 | 3,410 | 15.0 | 119,680 | 16.5 |
| Did not have right-of-way | 124,250 | 23.3 | 3,160 | 13.9 | 173,360 | 23.9 |
| Cutting in | 25,600 | 4.8 | 480 | 2.1 | 36,270 | 5.0 |
| Passing standing street car | 2,130 | .4 | 70 | .3 | 2,900 | .4 |
| Passing on curve or hill | 6,400 | 1.2 | 290 | 1.3 | 8,700 | 1.2 |
| Passing on wrong side | 6,930 | 1.3 | 270 | 1.2 | 9,430 | 1.3 |
| Failed to signal and improper signaling | 27,200 | 5.1 | 340 | 1.5 | 38,440 | 5.3 |
| Car ran away, no driver | 3,200 | .6 | 340 | 1.5 | 4,350 | .6 |
| Drove off roadway | 53,320 | 10.0 | 3,300 | 14.5 | 70,360 | 9.7 |
| Reckless driving | 53,320 | 10.0 | 2,930 | 12.9 | 71,080 | 9.8 |
| Miscellaneous | 26,660 | 5.0 | 730 | 3.2 | 37,720 | 5.2 |
| TOTAL | 533,240 | 100.0 | 22,730 | 100.0 | 725,340 | 100.0 |

EVERY CAR DRIVER'S AID IS SOLICITED

In order that the Street and Highway Association might be the big success that we hope it to be, the cooperation of every car driver is earnestly solicited. Join the Association, it only costs ten cents, one dime—and this entire amount goes to the local Scout troop. This is a good cause, if given the proper backing. We are depending upon you.

Road Conditions Prevailing in Accidents Resulting in Persons Killed and Injured

An analysis of automobile accidents on the basis of road conditions emphasizes the contention that many drivers are put off their guard by apparently safe surroundings. How else may one account for the fact that in 1934 the ratio of fatal accidents on dry surfaces to total accidents under such conditions was greater than the average for all accidents combined. In contrast, the ratio of fatal accidents under such conditions was 30 per cent better than the average.

ALERT TODAY—Alive Tomorrow!

Sam Calhoun and Mrs. W. L. McWhorter and Bob spent last week end visiting Carlsbad cavern.

Mrs. Levi Hinds, of Del Rio is a visitor in the home of Mr. and Mrs. V. G. Tisdale this week.

Billie C. Baker of Bronte is visiting in the home of Mr. and Mrs. N. R. Kennedy this week.

Sam Roberts of San Angelo was a visitor in Eldorado, Monday of this week.

Mr. and Mrs. J. M. Burlingham of Albuquerque N. M. have been spending a few days in the home of Mr. and Mrs. G. C. Crosby.

LOCALS

Bernard Carr and Hollis Nutt of San Angelo were visitors in Eldorado Monday.

Eldred Roach, Mrs. A. J. Roach, and Mrs. W. R. Nicks spent Thursday in San Angelo.

Bill Sweatt and wife of Big Lake visited in the home of Mrs. E. P. Sweatt last week end.

Mr. and Mrs. Roy Williamson of Ft. Worth were the guests of Mrs. E. P. Sweatt and family.

Frank Bradley left Friday for Santa Anna where he will undergo an operation.

Mr. and Mrs. M. E. Ward, of Ft. Smith Arkansas were the guests of Mr. and Mrs. Chester Wheeler last week end.

W. C. Spurgers is spending a few days visiting points of interest in Texas while on his vacation from Wheeler Grocery.

J. C. Crosby and Joe Finley spent last week end in Brady.

Mr. and Mrs. W. D. Gregory and Jack Kerr spent the week end in Austin and Fredericksburg.

Henry Decker of Sonora was a visitor in Eldorado, Monday.

J. A. Cope of San Angelo was a visitor in Eldorado, Monday.

Bert Page, accompanied by John I. King, visited the Frontier Fiesta in Fort Worth and the Pan American Exposition in Dallas, last week and the first of this week.

Mrs. W. S. Payne and children, Dorothy and Frank, of Dallas, are visiting in the home of Mrs. Payne's parents, Rev. and Mrs. F. G. Clark, this week. Mrs. Payne will be remembered as Ruth Clark.

The E's By Which Accidents Can Be Reduced

Education. Engineering Enforcement

The Greatest of these is Education in safe driving and Walking.

The big fight to reduce the alarming toll of automobile highway accidents is now being launched in Eldorado, with the Lions Club as sponsors. A committee who will be known as the officials of the Street & Highway Safety Association is being organized. This committee will be in charge of specific activities in connection with the plan. Members of the committee will include Mayor Wright, the Junior Police Patrol (a branch of the Boy Scouts) Safety Committee of the Lions Club, personnel of the newspaper and others including the ministers.

The committee plans are as follows:

1. Message to the public by the head of the local government
2. Formation of speaker's bureau, the members of which will discuss the local accident situation, the state problem, and the problem in its national scope. Talks will be made before:

Local groups and societies
Audiences in the Theatre
Civic meetings, etc.

Such activity might well be inaugurated by a mass meeting in which every member of the general committee would be urged to obtain the attendance of certain groups and individuals. Messages may be presented in picture from the local theatre if the committee has some means of obtaining suitable material, and also in posters or large signs.

3. Officers in charge of traffic regulation might well emphasize in an educational way, either in direct contact with offenders or in a general endeavor, certain of the fundamental principles of driving a car and in using the streets as pedestrians.

Some such activity might take the form of:

An announcement in the paper that during each week of the month officials will give specific attention to certain things which motorists do and to certain things which pedestrians do, which if continued will surely result in the death of persons and the injury of many others.

Specific attention might well be given to:

The tendency on the part of drivers to hurry through traffic.

To hog the middle of the street of highway.

To cut corners too sharply.

To weave in and out of traffic.

To give slip-shod signals indicating stopping or turning to the left or right.

The danger of getting out of an automobile on the side facing the street.

A check up on brakes and the general mechanical fitness of a car.

As respects pedestrians, specific activity might well be directed to:

The need to safeguard their own lives by crossing the streets at properly designated places.

The importance of looking

both directions before crossing streets.

The hazard of darting into the streets from behind parked cars.

The advantage of walking against traffic on the street and highway where sidewalks are not provided so that on coming motor vehicles can be seen.

Adults, whether drivers of cars or not, should be informed of their responsibility for safeguarding the lives of children and setting an example. In this respect, children can be appealed to so that they also:

Will cross streets properly.

Will not run into the streets for play things.

Will not play in the streets.

4. The general committee no doubt will find it possible to further its aims by referring to this special edition which explains actions of drivers and pedestrians which lead to deaths or injuries. Refer to the "Rules for Safe Driving."

5. Because the occurrence of automobile accidents is due to the failure of many persons to "Do unto others as they would have others do unto them," it would be highly desirable if upon a specific Sabbath, ministers in the local churches of all denominations (including colored) would devote their remarks to the presentation of the automobile accident situation from the point of view of the Golden Rule.

6. Because the schools realize and are trying to discharge as they should their responsibility for the proper education of children as respects individual responsibility, it might be well to have school authorities and teachers consider how they might assist even more than they have in the past the advancement of street and highway safety. Such discussions might be considered either in open meetings, by parent teacher associations, or in the press.

8. Although it is recognized that human failure causes approximately 19 accidents out of every 20 it is well to appreciate the fact that adverse traffic conditions sometimes exist because of improper mechanical control or bad physical conditions. Therefore, as a part of the local activity and with the cooperation of the proper officials it might be advisable to give consideration to:

Establishment of one way streets.

Stop signs.

Placing of traffic lights.

Even though everything that reasonably can be done has been done as respects the erection of lights, stop signs and improvement of streets, etc., an explanation either in addresses or in the press of the reasons for such mechanical or physical control would do much to make the public understand that the actions of the city officials and the steps

(See No. 1 Last Page)

36,000 Deaths Yearly Due To Our Own Carelessness

Needless Sacrifice Of Life In Auto Accidents Arcuses Public Indignation And Calls For Concentrated Effort Everywhere

Nearly 40 million drivers, some good and some bad. . . . Three times that many pedestrians, including the lame, the halt and the blind. . . . More than 28 million automobiles, some in good condition and others nearly ready to fall apart. . . . Three million miles of highways, with a score of physical hazards in every mile. Add all these together and you have America's traffic lottery, a complex game of life and death in which all of us, willing or not, must participate.

America's shameful automobile accident toll according to the latest figures issued by The reached the staggering total of 36,800 dead and 967,840 injured in 1936.

Why? Many individuals make the mistake of attributing this awful toll to one or two simple causes. The engineer says: "When we build better highways and cars, the accidents will stop." The law enforcement officer says: "The only way to teach motorists to behave is to crack down on them." Some persons say "Cut down speeds and you'll cut down accidents." Others claim with equal emphasis: "Eliminate drunken driving and you'll eliminate most of the accidents."

Actually, there are many causes of accidents, and a natural remedy for each. Pictured above are a few.

Many American cities are enjoying reductions in their accident rates each year in spite of the fact that the totals for the country as a whole are climbing steadily upward. These cities are seeking out all the causes and applying the correct remedy to each. They are carrying on a balanced program of education, engineering and enforcement.

AUTO SUGGESTIONS

(By Bill Holman)

Check the wheel—make sure that a loose nut isn't holding it.

Be sure the Miss in the motor is sitting beside you.

Don't race trains to crossings. If it's a tie you lose.

For Jaywalkers, every year is leap year.

Be sure the only crank in the car is in the tool box.

A pedestrian is a man who missed the payments on his car.

If you must have a blowout have it at home.

A bird at the wheel is worth two in the ambulance.

Beware of green drivers on red lights.

Buddy Henderson, of Kermit, visited friends and relatives in Eldorado and on the Tom Henderson ranch near Eldorado, this week.

Why Sneer At Nero?

When Rome burned, Nero is supposed to have admired the spectacle from a distance and to have recited verses about the burning of Troy.

How many persons today are virtually doing that, when on all sides are evidences of destruction of life and property on the streets and highways?

Considering the failure to safeguard life and limb isn't it fair to ask, "Why sneer at Nero?"

Time is replete with instances when great opportunities to perform much good were "fiddled away." To look back upon these episodes is to impeach many on grounds of rank stupidity and indifference.

To safeguard life and limb upon the streets and highways, certain methods of procedure are known to produce results.

It is known that many persons drive who should not. And though much has been said about uniformity of regulations, much remains to be done.

It is known that safety education would serve to make motorists drive more carefully. Yet only fragmentary steps have been taken.

It is known that engineering can remove some of the elements involved in automobile accidents. But an example of the obstacles in this approach to a solution of the problem, streets are used as public garages.

The safety campaign now being sponsored by this paper is being done in the interests of street and highway safety and for the promotion of a more pleasurable use of automobiles.

Such campaigns are now being conducted all over the United States, and we earnestly solicit the moral support of every individual in our county in making this all important movement a big success. We have at this office an ample supply of booklets and folders and other material on the rules and regulations of safe driving, which can be procured at no cost to you. We invite you to come in and help yourself to this literature, read it and pass the good news along to your friends. You may also at the same time become a member of the Street & Highway Safety Association by signing a pledge card which is prepared for this purpose, the cost is 10c, which is taken care of by the Junior Police Patrol which is now being organized.

After signing the pledge card you will be entitled to a free check up job at an official S. H. S. A. Station and a metal emblem placed on the back of your car which identifies you as being a member of the safety association certifying that your car is in a safe driving condition. Join the S. H. S. A. now, have your car put in a safe driving condition—practice the rules of safe driving and lend your wholehearted cooperation in helping to reduce the alarming toll of automobile highway accidents.

ELDORADO SUCCESS
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AT ELDORADO, TEXAS

C. S. McKINNEY OWNER
AARON EDGAR EDITOR

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BE FAIR TO THE PASTOR

Robstown Record: Someone is always writing about doctors and lawyers and teachers, but seldom can you find space devoted to that humble servant known as the preacher, maybe if it hadn't been for the recent thoughtfulness of a Missouri editor you never would have had a pen-picture of the preacher. But he has thought to write one, and in the belief that citizens of Brady will enjoy reading it, we take the liberty of reproducing it—and here it is: "The preacher has a great time. If his hair is gray, he is too old. If he is a young man, he has not had experience enough. If he has ten children, he has too many. If he has none he is setting a bad example. If his wife sings in the choir, she is presuming, and if she does not, she isn't interested in her husband's work. If the preacher reads from notes he's a bore, and if he speaks extemporaneously, he isn't deep enough. If he stays at home in his study, he doesn't mix enough with people; if he is seen around the streets, he ought to be at home getting up a good sermon. If he calls on the poor, he is playing the grandstand; if he calls at the homes of the wealthy, he is an aristocrat. Whatever he does, someone could have told him how to do it better. Yes, the preacher has a great time!"

Evidently the preacher has a hard job. He is in a tough spot, if we may inject slangoid terms into a serious discussion. But in those denominations which organize into bishoprics the pastor may always hope to be a bishop. When one becomes a bishop his troubles are over, we assume. Our assumption may be arronous, but it comes of observation. No bishop looks troubled. No doubt all bishops worry in privacy, for they have authority and feel obliged to obtain guidance through prayer. Yet no bishop can pray as humbly as a pastor, certainly not as humbly as a layman. Whether he is sufficiently humble worries a bishop, we again assume. Admittedly we

John Sidney Williams Wins Prize With Letter Entered In "Pet Contest" Recently Sponsored By Child Life

A letter about his pet lambs recently won John Sidney Williams, son of Mr. and Mrs. Jim Williams, a special prize by Child Life Magazine. Out of 320 letters submitted in life Magazine, this one was chosen a sponsored by Child Life Magazine, this one was chosen a special prize winner. Children from England, France, Canada and all over the United States participated in the contest.



In conducting the contest, Child Life asked for interesting descriptions about pets and some of the clever things which they do. John Sidney's letter about his lambs was selected by the judges as having particular merit. His letter follows:

Pet Lambs Fed from Bottle

Dear Miss Barrows: I have eleven pets. They are all lambs. I am very proud of them. Their names are Lonesome, Flood, Strip, Big Boy, Whosit, Rusty, Teen, Seven, Six Brite, and Pewee. Pewee is sucking the bottle in my picture. I feed Lonesome, Flood, Strip and Pewee from a quart bottle. I feed the rest from a tin trough. They are very hoggish. They drink the milk the best they can while the others crowd them out. They stick their head in the bucket and turn it over and nearly drown me.

My pets are very wearisome. They open the gates and come in the yard. They eat Mother's flowers and grass, and they will not go to graze until they have been fed.

Pewee is my favorite of the bunch. The reason why I like Pewee best is because when he was young Daddy said he was going to kill him. I told Daddy that if he would let me feed him I would make a lamb out of him. When we first started feeding him it only took about two teaspoons of milk to fill him, he was so small. He always wasted a good bit of milk, when he was young. It would get in his nose and he would get choked.

Big Boy is the largest. Big Boy and Six are the best lambs. But I like Pewee best.

Your friend,
John Sidney Williams,
Aged 12 Eldorado Texas.

are here exploring unfamiliar ground. Our intention was to ask a square deal for the pastor all pastors. Bad as his situation may be, you can make it double tough by failing to pay your church assessment.—State Press in Dallas Morning News.

LOCALS

Mr. and Mrs. R. P. Hinyard of San Angelo visited friends in Eldorado Tuesday.

Mrs. R. F. Freeman, of Bryson Texas, visited in the home of her brother, Oran Benson, over the week end.

L. T. Wilson and son, Lewis and Joe Chitty spent several days fishing on Devil's River, returning home Sunday. Mr. Wilson says they had a nice catch, but not what any of the fishermen would call a big catch. They caught all the fish they could eat

while there and brought home several pounds, one of the fish they brought home was a cat weighing twentyfive pounds or more.

Bud Ellis of San Angelo visited in Eldorado the first of the week.

Jask Ratliff has accepted a position with the Western Mattress Co. in San Angelo.

Miss Hattie Belle Martin of Stamford visited in the home of Miss Grace Ratliff last week end.

Paul Davis, Toodle Spurgers, and Miss Billy Rae Bradley made a business trip to San Angelo Tuesday.

Gordon Williamson of Amariillo is visiting friends in Eldorado this week.

Mrs. Luke Thompson spent the first part of the week on the ranch near Sterling City.

Hassell Ratliff who has been visiting in Midland returned home last week end.

Joe Brewer and his mother and sister from Kennedy were in Eldorado Sunday. Mr. Brewer was on the Humble crew that drilled the Honig deep test. They visited in the home of Mrs. H. S. Espy.

Mr. and Mrs. Thomas Espy and son and Mr. and Mrs. Howard Espy visited their mother, Mrs. H. S. Espy last Friday.

Miss Watson And Howard Espy Marry

On Wednesday July 7th Miss Leontine Watson, teacher in the Sonora public school system, and Howard Espy, young Sutton county ranchman, were united in marriage by the Rev. K. P. Barton, pastor of the First Methodist Church in San Angelo.

Miss Watson, daughter of Mr. and Mrs. J. T. Watson, ranch people of the Van Horn section, was a teacher in the Sonora public school, teaching English and had the fifth grade for her home room. Before going to Sonora she taught in the Red Springs school. Miss Watson is a graduate of McMurry College, Abilene, receiving her B. A. degree in 1935. She was active in college affairs and was a member of National Honor Society.

Mr. Espy is a son of Mrs. H. S. Espy of this city and was reared in Eldorado and attended school here and in Sonora. For several years he has been associated with Emil Vander Stucken, New York attorney, in the operation of a 22-section ranch southeast of Sonora.

The couple are at home on the ranch, near Sonora, after a short wedding trip.

Marjorie Roach of Hyman has been visiting her grandmother, Mrs. Espy. She is visiting Mrs. Eunice Crouch of Eola for a few days before returning home.

Mrs. Espy expects to accompany her home.

Mrs. Emma Stockton and two daughters, Sophia and Marybelle of Temple were guests of Mrs. H. S. Espy over the week end. They were on their way to Alpine where the girls are to be in Sul Ross for the last half of the

Table No. 13—Weather Conditions

| | FATAL ACCIDENTS | PER CENT | NON-FATAL ACCIDENTS | PER CENT |
|--------------|-----------------|--------------|---------------------|--------------|
| Clear | 28,750 | 85.7 | 707,390 | 85.1 |
| Fog | 800 | 2.4 | 12,470 | 1.5 |
| Rain | 3,260 | 9.7 | 88,940 | 10.7 |
| Snow | 740 | 2.2 | 22,450 | 2.7 |
| TOTAL | 33,550 | 100.0 | 831,250 | 100.0 |

Here are two tables that deserve close scrutiny. The fact that most accidents occur in clear weather and on dry roads may seem surprising at first glance. It will prove less baffling if you remember that speed too fast for conditions is the chief cause of accidents. Most drivers have learned that they must slow down when weather or road conditions are bad. What they have yet to learn is that a little less speed under all conditions is good driving practice.

Table No. 14—Road Conditions

| | FATAL ACCIDENTS | PER CENT | NON-FATAL ACCIDENTS | PER CENT |
|--------------|-----------------|--------------|---------------------|--------------|
| Dry | 25,560 | 76.2 | 620,090 | 74.6 |
| Wet | 5,370 | 16.0 | 130,500 | 15.7 |
| Snowy | 910 | 2.7 | 29,950 | 3.6 |
| Icy | 1,710 | 5.1 | 50,710 | 6.1 |
| TOTAL | 33,550 | 100.0 | 831,250 | 100.0 |

summer term. and son of Mertzson visited friends and relatives in Eldorado Mr. and Mrs. Aubrey DeLong Tuesday.

IMPROVED FREIGHT SCHEDULES

Specify  on your orders

"Faster By Rail—Regular As Mail"

SERVING YOUR COMMUNITY—Daily except Sunday service between Texas points and throughout the country.

FOR EXAMPLE—Live stock and other carload commodities loaded at various stations this territory any day will reach Fort Worth following morning 7 a. m.

PACKAGE CARS—From leading cities.

FREE—pick up and delivery merchandise within city limits.

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For details, schedules, rates, etc.,

Call— **W. A. Mullett, Agent, Eldorado, Tex.** Write— **E. A. Tusha, Div. Frt. Agent, San Angelo, Tex.** Or Write— **M. C. Burton, General Freight Agent, Amarillo, Tex.**

4th Anniversary Sale

Is saving many dollars for everybody in our trade territory— Come celebrate with us, we say thank you with substantial savings in every need for the entire Family.

MEN'S WORK SHOES \$1.39

Leather Scouts or plain toe blucher shoes. A real buy at \$1.39

MEN'S DRESS SHIRTS 79c

Fine broadcloth, checks, plains and stripes, 14 to 17

MEN'S RAYON SHORTS 19c

of good rayon silk in blue and flesh color 25c value

MEN'S WORK SHIRTS 45c

Triple stiched blue chambray, cut full, 2 pockets, fast colors.

MEN'S BLACK Oxfords \$1.98

Snappy black leather oxfords, leather soles, wing or crease toes, leather heels— A real buy at \$1.98.

BOYS VAT DYE KHAKI PANTS 89c

MEN'S VAT DYE KHAKI PANTS 98c

LADIES WASH DRESSES 49c

All good styles, attractive colors cut to less than material at only 49c

LADIES SILK HOSE 25c

Dark color silk hose, good wearing quality. While they last pair 25c

LADIES SUMMER Dresses \$1.59

Vaules to \$1.95 to close out Only

\$1.59

One special lot reduced again for quick close out, just the dresses to finish the summer. Choice of many styles and colors. Hurry save.

YARD WIDE PRINTS 10c

Fast colors, new prints, big variety, last time at this price yard only 10c

NEW SUMMER VOILES 12c

Pretty summer patterns in fast colors. Values to 19c Choice 12c yard

WASH CREPE SILKS 49c

Washable silks in solids & prints, buy for the future cave yard 49c

LADIES SANDALS 98c

White and colors. Values to \$1.95. A great closeout while they last 98c

LADIES WHITE DRESS Shoes \$2.39

Summer's best styles in White oxfords, straps, pumps and ties. Values to \$6.00

\$2.39

\$2.50 WHITE OXFORDS \$1.69

Drive Safely To

L'NOR'S CAFE

ELDORADO



In the conduct of our business we have set for ourselves an ideal—that is to serve only that kind of food which meets with the approval of our good friends and customers.

That we have accomplished this ideal is proven in the large number of regular customers who return to our place day after day to eat and visit with us.

We wish to thank our patrons for their business and assure you that we will always strive to serve you in such a manner that it will merit your kind patronage.

We Heartily Endorse The Safety Drive

Quick Service

Good Food

Low Prices

Your Success

depends a lot on your personal appearance. For assurance of always being well-groomed, get your barber work at

Post Office Barber Shop

W. M. Davis, Prop.

RATLIFF

Department Store

Eldorado, Texas

Death Toll In First 2 Months Up 1,050

Traffic deaths in January and February totaled 5,500 or 1,050 more than in the 1936 months, an increase of 23.6 per cent, according to National Safety Council figures which include motorcycle fatalities. In the more populous states where most of the fatal accidents occur January and February were good driving months, in sharp contrast to the heavy snow and severe cold of the corresponding period last year. Comparison of February's toll of 2,350 with the 2,250 killed in February, 1935, when the weather conditions were more similar, shows an increase of only 4 per cent.

Urban contributed more heavily than rural travel to the January-February increase. The city record showed a 33 per cent advance in contrast to an estimated 24 per cent increase for the entire country. The death toll declined in only 19 out of 81 cities of more than 100,000 population. Twelve states reported reductions and one experienced no change. Based on January reports the Council said

pedestrian deaths were up about 39 per cent compared with a 15 per cent advance in all other types of accidents not involving pedestrians.

URGES WOMEN NOT TO RIDE WITH DRINKING DRIVERS

Norman Damon, manager, Automobile Manufacturers Assn. safety department, urges women to inaugurate sit-down strikes against riding with drinking drivers. He told the Women's National Exposition of Arts and Industries in New York that by remaining seated at home or in restaurants rather than venturing out with such drivers "women can establish a new and highly desirable aspect of motor manners that would have a direct effect upon the individual and place a social stigma upon the practice of riding with drinking drivers." Damon stressed that drinking drivers are much more of a menace to safety than drunken drivers. The latter betray their condition and can be dissuaded from driving "but the person who has had just one drink too many appears normal and is actually dangerous."



So you never gamble!
Do you ever cross the street in the middle of the block to save a minute or two? If so, you gamble the millions of minutes remaining in your normal life span against that inconsequential minute or two.

Do you ever take an occasional chance while driving your car? Ever pass another car on a curve or a hill? Ever exceed the speed limit? Ever pass a standing street car?

Ever fall to signal before turning?
If you do take such chances, you are eleven times as likely to be killed or injured in a traffic accident this year as the holder of a sweepstakes ticket is to win even a small prize.

When you gamble in lotteries your stake is a few dollars at most, but when you gamble in traffic you bet your life.

WEST TEXAS LUMBER CO.

A West Texas Institution
Serving West Texas

Safety First

On The Streets, Highways And
IN THE HOME

BE SAFE

in the home.

Use Screens

They give you safety and comfort.

BE SAFE

Behind the Auto-

mobile wheel-

Drive Carefully.

Don't take chances.

Protection

PAINT

your home and make it attractive.

It also protects and acts as air armor against the onslaughts of wind and rain.

SAFE CARS

Be sure your car is in Good Driving condition.

Your Guarantee of Protection.

Don't Put It Off!

BUILD NOW

Place your house rent money in a substantial home. Estimates on building cost cheerfully furnished without cost or obligation.

RESOLVE TO
DRIVE SAFELY

Now Don't Put IT Off. It may mean your life.

Be A Careful Driver

You May Be Next

A Short Talk About Your Safety And Everybody's and 1,300,000 others who will be injured.

When you stop to think about it, it is appalling to realize that right at the moment in this country there are, by conservative estimate, 38,000 people who will be executed by motor vehicles in the next 12 months

When Women Need Cardui

If you seem to have lost some of your strength you had for your favorite activities, or for your housework . . . and care less about your meals . . . and suffer severe discomfort at certain times, try Cardui!

Thousands and thousands of women say it has helped them.

By increasing the appetite, improving digestion, Cardui helps you to get more nourishment. As strength returns, unnecessary functional aches, pains and nervousness just seem to go away.

As pointed out on the opposite page if YOU meet death or are injured probably it will be because of your own negligence or optimism. This statement will seem unfair to most people, but is it?

You insist that you are a careful driver but are you? Almost every man thinks he's careful, or at least careful enough, but the accident record proves he's wrong. If all the "careful" drivers were really careful, motor vehicle accidents would be largely limited to broken steering knuckles, avalanches and other acts of God.

If you are riding with someone else you still have considerable control over your fate. When it comes to back seat driving don't be a shrinking violet. The integrity of your neck is more important to you than friendship. Nobody can force

SAFETY FIRST

When you are driving, drive with the Safety of others in view. When buying, buy with the saving idea in view. We make it convenient for you to buy at a saving by offering the same low prices every day on every article.

Plenty of field ripened tomatoes for the week end. We need more eggs than we are getting, pay best prices, bring them here.

New shipment of Men's Hose came in this week. See us for what you need. We might have the needed article.

Wright's CASH Store

1921-1937

you to ride with a careless pilot unless perhaps you are on your way to jail.

Perhaps your death or injury will be due to the careless operation of some other car. However, if you are a thoughtful, alert driver you can usually foresee and forestall the effects of another man's negligence. To quote just one typical case, the other fellow dashes across a blind intersection at an excessive rate of speed. You, who are proceeding at a more moderate rate, are unable to avoid the collision. It's the other fellow's fault beyond a doubt but the fact remains that if you had approached that intersection with the thought that maybe someone would cross your path at high speed, you might have avoided the crash.

Remember that, "Accidents do not happen. They are caused." The percentage of exceptions to this statement is small. The majority of accidents which befall motorists are due to the fact that something solid, such as another vehicle or a tree, suddenly blocks the path of the car, and a collision results. It's called an accident. The driver is surprised to find something in his way but the really careful driver will recognize the fact that he must foresee these possibilities and be prepared to meet them with due caution.

Maybe you'll be on foot when your time comes. Nearly 50 per cent of those killed and almost one-third of those injured are pedestrians. These figures suggest that the average man, when steering and braking by shoe leather, is just as optimistic and negligent as he is when behind the steering wheel. Pedestrians who do their best to keep away from automobiles are unlikely to be hurt.

Are you a careful pedestrian?

Are you absent-minded or optimistic about your danger when on foot? Do you always insist upon your rights even though you know that if you collide with a car you, rather than the car, will be likely to suffer serious damage? Do you recognize that the driver of any car may be careless, absent-minded or optimistic concerning the possibility of a collision with you?

The fact that approximately one-third of those involved in motor vehicle accidents are pedestrians shows clearly that those on foot do not realize their responsibility in avoiding collisions.

THE TRAFFIC LOTTERY

Nearly 40 million drivers, some good and some bad. . . . Three times that many pedestrians, including the lame, the halt and the blind. . . . More than 27 million automobiles, some in good condition and others nearly ready to fall apart. . . . Three million miles of highways, with a score of physical hazards in every mile. Add all these together and you have America's traffic lottery, a complex game of life and death in which all of us, winning or not, must have a hand.

Many will lose in 1937, some because we are willing to take a chance no matter how great the odds against us, but most of us because we do not fully observe all the rules of the game nor play it safely.

This article has been prepared to help you face the multitudinous traffic hazards on our streets and highways. The tables point out the danger spots. Study them. The best way to keep from being one of 1937's accident victims is to learn how and where and when last year's accidents occurred and avoid those hows and wheres and whens

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Promises support in helping to reduce Highway accidents.

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Pledging Our Support To Make The Streets And Highways Safe

COURTESY

PROMPTNESS

First National Bank

Member Federal Deposit Insurance Corporation

In order to achieve success, we must accomplish an ideal. . . that is to set for ourselves an ideal and work to that end. . . if we reach our objective we have achieved success.

Our ideal is to serve our patrons so well that we will merit their confidence and patronage.

We trust that we have accomplished this ideal, although we will continue to strive for greater success, and are ever hopeful that we reach our objective.

As one of Schleicher County's loyal boosters, we pledge ourselves as one of the first to co-operate with our citizens in the publication of this meritorious Safety Edition. The personnel of this bank feels a special pride in the resourcefulness of the management of this fine paper for such a publication.

At this time we would like to stress upon our younger generation the real importance of saving and preparing for the future.

"To the young," said thrifty Benjamin Franklin, twenty years and twenty shillings seem to last forever." As we grow older we realize more keenly the value of time and of money. The future so soon becomes the present. Money saved, slowly and tediously at first so quickly mounts up into safety, security and independence. . . or else time flies by and we have lost the opportunity of saving. In youth every man can so direct his activity that he will attain a substantial position during his prime of life. The sole requirement is that he shall not waste energy. . . nor throw away the results. Save part of your earnings now so that when the future becomes the present you will possess the means to achieve your goal in life.

SAFE

SOLID

SOUND

SECURE



Drive Safely

The First National Bank

J. B. Christian

Sam E. Jones

J. E. Hill

Directors

NOBODY'S BUSINESS

Austin.—Just what are the motives behind the inspired talk of a third term for Gov. James V. Allred provided the chief topic of conversation among the political wiseacres here this week. Few believe that Allred seriously is considering seeking a third term, but the politically sophisticated readily agree that the governor is playing his cards skillfully by starting a boom at this time.

Judgeship Involved?

Friends of Senator Tom Connally believe Allred may be trying to "scare" the junior senator into renewed effort to revive the moribund bill to create an additional federal judgeship at Houston, by talking of a third term. If Allred were elected governor again, he would be in excellent position to run against Connally in 1940. It is believed here that Connally would go a long way to avoid a race with Allred as his opponent, particularly in view of the sharp division of sentiment in Texas over the president's court reform plan. Connally has fought the bill unequivocally, while Allred has never committed himself on the issue. Connally undoubtedly strengthened himself with the lawyers, and with the conservative Democratic element raised grave doubts among his friends about whether he has done himself any good with the mass of Texas voters, who, most observers here think, are strongly for the president. They cite the results in the recent special congressional election in the 10th district—probably the most conservative in Texas—in which Lyndon Johnson won overwhelmingly over a court plan opponent. Johnson endorsed the Roosevelt program enthusiastically.

Allred Aides Drifting Away

There is little doubt that the third-term talk on behalf of Allred also is designed to hold the Allred machine together, and halt a distinct tendency which it has been manifesting in recent weeks to break up. The governor, in the always unfortunate position of a second term governor "on the way out" has seen politicians whom he has rewarded with one, two and in some cases, even three fat appointments, drifting away from his influence. Most notable is the case of R. B. Anderson, ex-assistant attorney general under Allred, and later state tax commissioner, then director of the unemployment compensation commission, Anderson hired out to

Dicing With Death

The Dice-cup is for daredevils who willingly bet their cash on the caprice of the ivory cubes, but in that giddy game of life and death which is America's tragic lottery, everyone has a stake, willing or not. Doddering old men, tiny tots—yes, even babes in arms.

Glance at the table. Note that 1,400 toddlers met death al-

most as soon as they had learned to talk; that nearly a thousand of these were wee pedestrians who perished even as they were learning to walk.

Observe, also, that two out of every three persons 65 and over who departed from this life in traffic accidents were on foot when their fatal moment arrived.

Table No. 4—Persons Billed by Age Groups—1936

| | Ages 0-4 | Per Cent | Ages 5-14 | Per Cent | Ages 15-64 | Per Cent | Ages 65 and Over | Per Cent |
|------------------------|--------------|--------------|--------------|--------------|---------------|--------------|------------------|--------------|
| COLLISION WITH: | | | | | | | | |
| Pedestrian | 970 | 69.3 | 2,550 | 63.6 | 9,020 | 34.5 | 3,620 | 69.2 |
| Automobile | 220 | 15.7 | 460 | 11.5 | 7,460 | 28.5 | 840 | 16.0 |
| Horse-drawn Veh. | | | | | 50 | .2 | 20 | .4 |
| Railroad train | 40 | 2.9 | 130 | 3.2 | 1,480 | 5.6 | 120 | 2.3 |
| Street car | | | 10 | .3 | 300 | 1.1 | 20 | .4 |
| Other vehicle | | | 30 | .8 | 260 | 1.0 | | |
| Fixed object | 30 | 2.1 | 150 | 3.7 | 3,530 | 13.5 | 260 | 5.0 |
| Bicycle | | | 10 | .7 | 390 | 9.7 | 330 | 6.3 |
| Non-collision | 100 | 7.2 | 250 | 6.2 | 3,550 | 13.6 | 300 | 5.7 |
| Miscellaneous | 30 | 2.1 | 40 | 1.0 | 180 | .7 | 10 | .2 |
| TOTAL | 1,400 | 100.0 | 4,010 | 100.0 | 26,160 | 100.0 | 5,230 | 100.0 |

There is a severe indictment of reckless driving to be found in the figures in tables 4 and 5—a charge of apathy if not gross negligence.

Little children cannot be held accountable for their actions—they cannot be expected to take care of themselves in traffic. Drivers must think for them and protect them. Elderly person are at an equal disadvantage. The

mind may be clear but the footsteps falter and the necessary nimbleness has left their limbs. Drivers must look out for them, too.

A note of warning must be sounded this year to bicycle riders. In the age group 5 to 14, both deaths and injuries in bicycle-automobile collisions rose alarmingly. In fact, fatalities very nearly doubled. Parents, teachers and drivers should take heed.

Collision With:

| | Ages 0-4 | Per Cent | Ages 5-14 | Per Cent | Ages 15-64 | Per Cent | Ages 65 and Over | Per Cent |
|------------------|---------------|--------------|----------------|--------------|----------------|--------------|------------------|--------------|
| Pedestrian | 24,310 | 62.8 | 90,060 | 59.6 | 160,660 | 21.7 | 18,320 | 48.5 |
| Automobile | 11,870 | 30.7 | 36,510 | 24.2 | 425,470 | 57.5 | 15,000 | 39.7 |
| Horse-drawn veh. | 40 | .1 | 150 | .1 | 4,240 | .6 | 320 | .8 |
| Railroad train | 100 | .3 | 320 | .2 | 5,180 | .7 | 210 | .6 |
| Street car | 190 | .5 | 610 | .4 | 11,300 | 1.5 | 480 | 1.3 |
| Other vehicle | 40 | .1 | 900 | .6 | 6,690 | .9 | 110 | .3 |
| Fixed object | 700 | 1.8 | 3,470 | 2.3 | 60,290 | 8.1 | 1,320 | 3.5 |
| Bicycle | 310 | .8 | 13,400 | 8.9 | 10,320 | 1.4 | 170 | .5 |
| Non-collision | 870 | 2.2 | 4,680 | 3.1 | 52,010 | 7.0 | 1,410 | 3.7 |
| Miscellaneous | 270 | .7 | 900 | .6 | 4,240 | .6 | 400 | 1.1 |
| TOTAL | 38,700 | 100.0 | 151,000 | 100.0 | 740,400 | 100.0 | 37,740 | 100.0 |

Waggoner interests of Fort Worth as an attorney. The governor was rather burned up to discover later that Anderson had worked to defeat his race-track betting repeal bill. Still other Allred stalwarts, highly placed in state bureaus by the governor, have conveniently "overlooked" recent patronage recommendations of the governor. Actually, the boys have been scurrying about, seeking new alignments in the forthcoming governor's race. They figure Allred has done all he can for them—and politics, after all, is a cold blooded business. A notable exception is Ed Clark, secretary of state, ex-secretary to the governor, and ex-assistant attorney general. Clark has remained loyal, and the "third term boom" is largely his own idea to whip some of the others in line.

School Fund Row

The action of the state board of education—including a healthy sedgment of Allred appointments—in ignoring the governor's expressed hope that the per capita school appropriation might be held at \$19, and the tax rate on property reduced, was still another manifestation of the waning Allred influence. The board promptly hiked the per capita figure to \$22.00. If Allred can get one other member of the state automatic tax board—which includes the governor, Comptroller George Sheppard, and Treasurer Charley Lockhart—to stay with him, he may nullify this action, however, by getting the tax board to reduce the school ad valorem tax rate from the present 30 cents to 6 or 8 cents, thus giving the property taxpayers the "break" Allred claims they deserve. The school lobby, however, is all powerful, and it is doubtful whether, with an election in the offing next year, either Sheppard or Lockhart would care to antagonize the governor in such action. The board meets July 20 to settle the matter.

Third Term Reaction

First reaction from out over

When HEADACHE Is Due to Constipation

Often one of the first-felt effects of constipation is a headache. Take a dose or two of Black-Draught!

That's the sensible way—relieve the constipation. Enjoy the refreshing relief which thousands of people have reported from the use of purely vegetable Black-Draught. Sold in 25-cent packages.

BLACK-DRAUGHT
A GOOD LAXATIVE

A Modern Black Beauty Speaks

"Ah, this is a proud day in my life.

"Enthusiastic crowds stop to admire me. Women rave ecstatically about my sleek lines and my glistening coat. Men lift my hood and listen, then nod approvingly. My appearance has been groomed carefully; my vital organs are functioning rhythmically. "I hate to boast, but I know I look wonderful. And I feel perfect.

"Someone is sure to buy me today.

"That last thought takes the edge from my elation. Frankly, I'm worried.

"Will my new owner be kind to me? Will he treat me with the same loving care in my middle and later life as he will when I am just new in the family?

"Or will he abuse me?

"What if he drives me at breakneck speed and runs my blood pressure up to 65 and 75 miles an hour? What if he takes reckless chances in traffic and gets my body all battered and bruised? What if (perish the thought) in a rash moment he should allow me to run over somebody!

"You must admit I've cause to be worried.

"I'm only normal. I want to live out my allotted span. I want to be a friend of mankind, giving great pleasure—and causing no pain.

"I wish I could choose my new owner. I cannot; I must take my chances. I can only hope for the best.

J. L. Murray of Christoval was a business visitor in Eldorado Monday.

the state to the third term movement is privately reported somewhat disappointing to the Allred strategists. Observers who have traveled into the creek forks report a lack of strong public demand for the breaking of the two-term tradition. Allred, despite his vetoes of many measures affecting large groups, seems not to have made many bitter enemies recently, except an extreme, but comparatively small group of "liberals"—over the race repeal business. But, on the other hand, the scouts report he has made virtually no new friends, as they point out he had the "moral" vote almost solidly already. And too many folks ought to have a third term to steam up the boom very much at this writing.

Gilchrist To A. & M.

Inside information that Gibb Gilchrist state highway engineer, will accept the proffered post as dean of engineering at A. & M. college—which he has under consideration as this is written—is welcomed enthusiastically by A. & M. alumni throughout Texas. Gilchrist is recognized as one of the nation's ablest engineers, even by those who have clashed with him politically in the past, and the offer to head A. & M.'s engineering school is a high compliment to his fine ability. The honor that goes with the post probably will help to compensate Gilchrist for a sacrifice in income which his acceptance will necessitate.

A vacation should follow—no precede—work.

A busy tongue introduces an idle brain.

Try to be somebody but not somebody else.

You will not think less of yourself when you tell the truth.

SEE US FIRST
A. J. BURK'S TRUCK LINE
(Bonded Trucks)
Go Anywhere Day or Night
See Us When You Need Anything Moved
Prices Always in Line
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Protect Your Health

Simply by drinking plenty of that good, rich milk that comes from

STANFORD'S DAIRY

It's good for the boys and girls—also for Mothers and Dads. Order an extra quart today.

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TELEPHONE SERVICE

Do you have a telephone? If not, you may be passing up many profitable opportunities. If you have a telephone in your home or office you will be surprised at the time you can save. Scores of people find telephone service most valuable.

Have a telephone installed today.

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Our stock of supplies contains items needed every day on the ranch—

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Globe
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Gulf
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Worm Medicine

Blue Death
Globe
Byrd's
Gulf
Benzol

Miscellaneous

Soremouth Vaccine
Tetra Capsules
Globe Drench
Livestock Spray
Globe Dip
Cooper's Dip
Marking Chalk

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HAVE YOUR CAR SERVICED FOR Summer Driving

We have the special lubricants that are required to lubricate the late model cars.

Get a Marfak job—It costs no more.

Firestone Tires, Tubes, Accessories
COMPLETE BATTERY SERVICE
Recharging, Rentals and New Batteries.

TEXACO SERVICE STATION

Phone 95 Lum Davis, Mgr.

Report Of Condition Of
The First National Bank
Eldorado, Texas

At The Close Of Business June 30th, 1937

| Assets | | Liabilities | |
|-------------------------------|-------------------|-------------------|-------------------|
| Loans | \$306,283.90 | Capital Stock | \$ 75,000.00 |
| Overdrafts | 189.04 | | |
| Federal Reserve Bank Stock | 3,800.00 | Surplus | \$51,500.00 |
| Banking House | \$3,000.00 | Undivided Profits | 29,368.17 |
| Furniture & Fixtures | 4,000.00 | | 80,868.17 |
| Other Real Estate | 2,200.00 | Dividend No. 43 | 3,750.00 |
| F. D. I. C. Fund | 104.38 | DEPOSITS | 398,022.14 |
| CASH on hand & in other banks | 241,061.99 | | |
| Other assets | 1.00 | | |
| TOTAL | 557,640.31 | TOTAL | 557,640.31 |

Officers

J. B. Christian, President J. E. Hill, Vice-President W. O. Alexander, Cashier
R. P. Hinyard, Vice-President L. L. Baker, Ass't Cashier

Directors

J. B. Christian Sam E. Jones J. E. Hill R. P. Hinyard D. E. DeLong

Public Roads Bureau Studies Accident Causes

Under a \$75,000 Congressional grant for safety studies the Bureau of Public Roads, acting for Secretary of Agriculture Wallace, is co-operating with national agencies in a comprehensive program of research into highway accident causes. Outstanding among the subjects being studied are lack of uniformity in state motor vehicle laws, regarded as an important contributing cause of accidents; driver characteristics and habits and identification of dangerous drivers; improvement of basic data needed for study of causes and prevention, with stress on accident reporting.

The Bureau reports that the accident expectancy of the average driver is one mishap in about 25 years, hence drivers having accidents more frequently should be detected and watched. One step to that end will be collection and study of accident records of 25,000 drivers over the past six years to reveal to what percentage they menace their own and others' safety. By measuring the ability and skill of numerous drivers and comparing the results with their accident records the Bureau hopes it will be possible to develop methods that will positively identify safe and unsafe drivers. Such methods could be used in issuing, suspending and revoking driving licenses.

POOR LIGHTING COSTS MOTORISTS MILLIONS

When accidents occur at night at no higher rate per miles traveled than they do in daylight American motorists will save between \$150,000,000 and \$200,000,000 now paid annually in insurance premiums for excess night accidents alone, according to R. E. Simpson, illuminating engineer of the Travelers Insurance Co.

"Last year there were over 12,000 more deaths and 197,000 more accidents at night than might logically have been expected on a traffic exposure basis," he said. "The huge annual loss due to excess night accidents is much greater than would be the cost of adequate lighting of city streets and main highways. Good lighting will tend to reduce automobile insurance rates."

Worse Than War!

The first booklet in this series was published in 1931 under the title "Worse Than War." Many persons still think this phrase a mere figure of speech. Yet look at this shameful record:

Automobile Accident Deaths by Years:

| | | | | | |
|------------------------|--------|---------|--------|---------|--------|
| 1922... | 14,988 | 1927... | 25,533 | 1932... | 29,196 |
| 1923... | 18,031 | 1928... | 27,618 | 1933... | 31,078 |
| 1924... | 19,228 | 1929... | 30,858 | 1934... | 35,769 |
| 1925... | 31,628 | 1930... | 32,540 | 1935... | 36,100 |
| 1926... | 23,264 | 1931... | 33,346 | 1936... | 36,800 |
| Grand Total... 415,977 | | | | | |

This total exceeds by a wide margin the number of American soldiers killed in action or died of wounds in all the wars in which our country has ever participated. We repeat, America's traffic problem is worse than war.

Table No. 10—Road Location of Automobile Accidents—1936

| | Number Of Accidents | Per Cent | Per Persons Killed | Per Persons Injured | Per Cent |
|----------------------|---------------------|----------|--------------------|---------------------|---------------|
| Between intersection | 290,440 | 33.6 | 8,300 | 22.6 | 330,000 34.1 |
| Rural intersections | 28,540 | 3.3 | 1,240 | 3.4 | 31,940 3.3 |
| Highway | 156,530 | 18.1 | 14,620 | 39.7 | 164,030 16.9 |
| Driveway | 6,050 | .7 | 370 | 1.0 | 6,780 .7 |
| Curve | 46,700 | 5.4 | 4,200 | 11.4 | 49,360 5.1 |
| Street intersections | 320,970 | 37.1 | 5,770 | 15.7 | 368,310 38.1 |
| Railroad crossing | 5,190 | .6 | 1,770 | 4.8 | 5,810 .6 |
| Bridge | 10,380 | 1.2 | 530 | 1.4 | 11,610 1.2 |
| TOTAL | 864,800 | 100.0 | 36,800 | 100.0 | 967,840 100.0 |

AGE GROUPS AND OPERATING EXPERIENCE OF DRIVERS INVOLVED IN ACCIDENTS IN 1936

An alarming increase in both deaths and injuries to drivers under 18 years of age was noted when 1936 figures were analyzed. More driving instruction in high schools is needed.

| | Drivers In Accidents | Per Cent | Drivers In Non-Fatal Accidents | Per Cent |
|----------------|----------------------|----------|--------------------------------|----------|
| Under 18 years | 880 | 2.1 | 17,030 | 1.4 |
| 18 to 24 years | 11,720 | 28.1 | 249,340 | 20.5 |
| 25 to 64 years | 28,160 | 67.5 | 935,340 | 76.9 |
| 65 and over | 960 | 2.3 | 14,600 | 1.2 |
| TOTAL | 41,720 | 100.0 | 1,216,310 | 100.0 |

Table No. 12—Operating Experience

It isn't the tyro who causes the majority of accidents. It's the experienced driver who knows just what to do with his hands and feet but doesn't use his head.

| | Drivers In Accidents | Per Cent | Drivers In Non-Fatal Accidents | Per Cent |
|--------------------|----------------------|----------|--------------------------------|----------|
| Less than 3 months | 420 | 1.0 | 9,730 | .8 |
| 3 to 6 months | 290 | .7 | 9,730 | .8 |
| 6 to 12 months | 420 | 1.0 | 12,160 | 1.0 |
| 1 year or more | 40,590 | 97.3 | 1,184,690 | 97.4 |
| TOTAL | 41,720 | 100.0 | 1,216,310 | 100.0 |

GRANT DISCUSSES SPEED GOVERNORS

Defending automobile manufacturers against the criticism that cars are too speedy, Robert H. Grant, General Motors vice president, told the Greater New York Safety Council's eighth annual convention he did not believe installation of speed governors would solve the problem.

"Any hasty action with which the public does not sympathize will be defeated in the long run," he said. "Control of the maneuverability of cars is a big safety factor. I doubt if manufacturing sluggish automobiles would reduce accidents and fatalities."

Grant predicted solution of the

headlight problem by co-operation between manufacturers and lighting experts and said there would be constant improvement in visibility from the driver's seat.

Discussing two New York bills for motor vehicle tests at state-operated or private stations, Charles A. Harnett, motor vehicle commissioner, indicated his belief that official inspection might be unnecessary in view of accident reductions expected to result from activities of the New which he heads. With the rural death rate rising, motorists, Harnett said, must be educated to drive at cautious speeds at night or to be compelled to do so by law. The commission is considering, he stated, the operation of a model highway to demonstrate proper planning, adequate lighting and uniform signs and marking.

RE-EXAMINATION SHOWS

Semi-Annual re-examination of Connecticut drivers who have shown a proneness to accidents has indicated that most individuals can operate cars safely if they choose. Only 6 per cent of those re-examined by the motor vehicle department in January had their licenses revoked and 94 per cent were found not to be menaces on the highways. Forty-six per cent drove so well on the severe road test that the examiners could find nothing to criticize

and only 26 per cent showed a tendency to speed, take chances or ignore the rights of other people. From these facts the department infers that most unsafe driving is not caused by inability to operate motor vehicles safely but by the wrong attitude of the driver.

ARE YOU INDIFFERENT TO SLAUGHTER?

Automobile accidents can be reduced. Death on the highways can be stopped.

Last year, traffic fatalities reached an all time high of 38,500. Yet 18 states and the District of Columbia showed an average reduction of 7 per cent in deaths—even though gasoline consumption, best barometer of traffic conditions, increased 10 per cent.

These states weren't "just lucky." Chance didn't save the lives of their citizens. According to the National Safety Council, all but two of the states carry on aggressive programs of safety engineering, law enforcement, education, legislation, etc. The same authority reports that in half of the remaining 30 states next to nothing is done to prevent the Grim Reaper's grisly harvest.

There are two prime causes of automobile accidents. One is the reckless, incompetent and

dangerous driver. He can be curbed to some extent by up to date traffic laws that are honestly and rigidly enforced.

The other cause is dangerous, "accident prone" locations—bad intersections, narrow highways without dividing areas, etc. Here the highway engineer must be called in to eliminate such needless hazards and thus make it virtually impossible to have an accident.

"Make our town safe" should be community motto. It's high time, as the New York Times

says, that we "shook off our comparative national indifference to this man-made evil... and began safety campaigns in earnest."

"WORSE THAN WAR"

Last year 36,400 persons were killed and 1,170,000 were injured in auto accidents. In the past ten years the number of people killed by autos would exceed America's record of soldiers killed during all the history of this country.

ALWAYS SAFE

Yes, you're always safe in drinking milk that comes from Sample's Dairy.

Its freshness and purity are some of the qualities that make it preferred by many in Eldorado. Phone your order for an extra quart today.

SAMPLE'S DAIRY
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Phone 8104

HIGHWAY SAFETY



LEARN TO PLAY THE GAME

The modern trend of times has brought about many changes in our modern, civilized world, which makes every day life much more enjoyable and surely the protection which we enjoy is brought about by necessity to keep abreast of the "speed age" in which we are living.

Year by year the models of our automobiles have been changed to run with greater speed, because the modern world calls for SPEED, SPEED. Today the automobile is regarded as an instrument of destruction of the most vicious type, yet we must have it to cope with the modern mode of living.

The speed age has brought about a necessitated battle on the part of every citizen to help reduce the alarming toll of automobile highway accidents. The world grows wiser and weaker.

the man without resourcefulness and mentality today has no place in business life. He sees a difficulty in every opportunity instead of an opportunity in every difficulty. The man with foresightedness forges ahead and must necessarily have confidence in his own ability to win. It is my sincere hope that every man, woman and child in our entire county will take a big part in the safety drive. This is a well planned program and it will be as effective as we make it. This is by far the most important movement that we could possibly undertake and it is my sincere hope that each of our citizens will do his or her part in this, the greatest war of all time. We must learn to play the game, and when we learn, do our best to make as few errors as possible. Be a sport, and play ball with the other fellow in a fair, square way.

REES Red & White Store

ABSTRACTS

We are prepared to make your abstracts, 16 years experience in the abstract business
John F. Isaacs, Abstract Company

HOOVER DRUG STORE

Eldorado, Texas

Pledges support in the Safety Drive

Drugs

Prescriptions

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Drive Safely

—Phone No. 52—

READY TO SERVE YOU

Summer's on its way, and we are well stocked with ice, ready to supply your ice needs in any quantity.

Quick And Courteous Service

SPURGERS ICE HOUSE
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BE SURE YOUR CAR IS SAFE, CHECK THESE VITAL POINTS:
BRAKES — TIRES — HORN — LIGHTS

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LET US CHECK THESE POINTS:
LUBRICATION — SPARK PLUGS
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OFFICIAL
S. H. S. A.
STATION

ARE THE SAFEST TIRES FOR
HIGHWAY TRAVEL

DRIVE
SAFELY

Vernon **RATLIFF** Wiley



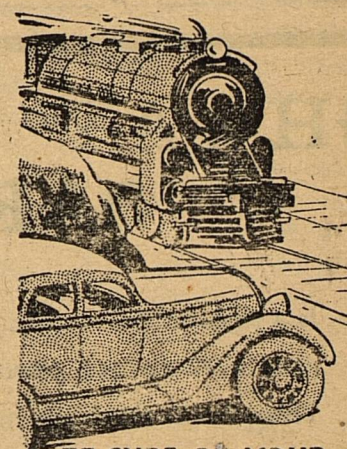
RULES FOR Safe Driving

The Street and Highway Association has prepared the following instructions for the benefit of the motorists and if you will observe these rules you will never have to face the judge:

- Don't drive over a fire hose.
- Don't park within 15 feet of a fire plug.
- Don't deface or destroy traffic signs.
- Don't fail to obey the traffic officer when he signals you to stop or to go ahead or turn.
- Don't stop your car abreast of another car for you are double parking. Anytime you stop your car you are parking.
- Anytime you are stopped you are parked.
- Don't cut corners. Go to the center of the street before turning.
- Don't fail to examine your front and rear lights to see that they are burning before starting.
- Don't fail to see that your brakes are in good working order. They may be called in service to save a life.
- Don't drive your car down the center of the street. Stay on the right hand side, so the car behind you can pass.
- Don't cuss the traffic officer. He is your friend and is there for your protection.
- Don't fail to observe the traffic signs when parking. They can save you money.
- Don't give wrong arm signals. Learn to signal correctly: Right turn, hand straight up; arm straight out, left turn; arm extended down, slowing up or stopping.
- Don't turn in the middle of the block anywhere; go to the corner.
- Don't forget the parking time limit.

- Don't make a right turn on a red light without stopping dead still.
- Don't drive out of an alley without stopping before crossing sidewalk into the street.
- Don't back out of a parking space until you are sure the street is clear behind you.
- Don't fail to STOP at a stop sign, changing gears is not sufficient.
- Don't fail to park your car between lines on the curb in the business district. When you straddle the lines you are taking up space for two cars.
- Don't pass a car in an intersection.
- Don't have over three persons in the front seat, the driver must have a clear view to drive safely.
- BE SURE OF YOURSELF—DRIVE CAREFULLY—THERE IS TOO MUCH SPEED—GO SLOWLY!
- Don't disregard the child on the curb. Remember he can start quicker than you can

- stop.
- RIGHT OF WAY does not mean right to speed. The vehicle that runs into another is nearly always at fault.
- Don't argue with a traffic officer. He is human the same as you are. If he has made a mistake, the court will right the wrong.
- This safety program is in line with a state-wide campaign which is meeting with much success in many places. All of the larger cities of the state are now conducting such campaigns or will within the very near future. It is planned to have a state-wide radio broadcast to tie in with these local programs. Everything possible is being done to make the motorist ever conscious of the dangers of the streets and highways. We are counting on the full co-operation of every citizen in Schleicher county to do their part in this campaign which will not be over in a few days, weeks or months, but continue on—on—on.



BE SURE OF YOUR
BRAKES

Are You A
Member Of The
Street and Highway
Safety Association



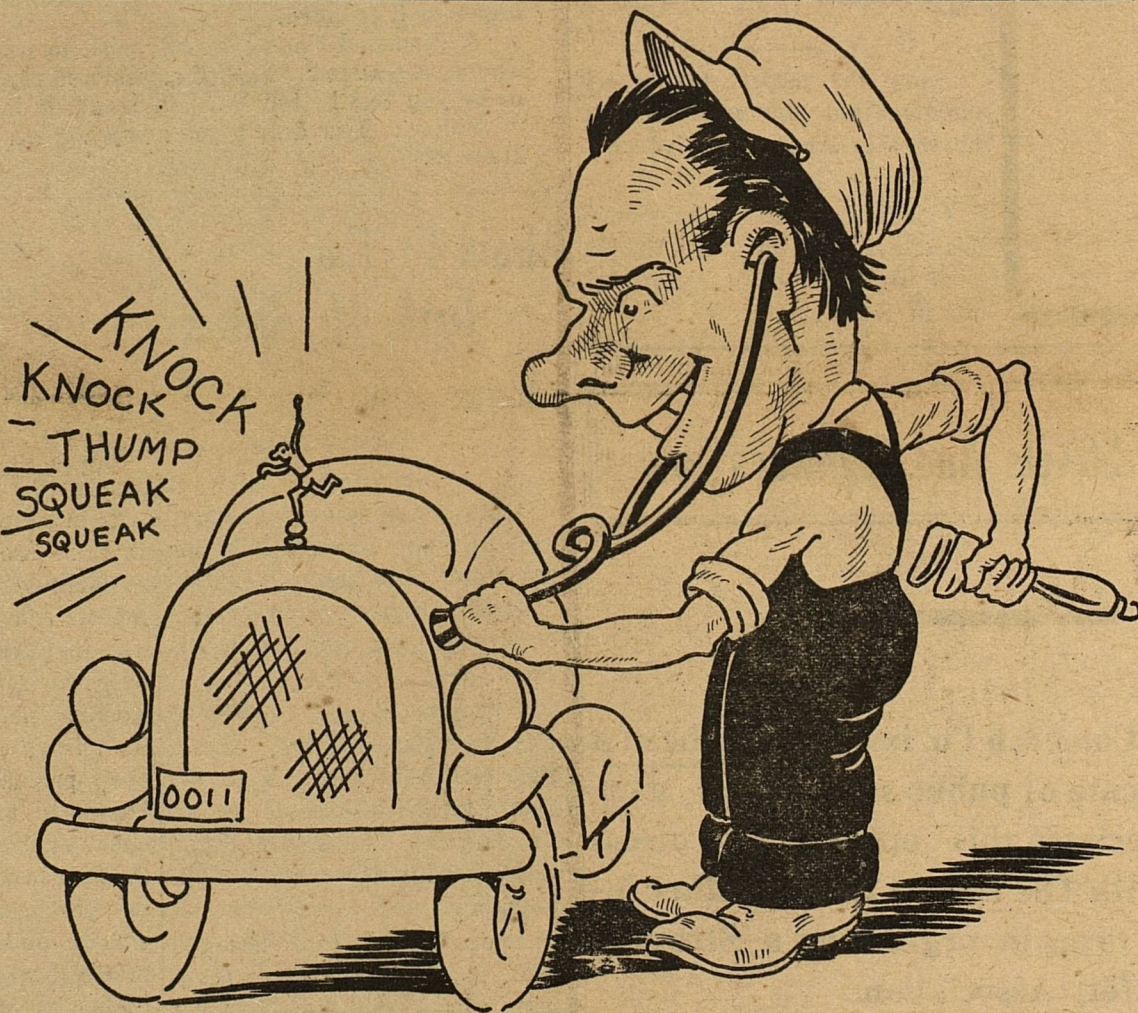
IF NOT—ENLIST NOW WITH THE JUNIOR POLICE PATROL AND HELP REDUCE THE ALARMING TOLL OF AUTOMOBILE HIGHWAY ACCIDENTS

THE SIN OF OMISSION
IS AS GREAT AS
THE SIN OF COMMISSION

Join

STREET AND HIGHWAY
SAFETY ASSOCIATION

and Do Your Part in This Most
Important Movement



WE GO THE DOCTOR ONE BETTER

He Charges You For This—
We Diagnose Your Car Trouble
FREE

Gulf
Products

OFFICIAL
S. H. S. A.
STATION

Chevrolet

Pledging Our Support To Make The Streets And Highways Safe

Goodyear

LIFEGUARD TUBES
Their Mission is not to Save Money:
But to Save Life

We Heartily Support The Safety Drive

Benton Motor Co.

Gulf
Products

HAVE YOUR
CAR CHECKED
HERE FREE

Chevrolet

**Roy Akers Presents
THE RECKLESS FOOL**

Have you ever heard the rattle of a dying man's last breath? Or seen the look of horror in the stare that faces death? Have you ever heard a person scream and writhe in sudden pain. And look down at a mangled arm that will not move again? Or have you heard the moaning and smelled the stench of gun. And seen the bory, bloody gap where once an eye had been. When your car is doing fifty have you ever felt the yen To let'r have another notch'n do another ten? When a pokey guy's ahead of you have you ever had the thrill Of swingin' out'n passin' him

upon a dangerous hill? Or have you ever felt the old car scream'n lurch'n swerve As you let'r have the limit white you took a sudden curve? Have you ever seen the wreckage of an automobile crash. While flesh and steel made into amorbid, gruesome hask? Have you ever seen the entrails 'n the ars, 'n arms 'N hat 'n shoes 'n fingers of what once had been a man? Have you ever seen the jagged bone stick through a mangled leg And heard the blood-smeared victim pray'n cry'n beg? Have you the keen sensation of a fast car at your bid 'N run up to a stop sign 'n slap 'em on 'n skid? Did you ever pass a school yard 'n give the horn a slam.

'N drive close to a gang o' kids 'n see 'em jump 'n scream? Did you ever take a quart o'rye 'n swallow four or five 'N take the old bus down the road 'n show 'em how to drive. Have you ever seen a little child all crumpled up 'n still— Who tried to run across the street while a car came down the hill? Have you ever seen men's brains on fenders? Have you seen blood in the street? Have you seen them stare at the bloody stumps of the things that were their feet? Have you ever heard the crash 'n scream 'n seen the gastly stare On the face of what had been the driver 'n the rest of the man not there? Morbid 'n gruesome 'n gory this, I'm sorry, but don't you see. This was not meant for the thoughtless 'n careless who kill 'n maim 'n ntar— The reckless fool who is to blame—the man in the other car.

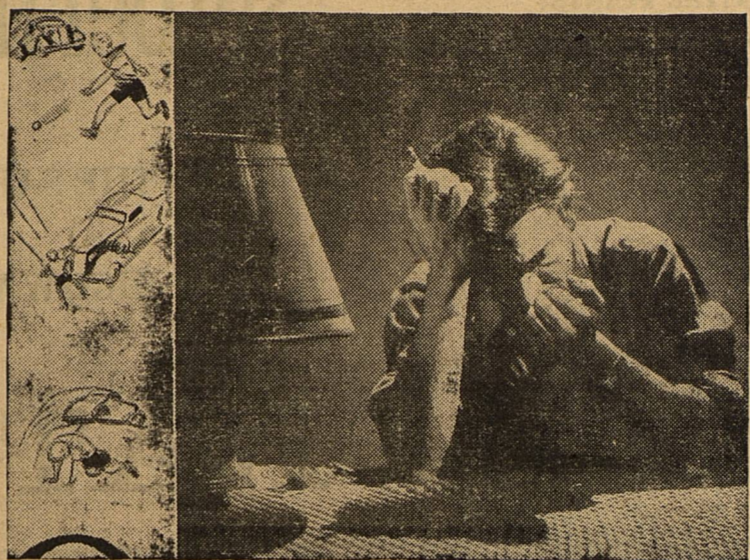
That liquor improves with age Its a statement old but true. So the longer you keep the bottle corked, The better it is for you.

An empty wagon sounds the loudest—learn to keep your mouth shut.—Bridgeport Bulletin.

Show the respect for others' children that you would like to have other drivers show yours.

One little error in judgement has caused a lot of grief. Alcohol is all right in the radiator, but not in the operator.

An Open Letter to a Hit-And-Run Driver



WELL, you got away with it. So far, anyway. Of course you're still a bit nervous. You are startled by doorbells; your palm sweats when you pick up the morning paper; your mouth gets dry when a stranger seems to stare at you. For there is just a possibility that some chance passer-by saw you. But your pulse is beginning to behave again. Each passing day brings added safety.

If it will make you feel any better, you may never be caught. But, my craven fellow, you'll never escape yourself! You'll never escape the shame of having killed a child and run away. You'll never escape the aching, burning memory that, faced with the test, you preferred cowardice to courage.

You will live the rest of your days bluffing yourself into believing that you didn't have time to think (although life's crises are not scheduled for men's convenience); that anybody else would have done the same thing (although you don't dare tell anybody else); and that it wasn't murder, but just an accident (as though people hid themselves after accidents). The days will be trying, but not so bad compared with the nights, when you lie awake with your conscience and when, having fallen asleep at last, dreams steal into your tired brain to reenact that scene of secret shame. Yes, the nights will be hard.

A thousand times you will wish to release that pent-up shame, to scream: "I killed a child and ran away!" It would make you feel better, but you won't do it.

Listen: You didn't get away with a thing! And you know it!

doubt would wish to take advantage of the month's activities to publicize more than before their services and accessories. Such activity would, of course, be means of gaining the support of such concerns and also bringing to the public's attention its responsibility for keeping cars in good condition, etc.

VISITS ON BAUGH RANCH

Miss Gibbs Beazley of San Angelo spent last week visiting Miss Etta Baugh on the Baugh ranch west of town. She returned home Wednesday evening with her mother, Mrs. L. B. Beazley.

Miss Beazley attended Texas Tech last year but plans to study at the Texas University next year along with Miss Baugh.

Manuel Miller of Spring Dale, Ark. came in last week to take the place of Bill Turner who was with the Shell Pipeline Co.

Mr. and Mrs. Conn Isaacs and son of Paint Rock are visitors in Eldorado this week.

Forrest Alexander, Sr., returned Sunday from a visit with his wife and son in San Angelo.

Ervin Mund, Lynn Turney, Claude Meador, Jack and Edward Meador returned Sunday from a fishing trip to Devils river.

Miss Virginia Martin of Wichita Falls, who has been visiting friends in Eldorado, returned home Monday.

Mrs. Jimmie Lowe, who has been in the Shannon Hospital in San Angelo suffering from injuries received in a car wreck, was able to return to Eldorado with her parents, Mr. and Mrs. J. C. Johnson Friday of last week. She reports that Jimmie is doing nicely and will only be a short while until he will be released from the hospital also.

Mr. and Mrs. H. T. Bird, and daughter, Christine who have been residing at San Angelo, have recently moved to Sonora to make their home. Mr. Bird is employed by the Alamo Freight Lines and will now make deliveries from Sonora to Eldorado, instead of from San Angelo, as has been the case.

Mr. and Mrs. Bird were in Eldorado Saturday visiting in the home of Mrs. Bird's parents, Mr. and Mrs. A. J. Atkins.

Mrs. H. T. Finley, and daughter Ebba Ann, Mrs. Jim Hoover, Mrs. Luke Thompson and Mrs. Van McCormick were visitors in San Angelo, Tuesday.

HIGHWAY SAFETY

Is a problem that each individual must work out for themselves. There is no wholesale solution.

Do your part—Drive and walk safely—carefully and above all, leave the bottle at home.

WRIGHT'S
Cash Store

Pledging Our Support To Make The Streets And Highways Safe



The Wm. Cameron Co. has always been a strong advocate of public safety and genuinely appreciates this opportunity of cooperating with The Lions Club and other local business firms in organizing a Street & Highway Safety Association.

When You Trade With Wm. Cameron You Can Be Assured Of Safety In Quality Products—A Fair Price A Square Deal

We Carry Complete Stocks BUILDING MATERIAL

- Wall Paper
- Roofing Material
- Weather Strips
- Wall Board
- Wind Mills
- Paint
- Fence

OUR EXPERTS will be pleased to help you plan and finance your building and repairing. Our estimates and suggestions are FREE. They are yours for the asking.

ELDORADO

Wm. Cameron & Co., Inc.

Afraid Of The Dark, Mr. Driver?

FIGURES INDICATE YOU SHOULD BE!

Deaths from automobile accidents at night increased 37 per cent from 1930 through 1935. Deaths from daylight crashes decreased 12 per cent during that period.

In nearly all the reports of night-time accidents there is evidence that someone was driving faster than his eyes could see, or into darkness that wasn't dispelled by headlights or highway illumination.

Human eyes are not like owl eyes. Light rays from headlights do not bend around curves or over hills. And highway illumination, as far as fast driving is concerned, has not improved greatly since the arc-lamp era. Good highway lighting is impossible, but the investment has not yet been made.

The facts urge every driver to slow down when the sun goes down; to have two self-imposed speed limits—one for clear days, a slower one for nights and bad weather. Fear the dark as you do a fog, a snow, or a heavy rain.

John Irvin King was in from the ranch, Monday, visiting and attending to business.

Eye Strain

The first warning of eye strain should be taken very seriously. It is nature's way of warning you that your eyes need attention. You should consult with us.

OTIS L. PARRIS

OPTOMETRIST & OPTICIAN
5 W. Beauregard Dial 6006

1 (From Page One) taken by them are all for the protection of the public.

8. In places of business where they have in their employment drivers of commercial cars it would be well to obtain the active cooperation of the heads of such concerns so that any dangerous practices of their drivers can be eliminated, to the end that drivers of such cars will help to safeguard life to the greatest possible extent.

9. In connection with many of the preceding suggestions it would be an advantage if there could be distributed either to the public as a whole or to individuals in groups or as employees a concise outline of the objectives of the local committee, a concise outline of hazardous practices of drivers and pedestrians, and a concise outline of proper practices. Such printed materials need not be made expensive.

10. Many local concerns which have to do with rendering services or providing car accessories no

PLEDGING COOPERATION IN THE SAFETY DRIVE

Delicious Pastries!!!

DRIVE SAFELY

Unless you have recently tried our cakes, pies and pastries you do not know of the extensive variety afforded and of the economy in baking to be enjoyed through coming to our shop for sweetmeats. Our fresh fruit pies are oven hot each day.

Snipes Bakery
Eldorado