

SHORT OR LONG DRIVE . . .

Are You Thinking About What You Are Doing?

Thirty to 35 per cent of all U.S. traffic accidents involve only one car and occur off the highway when drivers run into trees or ditches or other hazards.

Some hazards, such as trees, lamp posts, ditches, traffic signs, and bridge abutments, lend themselves to corrections. Raising the mounting height of traffic signs to 5 feet would practically eliminate one danger. Other safety techniques include replacing dangerous guard rails with gentle gradients wherever possible, and mounting illuminated speed signals over the center of the road to warn drivers of unusual road conditions.

Other hazards, such as steep embankments in mountainous territory or trees in park areas cannot be eliminated, but where they can be minimized, as on the Interstate Highway system, it is estimated that off the road accidents rates can be cut by 80 per cent.

ALTHOUGH THE United States has two-thirds of the world's motor vehicles and accounts for three-fourths of the total mileage, it has only one-third of the yearly traffic fatalities. Mile for mile, American drivers have a record six times as good as the rest of the world. It is estimated that high school driver training alone has saved more than 5,000 lives and prevented nearly 200,000 accidents in the 24 year period from 1936 to 1960.

Though America's driving record is better than the world's, this does not take into account the fact that America has the finest highways, roads and streets in the world. We also have more traffic regulations than many countries and we place more emphasis on traffic safety. Our driving record should be even better than it is.

In 60 years of vehicle use, 1,300,000 Americans were killed in traffic accidents — including pedestrian accidents; in 185 years of United States existence and eight major military conflicts, a total of military deaths from ALL causes were 1,126,000.

Fifty per cent of all teenage deaths are now CAUSED BY TRAFFIC ACCIDENTS.

Over 750 Americans are killed each year as a result of cars striking — or swerving to avoid — objects thrown on highways by litter bugs.

ACCIDENTS COST THE AMERICAN PEOPLE \$100 BILLION FROM 1950 to 1960.

These annual economic costs of traffic accidents would have provided (1) 295,000 families with new \$20,000 homes AND (2) the 3,068 counties in continental U.S.A. with a new \$2 million hospital — each!

THESE ARE just a few of the fig-

ures and statistics that people, insurance companies, the National Safety Council and others have provided us with in an attempt to make the American driver THINK and let this nation's fine system of roads, safety devices and concern for mass suicide save his life.

This year the mental lapse that seems to come with years of driving experience has broke out in Nebraska as it never has before. As an example, a state trooper recently clocked a 19 year old youth (50 per cent of all teenage deaths are caused by traffic accidents) speeding down the highway at 93 m.p.h! Although it was broad daylight, the car's headlights were brightly burning — in cooperation with a current "Lights On For Safety" campaign.

IT IS A lack of education on the results of careless driving? We doubt it. No subject — even world war — has accumulated a greater total number of inches of type in newspapers and magazines and time on radio and TV than accident prevention. Shock treatment has been used. An Omaha television station earlier this week aired a show which was recommended "Not for Children." It had nothing to do with sex, but with the mass slaughter of fellow humans on Omaha and state highways. It was shocking — even gruesome in its accident scenes — but it was effective.

It is a lack of education concerning the functioning of an automobile and traffic regulations? This can be blamed to an extent. Testing for driver's license could be deepened and held regularly for renewal of license. In Russia, a person must pass a written examination on the theory of combustion engines. He must prove his knowledge of car mechanics by taking an auto apart and re-assemble it. Then he must take a test on the usual rules of the road and all Soviet regulations governing the operation of automobiles. If the Russian passes, then he is allowed to take his FIRST driving lesson. America's driver education classes for adults and high school students has helped and is helping; but it, too, needs to be rapidly expanded and deepened.

MECHANICAL FAILURES? — No. Driving negligence is the main cause of traffic accidents. Car failures are only a very small percentage of casual factors in accidents. If the driver could be made as fault free as the car he is controlling, accident rates would be minute.

While driving you probably are thinking about where you are going, where you have been, or even where you are. But are you THINKING about what you are DOING? If you are not, you will find a ONE-WAY ticket in your pocket!



DON'T WORRY, WE'LL MAKE IT — I'M DOING 90!

—TEN SECONDS TO LIVE—

How Anxious Are You to Get Home?

This is a story of a man — an individual. He was not any one of great importance, except to his family who loved him dearly. He was a good man and worked hard at his job of selling farm machinery — maybe too hard — for it was his job that kept him on the road traveling most of the week. He was on his way home after a night and day selling campaign outstate. He was tired because in his attempt to close the deal he had not had time to sleep very much. Now all was over and he was anxious to get home. Today was his son's birthday.

If I drive all night I can get home in time for Bill's birthday party, he thought to himself.

A little too anxious . . .

He pushed his sleeve back, held his wrist close to the lighted speedometer, squinted to read the time. A little after nine. Five, ten minutes after. Ought to be home in half an hour.

If he'd known he had only ten seconds to live, he might have checked the time more closely. He might have done several things differently.

TEN SECONDS TO LIVE. He massaged his eyes with thumb and middle finger, trying to rub out some of the sand.

NINE SECONDS TO LIVE. He'd driven almost eight hours since lunch, and was beginning to feel it. EIGHT SECONDS TO LIVE. Lousy driving in the rain. Light from your headlights just seems to soak in along with the water.

SEVEN SECONDS TO LIVE. Probably need a new windshield wiper blade. Old one just spreads the water around instead of wiping clean. Get one tomorrow, or next time it rains.

SIX SECONDS TO LIVE. Somebody threw a cigarette out of an oncoming car. The red glow dissolved almost before it hit the pavement.

FIVE SECONDS TO LIVE. He planted his heels on the floorboard, squirmed back in the seat, trying for comfort.

FOUR SECONDS TO LIVE. At 60 miles an hour, a car covers 88 feet of pavement every second. Four seconds, 352 feet.

THREE SECONDS TO LIVE. Something looked wrong, through the blurry windshield. A tentative dab at the brake stiffened into desperate pressure as he made out an old, unlighted, slow-moving truck ahead.

TWO SECONDS TO LIVE. Panic moved in. Turn to the left. No, car coming. Headlights too close. Can't make it. Turn to the right.

ONE SECOND TO LIVE. Horror numbed everything into slow motion. He was floating right into the near corner of the truck bed. He opened his mouth to scream.

NO SECONDS TO LIVE

It's happened to lots of people; maybe not just that way, but similarly. Drive too long, eyes get tired, that's hard to see through. Driving too fast. A car or truck ahead that you can't see. It's happened to lots of folks.

IT COULD HAPPEN TO YOU

As the only American voluntary agency on Cyprus, CARE gives impartial help to both Greek and Turkish communities on the once-embattled island. Largest program, CARE's Food Crusade, provides a daily lunch for 65,000 primary school children.

"Kwashiorkor" (protein deficiency) is a critical health threat to children in Sierra Leone. Contributions to the CARE Food Crusade, New York 16, N.Y., provide a daily nutritious school lunch for 60,000 primary pupils in the new African nation.



Daily Nebraskan

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NEBRASKAN WANT ADS

TRANSPORTATION NEEDED

Chicago area to points east. Buffalo, N. Y. area. 196-2863.

Need ride to Florida for Christmas. Call Gordon Chapman, 475-9949.

Need ride to Clarksville, Tenn. or Fort Campbell, Kentucky. Call Tom Hansen, 432-4774.

Wanted a ride to Denver or Colorado Springs for Christmas vacation. Contact Marla Bohannon, Room 1212, 435-2847.

Christmas ride wanted—round trip to Pittsburgh. Call 477-7722.

RIDERS WANTED

We need some "sm" 2 grad students will take 3 passengers to Jaxco, Mexico and points south to help them have a party. Ideal, warm environment. Leave Dec. 28. Back in time for classes. 425-4154.

Riders to California and points west. Cheap. Will leave Dec. 21. Contact Glenn Sherman, after 7 p.m. at 477-4711, ext. 2720.

Need round trip ride to Florida over holidays. Call Eric Spethman—HE-2-6760.

ROOMS FOR RENT

1520 Q on campus, private entrance, male student, \$17 month.

ATTENTION TRAILERITE:

Students—Park your Mobilhome in Lincoln's most modern park. Large lots. We cater to students. Contact Center, 4000 Cornhusker, 46-2777 or 466-5417.

ATTENTION

Scripts for the "Kimmel Klub Spring Show, '63", are available in the Union by Tom Van Gelder, 477-9995, or Harold Dehart, 425-4111.

PERSONAL

Slide, Slip and Snap on the Union Ski Trip. Sign up now!

LOST AND FOUND

Lost tan billfold. To reward, call C. J. Robinson, 435-9941. 770 Capital Hotel.

FOR RENT

Want to rent air plane Dec. 28th, unless snows. Contact E. C. at North Pole.

About Letters

The Daily Nebraskan invites readers to use it for expressions of opinion on current topics regarding issues of campus life. Letters must be signed, contain a verifiable address, and be free of abusive material. Your names may be included and will be released upon written request.

Brevity and to the point increase the chance of publication. Lengthy letters may be edited or omitted. Absolutely no use will be returned.

Read Nebraskan

Want Ads

ONE WAY TICKET HOME?

WILL YOU BE BACK . . .

ALIVE!

"TRAFFIC ACCIDENTS TAKE A LIFE EVERY 12 MINUTES"

STUDENT AND FACULTY

6.70-15 or 7.50-14

Chain Bar OK
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On Campus

with Max Goldman

(Author of "I Was a Teen-age Dwarf", "The Man Loves of Debbie Gilis", etc.)

DECK THE HALLS

When you think of Christmas gifts you naturally think of Marlboro cigarettes, leading seller in flip-top box in all fifty states—and if we annex Wales, in all fifty-one—and if we annex Lapland—in all fifty-two. This talk about annexing Wales and Lapland is, incidentally, not just idle speculation. Great Britain wants to trade Wales to the United States for a desert. Great Britain needs a desert desperately on account of the tourist trade. Tourists are always coming up to the Prime Minister or the Lord Privy Seal or like that and saying, "I'm not knocking your country, mind you. It's very quaint and picturesque, etc. what with Buckingham Palace and Boreil and Scotland Yard, etc., but where's your desert?" (Before I forget, let me point out that Scotland Yard, Britain's plain-clothes police branch, was named after Wally Scotland and Fred Yard who invented plain clothes. The American plain-clothes force is called the FBI after Frank B. Incheffil, who invented fingerprints. Before Mr. Incheffil's invention, everybody's fingers were absolutely glassy smooth. This, as you may imagine, played hob with the identification of newborn babies in hospitals. From 1791 until 1964 no American parent

. . . some of them well over eighty

ever brought home the right baby from the hospital. This later became known as the Black Tom Explosion.)

But I digress. England, I was saying, wants to trade Wales for a desert. Sweden wants to trade Lapland for Frank B. Incheffil. The reason is that Swedes to this day still don't have fingerprints. As a result, identification of babies in Swedish hospitals is so haphazard that Swedes flatly refuse to bring their babies home. There are, at present, nearly a half-billion unclaimed babies in Swedish hospitals—some of them well over eighty years old.

But I digress. We were speaking of Christmas gifts which naturally put us in mind of Marlboro cigarettes. What could be more welcome at Christmas time than Marlboro's flavor, Marlboro's soft pack, Marlboro's flip-top box? What indeed would be more welcome at any time of year—winter or summer, rain or shine, night or day? Any time, any season, when you light a Marlboro you can always be certain that you will get the same mild, flavorful, completely comfortable smoke.

There are, of course, other things you can give for Christmas besides Marlboro cigarettes. If, for example, you are looking for something to give a music lover, let me call to your attention a revolutionary new development in phonographs—the Low-fi phonograph. The Low-fi, product of years of patient research, has so little fidelity to the record you put on it that if, for instance, you put "Stardust" on the turntable, "Melancholy Baby" will come out. This is an especially welcome gift for people who have grown tired of "Stardust".

Merry Christmas to all and to all a good night.

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