

# W T D Tidings



## Les Gehres and new Board Installed Last Tuesday



An impressive installation of our new Club Officers was skillfully performed by Lt. Gov. Junior Todd at last Tuesday's meeting.

Les Gehres took over the presidential reigns. Roy French Kidd is now First Vice President while Norm Ferguson moved into the second Vice Presidency. New directors to serve for three years were Ray Booth, Roy Miller and Ralph Dailard.

A standing ovation was given to our new president, assuring him of our 100% support.

## A Reminder from Program Chairman



A speaker who appears before our club does so because we have invited him to appear; he receives no pay for services rendered; and he gets here and back by his own means at his own expense. The least we can do is to let him know we appreciate it. Oh sure, you know it and I know it, but does he know it? Let's a few more of us tell him. It won't cost anything, it won't take much time, and I'm sure I'll be expressing the feelings of all of our speakers when I say, "Thanks, fellas."

Recipe for year around Peace on Earth, Good Will Among Men:

1. Is it the **Truth**?
2. Is it **Fair** to all concerned?
3. Will it build **Good Will** and **Better Friendships**?
4. Will it be **Beneficial** to all concerned?

# Program

TUESDAY, JANUARY 4, 1955

Subject

# "Give Yourself the Green Light"

A thirty minute motion picture in color dealing with national highways and how we can get out of the highway muddle. Made by General Motors and presented by the Chevrolet Dealers.

Installing Officer



CLARENCE E. BURDETTE

Invocation by John Aseltine

Philosophy by Bill Garell





# San Diego Kiwanis Tidings



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## EDITORIAL

### "What's a Citizen Gona' Do!"

by Clarence Burdette

The one single item that has become the most important factor in our lives today is the automobile, both as a luxury item and a business item. We are building more cars and trucks than at any time in the history of the automobile. More and increased horsepower has been the public demand, and the manufacturer must consider these demands.

Where, then, will our some 85 million passenger cars and trucks travel; will it be on unimproved outdated highways or will it be on beautifully constructed 4, 6, and 8 lane freeways capable of carrying the ever-mounting travel the American public desires. For every mile of new freeway being built 3 miles are obsolete just a few miles away.

Many cities are financing their freeways and interchanges from gasoline and license tax. Others are borrowing money to meet the problem. Our engineers have the know-how provided they are given the proper financing. We must realize and face this problem and make arrangements to pay as we go.

Our highways and freeways must be widened and the square corners taken off to secure a safe travelway. Our death rates mount as we are forced to drive over narrow, unlighted mis-directed freeways.

President Eisenhower has proclaimed safe driving days to forcefully make the public conscious of their driving responsibilities.

The new General Motors 30-minute color film will portray our highway muddle and a very sobering reminder of what we must do to get out of the muddle.

### Ray Talbot Honored



The close of this year will see the beginning of a new venture for Ray Talbot. Ray announced his retirement as Tax Collector and was signal-ly honored by the club with a standing ovation for his services as a devoted public servant. Ray has plans for some travelling as well as study again. Best wishes to you.

### Safety Suggestions

from Your San Diego County Traffic Safety Council

MR. MOTORIST . . . here's some pointers for protecting pedestrians:

When a life is lost, who was to blame is a question of academic interest. Most important is the ques-

tion—How and by whom can such accidents be prevented? Whether walker or driver, the person who has the last clear chance to avoid an accident has the responsibility for doing so. Here are some suggestions to aid motorists:

Always yield the right of way.

Do what the pedestrian expects you to do. (Obey all traffic laws and ordinances, signs, signals, etc. Stay in your proper lane, don't crowd into the crosswalk or allow your car to creep up on crossing pedestrians. When the light changes don't jump the gun. Make every turn a good one by waiting until the crosswalk is clear to complete your turn.)

Stay alert and you can see danger in time to avoid it. (When backing from alleys or private driveways, stop **before** reaching the sidewalk. Proceed only when the way is clear. Keep extra alert when approaching blind intersections or lines of parked cars.)

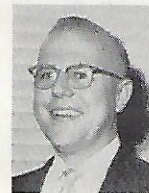
### Herb Peiffer An Outstanding President And Leader



Herb gave an interesting review of the 1954 accomplishments and bid the club adieu as its 1954 president. He automatically continues as a board member with the title of Immediate Past President.

Herb's poise and mastery of any situation was outstanding and he leaves a job well done. This was confirmed by a rising vote of appreciation to him for his excellent work.

### Griff Hayes Reminds us of Borrego Inter-Club



On Saturday, January 8th, the new officers for the Borrego Kiwanis Club will be installed. This occasions a grand Inter-Club Meeting which will begin with dinner at Palms Desert Resort at 8 o'clock.

Junior Todd, our Lt. Governor, will be the installing officer.

### San Diego P.G.A. Open Golf Tournament January 20-23

The Mission Valley Country Club will be the scene of the San Diego P.G.A. Open Golf Tournament Tuesday thru Sunday, January 20th to 23rd. Defending champion Gene Littler, Sam Snead, National Open Champion Ed Furgol and many other noted golfers are expected to participate. San Diego Society for Crippled Children will be the beneficiaries, so your support will be most appreciated. Advance tickets valued as approximately \$8 can be had for \$4.00. See you there.

Truth is as clear as a bell, but not always tolled.