

THE INDIANAPOLIS STAR

December 18, 1940

NEW CAR LIGHTS WARN OF SPEED

**Firm Here Markets 'Eye'
As Cautions Against
Violations.**

Indianapolis is the home of a new company which has for its goal a reduction in the mounting traffic toll on the streets and highways of the nation. Traffic Eye, Inc., with offices in the Illinois building here, has placed on the market a device made up of three small purple or blue lights for the front and three similar lights for the back of each vehicle to which it is attached and which will show at a glance the speed of the truck or automobile on which it is placed.

Warns Driver.

The Warning system also has an attachment of a set of small dash lights to inform the driver when he is exceeding the speed required in traffic or on the open road. One outside light in front and back each goes "on" when the speed is higher than 25 miles an hour, another registers at more than 35 miles an hour and the third lights up at more than 50 miles an hour. In addition, as an assured safety precaution, connection is made with the vehicle's horn, causing it to sound continually, when the speed is higher than 55 miles an hour.

T. P. Burke, general manager and a director of Traffic Eye, Inc., has pointed out that safety surveys show violations of the speed limit cause one out of three of the traffic deaths in America, while speed too great for existing

conditions causes nine out of every 10 such deaths.

Experts Indorse Device.

The device now on the market is aimed to meet and correct the speed menace, he stressed, adding that traffic and safety engineers in states throughout the country have given strong indorsement of the traffic eye.

He pointed out also that regulations of the Interstate Commerce Commission now permit the placing of such speed warning signals on vehicles.

The parts for the traffic eye are made by P. R. Mallory & Co. of Indianapolis, the Cincinnati Time Recorder Company of Cincinnati, O., and the Guide Lamp division of General Motors Corporation of Anderson.

Months of Research.

Engineers have spent many months of research in perfecting the instruments and the electrical engineering division of Purdue University has passed on them favorably after further months of exhaustive tests, Mr. Burke said.

H. C. Baldwin of this city is company president. Officers and directors, in addition to Mr. Baldwin and Mr. Burke, are Garth B. Melson of this city, vice-president; L. L. Waters of this city, secretary-treasurer; Ralph W. Moore of Chicago, William J. Mougey of Detroit, Mich., N. A. Waters of Chicago, W. O. Harp of Roodhouse, Ill.; James S. Leach of Owensboro, Ky.; Charles A. Ellisberry of Cincinnati, and Dave H. Jennings of Chicago, all directors.

Submitted by Bill Deibel

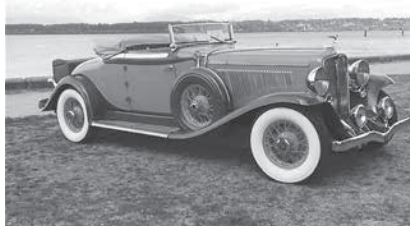


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We are now sourcing and would like to invite entrants from the CCCA/PNR.

Entry forms are online at: www.crescentbeachconcours.com

For more information please contact either Colin or Laurel Gurnsey

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