

File
The Atlanta Traffic and Safety Council's
Counselor



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Officials Wage War on Traffic Violators

Atlanta's mayor and other top city officials have vowed to cut the traffic death toll in half during 1967, after 1966 ended with an all-time high of 105 fatalities.

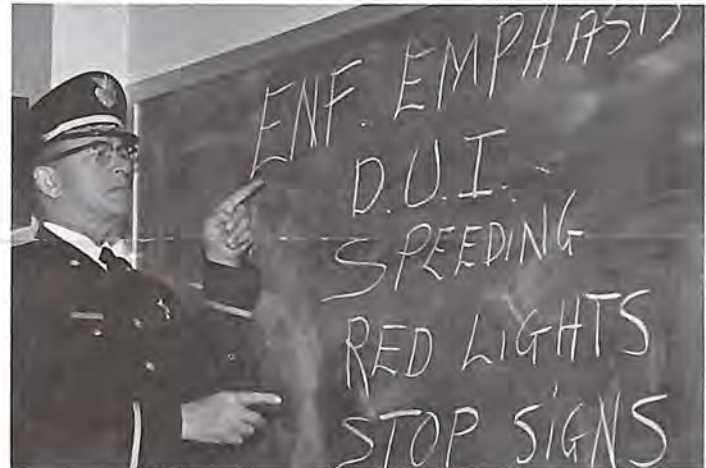
A report to the mayor, prepared by the Atlanta Traffic and Safety Council and presented just before the end of the year, summarized the traffic safety problems of the area and outlined specific proposals for improvement.

An analysis of the types of traffic deaths which increased in 1966 prompted a call for law enforcement emphasis in the types of violations leading to these deaths. Atlanta police are concentrating on the offenses of driving under the influence, speeding, red-light and stop-sign violations.

One of the main points of the report was the vital need for efforts to restore the right to use radar speed timing equipment to Atlanta area police. This requires legislative action, however, and cannot be put into effect immediately.

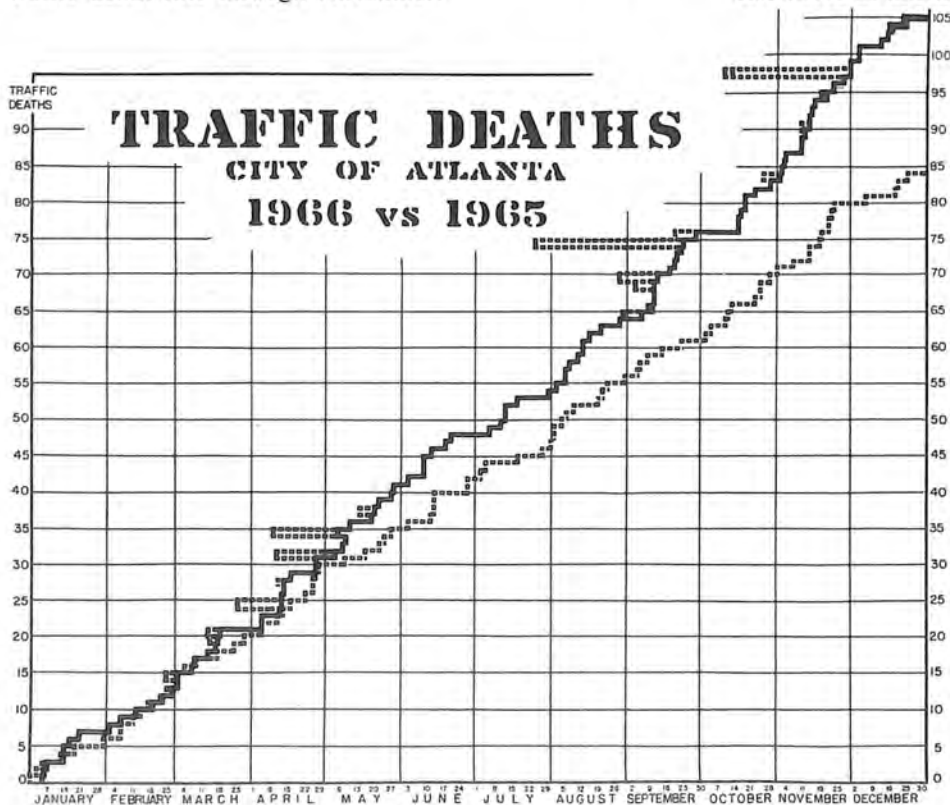
The 1966 record of 105 traffic deaths in Atlanta exceeded the previous record, set in 1965, by 20, and 1965 had gone over 84 for the first time in 30 years.

Comparing Atlanta with the 31 major cities reporting to the National Safety Council, only one city shows a worse traffic death rate through November.



Superintendent J. L. Moseley of the Atlanta Police Traffic Division points to special instructions on the blackboard seen by police as they answer daily roll call. Emphasis is being placed on violations which caused the major increases in 1966 traffic deaths.

Charts and tables showing the 1966 problem areas and a list of the key recommendations for improvement appear elsewhere in this issue.



The 1966 trend continued a steady upward climb, ending the year with 105 deaths, 20 more than the previous city traffic fatality record high.

Metro-wide Efforts Follow Atlanta Lead

Enforcement emphasis and other efforts to reduce the traffic death toll in the metropolitan Atlanta area will follow the same pattern as those of the city.

The AT&SC "Report to the Mayor" has been presented at meetings of METROPOL, the organization composed of police chiefs from the metropolitan area, and MACLOG, the Metropolitan Atlanta Council of Local Governments. Copies of the report have also been mailed to all area legislators.

The problems of the city and the area are almost identical. Therefore, both organizations have vowed all-out campaigns along the lines announced for the City of Atlanta in an effort to stop the needless loss of lives.

All concerned agencies within the metropolitan area are of the opinion that only a uniform joint effort can be successful.

Mayor Calls for Strong Action



Mayor Ivan Allen, Jr., (C) presides over meeting of officials concerned with Atlanta's traffic safety to receive Atlanta Traffic and Safety Council recommendations for improvement. Others (l to r) seated at the table are Police Chief Herbert Jenkins, AT&SC President George Goodwin, AT&SC Vice-Pres. Bill Wainwright (not seen), AT&SC Managing Director Ed Hughes, and Police Superintendent J. L. Moseley.

TRAFFIC DEATHS U. S. CITIES Over 350,000 Population

	11 Months 1966	Registered- Vehicle Death Rate 1966
1. Milwaukee	53	1.9
2. Indianapolis	56	1.9
3. Columbus	42	2.0
4. Pittsburgh	42	2.1
5. Seattle, Wash.	71	2.3
6. Portland, Ore.	59	2.3
7. San Francisco	75	2.5
8. San Jose	45	2.5
9. Denver	75	2.6
10. Phoenix	71	2.8
11. Los Angeles	395	3.0
12. Washington, D. C.	85	3.0
13. St. Louis	84	3.0
14. Philadelphia	171	3.1
15. Cincinnati	67	3.1
16. Louisville	60	3.1
17. Houston	155	3.2
18. Baltimore	109	3.2
19. San Antonio	81	3.2
20. New York	541	3.3
21. Chicago	300	3.3
22. Memphis	67	3.3
23. Dallas	120	3.5
24. Fort Worth	69	3.5
25. Oakland	56	3.5
26. Detroit	216	3.6
27. Long Beach	56	3.5
28. San Diego	92	3.8
29. Cleveland	105	3.9
30. Atlanta	99	4.4
31. New Orleans	81	4.4

ATLANTA TRAFFIC DEATHS

	1957 - 1963 (Average Year)		1966	
	No.	Percentage	No.	Percentage
Pedestrian	25	38	27	26
Left Roadway	19	29	34	32
Angle Collision	5	7	5	5
Collision With Fixed Object	4	6	7	6
Head-on Across Center Line	4	6	18	17
Rear End Collision	3	5	4	4
Turning Collision	3	5	3	3
Bicycle	1	1	0	0
Passing Collision	0	0	1	1
Miscellaneous	2	3	6	6
	66	100%	105	100%

GEORGIA TRAFFIC DEATHS - 1950 through 1966

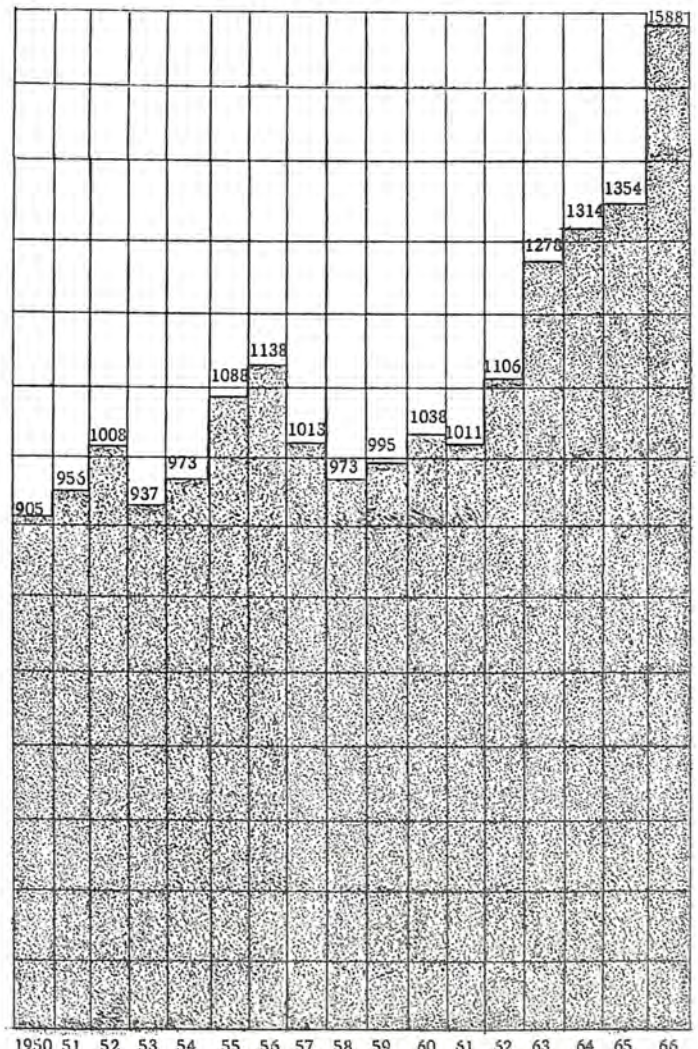


Chart shows steady trend in state traffic death toll until 1962, when legislative action took radar speed timing devices away from local enforcement agencies. The sharp increase since that time points up the definite need for restoration of radar as an enforcement and life-saving tool.

A letter to Mayor Ivan Allen, Jr., accompanying the recent report on traffic safety, outlined the following as the "key" recommendations to reduce Atlanta's traffic death rate:

1. Make every effort to secure right to use radar speed timers.
2. Use of radar by State Patrol in the city during interim.
3. Increase and improve police enforcement against speeding and driving under the influence.
4. Utilize special side-marked police cars in enforcement plan.
5. Flagrant traffic law violators causing accidents resulting in death should be charged with murder rather than manslaughter.
6. Increase number of traffic enforcement officers.
7. Strict court policies of license suspension for speeding and driving under the influence.
8. Establish an "accident prevention team" under Traffic Engineer.
9. Major public education program to be undertaken by Atlanta Traffic and Safety Council for understanding and support of report.
10. Special emphasis to reach young drivers through schools.
11. Expand program to cover metropolitan area through METROPOL and MACLOG.
12. Enactment by General Assembly of legislation in fields of drunk driving driver education and driver re-examination.

NSC Presents First Home Safety Analysis

The first National Safety Council analysis of Atlanta's Home Safety Inventory was presented at a recent meeting attended by those who submitted inventory questionnaires and representatives of PTA organizations and women's clubs.



Richard E. Manuell, NSC Home Safety Director, from Chicago, presented the analysis and made recommendations for improving the overall home safety picture.

The meeting, called a "Can-Do-Did" luncheon, was presided over by Dean Dickens of the Atlanta Traffic and Safety Council.



Setting the theme for the Presidents' Council as it enters a year of emphasis on safety, NSC President Howard Pyle was the principal speaker. With Mr. Pyle are: (l to r) Mrs. Elbert Anderson, President of Presidents' Council; Dean Dickens, AT&SC Civic Affairs Director; and Mrs. Lucille S. Huffman, AT&SC Vice-President.

National Safety Act Guides Outlined

State and local officials have been given guides to aid in complying with the National Traffic Safety Act of 1966. Among suggestions growing from a meeting of the Southern Regional Highway Safety Conference in New Orleans in December were:

1. Each state should establish an official coordinating body with state, local government and private sector representatives to guide the local state program.

2. State accident records must be improved, working toward an electronic traffic safety data system.

3. Every state must institute motor vehicle inspection programs.

4. Driver license re-examination programs should be established in each state.

5. Each state should begin or expand driver education programs in the schools, and programs of adult driver training should be expanded and placed under proper supervision.

6. Studies should be made of alcohol involvement in traffic accidents, with states considering "implied consent" laws as remedies.

7. States should adopt uniform rules of the road.

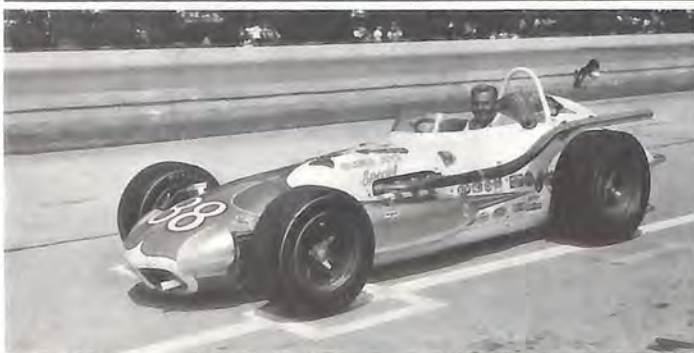
8. Separate driver licenses should be established for motorcycles, buses, trucks, etc.

The federal act provides matching funds to help states and local governments meet standards of the act, and provides monetary penalties for those not meeting the standards.



Governor Carl E. Sanders (C) buckled-up a seat belt to formally open the offices of the new Georgia Safety Council in the Hartford Building, Atlanta. In so doing he coupled together the efforts of the Atlanta Traffic and Safety Council and the new state Council, with Atlanta President George Goodwin (L) and Georgia Council President Edgar J. Forio holding the ends of the symbolic safety belt.

The Georgia Safety Council staff is headed by Ray Brokaw, Executive Vice-President, with Max Ulrich as Program Director.



"Music For Modern Americans," featuring Thurlow Spurr and the Spurr-lows, a professional musical revue travelling the country under the sponsorship of Chrysler Corporation, will present a unique Driver Education program for Atlanta area schools on February 23, 24 and 27.

The group of 30 young talented performers incorporates a humorous safety song and skit and presents a method for safety-conscious teenage girls to rate their dates as to safe driving attitudes.



Indianapolis racing veteran Chuck Stevenson will present a nationally acclaimed Highway Safety Program for Atlanta area high school students in appearances from March 22 to April 19. The program, sponsored by Champion Spark Plug Company, is in its twelfth year and has been presented to over 10 million teen-agers throughout the United States.

Stevenson's basic message is one which draws comparisons between driving on the speedway versus the highway, emphasizing safety.

The Atlanta Traffic and Safety Council

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George GoodwinPresident
 Bill C. WainwrightVice President
 Mrs. Lucille S. HuffmanVice President
 C. A. McNairTreasurer
 Edmund W. HughesManaging Director



James E. Civils, (standing) National Safety Council Regional Director, presented the annual Traffic Inventory Report for Georgia before the Legislative Traffic Safety Study Committee. Committee Chairman Bill Williams is shown studying the report, which provided the basis for many of the proposals for action being presented to the 1967 General Assembly.

Legislative Action Needed

Included in the Atlanta Traffic and Safety Council's report on decreasing traffic fatalities were four legislative proposals. They are:

1. The return of the right to use radar to Georgia cities.
2. The implied consent law to enforce drunk driving laws.
3. Driver Education made available in every public school.
4. Periodic re-examination for drivers' licenses.

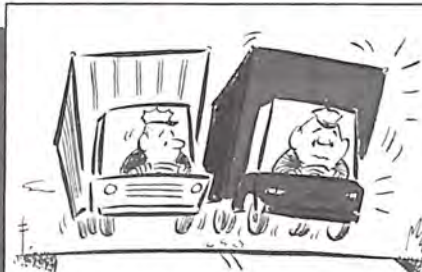
These proposals are endorsed by a number of local and state organizations.

For Your Safety

The Georgia Motor Trucking Association in cooperation with the Atlanta Motor Freight Agents Association has introduced a new comic character, Freeway Fred, with timely tips for truck drivers. Reproduced here is the first of a series of posters with freeway safe driving tips.

Take a tip from FREEWAY FRED...

**you CAN help
 SPEED UP
 expressway traffic!**



Two abreast means double trouble—
 You might create a pile of rubble!
BACK OFF—LET HIM PASS!



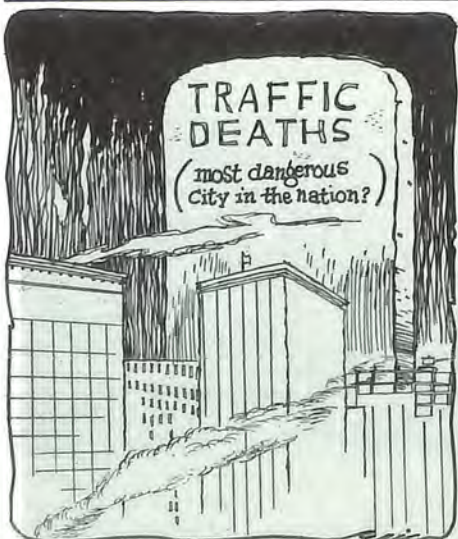
A rule to use as you roll along:
 If you stay RIGHT you won't go wrong!
KEEP RIGHT WHENEVER YOU CAN!



Slow-poke passing blocks the lane—
 Gives faster traffic lots of pain!
PASS ONLY WHEN YOU CAN DO IT PROMPTLY!



The freeways all were built for speed—
 Don't be a bottleneck—Take heed!
**IF YOU CAN'T MAINTAIN 40 MPH,
 DON'T USE THE FREEWAYS!**



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 ATLANTA JOURNAL

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