

**Do this
twice
a week**



**and make
your
toilet
bowl
the
cleanest
spot
in the
house**

**Cleans, Disinfects,
Deodorizes, Removes
hard-water rust stains**

*No powder or bleach
cleans toilet bowls
like Sani-Flush . . .
because Sani-Flush is
specially made for
this one job! Just
pour, let stand,
swab, flush—its
fragrant, active
ingredients disinfect
instantly. Exclusive
Sodium Binoxalate
removes hard-water
rust stains. Get
Sani-Flush at your
market today. It's
safe for septic tanks.*



*So thorough, so
safe! It bears the
Good Housekeeping
Guaranty Seal*

Sani-Flush

**Best for your toilet bowl because
it's specially made for this one job**

**Experts at a unique school instruct
local police officers in the tough but
vital job of reducing auto accidents.**



**Model cars simulate traffic
tie-up. Officers must solve it.**



by Phil Hirsch

MORE THAN 15,000 persons who would otherwise be accident statistics are alive today, thanks to a unique traffic school.

Its headquarters is a dignified-looking gray-stone building just off the Northwestern University campus in Evanston, Ill. Its name is the Northwestern University Traffic Institute and its purpose is twofold: to send a field staff to traffic agencies throughout the nation to help solve local traffic problems; and to teach safety to officials from all over the world in the classroom.

The field staff consists of engineers, lawyers, expolicemen, and experts in driver licensing and traffic laws. To date they have helped more than 100 cities, counties, and states. Here are a few examples of what they have accomplished:

One major city was collecting only \$600,000 a year in traffic fines—far less than normal—before the field staff moved in and recommended adoption of a "fix-proof" ticket. A year later collections jumped to \$2.5 million. Also, several aldermen, realizing that their constituents' tickets could no longer be fixed, came to court and paid the fines. One council member showed up with \$1,400.

In another city, the investigators found patrolmen collecting dog-license fees, chauffeuring public officials around, counting traffic tickets, standing guard at school crossings, and performing other jobs that could be done just as well by civilians. Adopting the investigators' recommendations, the city reassigned these officers to chasing speeders and similar law-en-

They Teach Traffic Safety

forcement work. Before long, accidents had been cut so sharply that insurance companies were able to reduce their rates by one-third!

In 1938, Atlanta, Ga., was averaging 67 traffic deaths annually. The field staff was called in and made a number of key recommendations for increasing the efficiency of enforcement. Since then, Atlanta's annual fatality rate has averaged almost 40 percent under the 1938 figure.

The record has been even more impressive in other cities. Chattanooga cut fatal accidents 42 percent by following the investigators' recommendations, Cleveland 46 percent, and Colorado Springs, 67 percent.

Summing up these reductions for all the cities in which studies have been made, Traffic Institute officials estimate that the field staff has helped save more than 15,000 lives!

Besides helping communities eliminate local traffic headaches, the Institute operates a school to teach traffic officials how to do their jobs better. Courses cover such points as courtroom tactics employed by some defense attorneys to badger officers on the witness stand, the evidence to look for at the scene of an accident, and ways and means of stretching limited police manpower and equipment.

Since 1936, when the school was set up, it has trained 15,000 police, truck-fleet supervisors, and other personnel with vehicle-safety responsibilities. These students have come from every state in the Union, the District of Columbia, and such countries as Iceland, Turkey, China, and Chile.

J. B. Quilligan, chief of police in Canton, O., is a member of the Institute's 1940 graduating class. After returning to duty, Chief Quilligan (then a patrolman) completely revamped the Canton police department's records system. Canton police had previously gathered detailed information only on fatal traffic accidents. With the new system, records were kept on all accidents, and police soon were able to pinpoint where the most serious accidents and worst traffic bottlenecks would take place.

After setting up the new records system, Quilligan established Canton's first accident-prevention bureau. Thanks to his studies at the Traffic Institute, he also was able to train the special personnel needed for the bureau's activities. Today he says, "This accident-prevention work is one of the most important phases of our whole safety program."

Another graduate, A. E. Perkins, now superintendent of the Idaho State Police, set up in-service