

LIFE

IN
**FERNDALE
MICHIGAN**



Property of Ferndale Historical Society

January 14, 1964

To the General Public:

Thanks for a job well done! Through your co-operation, Ferndale has gone another year without a traffic fatality.

With this brochure, we will attempt to outline the size of the team needed to bring about such a record, and I wish to take this opportunity to thank this team for its fine record.

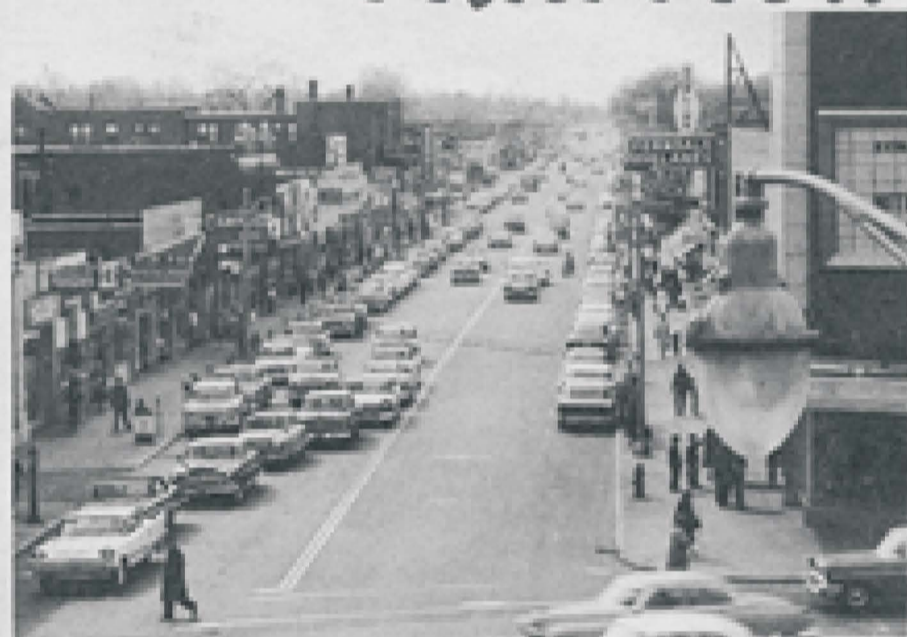
Sincerely,

Neil J. McGillis

Neil J. McGillis
Chief of Police
City of Ferndale, Michigan



FERNDALE'S BIGGEST PROBLEM **TRAFFIC!!**



Congested West Nine Mile Rd. business district.



Heavily traveled U.S. 10 (Woodward Ave.)



The many complexes of Ferndale add to traffic problems.

STATISTICAL DATA

Ferndale has a population of 31,347. Congested major streets and residential cross traffic are two of the city's greatest problems. Because of Ferndale's location as a hub of the Metropolitan Area, city streets handle 250,000 transit vehicles daily.

Within Ferndale's corporate limits the city is bisected by busy U.S. 10 (Woodward Avenue) and on the south by heavily traveled M-102 (Eight Mile Road). The four million dollar Woodward Avenue-Eight Mile Grade separation traffic volumes show 130,000 vehicles use the intersection daily.

During 1963, Ferndale had a school enrollment of 9,300 in public and parochial schools.

There was a total of 1358 traffic accidents reported during the year. No fatal accidents occurred during 1963.
Pedestrian Accidents: 25; Personal Injury Accidents: 268;
Property Damage Accidents: 1054; other Traffic Accidents: 11.

FERNDALE'S SOLUTION

- EDUCATION
- ENGINEERING
- ENFORCEMENT



Safety posters remind pedestrians and motorists to be alert.



EDUCATION

Driver training at Ferndale High School prepares young drivers for the future.

ENGINEERING

Pavement marking is a valuable traffic control in the safe movement of traffic.



EDUCATION

Summer bicycle safety program to keep children safety-conscious.



ENGINEERING

Origin, destination traffic studies provide valuable information for traffic control.



EDUCATION

Safety lectures alert youngsters to hazards in traffic.

ENGINEERING

Traffic counter keeps constant check of traffic volume.



EDUCATION

Weekly radio programs, covering traffic safety, may be heard over Station WEXL.



ENFORCEMENT

Enforcement of traffic laws reduces accidents, injuries and death.



ENFORCEMENT

Municipal Judge Earl N. Nash tempers justice with mercy in the execution of his office.



BICYCLES MUST BE WALKED IN BUSINESS DISTRICT



Traffic signs alert the public regarding safety and the law.

FERNDALE'S SAFETY PROGRAMS



Official recognition given to city for balanced traffic safety program.



Safety Patrol Boys are a valuable part of child safety in Ferndale.



Safety vehicle check program sponsored by Exchange - Kiwanis - Rotary Clubs of Ferndale.



Traffic safety begins at home



Pedestrian safety programs alert the public to traffic hazards.



Our Goal - Clear Streets - Most children injured due to running into the street from between parked cars.

Our Goal

January 13, 1964

To: Citizens of Ferndale

We, the elected officials of the City of Ferndale, wish to express our thanks to the citizens of Ferndale, pedestrians and motorists alike, for making 1963 one of no fatalities in traffic here in the City of Ferndale.

We would like to encourage all citizens of the City of Ferndale by their actions to make every day one free of accidents and to make the City of Ferndale the safest city in the United States.

Mayor Bruce D. Garbutt

Commissioners

Thomas H. O'Donoghue Henry A. Schiffer
William J. O'Donnell Clifton A. Eldridge

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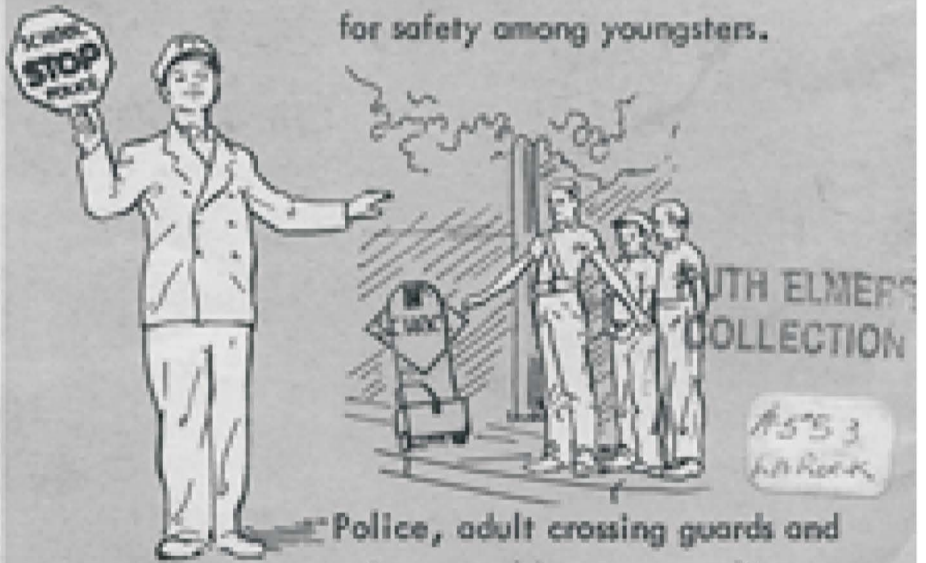


Organized traffic safety activities produce results.

Property of Ferndale Historical Museum



Bicycle contests simulate interest for safety among youngsters.



Police, adult crossing guards and safety patrol boys protect lives.