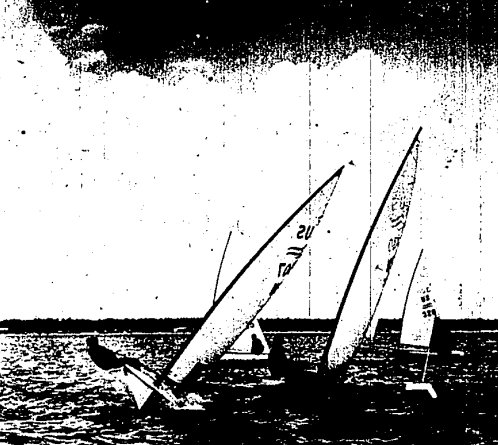


Anger, Speed, Drink-Accident Brewers



ROUNDING THE MARK - Michigan sailors lean out as they turn a buoy in a flying Finn regatta in Tawas Bay. With four of the five Great Lakes bordering Michigan and 11,037 inland lakes, you're never more than six miles from a lake or stream or 85 miles from one of the Great Lakes. MICHIGAN TOURIST COUNCIL PHOTO.

Drivers who lose their tempers in traffic, those who exceed the safe speed limits and those who drink in excess and attempt to drive, usually can't control themselves let alone their cars, according to Garnet M. Griffin, managing director of the Traffic Safety Association of Detroit.

"Loss of control is one of the major contributing factors in the rise of Detroit-area traffic accidents this year," said Griffin.

"One rash move brought on by loss of temper, or a thoughtless act in traffic caused by excess drink or speed, can lead to a tragic accident and, too often, those injured in the accident are innocent and unsuspecting motorists and pedestrians."

GRiffin pointed out that a baseball pitcher who loses his control usually ends up being sent to the showers, but in driving, a motorist who loses control of his car or himself may wind up in traffic court or a hospital.

"We are now experiencing the warm weather which we waited for so long," Griffin said. "Driving is once again a pleasant experience and the urge to 'open up a little bit' on the highways is felt by many drivers."

"Summer-like weather also means more persons will be taking to the road for trips and visits they had to pass by in the winter."

"Renewing old friendships often calls for a few rounds of cheer. Although there is no harm in getting out on the road again or having a few drinks with old friends, motorists should make sure they obey the posted speed limits and don't try to drive if they feel they've had one too many."

That's why the Traffic Safety Association this month prepared colorful posters, bearing the message, control both your car and yourself, to remind drivers that lack of loss of control could spoil not only their plans for a summer of carefree driving but also the plans of others.

Approximately 1,200 of these posters are erected on street-side standards in Detroit. In addition to the Traffic Safety Association posters, another 1,200 bearing the same message

and provided by local safety organizations are posted in communities throughout the state.

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Gambling Drivers Cause Of Many Road Accidents

NORTHBROOK, Ill. -- Dangerous driving decisions made by motorists usually involve a small probability of a great penalty and a near certainty of a small gain, according to Dr. Ward Edwards, head of the Industrial Psychology Laboratory at the University of Michigan. He spoke at the auto insurance industry's second annual Traffic Safety Research Symposium.

Dr. Edwards said enactment of traffic laws creates a situation in which three possibilities exist: a minute probability of disaster (death or injury) a somewhat higher but still small probability of a much less severe legal penalty (fine or imprisonment) and a high probability of a small gain (travel time).

Industry and other interested groups to support studies, he suggested that research first be directed to learning more about the ways drivers make decisions, followed by research to determine the factors which control those decisions. Finally methods should be developed to improve driver judgments.

The symposium is sponsored by the Insurance Institute for Highway Safety; the hosts are the Allstate and Travelers insurance companies. It has brought together 300 traffic safety and behavioral science researchers, traffic officials, insurance executives, and national safety leaders in a three-day session.

The research papers were prepared under the direction of the University of Michigan Highway Safety Research Institute, in conjunction with leading behavioral scientists from other universities.

SUBJECTS IN GAMBLING experiments pay particular attention to the probability of the least attractive outcome of a bet.

Extended to the motorist, Dr. Edwards suggested that the probability that a driving decision will lead to an accident, rather than the cost or severity of the accident if it should occur, is more important to the average motorists in thinking about what he is going to do in a driving situation.

Furthermore, he reported, one theory holds that people will overestimate their chances associated with a favorable possibility and underestimate their chances associated with unfavorable possibilities. Some experimental evidence supports this view.

Dr. Edwards reported evidence that it will be easier and more effective to change a driver's attitudes toward the desirability of small gains than to change his opinion about the probability of securing the gain or to impress him with the high potential costs of accidents.

HE CONCLUDED, however, that most theories relating to decision making by motorists are speculative because of insufficient research.

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1 tablespoon shortening

1/2 cup evaporated milk

1 cup sifted confectioners' sugar

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