

By TOM LONERGAN

A special search for the drunk driver began in Oakland County last week. Along a 12-mile stretch of M-59, between Telegraph and Bogie Lake roads, nine police squad cars, carrying teams of either county sheriff's deputies or state and local police officers, were on the lookout for the over imbibor.

"We want people to know they have a helluva lot better chance of being arrested in Oakland County than ever before," said Jerry Feddersen, coordinator of the Oakland County Alcohol Enforcement Education Project.

THE PROJECT, federally funded

(\$1.2 million) for four years through the Michigan Office of Highway Safety Planning, is directed by the Traffic Improvement Association of Oakland County (TIA) and the county sheriff's department.

Its goal is to reduce the number of alcohol-related traffic deaths and injuries on county roads. Last year, 51 percent of 164 county road fatalities were alcohol related, according to TIA.

Nearly 60 percent of the drivers who had been drinking in fatal accidents last year were under 25, an age group TIA says accounts for about 25 percent of the county's drivers.

The project is the first of its kind in

Michigan and unique in the country, according to Feddersen, because a computer has been used to pinpoint where the most alcohol-related accidents have occurred and during what time of day.

THE "ALCOHOL Enforcement Teams" will patrol the 12-mile section of M-59 in Waterford and White Lake townships from 10 p.m. to 3 a.m. Wednesday through Saturday. The patrols began last Thursday evening.

"We don't know how long a patrol will be in an area," said Feddersen.

Other "prime areas" for future patrols, according to Feddersen, will be

Telegraph Road, north of Eight Mile, and sections of Woodward Ave. in south Oakland County and Dixie Highway in Waterford Township.

TIA's Traffic Data Center, based on 1978 accident information, has identified the above areas as having the greatest incidence of alcohol-related accidents.

"It's not a 'hide behind a bill-board' type of program," said Feddersen, during an interview in TIA's Bloomfield Township office last week.

"It's a program that everyone knows is operating. We want that type of visibility."

"It may be the high visibility of these

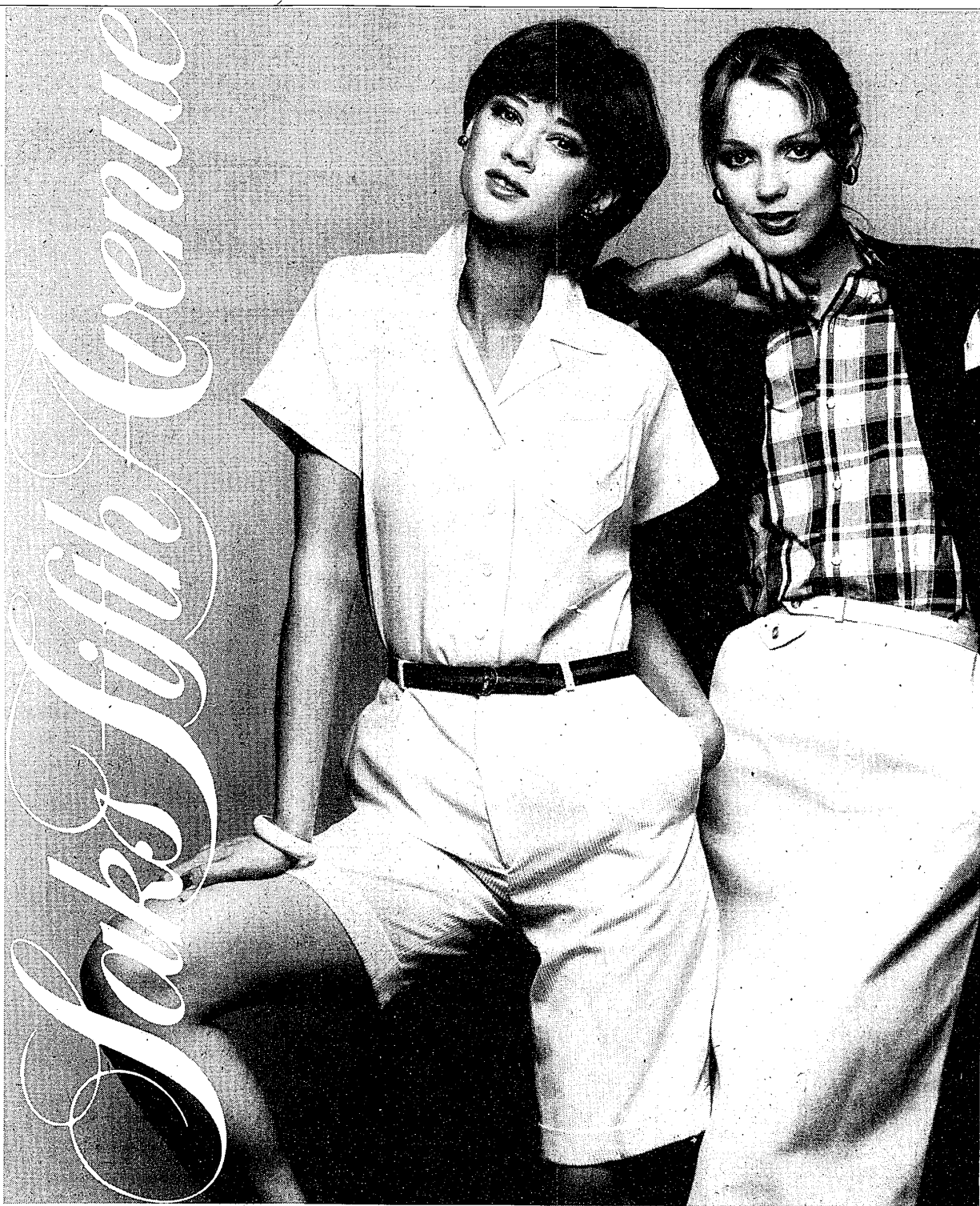
teams that's sufficient for the public not to drink as much."

PROJECT REPRESENTATIVES have notified all bar owners along selected patrol areas, said Feddersen, and have met with the License Beverage Association.

The patrol cars used in the project are marked with a black and red "Alcohol Enforcement Team" logo.

Within the next two months, some squad cars will carry breathalyzer units for "on the spot" testing of suspected drunk drivers, Feddersen said.

Cop squad sets trap for drunks



Viewpoint: As Tradition Will Have It...We're Prep-Dressing for Spring!

From J.C. Hook comes the kind of clothes that would make anyone ready, willing and able for spring. And it's all through the prep-technique! A whole attitude of dressing that's classic in the easy sense of the word...and vibrant! in the brand new direction of the word. So what results are those great all-American classic campshirts spiffed up in fresh, feminine tints of pale pink and navy. The bottom line: the newest, nattiest seersucker walking shorts. Really, the most sensible intermediary between pants and shorts...so watch them become the

next essential in prep-appeal. And for the skirt set, the trouser skirt—lean, clean-cut, absolutely apropos for continuing the tradition begun by the two-button blazer. For after all, what would spring, the quad, tradition and you be without it? Left: The shirt in oxford cloth, '32. Seersucker shorts in pink or blue, too, '42. Right: The blazer, '120. Plaid shirt; in pure cotton, '42. Skirt: '46. All in polyester and cotton for sizes 4 to 14. In Sportswear Collections, ...where we are all the things you are.