

# The party is over in Oakland; drunk driving arrests triple in '80

By TIM RICHARD

Oakland County in 1980 has tripled the number of drunk driving arrests and reduced alcohol-related traffic accidents by 30 percent in some "target" areas.

But the Traffic Improvement Association says the battle won't be won until the entire public's casual attitude about drunk driving fatalities is changed.

It has launched an advertising campaign in newspapers, radio, television and billboards with the theme: "Drunk Drivers, the Party's Over." The campaign was unveiled Friday for business, government and police leaders in a luncheon sponsored by TIA, a private safety organization.

"SAVING THE whales is nice, but do you know a whale?" asked Ray Blackwell, the creative team chief from D'Arcy, MacManus-Masius, the Bloomfield Hills advertising firm which designed the campaign.

"Have you ever been run over by a whale?" Working on this campaign, I talked to 20 or 25 persons, and every one knew someone or had a relative who had died in an auto accident. Drunk driving deaths are slaughter.

"In Sweden, they put a member of the royal family in jail for drunk driving. In the United States, we don't look on drunk driving as serious. We have to look at our priorities in order," Blackwell said.

"WE CAN and must change society's attitude toward death and injury resulting from traffic collisions," said James Slavin, retired director of the Northwestern University Traffic Institute and former police chief in Kalamazoo and Denver.

Slavin praised the alcohol enforcement program which began in April in Oakland County, but said public attitudes must be changed.

"You can't get them to stop driving. You can't get them to stop drinking. But you may get them to stop drinking when they've been drinking."

"In the 1920s and '30s, the tobacco industry saw an opportunity to make a new market by getting women to smoke. Prior to that, a woman who smoked was looked upon as having loose morals. They (the tobacco industry) changed it. Now women are inhaling as deeply as the men."

SOCIETY IS shocked by stories of women and girls being raped and mur-

**'In Sweden, they put a member of the royal family in jail for drunk driving. In the United States, we don't look on drunk driving as serious. We have to get our priorities in order.'**

— Ray Blackwell, ad chief

dered but accepts death due to drunk driving almost casually, he said.

"To a lot of police officers, drinking ain't nothing. Many detectives say, 'We only handle the big stuff,'" Slavin said.

Each year, the U.S. has nearly 21,000 murders, including two-thirds by firearms, and 51,000 motor vehicle deaths, with half related to drinking.

Yet Slavin said the public attitude is to abhor gun deaths but ignore alcohol-related traffic deaths. "The crime rate is not that bad, but the traffic rate is terrible," he said.

He cautiously predicted success for the TIA ad campaign, adding, "Maybe this is the start of something big."

TIA, DIRECTED by Bruce Madsen, received a government grant last year to start to alcohol enforcement program. It identified six target areas and times of the week as serious drunk driving spots.

The Oakland County Sheriff's Department and Michigan State Police deployed a nine-unit Alcohol Enforcement (AE) team with trained officers who "can spot a drunk driver a mile away," in TIA's words.

TIA President Herbert L. Misch, vice president for environmental and safety engineering at Ford Motor Co., said, "Drunk driving arrests increased dramatically and countywide. In one target area, alcohol-related accidents are down 30 percent."

JERRY FEDDERSEN, TIA project manager, said the AE teams have removed more than 500 drunk drivers from Oakland roads.

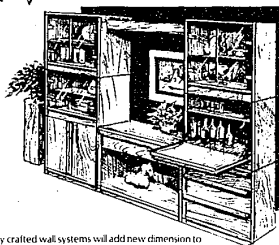
Target areas where AE teams are deployed are:

- M-59 from Pontiac to Bogie Lake Road
- Dixie Highway and Walton Boulevard from Pontiac to Clarkston.

- The Pontiac area generally, especially Baldwin and Perry streets and I-75 freeway.
- M-24 from Pontiac to Oxford.



## HOLIDAY IDEAS SALE



These beautifully crafted wall systems will add new dimension to any room. Available in vertical, modular or round-over.

Sale Price \$1,049<sup>95</sup>

Other units from \$224.95

The Terrace Shoppe

Casual, Contemporary and Patio Furnishings

33021 Grand River, Farmington, Mi. • 476-6550

2 blocks east of Farmington Road

Mon., Thurs., Fri. 10-9, Daily 10-5, Sun. 12-5

Master Charge and Visa Accepted

### A Public Service Announcement FOR PET OWNERS

Emergency care for your pets may be needed at any hour of the day, night, weekends or Holiday. The Animal Emergency Room can provide that service.



ANIMAL EMERGENCY ROOM

24423 Grand River (Just West of Telegraph)

Located in the Westcott Veterinary Hospital

255-2404

**NOW!**  
THRU DECEMBER 31st 1980  
**14% APR FINANCING**  
... AVAILABLE ON NEW OR LATE MODEL USED VEHICLES  
**JACK CAULEY**  
CHEVROLET  
ORCHARD LAKE ROAD  
**855-9700**

**GYM MATS & BALANCE BEAMS**

Christmas Special

- Ideal for home use.
- Institutional quality.
- Complete Line of Gymnastic Equipment
- Phone orders accepted.

**AMERICAN EXERCISE & GYM EQUIPMENT**  
SPECIALISTS IN FITNESS & GYMNASIUM EQUIPMENT  
29191 Northwestern Hwy. at 12 Mile Road  
Southfield, Michigan 48034  
(313) 358-0550

**ARC LAMP**  
**\$99.95**  
Reg. \$189.95  
This exquisite lamp from Laurel Lamp comes in polished chrome or swedish brass mounted on a 15" imported marble base. An extreme value at \$99.95.

Use our convenient charge, Visa or MasterCard  
Open daily 10-9 Wed. & Sat. 10-5

**Towne and Country Interiors**

DEARBORN 23600 Michigan Ave. 565-3400  
BLOOMFIELD HILLS 4107 Telegraph Rd. 642-8822  
ROCHESTER 1110 S. Rochester Rd. 652-3500

# FINAL WEEK! VIC TANNY 2 FOR 1 HOLIDAY SEASON



**Hurry...offer expires Dec. 22**

Take advantage of our Holiday Season offer and enjoy all our exclusive Executive Club facilities for two years - for the price of one year. From our jogging track to our racquetball courts, from our aerobic exercise dance classes to our olympic-size pool, we've got more of what you want in a health club! Remember, no other health club offers all the facilities of Vic Tanny for both men and women, seven days a week - and our Executive facilities are the finest around.

## 2 years for the price of the first year alone!

Join America's biggest and best health club chain now and get two years of regular Executive Club membership for the price of the first year alone.  
Men...Women Call Now!

**VIC TANNY BLOOMFIELD EXECUTIVE HEALTH & RACQUET CLUB**  
6420 Telegraph Rd. at Maple Rd. 855-2300