Drivers Under 26 Are 'Safest,' National TV Test Shows

On the night of May 24, some 32,000,000 Americans of driving age took part in a unique audience participation television program, the first "National Drivers' Test," produced by CBS News with the cooperation of the National Safety Council and sponsored by Shell Oil Company.

Although this was the largest audience that ever watched a sponsored public service program on one network, millions of drivers did not watch the program and test themselves on their driving ability and knowledge.

These people will have a second opportunity to take the "National Drivers Test" on Monday night, August 30, on the CBS television network, again sponsored by Shell.

Why is this significant? The National Safety Council points out that nearly half of a special panel of 1,800 persons, representing a cross section of U. S. drivers, either failed the "National Drivers Test" or rated "poor."

Howard Pyle, president of the National Safety Council, said this means that more Americans need to be made aware of their shortcomings as drivers and improve their driving skills and habits.

He expressed the hope that the second telecast of the "National Drivers Test" before the Labor Day weekend would help to reduce the traffic toll over the holiday.

An analysis of the scores from the special panel reveals a number of interesting facts, the National Safety Council points out.

The average score for the entire group was 51 out of a possible 80 points. The Council characterized this as a barely passing score.

Professional drivers did no better, their scores also averaging 51. Those in the panel who had had driver education had the highest average, 53.

The panel was separated into three age groups: under 26, 26 to 45, and over 45. Those over 45 had the worst average of any category, 48. Those under 26 years had an average of 52, while the middle age group had an average of 51.

Are men or women better drivers? The panel results indicated men are. They averaged 52, while the women averaged 49.

College-educated panelists scored an average of 52; high school graduates, 50; and those who did not finish high school, 48.

The August 30 telecast of the "National Drivers Test" will give a person an opportunity to compare himself with others in his age, sex and education groups.

The "National Drivers Test" television program has aroused tremendous interest throughout the country. More than 16 million test forms were distributed by CBS and Shell before the first show. An estimated 14 million more were printed and distributed by business firms, civic organizations, government agencies and newspapers throughout the country.

Afterwards nearly a million viewers mailed in completed test forms. This was a phenomenal response, according to experts, who gauge reaction to mass media.

Shell has made the first show into a 45-minute, 16 mm film which will be available on free loan from the Shell Film Library to traffic safety groups, schools, business, industrial and civic organizations. With each film which can be reproduced. Data generated by the "National Drivers Test" television show will be useful in accident prevention studies now under way. Researchers at the National Safety Council are using computers to analyze test scores of the studio participants and of organizations that mailed in forms.

Plymouth Sales Show Climb During July

Plymouth retail deliveries in July were 53,731, a 36 per cent gain over July last year, it was reported by P. N. Buckminster, general manager of the Chrysler-Plymouth Division.

Chrysler July sales of 15,487 were up 34 per cent over last year and were the highest for July on record.

Sales of all Chrysler-Plymouth Division cars — Plymouth, Chrysler and Imperial—in July were 70,284, a 33 per cent increase over last year.

Olds Closes Out '65; Record Production

LANSING—With the sale of new Oldsmobiles continuing at near record levels, Oldsmobile expects to close out its 1965 model year by producing more than 592,000 cars, an all-time high for the division.

Production of 1965 Oldsmobiles at the division's main assembly plant will be discontinued August 19 to permit changeover to 1966 model production, according to R. T. Rollis, general manufacturing manager.

Rollis said that 1966 model production will begin September 13.

Checks the Weather

Airman Third Class David K. Curtis, son of Mr. and Mrs. Leland T. Curtis of 17531 Doris Lane, Livonia, has been selected for technical training at Chanute AFB, Ill., as a U.S. Air Force weather specialist.

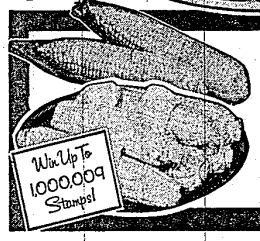
Please Man-Size Appetites

FOOD FAIR HAS THE PICK OF THE PORK

There's rich, full-bodied flavor in Food Fair pork chops, and lean, fine-grained meat that's appetite pleasing. Real melt-in-your-mouth flavor that brings cries for seconds.

Stop in and visit our well-stocked meat department this week . . . and don't forget to take home some famous Food Fair luscious pork chops — they're fork-tender delicious.

LEAN CENTER CUT **Pork Chops** LB. **79¢**



Home Grown Fresh Yellow **Sweet Corn** 12 EARS FOR **39¢**

FINE TEXTURED SUGAR CURED **Smoked Ham** FULL, SHANK HALF LB. **59¢**

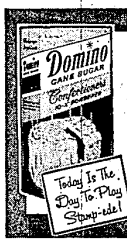
AMERICAN OR PIMENTO **Borden Cheese Slices** 12-OZ. PKG. **49¢**

FOR BAKING OR FRYING **Food Fair Margarine** 5 1-LB. CTNS. 1¼'s **$1**

ORANGE, GRAPE, FRUIT PUNCH OR **Farm Maid Lemonade** 4 ½-GAL. CTNS. **$1**

TENDER GREEN PEAS OR **Birds Eye Cut Corn** 6 10-OZ. PKGS. **99¢**

A TASTY AND QUICK DINNER **Sea Maid Fish Sticks** 8-OZ. PKG. **39¢**



POWDERED OR BROWN **Domino Sugar** 2 1-Lb. Boxes **29¢** WITH COUPON BELOW

REFRESHING ASSORTED FLAVORS **Tico Canned Soda Pop** 12-OZ. CAN **7¢**

A DELICIOUS MEATLESS MEAL **Del Monte Red Salmon** 1-LB. CAN **89¢**

VIVIANO THIN SPAGHETTI OR **Viviano Elbow Macaroni** 3-LB. PKG. **49¢**

MAGIC MIX **Lady Linda White Bread** 1-LB. 8-OZ. LOAF **25¢**

LADY LINDA FRESH **Jumbo Glazed Donuts** 8-CT. PKG. **39¢**

Another Food Fair Bonus!

Nothing goes better on a picnic than a bottle of Heinz Ketchup. It's full-bodied flavor livens up taste buds. Almost everything tastes better with Heinz Ketchup on it!

So be sure to pick up your bottle of Heinz Ketchup this week. It might be your first . . . but it sure won't be your last! Heinz . . . the sign of good eating — everywhere!

FLAVOR-RICH **Heinz Ketchup** 14-OZ. BTL. **5¢**

WITH PURCHASE OF $10 OR MORE AND COUPON BELOW

RANCH STYLE **Meaty Country Ribs** LB. **59¢**

GRADE A **Tender Young Ducklings** LB. **49¢**

GRADE 1, SLICED **Peters Large Bologna** LB. CG. **49¢**

GRADE 1, SKINLESS, PIC-NIC-PAK **Glendale Wieners** 2-LB. PKG. **99¢**

12 CT. HAMBURGER BUNS OR 10 CT. **Lady Linda Hot Dog Buns** PKG. **29¢**

8 POPULAR BRANDS **Candy Bars** 10 BAR PKG. **29¢** WITH COUPON BELOW

NINE POPULAR CAKE VARIETIES **Duncan Hines Mixes** 1-LB. 2½-OZ. PKG. **29¢**

SPECIAL LABEL **Crisco Shortening** 3-LB. CAN **79¢**

HILLS BROS. OR **Chase & Sanborn Coffee** LB. CN **$1.49**

SENSATIONAL NEW! **Big-Eye Framed Pictures** **49¢**

WITH AMAZING CHLORINOL **Active Comet Cleanser** 2 14-OZ. CANS **29¢**

WESLEY'S FINEST ICE CREAM **Quaker Maid** ½ GAL. CTN. **77¢**

GRADE AA SWEET CREAM BUTTER **Land O' Lakes** 1-LB. CTN. ¼'S **69¢**

Redeem Your S&H Stamps From Food Fair And Receive Valuable Gifts

A — 50 EXTRA S&H STAMPS With Coupon and a PURCHASE OF $5 OR MORE excluding beer, wine, bakery and tobacco products. Thru Sat., Aug. 21. Limit: One Coupon. FOOD FAIR

D — POWDERED OR BROWN DOMINO SUGAR 2 1 LB. BOXES 29¢ With this coupon and $5 purchase, or more, excluding beer, wine and tobacco products. Thru Sat., Aug. 21. Limit: One Coupon. Limit: Two Boxes. FOOD FAIR

E — 8 POPULAR BRANDS! CANDY BARS 10 BAR PACK 29¢ With this coupon and $5 purchase, or more, excluding beer, wine and tobacco products. Thru Sat., Aug. 21. Limit: One Coupon. Limit: One 10-Pk. FOOD FAIR

C — FLAVOR-RICH HEINZ KETCHUP 14 OZ. BTL. 5¢ WITH PURCHASE OF $10 or more, excluding beer, wine and tobacco products. With this Coupon thru Sat., Aug. 21. Limit: One Coupon. Limit: One Btl. FOOD FAIR

Most Food Fairs open daily, 9 to 9, Saturday, 9 to 9. Prices effective through Sat., August 21. Right reserved to limit quantities.

FOOD FAIR Markets WE GIVE S&H GREEN STAMPS

35323 Plymouth at Yale Livonia
27428 W. 6 Mile at Inkster Livonia
Wonderland Shopping Center Livonia
27200 Joy Road at Inkster Redford Township
23632 Plymouth at Telegraph Redford Township
8244 Merriman Near Ann Arbor Trail Nankin Township
Kendallwood Center 12 Mile at Farmington Road Farmington
27415 Schoolcraft at Inkster Livonia
705 South Main at Linden Plymouth
Downtown Farmington Farmington Road, South of Grand River
Livonia Mall 7 Mile at Middlebelt Livonia