

Is Safety Publicity Behind Drop in Toll?

Auto Club Seeks Answers to Decrease in Road Deaths

"An encouraging Michigan highway mystery" which began in June is continuing this fall, Automobile Club of Michigan's General Manager Fred N. Rehm reports.

"A 25 percent increase in traffic deaths from February through May over 1965 was cut to 12 percent in June," Rehm said. "From July through October 9 there has been a nine percent decrease compared to 1965. This is in

the face of a two to five percent increase in traffic volumes, Michigan's biggest tourist season in history, and steady increase in fatalities across the nation."

This statement appears in a 14-page report "Portrait of A Holiday—Part 3," just released by Auto Club after an on-the-spot investigation of each Labor Day weekend death in Michigan, and a summary

of findings of Memorial and July 4 weekends.

"Nobody can say for sure what has caused this decrease in deaths since June," Rehm said. "But part of it must be due to the largest amount of safety publicity in the press in history this summer, plus an increased emphasis on safety by police and motorists themselves."

Six of the 39 persons who died Labor Day weekend on Michigan highways may have been saved by safety items which are standard on the 1967 models, and they had used them, Rehm added.

"There is no way of knowing for sure, but one driver might have been saved by a collapsible steering wheel," said Rehm. "And five others might have lived if they'd worn seat belts. Certainly many would have survived with shoulder harnesses."

"But when a car traveling over 75 miles an hour hits another car or a fixed object, no safety device known could save anyone," Rehm said. Two cars on Labor Day weekend were traveling over 100 miles an hour, and three others 75 miles an hour or more, when fatal impacts took place.

Almost half the drivers involved had these characteristics in common: male, under age 30, single-car mishap, driving too fast, drinking too much, not wearing seat belts, close to home, not on holiday.

Most of the findings from similar studies after Memorial (43 deaths) and July 4 (22 deaths) weekends were reconfirmed in this study. They include:

Twelve, or almost half, were single-car mishaps, with probable cause falling asleep, driving too fast or a combination of these and drinking too much.

Almost 80 per cent of the drivers involved were within 25 miles of home, not on vacation. The widely held belief that taking an overnight or longer trip with the family on a holiday weekend is dangerous has been completely disproved by these studies.

No evidence shows any victim had seat belt fastened. Seven cars were definitely not equipped with seat belts. Seat belts which were not used would have saved a number of lives.

No obvious mechanical defects were found in any of the vehicles involved in fatal crashes. None has been found in any of the 109 deaths. Three cars had poor tires which could not have directly caused the accident. Average age of vehicle involved was 2.4 years. On the other holidays it was 3.2 years and 3.3 years respectively.

The 10 worst drivers involved had an average of 10.2 points, according to their driving records in the Secretary of State's office. In most cases this included more than two years. This compares with 25.0 on Memorial weekend and 18 on July 4 weekend. Even 10 is much worse than the average driver ever gets. On Labor Day weekend, one driver had 23 points and eight convictions, seven for speeding, since December 9, 1960.

All of the participants—25 fourth, fifth and sixth grade teachers with at least three years experience—will take four full terms of study here.

Dr. Frederic B. Dutton, professor and director of the center, will direct the year-long program. Its purpose, he says, is to give the teachers "graduate training and practice in the best instructional techniques for that level."

Similar programs are being conducted on 50 college campuses.

"We believe the unprecedented publicity given to drivers with poor records just before Labor Day weekend either kept these motorists off the highway or made them drive safely for a change," Rehm said.

Young and inexperienced drivers are involved in far more fatal than they should be in proportion to their numbers. Five of the 39 drivers

were age 17 through 19; Heavy drinking appears involved in 40 per cent of the weekend's fatal. This compares with 50 per cent Memorial weekend and 52 per cent July 4 weekend. Our investigations indicate that at least 15 fatal drivers on Labor Day weekend had consumed enough alcohol to impair their driving. Extremely heavy

drinking appears to be involved in more fatal than on the other two holidays. Sixteen of the 28 accidents happened on two-lane, hard surfaced roads, five on free ways, one on a four-lane highway and six on city streets. None can be said positively to have been caused directly by traffic engineering or road construction deficiencies. Over three million

motorists drove about 500 million miles safely on Labor Day weekend," Rehm said. "They should be commended for their good driving. All should not be blamed for mistakes of a few."

"We think this study is not only unique but, definitive," Rehm said. "But laws cannot be made just for holidays and safety programs must be de-

signed for 365 days of the year. So we will wait until the 205 total July and the 182 August deaths have been analyzed by our traffic men. "After careful study, we will then have a comprehensive set of recommendations which these findings show us are necessary in enforcement, engineering, law changes, education. We will pursue them vigorously," Rehm said.



GEORGE G. DREW, Livonia National Bank Assistant Vice-President, who is Division Chairman of Community Business for the United Foundation Campaign, reviews tips with his team captains the will provide for successful results. The volunteers are all with the Livonia National Bank. They are: (left to right) George Drew, Asst. Vice-President, J. Merz, Mortgage Dept., Don Schneider, Branch Manager Plymouth-Yale, John Michlewicz, Branch Manager Wonderland, William Lube, Auto Sales Manager, Dave Griffin, Branch Manager Main Office, and Gerald Leliner Credit Manager Consumer Credit Dept.

13 Artists to Display Skills at Schoolcraft

Work by a group of 13 artists and craftsmen, most of them from northwest Wayne County, will be shown in an invitational exhibit at Schoolcraft College Nov. 1 through Nov. 11.

The exhibit will include ceramics, metal and jewelry, sculpture, and textiles, and will consist largely of work entered by the artists in the Michigan Craftsmen 68 show at Grand Rapids earlier this fall. A number of the individual ceramics pieces to be shown at the Schoolcraft show won awards at the Grand Rapids exhibit.

The ceramics display will include works by James H. Powell, Farmington, whose raku jug took the first place award at Grand Rapids, and by James R. Black, Schoolcraft College instructor, whose wrapped form won the second place award at the same show.

The ceramics section will offer pieces by Richard E. DeVore, Cranbrook Academy of Art instructor; Mrs. Pat Bauer, Whitmore Lake; William Case, Plymouth; Mr. and Mrs. Gwayne Darr, Wayne; John P. Glick, Farmington; and Pat St. Cyr, Livonia.

Metal and jewelry pieces by David Carroll Mulligan, Garden City, and Kenneth Frank Rose, Livonia; a group of sculptures by Ruby Ann Glick, Farmington, and a selection of textiles by Mrs. Jessie Hudson, Plymouth High School art instructor, will complete the exhibit.

Wayne Dunlap, chairman of the humanities division at

Schoolcraft and director of the exhibit, said a public reception for the exhibitors will open the 10-day show at 8 p.m. on Nov. 1. The gallery is in the lower level of the Waterman Campus Center.

Exhibit hours are from 9 a.m. to 9 p.m. daily.

Livonian In MSU Program

EAST LANSING—Kenneth E. Calkin, a teacher in Livonia schools is enrolled at Michigan State University this fall as a fellow in a pioneer program of government-sponsored training for elementary teachers.

A grant of \$192,000 to the university's School of Education is making the "experienced teachers fellowship program" possible. Official sponsor is the U. S. Office of Education.

All of the participants—25 fourth, fifth and sixth grade teachers with at least three years experience—will take four full terms of study here. Dr. Frederic B. Dutton, professor and director of the center, will direct the year-long program. Its purpose, he says, is to give the teachers "graduate training and practice in the best instructional techniques for that level."

Similar programs are being conducted on 50 college campuses.

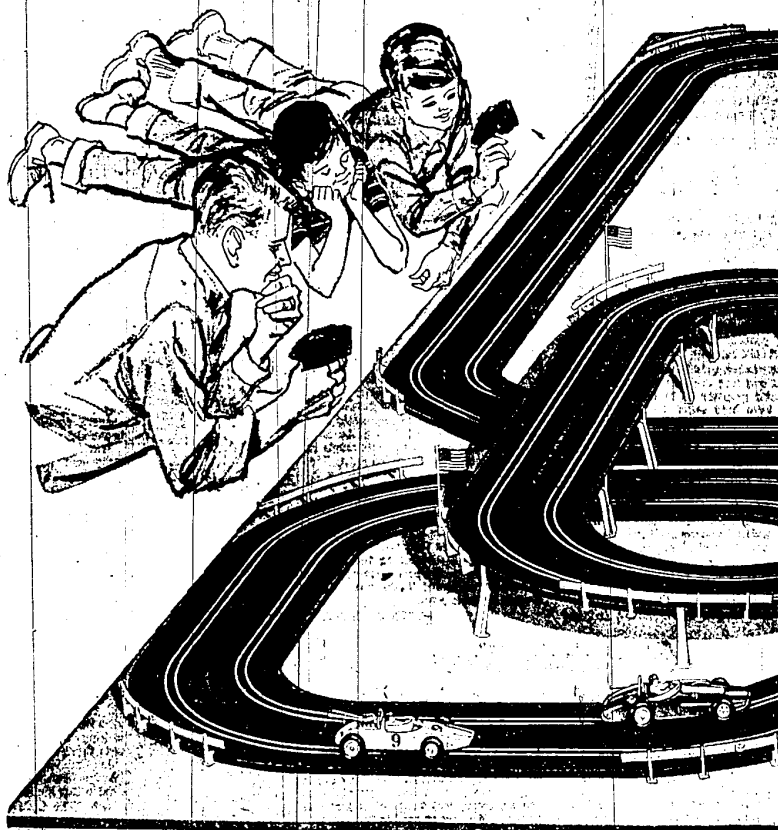


OLD MACDONALD had a farm at the Livonia Mall last week and thousands of children and adults jammed the Mall to see the live animals cavort in the real life farmyard setting. Most popular section of

the farm was the egg factory with its egg conveyor constantly guiding the freshly laid eggs into egg crates as its volume counter kept track of the production in backward fashion.

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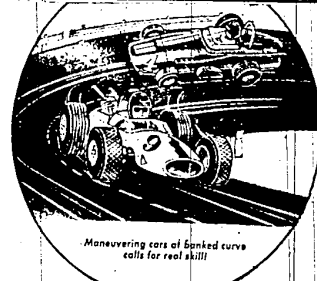
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<p>G.I. Joe Forward Observer Set Sears Low Price \$4.99 G.I. Joe, shirt, pants, boots, camouflage netting, M1 rifle, grenades. Communication outfit and more.</p>	<p>It's Fun, It's Funny Flea Circus Sears Low Price \$5.99 Everything included for making magnetic flea hop on a lightbulb, ride a unicycle, trapeze act.</p>	<p>Sears Exclusive Johnny Speed Set 22ndly's Speed Car Sears Low Price \$19.99 Can be stored, maneuvered just like a real car. Remote control, bridge with crossing gate, timer, more.</p>	<p>Easy to Operate Sears Tape Player Sears Low Price \$19.99 Just insert cartridge to play, withdraw to stop. No threading. Smooth tone speaker. Extra Tapes, 1.29 ea.</p>	<p>125 Games to Play on Carrom Boards Sears Low Price \$7.99 A versatile board with designs on both faces. 106-pc. set. Play chess, checkers and other games.</p>
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