

Young Driver Fined \$190 For Speeding in Livonia

Youthful speeders paid for their "sins" last week when they appeared in Livonia Municipal Court, to plead guilty to exceeding the posted speed limits in Livonia.

Heading the list was James T. Field, 18, of 14719 Cherry Lane, Plymouth, who paid \$190 for traveling 100 miles an hour in a zone posted for 50.

John K. Hochkins, 18, of 19114 Westmore St., Livonia, paid \$60 for doing 80 in

a 50-mile zone, he had three speeding convictions last year.

Two Detroit drivers, apparently racing, paid \$60 each for speeding 70 miles an hour in a 40-mile zone. Both have the same last name, but court personnel did not know if they are brothers.

They are Richard S. Wade, 27, of 26936 W. Chicago; and David G. Wade, 24, of 9507 Columbia St.



PUTTING ON the final touches, prior to modeling clothes for the annual Plymouth Business and Professional Women's Club style show, are (from left) Lois McAllister, Ellice Kulick and Harriet Weaker. More than 350 attended the program at Westland Center. Mrs. Elizabeth Holmes was general chairman and Betty Korte was in charge of the social hour following the show.

Two Traffic Fines Set

Two Livonia men pleaded guilty to driving offenses last week, out doing from more serious violations.

Municipal Judge James McCann ordered a fine of \$50 for Daniel J. Baker, 21, of 38487 Richland St., who was charged with careless driving. He was represented by attorney Clarence Chrest.

Police had first charged Baker with reckless driving. Russell Osborne, 47, of 34197 Richland St., stood trial when originally arraigned for drunk driving but pleaded guilty at his trial to an added count of reckless driving. He paid a fine of \$100.

Rodney C. Kropf, attorney, represented Osborne.

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Donald W. Smith, District Manager

Join Forces in Campaign

Safety Groups Fight Highway Toll

The Greater Detroit Safety Council will join forces with other Michigan organizations in an extensive "grass roots" campaign aimed at reducing the state's mounting highway injury and death toll in 1967, it was announced today.

Gerald E. Montgomery, Executive Director, said the six-fold state-wide program will launch the concept of "zero driver defects" as a highway safety goal.

Our six campaigns during the year will not only point out what the basic driver defects are, but also what to do about them, Montgomery said.

Consisting primarily of newspaper stories, radio and television public service announcements and posters, the campaign will be underwritten by Traffic Safety for Michigan.

Material will be distributed in their areas by membership of Safety organizations, including the local group headed by Montgomery.

Radio and TV announcements and other campaign materials for the year-long program are being prepared by Campbell-Ewald, Chevrolet's national advertising agency, as a public service.

Scheduled to get under way soon, the first of the six campaigns will stress the importance of buckling up seat belts.

Posters throughout the state will tell drivers to "Buckle up for Safety."

Subsequent campaigns will focus on such driver defects as the lack of knowledge of traffic laws, lack of self-discipline in driving at reasonable speeds, unwillingness to let others go first at intersections and in passing, driving after drinking, and vehicle maintenance.

Montgomery said "zero driver defects" is a motivational approach to the elimination of driver defects attributable to human error or neglect.

"It is a voluntary program aimed at improving drivers

and reducing traffic violations and accidents," he said. "It is an attempt to reverse the unquestioning acceptance of human error as a normal by-product of driver effort."

Montgomery said zero defects programs in the industry-defense complex have

made substantial gains against human errors. "We see no reason why it couldn't work as well in the area of highway safety," he said.



Mrs. Dorothy Cuttaia

LIVONIA NATIONAL BANK'S EMPLOYEE of the WEEK

Our Plymouth and Wayne Road office has again scored well in producing an outstanding employee. Mrs. Dorothy Cuttaia with her outstanding personality and drive has won the "Employee of the Week" title by outshining her fellow employees. Dorothy has operated a teller window for Livonia National Bank since August, 1966. In her spare time she supervises husband Nick; son Mark, and mascot Frosty; while dabbling in bridge, bowling, swimming and interior decorating. We salute a most busy and valuable employee.

Mrs. Cuttaia is just one of the hundred people working to make your association with Livonia National Bank enjoyable.

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6

13

20

27

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