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## Study Shows Cars, Grades Aren't A Good Mixture

The more a student uses a car during the week, the poorer the student's grades will be, emphasized Donal C. Bolton, Regional Manager for an insurance company.

Referring to "A Teenage Pattern," a study of 20,000 high school students, Bolton stated the major finding: Grades go down as driving privileges are extended.

"Parents are the only people who can supervise and enforce sensible use of the automobile during the academic year," he said.

In addition young drivers are becoming involved in more auto accidents than ever before.

"Parents simply must realize the importance of strict supervision of their children's driving habits," said Bolton.

"Young drivers have the highest accident and death rate of any age group on the road today."

"The other important reason for parental control of young drivers is that their education will suffer if they are allowed too much use of a car."

He noted with concern late accident figures from the National Safety Council which show that drivers in the 15-24 age group have an accident and death rate nearly double that of older drivers.

Young drivers under 20 have accidents at an annual rate of 40 per 100 drivers while drivers aged 20-24 have 38 accidents per 100 drivers.

"A Teenage Pattern" study shows that too much use of a car affects the grades of good students as well as poor students.

Grades start to suffer when the car is used more than two days out of five during the school week.

Students who do not drive or who use the car only on weekends have the best grades, while those who drive two to four school days a week have significantly poorer grades, the survey proved.

BOLTON MADE these recommendations to parents interested in helping their children become good students and good drivers:

1. Make sure that scholarship comes first and driving second.
2. See that they get proper driver training in a high school.
3. Restrict the use of cars to weekends and keep the week days for school work. There will be exceptions, but this is a good basic approach.
4. Don't permit a teenager to have a part-time job just to pay for a car or to support one.
5. Keep the keys in your own pocket and lend the car only under the proper circumstances.

### OBSERVER NEWSPAPERS, INC.

#### CIRCULATION DATA

Newspaper	Current Circulation	Previous Circulation
The Livonia Observer	29,300	28,010
The Plymouth Mail & Observer	9,500	9,212
The Farmington Enterprise & Observer	14,800	14,259
The Redford Observer	21,000	21,091
The Westland Observer	10,100	9,980
The Garden City Observer	11,400	11,243
Total Wednesday	96,100	93,795
Total Sunday	74,600	72,572

\*Audit and Wednesday, only.

Fred Wright, Circulation Director  
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### Ford Reports Marquis Sales At New Peak

Lincoln - Mercury Division sales, sparked by the 1969 Marquis, continued at a record-shattering pace during the first 10 days of November.

Sales of new cars totaled 12,231, said M.S. (Matt) McLaughlin, Ford Motor Company vice president and division general manager, compared to 3,374 in the corresponding period a year ago and nine per cent more than the previous record of 11,172 set in the same period in 1964.

Lincoln-Mercury sales last November were adversely affected by the two-month strike against the company.

The record daily sales rate for the Nov. 1-10 period was 1,229, against 375 last year and 1,397 in 1964.

Division sales since January 1 are 371,059, up 29 per cent over the 292,820 sales in the corresponding period last year.

### George Miller To Head Clearing House

Bank of the Commonwealth President George W. Miller has been elected president of the Detroit-Clearing House Association for the term expiring Oct. 31, 1969. John E. Thompson, executive vice president and cashier of the Bank of the Commonwealth, will serve as secretary-treasurer.

The Clearing House Association, of which all major banks in Detroit are members, assures the speedy and efficient handling of an estimated \$61 billion in checks now being written annually by Detroit-area depositors.

### Sales Set New Records

Ford car and truck sales continued at a hot pace during the first 10 days of November following Ford Division's record October sales and the most successful new product introduction in history.

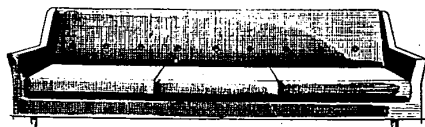
Sales of 42,908 cars and 15,233 trucks brought the division's combined year-to-date total to 2,174,373 units, the second biggest year-to-date total in history.

Truck sales were a record for the period, exceeding the old mark set in 1966 by 789 units.

## DOBBS

### Order Now, Save Assure Holiday Delivery

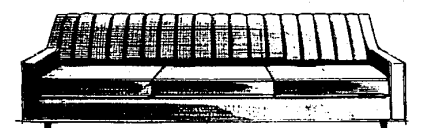
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