

Prepared Applications Stimulate Plate Sales

LANSING--Prepared license plate applications sent out to most of Michigan's nearly five million vehicle owners have stimulated unprecedented early sales of 1968 license plates.

Branches of the secretary of state reported sales higher than recorded in previous years.

A survey indicated that early customers were using the prepared applications when buying plates on ratios of from three to one to seven to one in some instances, reported Secretary of State James M. Hare.

HE SAID his Department had run into a "few minor problems with the new applications,"

most of these involving wrong information about the vehicle. "This is the very kind of problem we intend to overcome with prepared applications this year," Hare commented. "We hope to correct wrong information through the prepared applications and our mechanized files will then have complete and accurate information on virtually all vehicles in Michigan."

Hare said he had received some inquiries from persons who felt that continuing the old system of filling out the application manually at a branch office of the secretary of state as in previous years would save money.

"Certainly, going to a prepared application this year means an increased expenditure," he said. "But actually, we had no choice if we wanted to mechanize our files for the future. To be able to furnish vital information to state police and other enforcement agencies on a moment's notice, it was necessary for this information on vehicles to be compiled and put on tapes for our computer."

HARE SAID even though prepared applications would cost more the first year, savings over "the long haul" would be "substantial."

"Previously, vehicle information was captured on a catch-as-catch-can, year-to-year basis and typed out manually. This resulted in many inaccuracies as well as a slow, cumbersome process."

"But once the information is captured on a particular vehicle, it will become a part of a permanent computerized file available to official agencies on a moment's notice," Hare said. "What's most important, the information will be correct."

He said mechanization of the vehicle files would eliminate long and costly and oftentimes inaccurate typing, and the state's taxpayers will be saving an estimated \$300,000 per year when the program gets into full swing.

IN THE LAW enforcement area, Hare termed the information an invaluable tool for police agencies.

"In a few seconds, our computer can ferret out information and send it on a direct line to state police or other police agencies on stolen cars by listing the correct serial number and complete description of the vehicle."

An important by-product of the whole operation, says Hare, is that it saves time and effort on the part of many of the state's vehicle owners when they buy their new license plates.

"The new forms should be helpful in cutting down somewhat on the long lines and the time it takes for persons to purchase plates. After all, these applications will be filled out before persons reach our license plate offices."

He cautioned vehicle owners to "obtain 1968 plates as soon as possible and not wait until late February. The prepared applications should serve as a reminder as well as a stimulus to persons to get their plates early," he said.

Yule Seal Drive Off In Big Way

The 1967 Christmas Seal campaign in Wayne County is off to a flying start.

Jack A. Tompkins and Judi Kusman, co-chairmen of the drive, reported that \$60,397, or nearly 15 per cent of the \$425,000 goal was reached in the first week of the campaign which began on Nov. 14 and continues through December.

Tompkins is vice president of American Airlines while Miss Kusman, 18-year-old recovered tuberculosis patient, is Michigan's Christmas Seal champion.

Detroit Mayor Jerome P. Cavanagh, meanwhile, proclaimed the week of December 3 through December 9, as Christmas Seal Week.

High School Joins Society

Clarensville High School has been accepted for membership in the National Thespian Society.

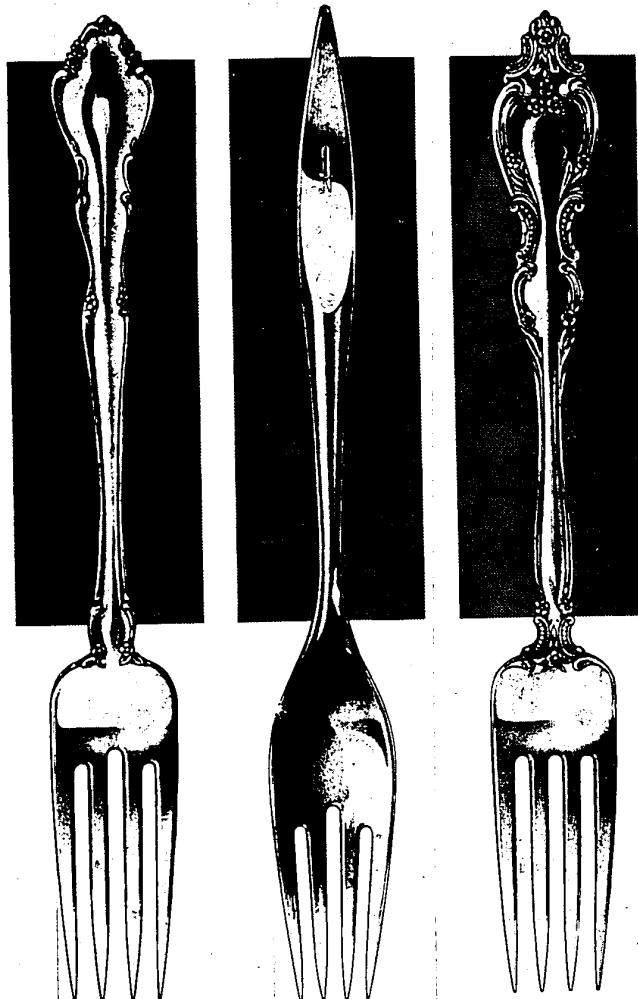
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22-pc. service	\$250
44-pc. service	\$414.25
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Reed and Barton, The Lark	
22-pc. service	\$221
44-pc. service	\$425
66-pc. service	\$646



Gorham, La Scala	
22-pc. service	\$295
44-pc. service	\$567
66-pc. service	\$862



Towle, French Provincial	
22-pc. service	\$219
44-pc. service	\$421
66-pc. service	\$643



International, 1810	
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44-pc. service	\$378
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44-pc. service	\$563.50
66-pc. service	\$865

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