

OCC Plans Discussion On Energy

The Orchard Ridge Campus history department of Oakland Community College has announced that noted geology professor, Richard Ward of Wayne State University, will lecture on "U.S. Energy Supplies Until 2000" on Thursday, Nov. 29 at 2 p.m. in Room J-191. The campus is located at 1496 and Orchard Lake Road in Farmington Hills.

"Presenting guest speakers such as Prof. Ward is an important function of the college community," noted Prof. Dan Plesko, chairman of the history department. "We're very pleased to be able to present this discussion of the energy crisis at such an appropriate time."

The general public is invited to hear his discussion of the energy crisis.



RONALD S. ROMAN of Redford Township has been appointed director of transportation for Faygo Beverages, Inc., of Detroit. Roman joined Faygo in March 1972 as transportation superintendent. Previously he was director of personnel for Redford Township where he and his family still make their home. He is a graduate of Eastern Michigan University.

Shelton Talks On Aspects Of Regionalism

Donn Shelton, project director of Regional Citizens, will be the guest speaker at the Birmingham Temple at 8:30 p.m., Wednesday, Dec. 5, at 28611 W. 12 Mile Road in Farmington.

The topic is "What is a Regional Citizen?" A slide presentation will be shown, followed by a question-answer period.

Regional Citizens is an organization committed to providing an opportunity for individuals in the metropolitan Detroit region to understand regional problems, work toward the solution of those problems, and exercise citizen involvement.

The program is jointly sponsored by the adult education and the social action committees of the Birmingham Temple. The public is invited.

4 Democrats Will Be Feted For Service

A dinner dance honoring "a century of service" by four Democratic Party members will be held at 8 p.m. on Saturday, Dec. 1 at the Bay Pointe Country Club, 4601 Haggerty Rd., West Bloomfield.

Honored will be former Gov. G. Mennen Williams, now a justice of the State Supreme Court; Neil Staebler, former chairman and national committeeman; Billie S. Farnum, former congressman and state auditor general; and Adelaide Hart.

Tickets are \$20 each. Contact the Oakland County Democratic Party, 1700 S. Telegraph, Pontiac, for tickets.

Dinner will begin at 8 p.m., and champagne and dancing will continue until midnight. The "Kings of Dixieland" will perform.

"People turn to the Yellow Pages when they want specific answers."

"That's what we think and that's why we list many of our special sign services in our ad," continues Mr. Loren Whitcomb, Whitcomb Sign Co., 7636 West Road, Washington. "With few exceptions, people don't have a definite idea of what they want. Quite often potential customers call and ask about items like displays, plaques, silk screen, pin striping, electrical signs, etc. We take this as a sign they're probably looking at our Yellow Pages ad. By explaining our services I feel the Yellow Pages has a definite place in our total advertising program."



"Our Yellow Pages ad outproduces all of our other advertising 3 to 1," says Mrs. Rene Clark, Country Estate Mobile Homes, Inc., 58220 W. Eight Mile Rd., Northville. "It's our best advertising investment. Since we've had our ad, our business has increased by 50%!"

Mr. Hershel Stuart, Federal Hardware and Supply, 29080 Southfield Rd., Southfield recommends Yellow Pages advertising highly. "My program includes display ads in the North Woodward and East Area Directories. These ads pull in literally hundreds of calls for fireplace fixtures, resulting in sales ranging from \$20 to \$200. I also receive a great deal of response from our ad at the 'Hardware' heading. This ad produces both calls and walk-in business."

A lot of sales help, that's what the Yellow Pages gives Mr. Chester Podgorny, Venoy Realty Co., 32508 Michigan Ave., Wayne.

"During the past 16 years we have found Yellow Pages advertising a very efficient way to attract potential real estate customers. The calls we get from the Yellow Pages are regarded as very important because these buyers are in the market now. We began with a half-page display ad. After we became established we switched to a smaller ad. However, we noticed a definite decrease in leads from the Yellow Pages and decided to return to the half-page ad we carry today."



Travel the Yellow Pages road to sales success. Call your Yellow Pages representative!

To end up with more money, start out with more interest.



And the best way to start out with more interest is with one of our high-interest savings plans.

And we have a lot of those for you to choose from. There's our Regular Savings Passbook Account that pays a full 5% (\$1 minimum deposit, deposits and withdrawals any time).

Our Special Time Passbook Account with 90-day maturity that pays 5½% (\$500 minimum deposit, interest compounded continuously, payable quarterly, \$50 minimum deposits).

And our 6% and 6½% Certificates of Deposit with longer maturity periods (\$500 minimum deposits, interest compounded quarterly, quarterly interest checks available, 1-2½ year maturity on 6% Certificate, 2½-4 year maturity on 6½% Certificate).

So pick the savings plan that fits your needs best.

That way you'll start out with more interest. And end up with more money.

"That's my bank"



If it weren't for our people, we'd be just another good bank.

Federal Law prohibits the bank from paying a time deposit before maturity unless certain interest is forfeited. For full details, please inquire at any of our banking offices.

Member: Federal Deposit Insurance Corporation.