



THIS SERIES OF PHOTOS from Ford Motor Co.'s Automotive Safety Research Center dramatically demonstrates the value of wearing seat belts. At top left, a new Ford is mechanically induced into a roll over at 50 mph. As the car rolls (lower left) the dummy flies high into the air, landing (right) 50 feet from the overturned car. Movie films showed that the unbelted dummy was ejected from the right front passenger seat through the open side window after being shown by the unbelted driver dummy. Accident statistics from rural areas indicate that 85% of those killed in roll over accidents had been ejected — lives that might have been saved by use of safety seat belts.

NBD Machine Will Read Handwriting

Deposit slips will be read optically by equipment which National Bank of Detroit plans to service with the beginning of 1970.

Automatic equipment will read the actual handwriting of the customer. Present equipment, which transformed many banking operations in the 1960s, reads numbers which have been printed with magnetic ink.

The optical reading equipment will initially be used only in connection with the new savings account which NBD is introducing Jan. 2 after a trial period. It is expected to be used on other accounts as well.

Deposit slips for the account contain a series of squares in which the customer writes his account number. He writes with ordinary ink. The only special instructions are that he make his numbers in conventional handwriting form, and that he keep them within the confines of the squares.

Optical reading equipment already is in use by the Post Office and by various utilities and business firms, but in general it has been used only to read printed material, or writing that has been done by computer employees under strictly prescribed standards.

As for the customer's handwriting, it isn't clear to the machines. In that case, the deposit slip is entered and must be processed by hand. Elaborate electronic precautions have been taken to insure that erroneous information will not be accepted by the computer.

EDUCATIONAL OPPORTUNITIES IN EVENING SCHOOL LIVONIA ADULT EDUCATION WINTER TERM

REGISTRATION JAN. 8 and 9 at BENTLEY HIGH SCHOOL 7:30 - 9 p.m.

Classes Start Week of Jan. 12

Schedule of Classes Available at Registration or Board of Education. Sponsored by LIVONIA PUBLIC SCHOOLS. FOR INFORMATION CALL 422-1200, Ext. 348

Diverse Housing Key To '70s--Pulte

The coming decade will see a shake-out in homebuilding. The successful businesses that emerge are likely to be well-organized developer-builder companies that are capable of providing different kinds of housing in a number of price ranges and geographic markets.

This is the view of William J. Pulte, president of the Pulte Home Corp. (OTC) of Southfield.

Pulte says: "We'll be building the housing equivalent of Volkswagens, Chevrolets, Oldsmobiles and Cadillacs. Not all in the same price range, but our operations as a whole will cover the entire range of economic classes."

Detailing his firm's planned growth, Pulte said: "Our company goals are for three basic kinds of diversification: (1) geographically into different marketing areas; (2) price-wise to reach a full range of housing categories in each major metropolitan market; and (3) a varied product mix that offers housing accommodations tailored to fit the different life styles of people."

Young singles, newly marrieds, families-on-the-grow and mature empty-nesters whose kids have left home are the principal groups.

Planned communities — or "planned-unit developments" — as professional landplanning experts refer to them — are definitely on the grow according to Pulte.

"The amenities and recreational facilities will be used by more people and these features need not be provided from the tax base. Open spaces providing park-like relaxation areas will be substantial and well-landscaped. The presence of a good management organization, usually backed by a large institutional investor, means sound planning for the concept and first-class maintenance to protect the investment."

Gobs Of Gum

Twice as much money is spent yearly on chewing gum in the United States as on research.

For Grads, Job Outlook Dims

The general job outlook for 1970 graduates is not as good as it was for their predecessors, according to Jack Shingleton, placement director at Michigan State University.

City Chiefs Set Area Meeting

Wayne County members of the Michigan Municipal League will gather Jan. 15 in the Mayflower Meeting House to hear a four-point program presented by guest speakers.

First on the program will be the proposed state-wide housing and building code. The speaker, Donald Henderson, is the chairman of the governor's committee studying the codes in the state.

The question of county-wide property assessing will be discussed by guest speaker L. Hart Wright from the University of Michigan Law School.

Municipal public relations also is scheduled on the agenda of the afternoon session. Hershel Fink from the Detroit News will be guest speaker.

Running concurrent with the public relations program will be an intergovernmental cooperation discussion led by William Ostenson of the South-eastern Michigan Transit Authority (SEMTA).

Representatives from Region III include city and village officials from the 23 communities in Wayne County. The league is made up of 10 regions throughout the state, but due to the size of the Wayne County group it comprises one complete region.

Chairman of the Region III group is Matthew C. Patterson, who has been mayor of Grosse Pointe Park since 1964. Vice chairman is Mayor Robert C. Beaume of Southgate and City Manager Richard D. Blodgett of Plymouth is secretary.

In short, there will not be across the board increases in starting salaries for 1970 college graduates as there were five years ago.

"THE LARGEST percentage increase in salaries will go to graduates in accounting and finance," Shingleton says. "They will receive approximately an 8 to 9% hike."

He adds, business and engineering graduates will probably receive only 3 to 4% increases, which is less than in the last three years. Liberal arts graduates can expect a 3% increase.

The group hardest hit by the decreasing availability of jobs and the fall in salary increases are the Ph.D. candidates.

"THE SALARIES for Ph.D. graduates will increase very little because of all the groups,

this is one where the demand has been reduced appreciably. Students can expect only about a 2% increase in salaries."

Generally, students receiving a bachelor's degree will receive only a 3 to 4% increase and those earning master's degrees will realize 5 to 6% increases.

"The reason increases are diminishing is because there is a 'compression' problem. The

employers have increased the starting rates greatly in the past. At the same time, however, they have not increased the rates for old employees.

"MANY EMPLOYERS tend to relieve this by cutting down on the percentage of increase," Shingleton explained.

Even more important, quotas have been cut back for most major corporations.



JIM COFFEY
Circuiting and Marketing
By The National
Hearing Aid Society

Have you ever greeted someone:
"It's a lovely day, the sky's so blue."
And had them reply: "How kind you are, I'm feeling fine, thank you."
Too many people miss so much
Because they're just afraid
To let on they can't hear you
Or to wear a hearing aid.



audivox OF WONDERLAND
2937 PLYMOUTH RD.
LIVONIA
Service Arcade in Wonderland Shopping Center

"AN INVITATION" TO THE HARD OF HEARING SPEAK UP, PLEASE

Have you ever greeted someone:
"It's a lovely day, the sky's so blue."
And had them reply: "How kind you are, I'm feeling fine, thank you."
Too many people miss so much
Because they're just afraid
To let on they can't hear you
Or to wear a hearing aid.

Phone now for appointment
for a complete hearing exam
and see where "wear
that aid of our time
(audivox)"

DIAL 261-2630

DAILY 9:30 to 5 p.m.
Mon. & Fri. 9:30 to 5 p.m.

KRESGE'S January Savings THURS.-FRI.-SAT. ONLY

Popular Casual Wear For Year-Round

Men's Ban-Lon Knit Shirts

Our Reg. 3.88 — 3 Days Only!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

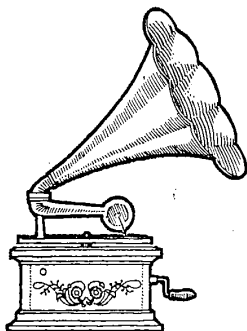
Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

LIVONIA MALL Shopping Center



It's Time Once Again for Livonia Mall's

ANTIQUE WALK

Wednesday, Thursday, Friday, Saturday January 7, 8, 9, 10

Take a delightful stroll down the old fashioned Antique Walk in the enclosed Livonia Mall. You'll discover hundreds of fine antique bargains as well as priceless objects d'art. There is no admission charge to this unique show. Antique dealers from the entire state will be on hand to entice you with their thousands of interesting and valuable Antique items.

NO ADMISSION CHARGE 9:30 a.m. 'til 9 p.m.

LIVONIA MALL 7 Mile at Middlebelt, Livonia



Popular Casual Wear For Year-Round Men's Ban-Lon Knit Shirts

Our Reg. 3.88 — 3 Days Only!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

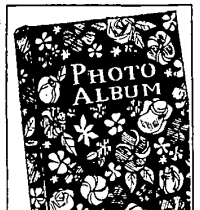
Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!



Have A Selection Handy All The Time! Assorted Boxed Greeting Cards

Reg. 2 for 99c — 3 Days Only!

Don't be caught short with forgotten birthdays or friends who are ill—keep greeting cards for every occasion on hand. Choose from best of Birthday, Get Well, Sympathy, Studio, Juvenile and all occasion cards at a special sale price this weekend!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

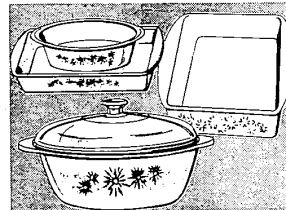
Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!



Great Kitchen Items For Every Homemaker! Your Choice! Ovenware Assortment

Our Reg. 89c ea. — 3 Days Only!

Glass ovenware with flower trim, break-resistant! Choose from 5 qt. round casserole with cover, 1 qt. casserole, 2 1/2 qt. utility dish or an 8" square cake pan. Take advantage of our special offer for yourself or buy several items for wedding and shower gifts.

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Men like the casual comfort and look of these Ban-Lon® shirts knit of nylon. Mock turtle and parker style both have short sleeves. Choose from white, green, gray, maroon, blue, brown and navy blue. \$14.95 for your men!

Turkey Dinner With Dressing, Potatoes, Gravy, Roll and Butter, 99¢ Value...73¢

★WESTLAND CENTER
Wayne at Warren Road

★LIVONIA MALL
7 Mile at Middlebelt

★WONDERLAND CENTER
Plymouth at Middlebelt

PLYMOUTH
Main at Ann Arbor Trail

FARMINGTON
PLAZA

7-GRAND
SHOPPING CENTER

TELE-CRAFT
SHOPPING CENTER

GRANDLAND
SHOPPING CENTER

WAYNE
35004 Michigan