

# High tech society still likes human touch

"Whenever new technology is introduced into society, there must be a counterbalancing human response. . . or the technology is rejected," so stated John Nalsbitt in his best seller, "Megatrends."

Nalsbitt believes that society's response to the technological invasion of the last 20 years resulted in the new self-help/personal growth movement. He feels each feeds the other — high/tech touch.

There are numerous examples of high tech/high touch all around us.

The introduction of word processors in our office has led to a revival of handwritten notes and letters. Heart transplants and brain scanners have led to renewed interest in the family doctor and neighborhood clinics.

ANOTHER illustration has been the response to high technology life-sustaining equipment in hospitals, and the rise of the hospice movement across the country.

Still another case in point, in the automobile industry, was the introduction of high tech robots and high-touch quality circles (group of workers who discuss work-related problems and solutions). The innovations occurred simultane-

aneously. Introducing high technology without the counterbalancing high touch has led to a variety of problems.

"Electronic funds transfer" has been around for several years in the banking industry. It has not, and probably will not, reach its full potential because most bank customers simply feel better writing checks, knowing it will get done. Auto-tellers have also experienced some acceptance by bank customers. People making deposits, withdrawing or cashing checks prefer the personal interaction with a human teller.

TELECONFERENCING (talking with people via television) highly touted and promoted by the phone company, will never succeed because it is so rational.

Imagine, millions of dollars and time would be saved by corporations because executives wouldn't have to travel long distances for meetings with clients and business associates. Forget it. Business people enjoy the high touch of a meeting. Why else would they have so many?

The same is true for working at home in our "electronic cottage." People are social beings and want to be



high tech  
Ronald R.  
Watcke

with each other. Very few are willing to stay at home all the time and tap out messages to the office on a computer.

People want to go to the office. The office is where you talk, laugh, curse, listen to rumors, drink coffee and discuss company politics. These personal interactions cannot happen at home sitting at a computer terminal.

Another high tech prediction is that we will do all of our shopping by computer in the home, and soon stores will become obsolete. Sort of like an electronic mail-order catalog. Don't bet on this one either. Buying with a computer will never replace the serendipity and high touch of shopping for what we want to be surprised about.

IN EDUCATION we also can see the high tech/high-touch principle in action.

Micro computers — Apples, Commodore Pets, and Radio Shack TRS-80S — are becoming commonplace in most elementary and high schools throughout the country, in both urban and rural school districts alike.

At the same time, however, there seems to be a return to the teaching of values and morals. Additionally, the question of voluntary prayer has once again become an issue of debate in the public schools.

The humanities, once seen as irrelevant for a technological age, are also

slowly returning to their former prominence.

NO DOUBT humanity has benefited immensely from technological discoveries and advances. However, technology is not always good; nor is it always appropriate. Three Mile Island was real, and it was not an isolated incident. There have been several other near catastrophes with nuclear power generating plants.

A Troy resident, Watcke is dean of liberal arts at Wayne county Community College.

## Fewer fatal accidents in Oakland

County roads in Oakland had a record low 46 fatal accidents last year.

"This is a record and a happy one, surpassing the previous lows of 56 fatal accidents in 1981 and equaled in 1982," said Oakland County Road Commission Chairman Richard V. Vogt.

Fatal accidents on our roads (under county jurisdiction) were also reduced in 1979 and again in 1980 — from a high of 77 in 1978.

"This five-year decline coincides with our adoption in 1977 of a policy to emphasize safety first and our comprehensive Highway Risk Management Program," said Vogt.

"Passing lanes are being added to decrease traffic-flow interruptions, approaches to major roads are being paved to assist with start-up movements, and shoulders are being paved to reduce chances of drivers losing control when wandering out of lanes, for example.

"We recently ordered the changing of flashing signal lights at intersections of arterial roads to 24-hour stop-go. By doing so at 55 intersections, there is a potential to eliminate 50 right-angle accidents and the injuries that are usually involved in this type of accident. That's a life saved every 2.25 years, statistically."

Vogt said the safety effort also is being assisted dramatically by programs to eliminate drunk driving, such as that of the Traffic Improvement Association in Oakland County. Fatal accidents on highways and roads other than the county system had hovered in the 77 to 87 range, but dropped to 57 in 1983.

## Lotto coming

Michigan residents encountering problems in trying to play the \$10-million Canadian Lottery game can take heart. A similar game will be starting in Michigan on June 1.

"The minimum top prize will be \$1 million, which will carry over to the following week if no top winner emerges. This should result in several multi-million-dollar payoffs in the course of a year, and add a lot of new excitement to Michigan Lottery games," said Michael J. Carr, Michigan lottery commissioner.

"Based on what we have learned from these other states, Michigan Lotto will offer players a chance to select six of 40 numbers to match six picked in a weekly drawing. Sharing in the prize pool will be anyone matching four, five or all six numbers.

Carr said present plans call for Lotto tickets to be available in subscription series or through computer terminals at 2,500 agents throughout the state. Automatic card readers on each terminal will speed the issuance of tickets.

Thinking of Selling Your Jewelry?

SEE ROBERT GALE  
Fine Jewelry  
in Birmingham  
725 S. Adams St.  
N. of 14th Mile  
644-6650



China lamp 36 colors  
Specially Priced \$89.

Wiggs  
4080 TELEGRAPH ROAD  
BLOOMFIELD HILLS  
644-7370

Send Your Love Around The World.

All you have to do is call the toll free number below and Christian Children's Fund will send you information about how you can help one of the world's needy children. Reach out. There's a child waiting for you. A child who desperately needs food, clothing or medical attention. And the brighter future your love can provide.

1-800-228-3393  
(Toll Free)

Christian Children's Fund, Inc.

## Adoptee 'rap' groups set up

A social worker is seeking to set up two weekly "rap" groups for other adoptees in Oakland County.

Linda Walsh Yellin, with the firm of Lee Shulman and Associates in Royal Oak, said the groups will "explore their thoughts, feelings and experiences and meet others who were also adopted in

infancy and childhood." Yellin was an adoptee.

Fee will be \$5 per discussion. One group will be for adults. The other will be for teens, who will need parental consent. She invited interested persons to contact her at 541-2650 in order to schedule sessions.

## For \$29.60 a week, Berlitz will introduce you to a new language and new friends.

Learning a new language can be a lot of fun. Especially if you're learning it with new friends. That's why Berlitz is now putting new groups together for classes in Spanish, French, Italian, German . . . even English.

You learn by the exact system we use in our private Berlitz lessons—but at a fraction of the cost. Ten weeks of group lessons for only \$296.

And here's a special offer. If you don't need any new friends, come in with five of your old friends and we'll give you your lessons free for introducing us.

\*10 week group lesson plan \$296.00.

For details, visit or call Berlitz:

Birmingham: 30700 Telegraph Rd., Bingham Center Suite 1660,  
313-642-9335

Detroit: 100 Renaissance Center, Suite 1820, 313-259-1170

**BERLITZ**

The first word of your second language.

Major credit cards accepted.  
©1984 Berlitz School of Languages

## YOU ARE INVITED TO AN IMPORTANT FREE SEMINAR.

You may think of an Individual Retirement Account (IRA) primarily as an excellent way to obtain a \$2,000 deduction on your income tax every year.

Almost everyone with earned income now has that opportunity. But it is also much more than that. It's an opportunity to add substantially to your retirement funds.

What you may not know — and will discover at this special seminar — is that some IRAs do more for your money than others.

You'll learn how some lock you in to one type of investment. How others limit you to a fixed rate of return. While a Merrill Lynch IRA opens up virtually the entire range of investment opportunities to your money

during the important accumulation years.

The reason, of course, is to give it more chances to grow faster. You'll learn how you can choose from over 50 different investments. How you can switch from one to another any time your goals change or new opportunities arise. And why you, like more than 750,000 Merrill Lynch IRA customers, who have invested over five billion dollars to date, can have confidence in our world financial leadership and IRA experience.

Before you make a decision as important as a retirement investment, you should know all your choices. We'll explain them to you. The seminar is free, but reservations are essential. To make yours, please call or mail the coupon today.

# ALL IRA'S ARE NOT CREATED EQUAL.

DATE: Thursday, February 23rd TIME: 7:30 p.m.  
PLACE: Merrill Lynch Office, 26250 Northwestern Highway, Southfield

Mail to: Merrill Lynch, Attn: David Rebege, 26250 Northwestern Highway, Southfield, MI 48033

For reservations call David Rebege at (313) 354-7194 or (313) 3916.

( ) Yes, I plan to attend your free seminar on the differences in IRA Plans.

Please enclose \$5.00 for your seminar.

( ) No, I cannot attend. Please send me free literature on an IRA Plan that can truly reflect my individual needs and goals.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Business Phone \_\_\_\_\_

Please print name and office address of Account Executive.



**Merrill Lynch**

Merrill Lynch Pierce, Fenner & Smith Inc.

A breed apart.

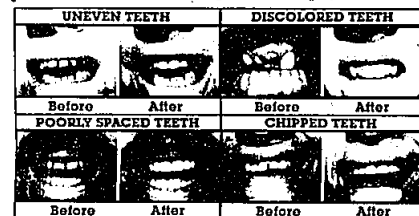
The best priced, best engineered COMPUTER STAND . . . around!

Pine \$99  
Oak \$149

**The YANKEE CARPENTER**  
New Location!  
1751 S. Telegraph Road  
Bloomfield Hills 338-0441

## REVOLUTIONARY DENTAL CONCEPT

Eliminates Drilling, Shots, Pain!  
New synthetic tooth material BONDS to natural teeth. . . eliminates expensive caps, braces.



Now! Crooked, chipped, stained or poorly spaced teeth can be corrected by inexpensive, pain-free DENTAL BONDING! Creates a beautiful smile in just ONE office visit. Instead of many. Recommended by Hollywood dentists for their film star patients because it's undetectable even in camera close-ups. Call for information or to arrange a no-obligation appointment for an evaluation of your condition.

**COsmETIC DENTAL CENTERS**  
LINCOLN PARK: 1207 Southfield Rd. at Fort. 928-8555  
SOUTHFIELD: 15001 W. 9 Mile Rd. at Greenfield Suite 518, 557-5705  
Michael T. Steinberg, D.D.S.  
MEMBER:  
American Dental Association • Academy of General Dentistry  
American Society for Dental Aesthetics  
© 1983 Michael T. Steinberg, D.D.S.

1/3 off

all permanent waves

and complete relaxers



Treat yourself to beautiful hair! You'll consult with our Glenby-trained specialists who will help you choose the style best suited to your hair, face and life styles. For example, a heat activated permanent with a master stylist, reg. \$45, sale \$29.99. Call your nearest Hudson's Beauty Salon now for an appointment - offer good only 'til February 25, 1984. Ask about our Nail Service Bonus, too.

Offer does not apply to Super Silver Salons nor is it valid in conjunction with any other coupon, discount or sale offer.

hudson's