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Want to be a wise money saver? Then just dial your Long Distance calls direct instead of placing them Person-to-Person. It's one way to cut your phone bill if you are reasonably sure the party you are calling will be there. And it's easy, too. Just dial "1", then the Area Code, if it's different from your own, and the number you want.

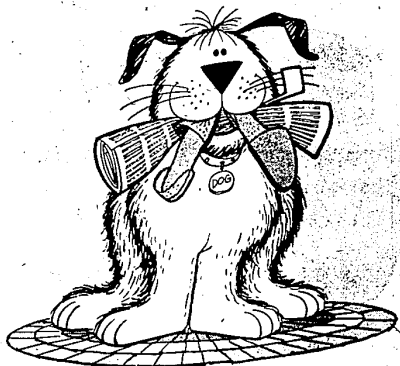
For an idea of how much you can save, here's an example. A 3-minute Person-to-Person call between Detroit and Cincinnati costs \$1.30 at the day rate. Dial direct Station-to-Station and that same call costs only 65¢. You pocket the 34 per cent difference.

So be smart. Give a hoot about savings. Dial Direct. It's the moneysaving way to call Long Distance.



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PG-2125-33

Utility Companies Join In Connecting System

Michigan, by mid-1969, will be connected for exchange of electric power purposes to power systems in Michigan, Indiana, Ohio and Illinois through extra-high-voltage transmission lines.

Consumers Power Company said by July 1969 the 220 miles of 345,000-volt transmission line should be completely built across the southern half of the Lower Peninsula and then south to points near Toledo and at the Indiana border.

Participants in the Michigan work are Consumers Power Company and The Detroit Edison Company, principal members of the Michigan Power Pool.

Companies also involved in the total project are The Toledo Edison Company, Toledo; The Ohio Power Company, Canton, O.; the Indiana & Michigan

Electric Company, Fort Wayne, Ind.; the Northern Indiana Public Service Company, Hammond, Ind.; and the Commonwealth Edison Company, Chicago.

Ohio Power and Indiana & Michigan are member companies of the American Electric Power System.

ONE OF THE new lines extends from Lima, O. to Detroit, via Toledo, tying together the systems of Ohio Power, Toledo Edison and the Detroit Edison-Consumers Power systems. The other line runs from a point near South Bend, Indiana to a point near Kalamazoo, creating an interconnection between the Indiana and Michigan Electric Company and the Consumers Power-Detroit Edison systems.

THE TWO NEW LINES, to-

gether with the 345,000-volt line across the lower part of Michigan and the existing 345,000-volt network of the American Electric Power system, will create a high-capacity transmission loop within Indiana, Michigan and Ohio.

The five companies involved in this primary exchange of power together serve more than 3.5 million customers and have a combined total generating capacity of more than 13 million kilowatts.

The systems of Commonwealth Edison and NIPSCO, between them generating 8.2 million kilowatts and serving 2.5 million customers, are to be linked with the other five utilities through interconnections with the Indiana & Michigan Electric Company.

James H. Campbell, president of Consumers Power Com-

pany, said the interconnections will greatly strengthen the electric systems of all seven utilities.

THE DETROIT EDISON and Consumers Power systems have been interconnected since 1928 and have operated as an integrated power pool since 1962. The Michigan Power Pool, through The Detroit Edison Company, is interconnected also with Hydroelectric Power Commission of Ontario, There presently are three interconnections with Canada, one near Windsor, another near Sarnia, Ontario and a third near Detroit.

The Michigan Power Pool's operating offices will be headquartered in a building under construction near Ann Arbor.

Imagine Marketing Via Computer? That's Tomorrow's Supermarket

Did you ever wonder what the supermarket of the future might be like? If store designers have their way, even Buck Rogers would rub his eyes in disbelief. Here are a few of their more conservative ideas and suggestions:

The supermarket of tomorrow will be a one-stop shopping center under one roof complete with selling areas, customer lounges, medical facilities, and a bank.

We're told that by 1980, there will probably be just 20 large supermarket chains that will handle three quarters of all the food business. Now that's really super marketing. And

there'll be two kinds of stores competing for our business... luxurious super supermarkets and discount stores.

After we arrive at the store of our choice—and it could easily be 100 miles or more down the road—we'll park our car or helicopter above or below the selling area. In addition to being convenient, this will be necessary to conserve land use, sidewalk conveyors will take us from our vehicle into the store.

THE BUILDING MAY be spiral shaped or perhaps it will have revolving walls. The interiors will glow with dramatic

lighting and modern art. Delectable odors and mellow sounds will fill the atmosphere.

Hostesses—similar to today's airline stewardesses—will be on duty to answer questions. And prophets of the future tell us that the supermarket shelves will be filled with empty containers... more models of the real products.

Shoppers will check label information and prices and punch their selections onto grocery list cards received at the door. There will be more fully prepared and partly prepared foods and a cook-while-you-wait service in every store.

Menus of the day will be posted as meal suggestions, and if the shopper likes the ideas, she can automatically select all the ingredients in quantity to suit her family.

THE FAST CHECKOUT service will be handled by a few high-fashion checkers who will be charm school graduates. They will feed our shopping list card into a machine that will list each item, price, tax, and total.

Actually, this kind of automatic checkout is already possible by means of electronic computers, television cameras, and special price-marking links. Changes will occur in the foods themselves as well. They'll stay fresh longer due to scientifically controlled sanitation, refrigeration, and better grading regulations. Raw foods will be redesigned.

State To Join Highway Offices

The Department of State Highways announces plans to consolidate some of its field operations as part of a continuing effort to improve the department's efficiency.

The plan, approved recently

by the State Highway Commission, includes:

- Transfer of operations from the upper peninsula office at Escanaba to the Crystal Falls and Newberry district offices, and closing of the Escanaba office.

- Consolidation of the Cadillac and Alpena districts into one district with headquarters at Gaylord, and closing of the Cadillac and Alpena district offices.

- Consolidation of the Pontiac and Detroit Metropolitan districts with headquarters in the Metropolitan District Office in Southfield, and closing of the Pontiac District Office.

The Cadillac-Alpena merger includes the reassignment of Mason, Lake, Oshtemo and Clare counties from the 13-county Cadillac District to the 11-county Grand Rapids District. The Pontiac-Detroit Metropolitan merger includes the reassignment of St. Clair County from the three-county Pontiac District to the 11-county Saginaw District.

HENRIK E. STAFSETH, state highway director, said the consolidation will be undertaken in the 1969-70 fiscal year.

"The consolidation, reducing the number of districts from 10 to eight, is necessary to balance our work load between the district offices and will result in more efficient administration of field operations," he said.

"In addition, our district offices in the lower peninsula will be more readily accessible. The Newberry and Crystal Falls districts will not be consolidated because of long travel distances in the upper peninsula."

Stafseth said the consolidation is in line with the Highway Commission's policy to reorganize the department to meet new demands and new challenges effectively and efficiently. The department's Lansing headquarters was recently reorganized for this purpose.

ALL PRESENT employees in offices to be phased out will be given an opportunity to remain with the department, but work forces will be reduced eventually through normal attrition, Stafseth said.

"It is also our intention to coordinate the consolidation so that it will not work an unreasonable hardship on anyone," he said.

Of the four offices to be closed, only the Cadillac office is owned by the department. The department plans to build or rent new district offices in Gaylord and to enlarge the Metropolitan District Office.

Counties now served by the districts to be consolidated are: • Cadillac District: Antrim, Benzie, Charlevoix, Clare, Grand Traverse, Kalamazoo, Lake, Leelanau, Manistee, Ma-

son, Missaukee, Oshtemo and Westford.

- Alpena District: Alcona, Alpena, Cheboygan, Crawford, Emmet, Isosco, Montmorency, Ogemaw, Oshtemo, Presque Isle and Roscommon.

- Pontiac District: Macomb, Oakland and St. Clair.

HAMTRAC — Chrysler Corp. is considering moving the Dodge Main plant to Troy because the Dodge Revolutionary Union Movement (DRUM) members have threatened to sabotage the plant, according to the Michigan Chronicle.

If made, the move would put the company back a year in their operations, and about 45,000 men would be put out of work.

If you think this is bad you should have seen my trade-in!

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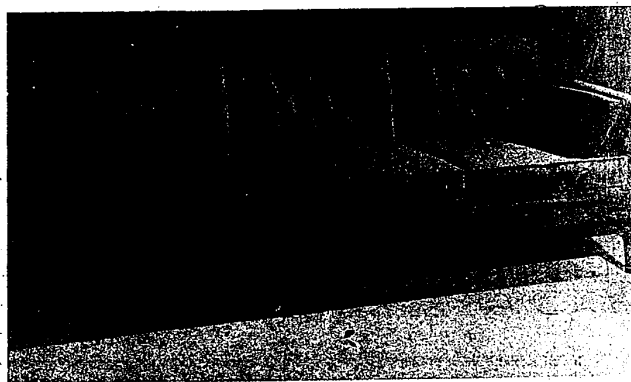
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