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TRAVEL AGENT

Three Observerland students are participating in the earning-while-learning cooperative education program of Michigan Tech University's College of Bondering, Houghton Douglas C. Myers, a Junion Fangineering, Spent the winter quarter and will continue through the spring quarter on the job with the Ford Motor Co. Dearborn. He is the son of Mr. and Mrs. Ross C. Myers, 4 Junious through the spring quarter on the job with the Ford Motor Co. Dearborn. He is the son of Mr. and Mrs. Ross C. Myers, 4 Junious through the spring quarter on the job with the Ford Motor Co. Dearborn. He is the son of Mr. and he ford motor Co. Dearborn. He is the son of Mr. and he ford motor Co. Dearborn. He is the son of Mr. and he ford motor Co. Dearborn He is the son of Mr. and he ford motor Co. Dearborn He is the son of Mr. and he ford motor Co. Dearborn He is the son of Mr. and he ford motor Co. Dearborn He is the son of Mr. and he ford motor Co. Dearborn He is the son of Mr. and he ford motor Co. Dearborn He is the son of Mr. and he ford motor Co. Dearborn He is the son of Mr. and Mrs. Gond He ford motor Co. Dearborn He is the son of Mr. and Mrs. Gond He ford motor Co. Dearborn He is the son of Mr. and Mrs. Gond He ford motor Co. Dearborn He is the son of Mr. and Mrs. He





the business beat

Eugene B. Power, farmer University of Michigan regent, founder of University Microfilms, and a board in member of Observer Newspapers Inc., will be among six persons to receive honorary-degrees at the University of Michigan's spring commencement May 1.

B. E. BARTELL

WILLIAM C. PLATKO

Chevy Promotes

Two Observerland residents were recently promoted by the Plant in Livonia.

B. E. Bartell, 1433

SPECIAL OF THE WEEK FILE CABINET

A matter of MI. Clemens, Bartell began his carrer with Chevrolet in 1955 as an assembler. Since then, he has completed for MI. Clemens, Bartell began his carrer with Chevrolet in 1955 as an assembler. Since then, he has completed the apprentice program for tool and dimensional production.

A native of MI. Clemens, Bartell began his carrer with Chevrolet in 1955 as an assembler. Since then, he has completed the apprentice program for tool and dimensional matter program for tool and dimen -古 \$3400

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Chevrolet Spring and Bumper plant in Livonia.

B.E. Bartell, 14430
Shadywood Court, Plymouth, was promoted from superintendent of manufacturing to general superintendent of production.

A native of Mt. Clemens, Bartell began his career with Casembler Clemens, Bartell began his career with Casembler Clemens, Bartell began his career with Casembler Clemens of the Casembl

NBD Net Up

NBU Net Up
National Bank of Detroit
has reported-consolidated net
income for the first quarter
was up 20.8 per cent from the
same period in 1970.
The net was \$9.8 million or
\$1.64 a share compared with
\$8.1 million or \$1.36 a share in
the first quarter of last year.
Domestic savings and time
deposits rose to \$1.99 billion
from \$1.54 billion a year ago
on March 31.

### Honorary **U-M Degree** To Power

#### Vehicle Show At Wonderland

Persons selling a car, camper trailer, motorcycle, truck, or other motorized-whicle are invited to display it in Wonderland's Plymouth Road parking lot (near gate 6) between noon and 4 p.m. Sunday, May 2: "Obviously we're not in the used car or truck business," said Charles Bassin, president of Wonderland's Merchants' Council.

The Center has placed classifications of the council of the counci

Merchants' Council.

The Center has placed classified ads in the Observer
Newspapers inviting people
to either sell their operating
motor vehicle, or for buyers
to stop by May 2 to see what
might be available.





CHEVROLET APPOINTMENTS-William Rodgers, (right), of Livonia, will succeed retiring Ralph E. Madick (left), of Westland, as assistant resident comptroller at the Chevrolet Spring and Bumper plant in Livonia. Madick retires after a 34 year career with Chevrolet. He and his wife plan to leave their Westland home for Califor-nia. Rodgers, who holds an MBA from the Uni-versity of Michigan, has been with Chevrolet since 1959.

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# **Answer To Housing** Is Private Lending

"If during the past five vegers the nation's private financial institutions had been able to attract enough funds to increase their investments in the housing market by just seven percent, this amount would have supported the housing industry, and we have today." This assessment of private financing's role in the housing industry was made by Roger C. Richards, chairman of the Michigan State Housing Development Authority and president of Metropolitan Pascandion State Housing Development Authority and president of Metropolitan Pascandion State Housing Development Authority and president of Metropolitan Pascandion State Housing Development Authority and the University of Michigan. Private lenders were unable to make this additional investment, Richards said, because conditions limited their supply of money. Furdament, Richards said because conditions limited their supply of money. Furdament of the supply of money furdaments of the supply of money. Furdaments of the supply of money furdaments of the supply of money. Furdaments of the supply of money furdaments of the supply of money. Furdaments of the supply of money furdaments of the supply of money. Furdaments of the supply of money furdaments of the supply of money. Furdaments of the supply of the supply of money furdaments of the supply of the sup

yields.

Richards stated that Michigan will need to construct at least 500,000 new private and public housing units within the next 10 years to meet the demands of an expanding population and the deterioration of existing homes. This represents appointmently 20 per cent of housing in the state.

"IT IS MY personal belief that industrialized housing is on the threshold of making a rapid and significant con-tribution toward meeting this housing need," Richards said.

"The technology has continued to improve and the time has come for the private sector of the financial industry to throw its support behind this concept." The Legislature should this concept." Richards urged legislative action in two areas to insure that private financing is able to keep enough funds flowing



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