

'Negative' Factors Will Influence Road Record

"Despite the new federal safety regulations, the traffic death toll may get worse before it gets better," warns Harry Porter, Jr., manager of the National Safety Council's Traffic Department.

Pointing out that it will take a number of years for the new vehicle standards and expanded highway safety programs to take effect, Porter listed the following "negative" factors that will tend to push death totals up in the years immediately ahead:

1. More young drivers
2. Higher speeds
3. Motorcycles
4. Increasing travel
5. Failure to use seat belts
6. Alcohol consumption

"In the face of these almost overwhelming pressures, it seems almost certain that the total number of fatalities will creep slowly upward for several years at least, barring any major economic or military reversals," said Porter. "By then we hope and believe that the positive pressures resulting from new legislation will begin to take effect, turning the accident curve downwards."

IN THE MEANTIME, the safety authority cautioned drivers not to expect any overnight lessening of traffic hazards.

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"Making Electricity With The Atom And Getting Natural Gas From Under The Sea," reads like a chapter from the legendary tale of the giant lumberjack, Paul Bunyan. His superhuman feats, however, can't compare with the prodigious steps taken by Consumers Power Company in its continuous efforts to secure ample electricity and natural gas for Michigan's lower peninsula ... now and in the future.

Consumers Power Company built Michigan's Big Rock Point Nuclear Plant on its own initiative, entirely at its own expense. It was the world's first high power density boiling water reactor for generating commercial electricity. Operating at capacity, Big Rock Point is capable of supplying enough electricity to meet all the residential and farm needs of an average city of 100,000 persons.

And to increase its supply of natural gas for Michigan's growing demands, Consumers Power gets huge amounts of natural gas from offshore wells beneath the Gulf of Mexico ... wells as deep as 11,000 feet below the water and more than 5 miles out!

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RICHARD BULLOCK (left), editor of Practical Builder Magazine, congratulates Robert H. Carey, president of Farmington's Thompson-Brown Company, and Paul Stann, Stockwell & Marcuse public relations director, on having been selected winners for the fourth consecutive year in the Practical Builder Annual Merchandising Contest held in conjunction with the National Association of Home Builders Convention. The Thompson-Brown Company was the only Michigan firm listed among the 19 residential merchandising contest winners from throughout the country. Commented Bullock on making the award presentations: "The sales effort never has been so important for home builders as it has been the past year ... Despite the confusion that beset many, there were some builders whose approach to the marketplace was so thorough and well worked out that 1966 was another good year for them."

Olde Franklin's Almanac

By Doree Goldstein 626-9299
and Norma Gellner 626-5794

Noticed hockey games taking place and young skaters gliding over the ice in front of a picturesque water wheel in the Middlebelt-Northwestern area lately? Then you've been passing by one of Farmington Township's newest subdivisions — Olde Franklin Towne.

About eighteen months new at this writing, the subdivision now boasts approximately ninety families and has recently formed a neighborhood association ably presided over by Chairman Bob Baseman. Assisting him are Alan Goldstein, vice-chairman; Roz Musk, recording secretary; Betty Rath, corresponding secretary; and Lee Lyons, treasurer and ten other energetic and enthusiastic residents who comprise the subdivision steering committee. They are hard at work on the usual problems that face any new community — traffic safety, fire protection — and we have a willing group of volunteer firemen enlisted, free roaming dogs, snow removal, organizing recreational facilities and the like.

With all the work involved in moving into a new community, Olde Franklin Towne residents still find time for fun. For instance one group of women has formed a luncheon club which meets the third Thursday of each month at a different restaurant. The last meeting was especially interesting because Mita Chajes, hostess for December, made reservations at the new French restaurant you've probably been hearing about — Le Bordeaux. Whether you like French cooking and new experiences or not, you will have something to remember according to the women who went.

John Says:

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Farmers' Banquet January 19

The election of officers and presentation of the annual Outstanding Soil and Water Conservation Farmer Award for 1966 will highlight the Oakland County Soil Conservation District Banquet this year.

The event will take place January 19, at 7:30 p.m. in the basement hall of St. Benedict's Church, Pontiac.

James Reid, chairman of the District Board of Directors, will act as toastmaster and present the award.

The election of two County Directors will be conducted by Keith Middleton, 2610 Stony Creek Road, Oakland Twp. The terms of Robert McCrory, 28807 Pontiac Trail, Lyon Twp.; and Samuel Miller, 8391 Bridge Lake Road, Springfield Twp. have expired. Miller is not seeking reelection. McCrory is.

Others nominated for the vacant positions besides McCrory are: Howard Balko, 52720 W. Eight Mile Road, Novi; Robert Losh, 7012 Ormond Road, Davisburg; Lloyd Vergin, 12461 Scott Road, Davisburg; Clare Voorheis, 6700 Brendel Road, White Lake.

Nominations will also be accepted from the floor. Any member owning three or more acres of land in Oakland County is eligible to vote.

Bud Guest, of WJR Radio, will provide entertainment for the evening. He will speak on the "Sunny Side of The Street." Guest currently presents the "Sunny Side of The Street" and "The Time Traveler" programs on WJR.

Tickets for the banquet can be obtained from McCrory, Middleton, Reid, 5400 Cedar Island Road, White Lake Twp., and Mitchell, 10542 McWain Road, Holly Twp. They are also available from the Soil Conservation District Office, 35 East Huron Street, Pontiac; and at the Cooperative Extension Service Office, 155 North Saginaw Street, Pontiac; and also at the door.

Ford Promotes James Hitchcock

James C. Hitchcock has been named manager of the Transportation and Traffic Analysis Department, Purchasing Staff, Ford Motor Company.

Prior to his promotion, Hitchcock was a senior buyer in the Ford Division Purchasing Office.

A native of White Plains, N.Y., he joined Ford's Purchasing Staff in 1956 as a college graduate trainee. He received a bachelor of science degree in industrial engineering from Lehigh University in 1953 and a master's degree in business administration from Columbia University in 1956. He also served two years in the U.S. Army.

Hitchcock is married, has three children and lives at 30929 Fiddlers Green.



JAMES C. HITCHCOCK
Purchasing Staff, Ford Motor Company.

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Greatness of Present Described in Booklet

We are living in a fantastic age. Everyone will agree with that, but few realize just how fantastic it actually is — or why. To many, the dramatic breakthrough in space exploration overshadows all else. But, this has been something like the tip of an iceberg. Literally hundreds of miracles of our time, and the reasons for them lie buried in a past of conflict, confusion and plain ignorance.

Those who believe unqualifiedly in our system of free enterprise under representative government are endeavoring as never before to bring to public attention the greatness of our age. The Edison Electric Institute has just issued its 17th edition of a booklet entitled, Questions and Answers ... About the Electric Utility Industry. In a brief 40 pages or so, it tells the story of electric power — one of the miracles of the age that has made many of the other miracles possible.

On one page of the booklet, the reader learns how electricity has helped to revolutionize agricultural production. It performs some 400 tasks on the farm, which were formerly accomplished by manual labor. Ninety-eight per cent of occupied farm dwellings have electric service and while farmers comprise only 6.8 per cent of the national population, they provide an unrivaled abundance of food. The

Branch YW To Feature 'Girl Talk'

"Girl Talk" is the name of the new program geared for mothers and daughters that will be offered by the Northwest Branch YWCA, at 29940 Grand River Avenue, this winter. The program will start January 19 and meet every Thursday from 7:30 p.m. for 5 weeks.

The program is designed for mothers and Junior High girls who will dip into the daring problems together of teenagers and their parents. Such items as dating, curfew, clothes, allowances and telephone use, will be discussed. The girls and mothers will meet separately and together during the five week period. There is no fee for the sessions although YWCA membership is required.

The Teenage Committee of Northwest Branch has come to the conclusion that Junior High School level is the ideal time to establish an understanding between mother and daughter.

Registration for the program is now open at Northwest Branch YWCA, 29940 Grand River Avenue, Call KE. 7-8500 for further information.

Consumers Declares Dividend

The Board of Directors of Consumers Power Company Thursday declared a 10 percent common stock dividend, subject to regulatory approvals, payable April 3, 1967, to shareholders of record March 3, 1967.

At the same time, the Board declared a quarterly dividend of 47 1/2 cents a share on the Company's presently outstanding common stock, payable February 20, 1967, to holders of record January 13, 1967. Also declared was a dividend of \$1.25 per share on the Company's \$4.20 preferred stock, \$1.13 per share on the \$4.52 preferred stock, and \$1.04 per share on the \$4.10 preferred stock, payable April 1, 1967, to stockholders of record March 2, 1967.

Less than 8 per cent of the American people produce the food and fiber for all the rest, says Extension experts at Michigan State University.

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