

Mich. Bell Spent \$187 Million for 1966 Improvements

Michigan Bell Telephone Company reported today that in 1966 it spent a record \$187 million for expansion and service improvement to keep pace with an unprecedented communications demand buoyed high by the state's economic vitality.

Termining 1966 "a year of great effort and significant achievement," Michigan Bell President William M. Day said in the company's annual report that the year's construction outlay was 42 percent higher than the previous record set in 1965.

"Still, we are hard pressed to keep up, and in some places we couldn't provide service as quickly as we would have liked to," Day said. "Still, we have much to do and we intend to push forward to satisfy all the communications needs of every customer," he said. "During 1966 we have done the engineering planning for another gigantic construction program in 1967."

(Earlier this year Michigan Bell announced a 1967 construction budget of \$184 million, bringing the two-year total to more than \$370 million.)

As Michigan residents "continued to enjoy a high level of prosperity" in 1966, Day said, they placed "extremely heavy demands" on Michigan Bell facilities. More telephones were connected than ever before. More cus-

tomers wanted the newest styles of phones as well as better classes of service. And the number of calls topped 1965' all-time record.

"Contributing to this higher consumer demand were the lower prices for service brought by the \$3.5 million in rate reductions and expanded service offerings made during the year," Day said.

Michigan phone users made an average of almost 20 million calls a day, nearly a million a day more than during the previous year. In addition, callers made 202 million long distance conversations, up some 22 million from 1965.

Michigan Bell added more than 2,200 employees to its payroll last year, increasing its force to

more than 25,300. During 1966, the company's payroll amounted to \$186.4 million. Late in the year, \$10 million was added to the company's annual wage cost as a result of new contracts with the Communications Workers of America.

Day said the outlay for new construction, larger wage costs, reductions in

charges on some services, and a generally higher cost of doing business resulted in a slight decline in earnings per share — from \$1.81 to \$1.77.

Earnings are not only important in attracting investment capital," Day said. "They must also be large enough to give us financial 'elbow room.' This leeway lets us try new ways to im-

prove service, to put new efficiencies into practice and introduce long-range engineering economies as we build for the future. Such earnings are essential to assure top-notch service and low prices."


In addition to its payroll, Michigan Bell injected more than \$51.2 million into the state's economy through purchases of Michigan products

and services. In total wages, purchases and dividends paid, Michigan Bell, the Western Electric Company and American Telephone and Telegraph Company combined to pump \$312.1 million into Michigan's currency flow.

Michigan Bell launched a revised and full-scale attack against obscene, harassing and threatening telephone

calls. New procedures were established in each telephone business office and service representatives were specially trained to handle customer complaints. At Detroit, Saginaw, and Grand Rapids, Anonymous Call Bureaus were set up to handle the more serious cases. New equipment and techniques were introduced to identify offenders.

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Livonian Is Named To WSU Division

Wayne State University President William R. Keast has announced the creation of the Division of Educational Services and named Dr. Robert E. Hubbard of Livonia as executive director of the new unit. Dr. Hubbard will report to WSU Executive Vice President Edward L. Cushman.

Formerly director of the Office for Institutional Research and the Administrative Data-Systems, Dr. Hubbard has been a member of the WSU staff since May, 1957. He received his B.A. and M.Ed. degrees from the University of Rochester and Ph.D. degree from Ohio State University.

The new division will have the responsibility of coordinating the work of the University in the areas previously supervised by Dr. Hubbard together with Computing and Data Processing, Mass Communications, and Audio-Visual Production and Utilization.

Also under Dr. Hubbard's supervision will be a newly established Center for Instructional Technology directed by Dr. James Tintera, 1811 Devonshire, Birmingham. The center will include the Mass Communications Department formerly headed by Dr. Tintera and the Audio-Visual Production and Audio-Visual Utilization Departments.

Included in the new Division of Educational Services will be the Computing and Data-Processing Center headed by Dr. Walter Hoffman, 10131 Burton, Oak Park. The Administrative Data-Systems Department will be merged with the Computing Center under Dr. Hoffman's supervision.

President Keast said: "This major reorganization in the University structure will bring under one head the several units which make wide use of new technology in providing service to the University's instructional, research, and administrative programs. These units have experienced sharp growth in recent years as new communications and computational techniques have become available, and the University anticipates continued rapid expansion of the programs in the future."

Airman Sent To Del. Airman First Class Douglas H. Dix of 24425 Pilgrim, Redford Township has arrived for duty at Dover AFB, Del. The airman is a graduate of Redford Union High School. His father, Harley T. Dix, lives at 34600 Freedom Road, Farmington.

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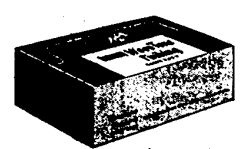
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