

City Goes L-o-o-n-g Way With Sewer

It costs \$150 for the usual sewer service to a Birmingham residence, but it will cost the city nearly \$1,000 for a sewer service at Springdale park.

Commissioners this week approved the DPW's construction of the 1,067-foot sewer from the new clubhouse across the golf course to the recently installed arm of the Evergreen relief sewer.

The city received only one bid from a private contractor for this work. The bid was \$3,083.08. The job was given to the DPW.

James W. Hopkins Dies In Turkey Airline Crash

James Welton Hopkins, 33-year-old son of the A. L. Hopkins, 540 Berwyn, was a bright young chemist whose ability and desire to work in Europe brought him success and eventually death.

Hopkins was one of 42 persons who died when a twin-jet Sea Queen airplane crashed Jan. 19 near the Ankara, Turkey airport. He was born Aug. 27, 1926, at Indianapolis, Ind., and spent his early childhood in Muncie. After the family moved to New Jersey, Hopkins graduated in 1943 from Upper Merionich high school and entered Cornell university that summer.

He left his studies in 1944 to join the Navy where he served as a radio technician in the Pacific. He went back to Cornell in 1946 and graduated in February, 1950.

HOPKINS WENT to work for the E. I. DuPont corporation at Niagara Falls, N. Y., and was hired in 1954 by Pfizer International, a chemical firm. He was sent to Madrid, Spain, in overseas operations as an American advisor to the Spanish Pfizer affiliated firm.

Hopkins returned to the states to visit his family in the summer of 1957 and was then transferred to Istanbul, Turkey, as plant manager of the Pfizer firm making antibiotics there.

In 1959 he was named area production manager and sent to Pfizer headquarters in Rome. He was to travel between the Cairo, Athens and Istanbul plants.

Hopkins was flying to Cairo from Istanbul when the accident occurred just before a stop in Ankara. His mission was to plan production for a new plant.

JAMES W. HOPKINS

HE IS SURVIVED by his parents, Mr. and Mrs. Albert L. Hopkins; a sister, Mrs. William C. Gibbs of Chevy Chase, Md.; a brother, Kent, and a niece, Melinda, and nephew, Timothy, of Flint.

Funeral arrangements are incomplete at present. For further information contact Stanley Bailey funeral home, Services will be held from First Presbyterian church with burial at White Chapel.

In lieu of flowers for the funeral, the family prefers contributions to a memorial fund at Cornell university. Checks should be made payable to "Cornell University, James Welton Hopkins Memorial Fund," and sent to Mrs. George Weinhold, 451 Pilgrim, Birmingham.

No Apathy Seen In Birmingham Citizens' Group

Public apathy needn't concern American Motors President George F. Romney when he looks at Birmingham's "Citizens for Michigan" group.

Along with his denials that he will run for the U.S. Senate, the state CPM president has expressed fears about the success of the citizens' movement he is organizing. "Public apathy, he says, is to blame.

But over 125 persons—a showing that surpasses other communities of the same size—have turned out for one or more Birmingham CPM chapter meetings according to Co-Chairman R. A. Von Drehle.

THE CHAPTER has split up into three study groups which have secured the cooperation of Baldwin public library. Its staff is keeping three shelves especially stocked with reading material used by the study groups.

The reading matter includes everything from the League of

Women Voters' publication, "Know Your State," to copies of the Michigan constitution.

The chapter has scheduled a general meeting for Wednesday, Feb. 10 at 8 p.m. at Birmingham Community House. Newcomers are welcome to attend, Von Drehle said, and hear progress reports from the three study groups.

VON DREHLE said he and Co-Chairman David Breck would be happy to supply information or personally explain the Citizens' project to interested individuals or organizations.

Recommendations will follow Citizens' studies around the state, and non-political organization's members will back candidates in both parties who endorse the CPM stand.

Tonight a group studying state services meets under the leadership of Harvey Pierson. Marilyn Cochran leads a group studying the structure of state government,

which is reading up on the constitutional convention and reapportionment question. They meet next on Tuesday.

MONDAY, Feb. 8 is the date for the next meeting of Paul Wheaton's finance study group, which will hear five-minute reports from members on phases of the state tax question.

All groups meet at 8 p.m. at Birmingham Community House.

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Economy of '60s Depends on Sales, Says Merritt Hill

DENVER, Colo. — What America's salesmen do in the 1960s will largely determine the degree of prosperity the country will have, a Ford Motor Company vice president told the Denver Sales Executives club Saturday night.

Merritt D. Hill, general manager of Ford's salesmen, spoke at Birmingham, Mich., division at a dinner honoring the area's salesmen.

Citing predictions that the nation's gross national product (GNP) can reach \$100 billion by 1970, an increase of 40 per cent, and average family income may rise from the present \$5600 to \$7000, Hill said "it is the salesmen of this country, primarily, who can put the 'urge' in the 'Surging '60s'."

STRESSING THE need for greater efficiency in product selling, Hill said the past decade saw an extensive effort to reduce engineering and manufacturing costs.

In the future, he asserted, "costs of the marketing and distributive functions are where we must concentrate our efforts if we hope to expand per capita consumption of goods materially. It is imperative that means be found to increase the amount of time which salesmen can spend in the presence of qualified prospects," he explained.

This will call for a reduction in the salesman's non-productive time, which Hill said now accounts for as much as 60-70 per cent of the available working time.

HILL, WHO IS a director of National Sales Executives Inc., and one of the founders of the Detroit sales executive club, called for salesmen also to think creatively and beyond the scope of product selling.

It seems to me that salesmanship in the many forms it must take is the key to our nation's as well as national prosperity, and even can be used significantly in the cause of world peace," he stated.

"Perhaps we have concentrated our sales abilities and services into channels of consumption, and have left a number of sales jobs undone.

"MANY IMPORTANT concepts, vital to us and to our form of government, have not been sold to or accepted by large segments of our population or of the world's populations.

"The Russians, to whom none of us gives any credit as product salesmen, seemingly frequently surpass us as idea salesmen.

"In the decade ahead, I believe the need will become more obvious for men and women who can master the art of selling ideas on the international market," he declared.

Johnson Elected Board President

Birmingham Federal Savings announced the election of officers at its annual board meeting last week.

They were: W. L. Moreland, chairman of the board; Henry F. Johnson, 1331 Hazel, president; John S. Townsend, vice president; Marie E. Miller, secretary-treasurer; Sara E. House, assistant secretary; Leonard D. Know, manager -Berkley branch and Betsy Tait, auditor.

Re-elected to the board of directors for three-year terms were John F. MacKay and Ralph C. Woolthron.

The following were also elected directors at the meeting: Walter L. Moreland, Henry F. Johnson, Emerson C. Brown, Harvey A. Kresner, Ralph Manuel and Richard J. Wilson.

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