

## List Precautions To Guard Against Smoking Mishaps

The International Association of Fire Chiefs reports that Americans smoke a half-trillion cigarettes a year, a per capita consumption for about 15 years of age and older of about 300 packs, or about four packs a week.

The careless disposal of the lighted stubs, the fire chiefs add, accounts for about 250,000 fires.

In other words, since a million cigarettes are smoked every minute, it only takes one cigarette in every 2,000,000 to cause a quarter-million fires. Simple arithmetic!



BECAUSE OF this, the fire chiefs urge you to be particularly careful at Christmas time and obey the following precautions:

1. Keep plenty of ashtrays handy and use them.
2. Before you light a match or cigarette, but carefully away. If you are at home or out in a car, use an ashtray. If you are in the woods, make sure your smoking materials are cool to the touch before you dispose of them. Do the same when emptying an ashtray into a trash can.
3. Before you go out or go to bed—especially after entertaining—make a brief inspection to be sure no cigarettes are dropped on a chair, or behind a sofa cushion, or on a carpet, or any place else where it could start a fire.
4. Never smoke in bed.

First holiday greeting card was a New Year's card printed from a crude woodcut about 1450 in the Rhine Valley, Germany. It shows the Christmas Child standing in the bow of an ancient galley manned by angels, with the Holy Mother seated at the mast.

## Michigan Quizdown

Can you answer these questions about the Water Wonderland State?

1. ONLY TWO U.S. CITIES HAVE MAJOR PROFESSIONAL TEAMS IN FIVE SPORTS—BASEBALL, BASKETBALL, BOWLING, FOOTBALL AND HOCKEY. CAN YOU NAME THEM?
2. THANKS TO RE-STOCKING ERRORS, PROTECTED FLOCKS OF THE FRANCOIS NOVEMBER BIRD ARE ONCE AGAIN FOUND IN SEVERAL MICHIGAN COUNTIES. WHAT BIRD AND WHERE WILL YOU SEE THE LARGEST FLOCKS?




3. DETROIT WAS THE BIRTHPLACE OF THIS FAMOUS AMERICAN DIPLOMAT, WINNER OF THE 1950 NOBEL PRIZE AND UNITED NATIONS UNDERSECRETARY IN 1955. HIS NAME?
4. ALMOST THE ENTIRE NATIONAL OUTPUT OF THIS MEDICINE IS PRODUCED IN MICHIGAN FROM ITS SALT WELLS. WHAT IS IT?

LET YOURSELF GO... explore Michigan!

QUIZDOWN ANSWERS: 1. Detroit & New York; 2. Whitefish and Alpena State Forest; 3. Henry Clay; 4. Iodine.

MICHIGAN QUIZDOWN SERIES prepared by MICHIGAN TOURIST COUNCIL... No. 35

## Fowler Is Greenfield's Director of Education

Appointment of James A. Fowler as director of education for Henry Ford Museum and Greenfield Village has been announced by Dr. Donald A. Shelley, executive director.

Fowler, 45, was curator of education at Cranbrook Institute of Science, Bloomfield Hills, the last four years.

Before that, he was director of education at the Academy of Natural Sciences of Philadelphia for 10 years.

Fowler is a director of education for Henry Ford Museum and Greenfield Village. Fowler becomes a member of the executive staff and will have responsibility for continuing, implementing and developing their educational programs.

He later was a junior scientific advisor for the U. S. Department of Agriculture and for two years was biology and general science instructor at the Sidwell Friends School, Washington. During summers he was a ranger-naturalist and interpretative specialist for the National Park Service.

AT CRANBROOK, Fowler's responsibilities consisted of the planning and supervision of all museum educational activities, including school tours and lessons, lectures and film programs for members.

He conducted field trips, taught adult courses and supervised planetarium demonstrations and assisted in planning museum exhibits and the preparation of a monthly news letter.

## Fire Chiefs Ask Enforcement of Safety Measures

The nation's fire service is urging enforcement of fire prevention measures during the Christmas season.

It cannot afford any relaxation in fire safety at any time," Chief Edward F. Deignan, president of the International Association of Fire Chiefs, said.

The IAFC president reported that there were 77 deaths as a result of fire during the three-day Christmas holiday weekend last year (1960).

HE SAID that although traffic deaths, which amounted to 488, were slightly fewer last year than at Christmas 1959, the overall fatality toll was higher. In addition to the 77 deaths in fires, he said, 82 persons died in other tragedies, including accidental discharge of fire-arms, plane crashes, falls and electrocutions. The total of all accidental deaths was 647, compared with 609 in 1959.

In the three-day Christmas holiday in 1959, Chief Deignan reported, there were 42 deaths. The year before (1958), in a comparable three-day period, 92 died. The one-day Christmas toll for 1957 was 26. The four-day weekend of 1956 took 54 lives. And, on Christmas Eve 1955, 23 died, most of them children.

Don't blame the slush on the road for your sloppy driving.

## Brighton By-Pass About Ready For Opening

One of Michigan's worst traffic bottlenecks will be reduced considerably by Christmas with the opening of a four-mile stretch of Interstate 96 Freeway at Brighton.

The State Highway Dept. said early this week the exact date for opening the freeway that bypasses Brighton has not been set but it may be as early as Friday.

State Highway Commissioner John C. Mackie said the by-pass-freeway is being opened to traffic nine months ahead of schedule in an effort to reduce traffic congestion at the intersection of I-96 and old US-23.

THE BY-PASS is part of a \$5 million interchange at the junction of the Interstate 96 and US-23 freeways.

The entire interchange, covering 175 acres, is expected to be opened by the middle of next year.

By opening I-96 around Brighton, east-west traffic will not be required to take a detour. However, west-bound traffic desiring to go from I-96 will still be required to take the detour.

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## Commercial Yule Cards 1st Produced in 1875

Cherry Santas, glowing candles, glittering snowscapes, stirring Nativity scenes—these are just a few of the symbols of Christmas that grace today's Christmas cards.

The first Christmas cards were first produced commercially in 1875 by Louis Prang, a Boston lithographer. The majority of Christmas designs had little or no relation to Christmas or the winter season.

They pictured summer flowers, seascapes, fairies, kittens, children playing, even fish and reptiles. Roses, especially the moss rose, received most of the attention on floral designs.

It was a painting of a moss rose that started Louis Prang in the greeting card business and which eventually earned him the title "father" of the American Christmas card.

MISS D. E. Whitney, a young art student who worked in Prang's shop, showed him a painting of a budding moss rose. Intrigued by the simple painting, he decided to print it on small cards and add the words "Merry Christmas" as the British had been doing since the 1840's.

Prang's Christmas cards were reproduced in as many as 20 different colors. Many were extremely large, trimmed with silk fringe and several had silk cords for hanging.

## 'Getting Tough' With Juvenile Fire-Setters

The nation's fire service is "getting tough" with malicious juvenile fire-setters. No longer is it following a "kid glove" policy.

The reason: Fires deliberately set by juveniles account for as much as 10 per cent of all deliberately-set fires.

The International Association of Fire Chiefs gives the following as probable causes for the increase in set fires:

1. General population increase.
2. Urbanization of former rural areas, bringing more children into the reporting area's jurisdiction.
3. Moral irresponsibility of some parents, as evidenced in so many fields of delinquency.

HERE'S WHAT the nation's fire service is recommending:

1. Classify juvenile fires as to cause, i.e., accidental (which would include ignorance or curiosity), malicious and emotional disturbances.
2. Expand community programs of fire prevention education and direct the programs to juveniles, utilizing schools and service groups.
3. Make agencies dealing with emotionally disturbed children aware of the seriousness and catastrophic potential of fires. Encourage these agencies to develop procedures for prompt treatment and admittance of such children to the concerned clinics.


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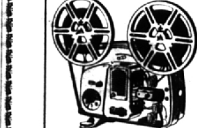
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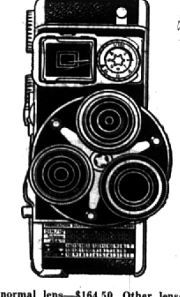
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