

## Mackie Announces Highway Travel Research Project

A research project to determine the value of seasonal Travel Information Centers is being conducted this summer by the Michigan State Highway Department.

State Highway Commissioner John C. Mackie said two Mobile Information Centers will be operated at various locations throughout the state as part of the three-month study.

THE PROJECT is being conducted in cooperation with the State Legislature's new Tourist In-

formation Relations committee and the Michigan Tourist Council.

"Providing helpful travel information to motorists is an essential part of our effort to assist tourists who annually spend upwards of \$550 million while vacationing in Michigan," Mackie said.

AS PART OF the Mobile Center experiment, the Highway Department is making a comprehensive survey to learn more about tourist preferences and needs, especially of persons from other states vacationing in Michigan. It is the first such survey since the 1958 Michigan State University study made for the Michigan Tourist Council.

Mackie said Michigan pioneered the travel information center field when the Highway Department opened the first permanent centers at New Buffalo 26 years ago.



## On-to-Alaska

Birmingham area youths pause in the heart of the Canadian Rockies in their three-week On-to-Alaska tour conducted by Edward J. Kuhn, Hazel Park High School social studies teacher. Back row from right are John Jassy Jr., 2651 Lone Pine, W. Bloomfield Township; Bill Robertson, Detroit; Jerry Murphy, 1414 Birmingham Blvd., Birmingham; Pat Pawlus, 1272

Lenhill, Birmingham; and Robert Brothers, Detroit. Front row from right are Ward Kuhn, 19055 Saxon Drive, Beverly Hills; William Kuhn, Detroit; Brett Sutton, Livonia; and Tom White, Detroit. Towering above the group in the background is Cascade Mountain. Kuhn's fifth annual trip, the tour is a revival of the late George E. Buchanan's annual "On-to-Alaska" treks.

## James O. Wright Names Chairmen for UF Drive

James O. Wright, Ford Motor Co. vice-president and 1961 Torch Drive co-chairman for Chapter Campaigns, has named five chairmen to complete the top leadership of the solicitation units, which are expected to raise more than 90 per cent of funds needed for 1962 budgets of 195 health and community services.

Ralph T. McElvenny, president of Michigan Consolidated Gas Company, was named chairman of the Major Commerce Unit, with Joseph L. Hudson, Jr., president of the J. L. Hudson Co., as his associate chairman.

JOHN S. FRENCH, general manager of the Motorcraft Division of Ford Motor Co., will head the General Manufacturing Unit.

The Trade Teams Unit will again have as its chairman, Mac-Alamy, director, Plant Engineering, Ford Motor Co.

James M. Smith, Michigan Bell Vice-President, was again named chairman of the Professions Unit. William H. McLaughhey, vice-

president, American Motors, is chairman of the Schools and Government Unit, which was organized last year under his leadership.

PREVIOUSLY announced was the appointment of the chairman of the largest of the six chapter units, Automotive and Suppliers. He is Thomas P. Murrow, who is associated with Chrysler Corp. as a group vice-president.

As chapter unit chairmen, these men will direct all major industrial, commercial and professional Torch Drive solicitation in the tri-county area.

The 1961 Torch Drive will be headed by Max M. Fisher, Board Chairman of the Aurora Gasoline

Company, as its general chairman. The "kick-off" for this year's drive is scheduled for Oct. 17.

## Speed Is Factor In Most Accidents

Too much speed behind the wheel is one of the causative factors in practically all traffic injury and serious property damage accidents, according to State Police Commissioner Joseph A. Childs.

"Severity of accidents increases rapidly at higher speeds; therefore excessive speed is in reality a double threat to safety," Commissioner Childs said.

"First, excessive speed increases the involvement rate and second, excessive speed increases severity. In other words, the person who drives at an excessive speed has a greater chance of being involved in an accident and a much greater chance of being involved in a serious injury or fatal accident."

POLICE AND traffic safety agencies are now conducting a program to get drivers to "Obey Speed Laws." Approximately 2,500 posters, prepared by the Traffic Safety Association, have been erected in the metropolitan Detroit area and throughout the state.

Last year in Detroit too much speed was responsible for 23 per cent of the total accidents and was an important contributing factor in the next greatest cause—following too closely, which accounted for 22 per cent of all accidents.

On Detroit expressways alone, police said too much speed was responsible for 34 per cent and following too closely the cause of 44 per cent of accidents.

IN COMMENTING on highway accidents, Commissioner Childs said he was convinced that the accident rate climbed at speeds above 55 miles per hour during daylight hours on main rural highways. He said he was also convinced that as speeds went about 55, night accident rates became higher.

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**B'field Gets First Mail Trucks**  
Bloomfield Hills' postmen prepare to break-in the city's first mail delivery trucks. The four Willys half-ton panel trucks will replace the Post Office's former system of contracting private automobiles for letter carriers for mail delivery. Getting acquainted with their new trucks are (from left) Ferguson Tait, Postmaster H. J. Doble, John Pollitt Jr., Alfred Miller and Lloyd Zimmerman.

**Democratic Party Plans Jamboree**  
Final plans for the Oakland Democratic Party's "Gay Nineties Jamboree" were announced by co-chairman Betty Barsdorf. Featuring a wide variety of entertainment, the event will be held Saturday at 9 p.m. in the C.A.I. Hall, 5640 Williams Lake Road, Waterford.  
Among the attractions will be old time Barber Shop Quartette singing by the "Chordwinds", and a dance band. Pauline Mott will entertain with Gay Nineties vocal selections, accompanied by Warren Neumann. Community singing will be one of the highlights of the evening.

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