

WETMORE DOW MARSHALL PARKER BROWN CISLER  
COMPANY IS 60 YEARS OLD

# Six Men of Edison History

January 17th was Detroit Edison's 60th Anniversary. The year of the company's birth—1903—saw many significant events. For example: • The first automobile trip across the United States was accomplished. Coast-to-coast—69 days. • Henry Ford, erstwhile chief engineer for Detroit Edison's corporate parent, the Edison Illuminating Company, formed the Ford Motor Company. • President Theodore Roosevelt

concluded agreements with Columbia, permitting the United States to undertake the building of the Panama Canal. • Wilbur and Orville Wright made the first successful airplane flights in an aircraft of their own design which they patented the same year. • SUCH WAS the eventual setting for Detroit Edison's corporate debt. The story of the company from then till now may be viewed in many aspects. One of these ap-

pears in the lives of six men—six leaders of the company during its first 60 years. One of them, Alex Dow, headed the business for nearly three of these six decades. In 1903 Dow was manager of Detroit Edison. He was also an uncommonly astute reader of future implications in the events of the day. For the benefit of Charles Wetmore, first president of the new corporation, and for others influential in the business Dow drew a most promising picture and followed through with bold proposals. "A new power plant for a new company," was his emphatic recommendation. Wetmore, a native of Marquette, a Harvard graduate and a financial expert, went along with his manager's bid for immediate expansion. Plans were launched for the company's first large-scale generating plant, located on a riverside site in the village of Delray. This was the beginning of a growth that more than fulfilled all of Dow's great expectations.

IN THOSE days Detroit Edison was employing 200 people to serve 22,000 customers in a 25-square-mile area which is now central Detroit. Four small power plants were able to meet a maximum demand of about 5,000 kilowatts. The company had 125 stockholders and total assets amounted to \$7,500,000. Now, 60 years later, Edison people number 9,500 serving nearly 1,300,000 customers throughout a Southeastern Michigan territory. Six big power plants have an aggregate capability of 4,900,000 kilowatts. The company is owned by 106,000 stockholders and total investment is close to 1.3 billion of dollars. Dow succeeded Charles Wetmore as president of Detroit Edison in 1912. Meanwhile, the company had been moving steadily into a large metropolitan area, a circling ring of cities, villages and townships beyond Detroit limits. In 1904, Edison had bought a privately-owned electrical system called the Grosse Pointe Company, an extended central service in that area. By 1905, the movement to the east included Hamtramck, Highland Park, and the towns of Fairview (See HISTORY, 5-D)



A SPECIAL Henry Ford centennial symbol will be used extensively by Ford Motor Company throughout 1963 to commemorate the 100th anniversary of the birth of its founder. The design—an adaptation of the well-known Norman Rockwell painting of Henry Ford in his workshop—was chosen because it symbolizes the man and his achievements.

## Henry Ford's 100th Birthday Celebrated by Unique Symbol

Ford Motor Company has developed a special Henry Ford centennial symbol to be used exclusively throughout 1963 in commemorating the 100th anniversary of the birth of the company's founder. The centennial symbol is an adaptation from the well-known Norman Rockwell painting of the late Henry Ford in his workshop.

MANY DESIGNS were considered, company officials pointed out. However, the search for an appropriate symbol returned time and again to the Rockwell painting. More accurately than anything else, it was pointed out, the accepted symbol depicts Ford and his accomplishments. From the workshop and his quadricycle stemmed the Model T, the \$5 day, the moving assembly line, and part of the beginning of a vast new American industry that put the nation on wheels. The symbol will appear in all consumer, dealer and employ pub-

## DOWN TO EARTH

# 'Forcing of Branches' Seen As Aid to Better Flowers

Booh, it is cold! Cheer up, Spring is coming and you can make it seem around the corner by forcing branches from your shrubs this time of the year. Here are some tips for you in "forcing of branches" technique: the larger branches will give you better flowers because larger quantities of sap are stored in the boughs. The best time to cut from your shrubs is when the temperatures are above freezing and after a warm, gentle rain that has started the sap flowing. Avoid intense sunlight after the branches are in flower.

As for the selection of the shrubs and trees to be forced, remember, they should be the ones which flower in early spring. We know that forsythia is tops but do not overlook Nanking Cherry, the red cedar dogwood, the beautiful red branches and apple green leaves which will appear.

forced. Goodness knows they would have a cold treatment during shipment. IF YOU WANT a never to be forgotten treat consider traveling to Colonial Williamsburg, Virginia for the annual Williamsburg Garden Symposium which will be held March 17-22. Waiting for you will be more than 90 exciting gardens with their historic buildings and homes, generally not opened to the public. And there you are, gliding in and out of these pockets of beauty, you can easily imagine yourself in hoop-skirt, waving to George Washington, listening to Patrick Henry. There will be garden clinics to give you new ideas. Last year your writer was a speaker, sharing the story of therapeutic gardening to attendees from all over the United States.

HERE YOU are coming into the laundry with branches extending in all directions and you feel as though you have five thumbs. What shall you do next. Stick the branches in a bucket of water with the water line to the top of the bucket after you have dipped the tips in water so that they are not dry. You can gain a little time on

the project if you wrap the projecting branches in plastic so you can enclose the moist air and you will be able to see through the plastic to observe the progress of the forcing.

Some of you will be traveling by car in the South this winter and will enjoy exploring the famous Hodges Gardens which are just south of Many, La. (south of Shreveport). Here you will be seeing roses and azaleas at their best.

## The Birmingham Eclectic Features

# State Tourist Industry To Receive 1963 Boost

A 12 to 15 per cent increase in business for Michigan's travel and tourist industry is forecast for 1963 by Jerry E. Fisher, Automobile Club of Michigan touring manager. "Close to 15 million persons will spend an estimated \$900 million on tourism in Michigan's continually expanding industry," said Fisher.

"THIS WILL come on the heels of a highly successful 1962, when the industry set a new record in Michigan for both persons served and money spent. During the past year an estimated 13 million persons utilized Michigan's motels, hotels, resorts and similar establishments, plus the service facilities such as gasoline stations, spending an estimated \$800 million-plus in the process."

Stouffer's Northland Inn, a deluxe motor hotel that recently opened, is another big addition to the business. There were others, less expensive, but substantial. There will be many more opened during the coming year. "Add to this the gradual expansion of existing resorts and other accommodations, and you begin to see the growth."

AS THE process nears completion, the vanilla (vanillic acid) shows as a frosty coating of tiny needle-like crystals on the surface of the bean. The familiar brown liquid in the vanilla bottle is an extract made in a 35 per cent solution of alcohol. You can now buy a vanilla bean at your fancy grocers. It comes sealed in a glass tube and keeps indefinitely in the axon between. For a taste-treat, sniff off tiny pieces to mix with your batters, candies and puddings. It is fitting that a flavor so rich, so fragrant, should come from the pod of an orchid, an aristocrat among flowers.

There are many reasons behind this tremendous growth of the industry in Michigan, said Fisher. Among them is the trend among resorts to change from a one-season to year-round operation. "Last year also saw the addition of three semi-million dollar resorts—Cadillac Sands and Cahorra at Cadillac, and Shanty Creek Lodge at Bellaire. All three will expand during the coming year."

"THIS YEAR will also be the first since the completion of the three major interstate freeways and several shorter state freeways. These superhighways allow more people to travel farther, faster, opening the entire state to motorists with a week or less to spend away from home. Because they must spend less time traveling they have more time to spend on leisure activities. "We should point out, however, that while the freeways provide fast, safe travel, sight-seers should travel more leisurely on older state and county roads."

IN A MONTH or six weeks the fertilized ovary develops into a nine-pod which will require another eight to ten months for ripening. Since these mature at different times (as the flowers bloom) they must be picked each day, the mo-

Cigars made at Conestoga, Pennsylvania, around the time of the American Revolution came to be known as "stogies." The same town gave its name to the covered wagon or "prairie schooners," which were beginning to open up the West.

"THE NEW Snowflake Motel near Benton Harbor is a luxury near the heart of the area's resorts, still expanding. The Howard Johnson and Holiday Inn chains have opened six new motels in the past few months, and have more scheduled for 1963.

Meet... **SUE THOMPSON**  
She is one of our Expert Travel Counselors and ready and able to assist in your planning a successful vacation.

Planning a trip to Mexico, Bermuda or the Bahamas? ... Call today and Sue will arrange your hotel and air reservations.

**Birmingham Travel Service**  
379 Hamilton MI 4-5711

SWITZERLAND TURKEY YUGOSLAVIA GREAT BRITAIN GREECE ICELAND IRELAND  
AUSTRIA BELGIUM DENMARK FINLAND FRANCE  
NETHERLANDS NORWAY POLAND SWEDEN

**DON'T BE A LADY IN THE DARK**  
Bring your measurements and color swatches to CALICO and let us help you find the right fabrics for all your Decorating wants...  
Drapery—Slipcovers—Bedspreads  
Selected Seconds In Decorator Fabrics  
FR 2-9163  
CALICO CORNERS  
295 S. Telegraph, 3rd - Ft. Lieke

# DOOR BUSTER SPECIALS

LAST 7 DAYS  
Semi Annual Clearance Sale!

Limited Quantity—100  
**WHITE SHIRTS**  
Values to \$5.95 1/2 Price

Limited Quantity  
**SPORT SHIRTS**  
Values to \$21.95 1/2 Price

Limited Quantity  
**SWEATERS**  
Values to \$15.00 1/2 Price

20 Winter  
**JACKETS**  
Values to \$75.00 1/2 Price

LARGE SELECTION  
**SUITS & SPORT COATS**

ALL AT REDUCED PRICES  
30 pair French Shrirner

**SHOES**  
Assorted Selections  
Values to \$29.95 30% Off

**Young's of Birmingham**  
203 Pierce MI 6-1212