

# Traffic Lights Not Vital In Halting Car Accidents

By ELMER E. WHITE  
Michigan Press Association

Stop-and-go traffic signals do not always hold the answer for a community which is concerned with mounting road accidents, according to State Highway Department studies.

"These signals have only one purpose and that is to assign the right-of-way at heavily traveled intersections," said Traffic Division Director Harold Cooper.

"Our experience shows a general increase in accidents can be expected after installation of a new signal," Cooper said.

COUNTLESS requests pour into the Department annually from citizens seeking the installation of traffic lights at intersections where the accident rate is increasing.

More often than not, traffic engineering studies show that a light would not necessarily solve the accident problem and might even increase it. Increases are particularly prevalent in the rate of rear-end collisions, Cooper said.

As an example, Cooper cited the installation of a stop-and-go light in Ingham County at the intersection of M-18 and Abbott Road. A yellow flasher was previously in use at the intersection.

THE DEMAND from the citizenry for a stop light was similar to that from many other communities. In this case a department study indicated the traffic volume at the intersection was heavy enough to warrant the stop signal to assign the right-of-way to the opposing flows of traffic.

In the 12 months following the installation, however, the accident rate at the East Lansing intersection increased almost fourfold.

Fifteen persons were injured and one was killed in the year after the signal was installed as compared to 10 personal injury accidents in the year before the stop-and-go light was in use.

A ONE-MAN campaign to boost Michigan's vast resources is being conducted by a Detroit man.

Using the title "A Michigan Ambassador," which was first given to a group of businessmen who bragged about our state at every opportunity as they traveled throughout the country, Lawrence A. Wright has launched his promotion.

Wright, the owner of an industrial firm, says he does not intend to make a profit on the "Ambassadors" but hopes to break even. He already has at least \$25,000 invested in the project.

THE "AMBASSADORS" are a standard sized post cards made on Michigan paper stock and bearing one legend of the State's various advantages.

There are 200 cards in the series telling briefly about Michigan's highways, copper supply, root salt mines, potato crops, outstanding museums, islands, water facilities, universities and industries. Each is on a different subject.

Wright's goal is to sell the series to various industries, Chambers of Commerce and other organizations which have contact with tourists. They are designed to be given away to Michigan tourists who in turn would send them to their friends back home, thus luring more visitors to Michigan.

THE EYE-CATCHING series has come to the attention of the State Highway Department, Tourist Council and Economic Development Department and at least one statewide service club, all of which are considering distribution methods.

Wright hopes widespread distribution of the cards will send the slogan from coast to coast which he has had printed on the message side of the card: "Michigan, Dynamic, Diversified, Delightful. A great place to live, work, play and visit."

THE KICKOFF of Michigan Week at the New York World's Fair in May is getting bigger as the date draws nearer.

In addition to the initial plans by various universities' alumni groups for breakfasts for fairgoers who attended Michigan's higher education institutions, a unique

**Foundation Names 5 Residents to Board**  
Five Birmingham - Bloomfield residents have been named to positions on the board of the Michigan chapter, Arthritis and Rheumatism Foundation at their 16th annual meeting.

William R. Kelly, 928 Lone Pine Road, Bloomfield Hills, was named vice president. Charles A. Erdmann, 6330 Castle Drive; Marshall Hablewhite, 1387 Yosemite Street; and Kenneth D. McGregor, 6860 Mulford, all of Birmingham, were elected to serve three-year terms on the chapter's board of trustees.

Also serving on the board is Mrs. John Sterling, 871 N. Glenhurst, Birmingham.

meeting of the Detroit Economic Club will be held in the fairgrounds. Ralph F. Swan, secretary to the committee planning the event, said officials expect the Economic Club luncheon to be the biggest of its kind during the two-year run of the Fair. Members of the New York Economic Club are being invited to participate in the luncheon.

ON THIS SPECIAL "Michigan Day" at the Fair, all state-origin-

ated displays will be designed by banners. Similar flags will be attached to the Fair sightseeing trains and taxis, which were made by the Clark Equipment Company.

Michigan bands; the bean, cherry, apple and blossom queens; television stars sponsored by Michigan firms; and political, business, industrial, labor and educational leaders will all be there to remind Fair participants of Michigan's opportunities and resources.

## Franklin Seaman Back from Orient

Charles E. Frutiger, seaman apprentice, USN, son of Dr. and Mrs. Dennis H. Frutiger of 24506 North Cromwell, Franklin, will return to San Diego, Calif. aboard the attack aircraft carrier USS Oriskany completing a tour of duty with the Seventh Fleet in the Far East.

While serving with the Seventh Fleet, Oriskany was the hub of a fast carrier striking force capable of delivering both conventional and nuclear weapons. Oriskany's crew members had an opportunity to visit cities in Japan, the Philippines, Hawaii and Hong Kong.

## Survey Scouts

A special spring program aimed at inviting new boys into Scouting so that they may share in the summer activities is now under way in the Detroit Area Council, Boy Scouts of America, according to Joseph H. Brinton, Scout executive.

Information gathered from boy-fact surveys being conducted in schools will be used to invite boys eight, nine, and ten years of age to join Cub Scout Packs; boys from eleven to thirteen to join Boy Scout troops; and high school boys fourteen or older to join Explorer posts.

## Freshman Life Topic of Study At Oakland U

Oakland University freshmen will be visited by their former high school counselors and principals today at the fifth annual principal-freshman-counselor conference on campus.

Herbert N. Stoutenburg, registrar and director of admissions, said that the purpose of the conference is to give the principals and counselors an opportunity to talk with their former students about their college preparation and experiences. More than 1000 Michigan schools will be represented.

Interviewing the students during their freshman year, Stoutenburg said, will help both the high schools and the university in preparing college-bound students for their

transition from high school to college life.

REPRESENTATIVES from Seaboard High School include Mrs. Mildred McKeen and Merle H. Smith; Marian High, Sister Mary Aquin and Mrs. Rodney Lockwood; Groves, Letitia R. Stott.

Some of the questions the freshmen will be asked are: What are the courses or aspects of your high school training which have proved most helpful in college? Do you have any suggestions as to ways your high school might have better prepared you for your university courses? What problems have you had to face in adjusting to college life?

The program will begin with

freshman interviews, followed by a meeting of the principals and counselors with associate deans, deans and faculty members in the four disciplines—business administration, engineering, liberal arts and teacher education.

Oklahoma's nickname of the "Sooner State" dates back to the land "run" of April 22, 1889, when a section of former Indian Territory was opened for the first time to white settlers. High noon was fixed as the time of the "run," and those settlers who started early and entered the territory before they were supposed to were called "Sooners."



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