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1 OUT OF 3

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3 B'field Executives Directing Torch Drive

Joseph G. Standart, Jr., 1964 Torch Drive co-chairman for general promotion and Marketing, has named 3 area executives to head the committees with which he will be working.

Joseph D. Swoyer, Jr., 934 North Reading Rd., Bloomfield Hills, administrative vice president. J. Walter Thompson Co. was appointed advertising chairman. He will organize committees on creative newspaper advertising, displays and collateral materials.

John A. Ford, Country Club Drive, Bloomfield Hills, vice president, public relations for the Chrysler Corp., heads the Torch Drive Public Relations Committee. His committee will direct an intensive publicity campaign in newspapers, radio, television magazines, industrial publications and films.

Gail Smith, of Bloomfield Hills, director of advertising and market research for General Motors Corp., heads the Special Events group. This includes a TV show committee, and the "Miss Torch" committee. Smith's group will also secure celebrities who will donate their services as speakers and entertainers for our Torch Drive meetings.

THE 16TH ANNUAL Torch Drive will be held Oct. 20 through Nov. 12 to raise money for the 1965 budgets of 204 local, state and national health and community services.

Last year, \$21,690,645 was raised, bringing to \$234,000,000 the amount made available for services by Detroit-area Torch Drives in the past 15 years. This year's goal has not yet been set.



Careful Fire Prevention Saves Lives, Property

A renewal of fire prevention efforts throughout the nation with the view of halting down loss of life and destruction of property by fire has been urged by Lewis A. Vincent, general manager of the National Board of Fire Underwriters.

It is reported that there were 11,500 fire fatalities last year and over 70,000 people sustained fire injuries, Vincent added.

At the same time, fire losses in 1963 rose to a new high of \$1,405,558,000, an increase of 11.1 per cent over the preceding year, Vincent said.

"The rising trend is a challenge which we must face realistically," he added.

"Fire prevention efforts over the years have been paying rich dividends. The growth rate of the country's national wealth subject to destruction from fire has been one and one-half times the rate of increase in fire losses since the end of World War II.

"Still the tragic toll in loss of lives and property from fire is appalling.

"There is room for betterment in all fire prevention efforts. Three out of every four fires are the result of carelessness—these should never have occurred.

"What are the principal causes of fires? Well, nearly one-fourth of them are caused by matches and smoking, another fifth are of electrical origin, and one-tenth began in a defective heating plant.

"Care with matches and smoking can help hold down fire losses. Keeping electrical equipment in good working order can also aid, and at least once a year, every home should have its heating plant checked by a qualified serviceman."

On the plus side in the fight against fire is the ever-increasing awareness of the value of fire prevention, Vincent said.

More and more communities are adopting fire prevention codes and improving their defenses.

Thousands of communities conduct spring clean-up campaigns, urging householders to clean their attics and basements of unneeded combustibles, and holiday safety campaigns contribute importantly to fire safety with regard to the Christmas season, he said.

Many communities conduct voluntary home inspection programs in which local firemen are invited by householders to check their premises for possible fire hazards.

Vincent added that more and more architects, engineers, and construction men are building fire safety into new structures—industrial plants and mercantile establishments as well as homes.

Many schools are conducting fire safety sessions, in which students are not only given fire drills, but instructed in home fire safety, he said.

"Fire prevention is a year round job and Fire Prevention Week is a good time to remind ourselves of this," Vincent declared.

As a safety note: keep plenty of ashtrays, and big ones, too, in every room if there are smokers in your house.

Free Eye Exams Given at State Fair

Squinting a little these days? Straining to read the fine print in the stock market quotations or baseball box scores? Had your eyes checked lately?

You'll have a chance for a free eye examination at the 115th annual Michigan State Fair which opens Aug. 28, and runs through Sept. 7.

The Oakland, Wayne and Macomb Societies of Optometry will offer again this year their visual screening project free to the public.

Who is STANLEY M. BROWN?

Visits New York

Stanley Yarems, electronics technician third class, USN, son of Mr. and Mrs. Rudolph J. Yarems of 1255 Robson Lane, Birmingham, is a crewmember of the amphibious assault ship USS Okinawa which recently visited New York City. While in New York, he had an opportunity to visit the New York World's Fair.

Michigan's educators will be honored Sept. 4, at the 115th annual Michigan State Fair, which runs from Aug. 28 through Sept. 7.

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