



JA Gets \$500 Check

A \$500 check from members of the Detroit chapter of the Elfun Society, a business association of General Electric executives is presented to Wallace L. Fleming, executive director of Junior Achievement of southeastern Michigan (second from right) by K. R. Beardslee, consultant to GE's metallurgical products department. Two GE executives from Birmingham look on. They are (left) G. M. Hartley, 351 Lakepark drive, marketing manager of the metallurgical products department and secretary-treasurer of the Elfun Society and C. Fortenbaugh (right) 667 Wadlington, Detroit district manager of GE's supply company division and president of the Detroit chapter of the Elfun Society. Junior Achievement's 1959 fund campaign ended last week.

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Dr. Efimoff Opens Offices in B'ham

Dr. Ernest K. Efimoff, 541 E. Southlawn, Birmingham, has opened offices in the Wabek building for the general practice of dentistry. He has taken over the former practice of Dr. Kenneth R. Gibson. Dr. Efimoff received his bachelor's degree from the University of Pittsburgh and his D.D.S. degree from the University of Michigan.

Franklin Man Turns Hobby Into Business

A Franklin village resident is displaying antique reproductions he manufactures at the Michigan Flower and Home show taking place this week at the Detroit Artillery Armory on W. Eight mile.

Thomas H. Doenges, 32-year-old former Detroit advertising man, first started the reproductions when his wife wanted a spinning wheel for the living room fireplace.



JOHN ATKINSON

Atkinson To Start Training

John Atkinson, 2948 West Brook Parkway, Southfield township, former sales manager of the Michigan regional office of the Allstate insurance company, has been promoted to regional manager training.

Upon completion of his training, he will be assigned to one of the company's 700 offices located throughout the United States and Canada.

STARTING as an agent in Canada in 1953, Atkinson has been in sales management since 1954, and was transferred to Michigan as sales manager in 1957.

While in Michigan he was responsible for a tremendous expansion in the agency force and the opening of new territories.

In addition, the company introduced eight new lines of insurance which required all the salesmen to be trained and licensed by the Michigan Insurance Department.

**Fulkerson Opens
New Offices Here**

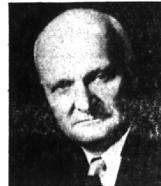
Attorney George J. Fulkerson, 3011 Middlebury, Bloomfield township, has opened offices in the Stevens building, 1025 E. Maple, Birmingham, for the general practice of law.

He previously had offices in Pontiac and Detroit before moving to Birmingham. He received his law degree from the University of Detroit and his bachelor's from the University of Chicago.

BUSINESS BRIEFS



CHARLES M. HEINEN



WILLIAM S. JAMES



RAY E. HAYES

Attend Petroleum Institute Meeting

Three Birmingham area men participated in the American Petroleum Institute's division of marketing meeting held last week at the Sheraton-Cadillac Hotel in Detroit.

Ray E. Hayes, 1321 Suffield, Birmingham, spoke on "The 'U' in Public Relations." He is a member of the GM research staff. Wil-

Palmer Elected To CPA Institute

George R. Palmer, 201 Linden, accountants, Birmingham CPA, has been elected a member of the American Institute of Certified Public Accountants. Palmer is with the Ex-Cell-O Corp. in Detroit.

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This is the second of a series dealing with the 10th cardinal factors which have charted the course of our business operation.

Personal Interest

It would be perfectly natural that an organization, such as ours, which came into being originally as a newspaper, should have a high degree of community interest—sincere concern for, deep sensitivity to, and a great personal interest in other people's needs.

After more than 80 years, living close to the needs and wishes of other people continues to be a cardinal force in Averill Press printing service.

Having each employee in our organization (from top to bottom) feel a personal interest in the customer's needs is a source of real pride for us. It lets our customers sleep comfortably at night while their job is in process—it lets us (management) sleep too. We admit great pride in having this quality of employees' interest (in THESE days) and we do appreciate it!

If you ever find us falling short of giving you the very finest in personal interest—let us know. It won't be because the spirit is lacking, but rather (we believe) because of a breakdown in original understanding of your needs or because we're human and do "slip" (but not often). We'll bet our bottom dollar, it wasn't because any one of us was indifferent or apathetic—or infected with the malady of routinized, perfunctory, "ho-hum" performance.

Last month we reported ourselves as CRAFTSMEN; add to that, PERSONAL INTEREST, and you have assurance that your printing will bear the hallmark of quality if it's Averill Press produced.

"Number 1 of the series dealt with 'CRAFTSMANSHIP'."

DAY AND NIGHT OPERATION

... and a Detroit Sales Office to serve you

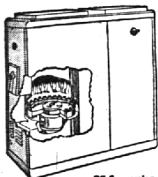
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Medical Mirror

WHAT DOCTORS SAY ABOUT:

- Turpentine & Toddlers
- Mother's Leg Cramps

Q. As kids, we were given a few drops of turpentine on sugar for coughs. What do you think of this?
 A. Years ago this may have been okay but we have better things today. This raises another point. Don't keep turpentine or any would-be harmful material within reach of children. Toddlers are likely to try anything as the following true story from the New York Poison Center shows. Three children were playing in the basement and found a can of turpentine. They put some in gloves. The two older children only pretended to drink it, but the 2-year-old swallowed some. Fortunately, a quick trip to the hospital for emergency treatment prevented permanent injury. The only safe rule is to keep beyond reach anything that youngsters might conceivably eat, nibble, chew or swallow.

Q. I have had three children and during each pregnancy I had severe leg cramps. What causes these pains and how can they be prevented?

Answers do not necessarily reflect the opinion of all doctors. The diagnosis and treatment of disease is the function of the patient's personal physician. Questions directed to Science Editors, P.O. Box 396, Madison Sq. Sta., N. Y. 10, N. Y., will be incorporated in these columns when possible.



A leg cramp during pregnancy is very often attributed to a mineral imbalance—too little calcium and too much phosphorus. However, Philadelphia doctors recently cast doubt on this theory. Some expectant mothers under their care developed leg cramps regardless of how much calcium or how little phosphorus they received. According to these physicians, all expectant mothers, cramps or no cramps, should eat foods that supply essential vitamins and minerals in daily amounts recommended by the National Research Council or the Canadian Council on Nutrition. Vitamin-mineral capsules or tablets are used if deemed necessary by the attending physician.

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