

Medical Mirror

WHAT DOCTORS SAY ABOUT...

Filmy Plastic Bags - A Warning

Q. What makes this plastic, such as that used for dry cleaning bags, stick to the skin?
 A. The plastic becomes electrified and is attracted to objects which have an opposite charge such as steel is attracted to a magnet. This can be very dangerous. At least four children have suffocated in the filmy dry cleaning bags. Medical alerts are being issued on the contents. Static electricity in the bags cause them to cling to the victim's face and cut off breathing. Of the four known victims, three were 2 years old and the other 4. Medical societies and health departments are notifying people of the danger. Small children should not be allowed to play with the plastic bags.

Q. What causes growing pains in children? Does the condition indicate rheumatic fever?
 A. In most cases the cause of pain in children's legs occurring at night is unknown. Rheumatic fever is rarely the cause. There seems to be no reason to call them "growing pains" except that they occur during childhood.

Q. You sometimes hear of people who have swallowed a variety of objects such as spoons, buttons, etc. Are there any authentic medical reports of such cases?
 A. Deliberate swallowing of foreign bodies is not so rare among mentally ill persons. A New York doctor recently operated on a 48-year-old woman and removed 383 objects from the stomach. Their combined weight was three pounds, seven ounces. They included 78 spoon handles, several bolts and many nuts, screws, nails, hairpins, a religious medal with chain, several beads, earrings, pins, pieces of glass and gravel.

Q. What is vitamin P?—Mrs. C. A. "Vitamin P" is a term formerly used for certain essential fatty acids. It is no longer employed in scientific writings. Questions directed to Science Editors, P.O. Box 366, Madison Sq. Sta., N. Y. 10, N. Y. will be incorporated in these columns when possible.

Always ready to give you Prescription Service with the accent on Service.



MILLS PHARMACY
 1740 West Maple Ave. Phone: Midwest 4-5060

BUSINESS BRIEFS

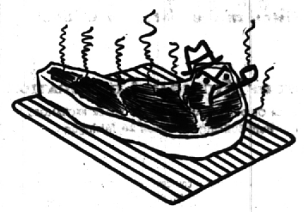


The portraits of the founders reproduced herein in black and white are the work of the distinguished portrait painter, Mr. Bradshaw Crandall. The originals are to be unveiled on the occasion of the Twenty-fifth Anniversary and permanently hung in the main lobby of our Bloomfield Hills offices. Admiring the pictures, from left, are John R. MacManus, senior vice-president; Ernest A. Jones, president; W. A. P. John, director; Charles F. Adams, executive vice-president; Bradshaw Crandall, artist. Portraits, left to right, Theodore F. MacManus, W. A. P. John, and James R. Adams.

Wilson Wins Knudsen Trophy

In recognition for a peak sales performance during Pontiac Motor division's recent "Car of the Year Sales Campaign," Wilson Pontiac-Cadillac, Inc., 1350 N. Woodward, Birmingham, has been awarded the coveted Knudsen Trophy.

The award, named for Pontiac general manager S. E. Knudsen, will be presented to all Pontiac dealerships equalling or exceeding predetermined new car sales objectives for the period of February 21 through April 30.



SIZZLE IS FOR STEAKS not for men!

We're mighty fond of the sizzle that announces a succulent steak. But we get sartorial indigestion when we hear a man complain about the difficulty of keeping cool and well-dressed in the warm-weather.

REASON: Our **WAYLITE SUITS**... Blended of Dacron (55%) and Wool (45%). They'll keep a Man Cool... and in addition, Well Dressed. \$75.00

IMPORTED BY **EL FREEMAN & SON** PHILADELPHIA, Pa.

expressly for



Higgins and Frank
 OF BIRMINGHAM
 268 West Maple Road
 VISIT OUR BOYS' DEPARTMENT ON LOWER LEVEL
 Open Friday Till 9 P.M.

MacManus, John & Adams Marks 25th Anniversary

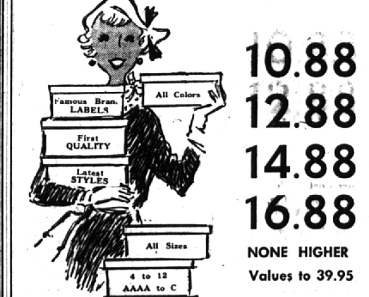
This month marks the 25th anniversary of MacManus, John & Adams, Inc., national advertising agency, with headquarters in Bloomfield Hills. It was just over 25 years ago (1934) that two executive members of a prominent advertising agency decided to strike out on their own. THEY WERE W. A. P. John and James R. Adams. Both had occupied highly responsible positions with one of America's leading advertising agencies. Both had worked on a wide variety of accounts with particular success in automotive advertising. The two of them had an abundance of courage, strong convictions, abiding faith in their combined talents—and little else. They formed a short-lived agency (John-Adams, Inc.), rented an office, hired a secretary and went out after business. The two soon found, however, that they needed an organization back of them to obtain the accounts they were after. Several large national agencies, knowing of their ability and wide acquaintance in automotive advertising, made many interesting offers of mergers and buy-outs. Each offer contained a flaw of some kind, but it began to look as though they would have to accept something. ONE DRAB spring day when the two were about to leave New York to discuss the possibility of becoming a branch of a large New York agency, Tom Wade, the manager of the Detroit office of the Curtis Publishing Company, suggested that they talk with Theodore F. MacManus. Strangely, the three men had never met, although their names, particularly in automotive advertising circles, were almost legendary. Theodore F. MacManus, who had started his own agency around 1910, had handled several different automotive accounts, many of them at the same time, although they were competitive. The young hopefuls met with him. The upshot was an agreement (See ANNIVERSARY, Page 4-B)



For the Finest in **CAMERAS and PHOTOGRAPHIC EQUIPMENT**
 Depend On the **BIRMINGHAM CAMERA SHOP**
 168 So. Woodward Ave.
 Phone MI 4-0510
 22nd Year Serving Birmingham

PECK'S
 Cleaning and Pressing
 Cash and Carry
 Suits—Top Coats—\$1.70
 (Main Dresses—\$1.00)
 (Delivery service \$1.00)
 108 So. Woodward Ave.
 MI 4-7724
 Call now for pickup and delivery

BRAND NAME Shoes

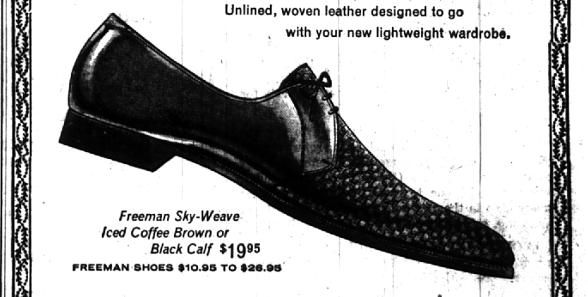


10.88
 12.88
 14.88
 16.88
 NONE HIGHER
 Values to 39.95

CASUALS 6.88 to 8.88
 Values to 16.95
Gillies
 SHOES
 303 E. Maple MI 6-4313
 between Hunter & Woodward OPEN: Fri. noon till 9

FREEMAN takes the weight-away

Trim and wonderfully pliant footwear for your warm-weather comfort. Unlined, woven leather designed to go with your new lightweight wardrobe.



Freeman Sky-Weave Iced Coffee Brown or Black Calf \$19.95
 FREEMAN SHOES \$10.95 TO \$28.95

Also fine Selection of Banister Shoes
Higgins and Frank
 WABEEK BUILDING BIRMINGHAM

Sheer Perfection in a Portrait by....



bill williams
 Air Conditioned "the best in photography" LI 3-4480
 1107 Crooks Rd. (at Main St.) Royal Oak
 Modest Prices • Open a Charge Account at Bill Williams

EVERYTHING FOR WINDOWS at BESSENGER'S

Woven Wood Shades and Bamboo Shades ALL CUSTOM MADE IN BEAUTIFUL COLORS



WINDOW SHADES All Qualities... All Widths... Colors and Textures To!

Beautiful Draperies and Fabrics BY THE YARD

Drapery Rods FOR ANY TYPE WINDOW

COMPLETE MEASURING & INSTALLATION SERVICE
 EST. 1927 **BESSENGER'S**
 23535 WOODWARD AVE. (Near 9 1/2 Mile Rd.) LI 1-4936