

## Local Resident Named Chairman

The 15th annual technical convention of the American Society of Body Engineers will be held October 28-29, at the Hackham Memorial Building, Detroit.

William L. Cloutier, 16942 Elizabeth, of Crusoe-Breer, Inc., has been named chairman of the technical convention committee. Cloutier expects that the 1960 body show will have over 50 different exhibit spaces in which many of the nation's leading Auto Body Suppliers will have their latest products on display.

There will be three days of technical sessions with top-flight engineers discussing the many interesting and ever-changing trends of the body—the heart of the automobile.

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# BUSINESS BRIEFS

## Area Resident Joins Agency

Louis T. Hagopian, 557 Puritan, director of advertising and sales promotion for Plymouth since August, 1956, will join N. W. Ayer & Son, Inc., the advertising agency as account supervisor on the Plymouth - De Soto-Valliant account.

In his three years with Plymouth, Hagopian has had the responsibility for the advertising and promotion of the Plymouth car.

Earlier he held executive positions at Dodge in sales promotion, merchandising and sales, working with dealers on sales promotion and business management activities.

## Realtors to Hear Edison Official

A balance sheet of factors affecting the economy of Michigan will be a feature of a talk to be given in Birmingham by E. O. George, 352 Borden, Bloomfield Hills, vice president, The Detroit Edison company.

Fred Pierce, program chairman of the Birmingham real estate board announced that the Edison executive will speak at a luncheon meeting of the board, Friday, April 29.

The group meets at 1145 Birmingham country club.

GEORGE is active as a member, committee chairman and officer of numerous industry and civic organizations.

Most recently he served as public relations chairman of the steering committee for the newly organized Michigan State Chamber of Commerce.

## Toussaint Named Sales Manager

A major sales appointment concerning a Birmingham area man has been made by the Ford Motor Company's Ford division.

Charles V. Toussaint, 5700 Crabtree, Bloomfield Township, has been named manager of the Kansas City district sales office, replacing Richard A. Godfrey, who becomes divisional car marketing manager.

Toussaint, has been a divisional used car manager since September, 1957. He joined Ford at Minneapolis in 1936 and subsequently became a zone manager in the Twin Cities district sales office in 1946.

HE BECAME regional truck and fleet sales manager in Chicago in 1948. Toussaint then served as assistant district manager in the Twin Cities and Omaha districts and as sales promotion and training manager in Ford's central regional office at Kansas City.

He was transferred to the divisional car promotion and training department in the fall of 1957, where he was appointed used car manager.

## B'ham Resident Completes Course

Donald R. Hays, 2733 Buckingham, of the General Motors Research Laboratories' Polymers department, has completed a 10-week course in handling of radioactive materials.

He spent six weeks at GM Institute, Flint, and four weeks at the isotope research building at GM technical center.

The special training course is believed to be the only one of its kind sponsored by private industry to train special personnel in the use of radioisotopes.

## Fellowship Dinner Planned for May 3

The Christian Business Men's Committee of Birmingham will hold its Fellowship dinner, at Devon Cobles, Tuesday, May 3, at 7:00 p.m.

The guest speaker will be Ernest C. Reisinger, a successful construction contractor from Carlisle, Pa.

Dinner reservations can be made through Bob Brands, of Associated Designers, Birmingham, or Fred England, 508 Linden.

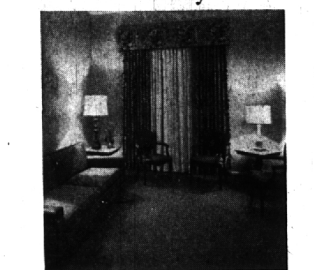
## 4A's Name New Council

The Michigan Council of the American association of advertising Agencies has elected the following officers for 1960-1961:

Chairman — John S. Pingel, Gross Pointe, Executive Vice President, Smith, French & Dorrance, Inc.; Vice-Chairman — Charles F. Adams, 6139 Dakota Circle, Birmingham, Executive Vice President, McManus, John & Adams, Inc.; Secretary-Treasurer — John L. Thornhill, 2545 Broadway, Birmingham, Vice President, Campbell-Ewald Co.

John McKee, Jr., Vice President, 6072 Wing Lake, Bloomfield Township, Batten, Barton, Durstine & Osburn, Inc. was elected to the board of governors.

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## Medical Mirror

WHAT DOCTORS SAY ABOUT:

### Tobacco Stains

- Cherry Seeds
- Colds

Q. How can tobacco stains be best removed from teeth?

A. Your dentist can safely remove such stains. Although there are preparations on the market for whitening teeth there is some danger of damaging the tooth enamel. Do-it-yourself tooth whitening is not recommended.

Q. Are cherry seeds poisonous?

I have heard that they are but children seem to swallow them without trouble.

A. Cherry seeds contain a substance which, with water, produces a poison but the seeds must be crushed to produce this reaction. It is said that 12 gr. of cherry seeds contain enough prussic acid to give symptoms of poisoning but it is not likely that so large an amount could be eaten.

Q. I recently went to a doctor for a flu shot. By that evening I had the worst cold I have ever had. Could the shot have caused the cold?

A. It is very unlikely that the vaccine injection brought on cold symptoms. A better explanation would be that the injection was given at a time when, without knowing it, you were coming down with a cold. One of the easiest ways to make a mistake — and this applies to lots of things other than medicine — is to associate or connect a cause and effect that do not actually belong together. In this case, for example, the cold symptoms were probably no more associated with the injection given by the doctor than with the cup of coffee you drank for breakfast.

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 Editor, P.O. Box 396, Madison Sq. Station, N. Y. 10, N. Y. will be incorporated in these columns when possible.



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## Employment Up At Local Business

It has been necessary to hire additional personnel to man the enlarged Wilson Pontiac - Cadillac bump and paint shop at Webster and Woodward, Royal Oak.

The main showroom is located on N. Woodward, at Manor road, Birmingham.

Fred Walker, general manager, said the 1200 sq. ft. addition was in keeping with their policy of modernizing in order to give customers faster, more efficient service.

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## FASCINATING FACTS ABOUT NATURAL GAS

### Visible Accuracy

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### Invisible Calculation

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**GET THE FACTS—BETTER YET—GET GAS!**

PG-1023-21