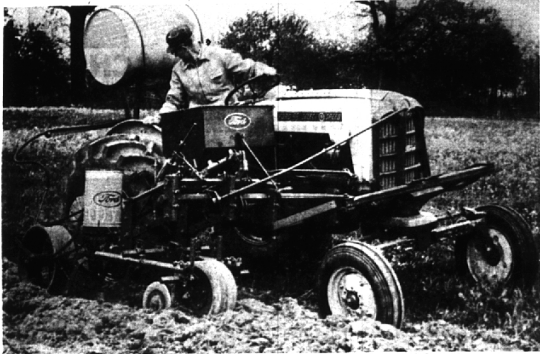


BUSINESS BRIEFS

AUG. 25, 1950 THE BIRMINGHAM (MICH.) ECCENTRIC 3-B



New Machine Saves Time and Money

A new plow-plant system, developed by the Ford Motor company's Tractor and Implement division in Birmingham in conjunction with Michigan State and Cornell Universities, revolutionizes the farming industry. The new minimum tillage system has been under development for four years.

Planting while plowing eliminates three or four trips over the field and reduces corn growing costs as much as \$8 an acre. Seeds are planted, fertilized and sprayed at the side of the tractor, while a three-bottom plow at the rear opens the ground.

Lathrup Man Is Promoted

Samuel E. MacArthur, 26480 Meadowood, Lathrup Village, has been promoted to the position of executive assistant to the president and treasurer of Federal-Mogul-Bower Bearings, Inc., with direct responsibility for three of the company's seven divisions.

In his new capacity, MacArthur will supervise operations of the National Seal, Arrowhead and Microtech divisions, with five manufacturing plants in California and Ohio. He will also continue his present responsibilities as treasurer and a member of the board of directors.

MacArthur has been with Federal-Mogul-Bower for 18 years and has acted as vice president-finance and treasurer since 1939. He is presently a member of the Lathrup Village budget committee.



MACARTHUR

Former Resident Takes New Post, Returns to B'ham

Gustav A. Hoffman, former resident of Birmingham, has been appointed vice president, sales, of the Walworth company, valve and fitting manufacturers.

He will be returning to the company he served for 27 years. Hoffman left in the spring of 1939 while holding the position of assistant vice president in charge of Metropolitan division sales.

Hoffman and his family now reside in Morristown, N. J.



HOFFMAN

JA Advisors Recruited From B-ham

The big recruitment drive which Junior Achievement got underway recently has netted its first team of adult advisers for 1950-1951 in the Birmingham area.

With three advisers assigned to each JA firm, they work alongside young JA corporation employees showing them the ropes in running a bona-fide miniature corporation.

Advisers are responsible for covering the three basic phases of a business enterprise—management, sales and production.

THE FIRST TEAM of local advisers signed by Junior Achievement were R. A. Brauburger of 1978 Sheffield road, Birmingham; Lawrence G. Nicklin of 30843 Longcrest, Southfield and W. P. Campbell of 1102 Wright drive, Clawson. They will serve as business, sales and production advisers, respectively. They are employees of the Engineering division of Chrysler corporation, the consulting company.

The engineering division advisers achieved the first distinction by two hours over a team of advisers who registered at the J. L. Hudson company.

The second group of advisers were Paul Lin Kemart of 219 Chestnut, Birmingham; Mary Ann Stollman of 17564 Margate, Lathrup Village and George H. Corner of 3121 N. Wilson, Royal Oak.

The JUNIOR Achievement organization in the Birmingham area is currently conducting a campaign to select 24 adult advisers and eight counseling firms for the eight miniature Junior Achievement companies which are expected to start operating in the area this fall.

New Residents Get Key Posts

Three new area residents have been named to key assignments in the electronic instrumentation operations of Detroit Controls, a division of American-Standard.

The appointments, announced by J. R. Warrnocks, 6135 Old Court,



ELLIOTT JONES

Birmingham, vice president of the division and general manager of marketing, followed the final transfer of electronic instrumentation activities from Norwood, Mass. to Detroit.

Howard H. Elliott, 960 Dedham court, Bloomfield Hills, former product planning manager at Norwood, has been named manager of instrumentation marketing.

ROBERT J. JONES, 6963 Sandalwood drive, Birmingham, sales engineer with Brush Instruments division of the Clevite Corp., Cleveland, has been appointed instrumentation sales manager.

J. M. Maitland, 27861 Lathrup, Lathrup Village, has become technical coordinator and in this position will be responsible for customers' technical instrumentation requirements as related to the division's activities. Maitland most recently was Detroit district manager for The Bristol Co., Waterbury, Conn.

All Detroit Controls activities formerly conducted at Norwood, including dynamic pressure measurement, digital telemetering for pipeline applications, and instrumentation for nuclear power plants and missiles, now are in operation in Detroit.

Local Firm Appointed Advertising Counsel

The John R. Chapman advertising company, 1025 E. Maple, Birmingham, has been appointed advertising counsel by the Wake-Fratt Construction company of Royal Oak for their new University Hills subdivision near the Michigan State University Oakland campus at Rochester.

Hill Reappointed To U.S. Committee

Merritt D. Hill, 965 Clengary circle, Bloomfield Village, vice president and general manager of Ford Motor Tractor and Implement division in Birmingham, has been reappointed to the 1950-51 Agriculture department committee of the United States Chamber of Commerce.

Twenty three states are represented on the committee made up of representatives from all major agricultural areas of the country.

The committee advises the chairman on policies and work of the Agriculture department for the coming year. Recognizing the importance of farming as a business and its place in the national economy, the committee will deal with

Lindgren Receives Newly/Created Post

Richard T. Lindgren, 4823 Wye Oak, Bloomfield township, has been appointed assistant divisional controller-distribution, a newly created position in the controller's office of Ford Motor company's Ford division.

In his new position, he will work with the general sales office on financial evaluations relating to the division's distribution system.

Lindgren, who has served as manager of the division's profit analysis department for the past three years, has been with Ford since 1928.

many problems affecting the success of agriculture and of the related industries and businesses serving farmers.

Kresge's Plans Show

Kresge's Birmingham and Bloomfield Hills stores will mix business with pleasure Friday, Sept. 2 by offering a movie jamboree for shoppers and children. Birmingham will feature the movie "Tom Thumb" while Bloomfield will show "Mysterians." A cartoon festival will follow each feature.

Tickets can be obtained at Kresge's Birmingham store for 15 cents. Doors open at 12:30.

Paige Attends Conf.

John W. Paige, 4300 Derry, Bloomfield Hills, is attending a five-day general agents meeting of the Indianapolis Life Insurance company at Estes Park, Colo. He was invited to attend the conference on the basis of his high sales record during the past year.

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Medical Mirror

WHAT DOCTORS SAY ABOUT

Telling The Cancer Patient

• Thick Blood
• Psoriasis

Q. Should the cancer patient be told?

A. This is a difficult question and certainly one that can not be answered with a flat yes or no. What to do would seem to depend entirely on the circumstances. Perhaps a certain amount of beating around the bush is desirable or essential, depending upon the individual, but it would very often seem unwise to resort to outright untruths. Many sufferers, though untold of their condition, must be able to make shrewd guesses by the very nature of their treatment. They really need no telling—they already know.

Q. I have often heard older men and women say that they have "thick blood." Is it actually possible for the blood to become too thick?

A. True thickening of the blood, called polycythemia, can occur but the condition is rather rare. The lack of pep and general feeling of tiredness that old-timers attribute to "thick blood,"


probably is nothing more than spring fever.

Q. Please answer the following questions about psoriasis. Is it caused by some internal disorder? Could allergy play a part? Would vitamins help? Are there any new discoveries? If an one doctor speaks of psoriasis and another of fungus are they both referring to the same thing?

A. To answer your questions briefly, the cause of psoriasis isn't known. Taking vitamins might improve the general health (if there is a vitamin deficiency) but would have no direct effect on the psoriasis. Fungus infections of the skin and psoriasis are two entirely different conditions. Important advances have recently been made in the treatment of fungus infections but, as far as we know, no startling discoveries about psoriasis have been reported.

Question submitted by readers are appreciated and answers to those of general interest will be incorporated in these columns when possible.

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