

BUSINESS BRIEFS



Doctor Enjoys Conference

MEXICO CITY—Dr. D. A. Schubert, 4058 Lincoln drive, Bloomfield township, attended the First International Conference of the American College of Foot Surgeons, held January 10-20, at the University of Mexico City. The conference was also continued in Acapulco. Seen shaking hands with Dr. Schubert (left) is Dr. E. G. Kaplan, president of the American College of Foot Surgeons.

Flowers-by-Wire Is Rotary Topic

Richard Jewett, field representative of Flowers-by-Wire, will address the Birmingham Rotary club at its noon meeting Feb. 8. His topic will be "Fifty Years of Flowers-by-Wire," according to John W. Moss of John Moss, Florists, who will introduce the speaker.

New Man Joins Firm

Marvin Hahn, Inc., Advertising, Birmingham, announces the appointment of William F. Stephenson to its staff. Mr. Stephenson, a graduate of Wayne State University, will take over the position of Production Manager. He comes to Marvin Hahn, Inc., after a six-month tour of duty in the United States Army.



Stephenson

Helicopter Airway Elects Four B'ham Men As Officials

An increase in revenues during 1959 and the projected leasing of a third helicopter to take care of anticipated patronage were reported by officials of Helicopter Airways Service, Inc., at the annual meeting and election of officers.

Officers re-elected were Laurence R. Howard, board chairman; William J. Scripps, 692 Bennington drive, Bloomfield Hills, president; William H. Breech, vice president; Robert B. Van Cleave, vice-president and general manager; William E. Slaughter, Jr., 3249 Bingham lane, treasurer; George C. Tiley, secretary and Lansing M. Pittman, director.

Newly elected directors are Stanley H. Beams, 372 Barden road, Bloomfield Hills, and William C. Bandis, Jr., Peter Altman was re-appointed as technical consultant.

Sundberg-Ferar Announce Move To New Location

A move to larger quarters in a new Design Center has been announced by Carl Sundberg and Montgomery Ferar, principals of Sundberg-Ferar, Inc., one of the country's oldest and largest industrial-design firms.

Located at 10 1/2 Mile and Telegraph roads, Southfield, the new Sundberg-Ferar Design Center is the largest independent and completely integrated industrial design establishment in the world. Situated on a landscaped, eight-acre plot, the Design Center is large enough to house both the design and administrative staffs and the firm's extensive model shop. An experimental pond for testing boats, motors and fishing and

B'ham CPA Elected

Willard C. Paul, 17885 Locherbie, Southfield township, Birmingham CPA, has been elected a member of the American Institute of Certified Public Accountants. Paul is associated with Eugene A. Moore, CPA, 3570 Woodale court, Bloomfield township.

water-sports equipment is scheduled for completion next spring.

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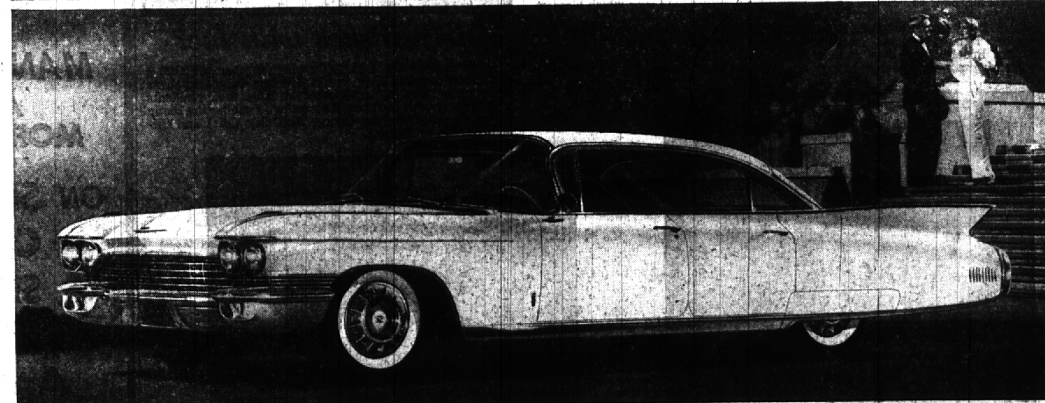
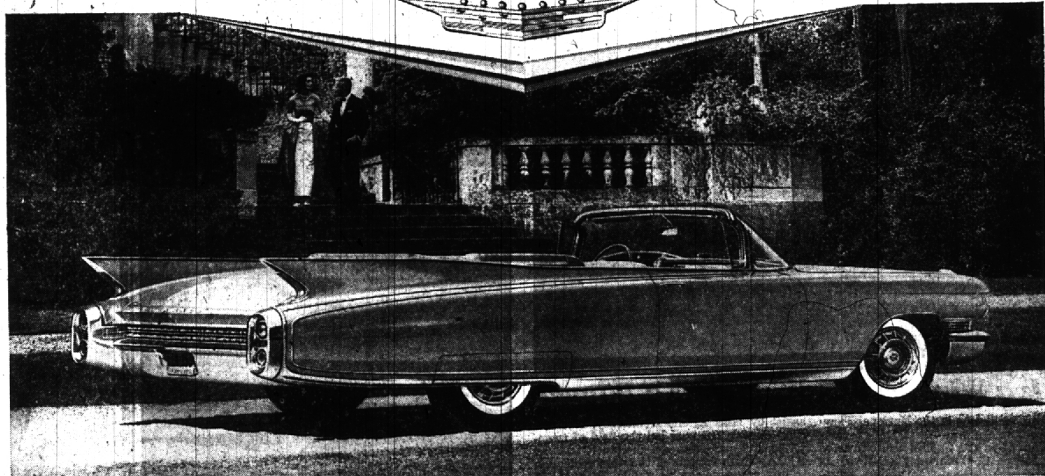
The appointment of Leon B. Geithman, 327 Larches Drive, as Curtis-Wright Air-Car general sales manager was announced by S. Ralph Shaffery, general manager, South Bend division, Curtis-Wright corporation.

In his new position, Geithman will be responsible for initiating and developing a nation wide sales and distribution organization for the new vehicles.

The Curtis-Wright Air-Car travels on a cushion of air at a height of from six to twelve inches, at speeds up to 80 miles per hour.

Prior to joining Curtis-Wright, Geithman was imported car supply and distribution manager of the M E L division, Ford Motor company.

SEE THE *Cadillac* FOR 1960



Medical Mirror
WHAT DOCTORS SAY ABOUT:

Chills Explained

• Papanicolaou Test

Q. What is the best thing to do when a feverish person has a chill?
A. Apply external heat in the form of hot water bottles and extra blankets. Warming the skin makes the patient more comfortable and tends to head off more temperature. Here is a brief explanation. During a chill the skin vessels contract, skin temperature falls, and the feverish person experiences a sensation of coldness. The lowered skin temperature triggers heat control centers in the body and shivering follows. The muscular work of shivering may increase heat production by as much as 200 per cent. The idea is to prevent shivering and the unwanted increase in body heat by warming the skin as suggested.

Q. Why don't doctors do the Papp test on all women patients?
A. The Papanicolaou test is very useful, especially in examining large groups of women of all ages about whom nothing is known of their medical history. The situation is somewhat different when the doctor is dealing with individual patients. Here are the questions the patient, doctor—

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