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## SINESS BRIEFS



## Just Call Me Colonel, Suh!

John L. Bodette, 859 Lakeview, general manager of Florists' Telegraph Delivery association, tries a monocle effect after, being dubbed a "Duke of Piducah" by Robert Cherry, Mayor of Patucah, Kentucky and FTD regional director.

Admission to the Kentucky peerage was conferred on Bodette at a region meering of the FTD Board of Directors. According to the etiquete book's "How To Address Important Personages" list, Bodette is now entitled to have envelopes addressed "Daths Grace the Duke of Paducah." Henry Forstet, 4831 Old Orchard Tridj in Orchard Lake, becathe an honorary Kiptuckian when he received a Kentucky Colonelship from Cherry.

## **GM President Announces Additional Assignments**

Firm Announces New Appointment



William C. Beardslee, president, announces the apoplatment of Bernard P. Costello, Inc.
A native Detroiter, Costello and Costello, Inc.
A native Detroiter, Costello and Costello Inc.
A native Detroiter, Costello and Costello Inc.
A native Detroiter, Costello and Costello Inc.
A native Marchael Costello Inc.
Two local men, Gunnar Birketts, Sio E. Tahquanenoncourt, Bloom-costed with the alency since she field township and Frank Straub, 1937.
Costello has also been made director and officer of Maxwell Detroiters, Inc.

# Medical Mirror

## Papanicolaou Test **Y**or Cancer

Test for Cancer

Drugs & Mongolism

O. Would you please discuss the Pap, or smear test for exical cancer? A have heard that this test records cancer years contenties the detected.

A. In its earliest stage of development, cancer of the cervise confined to surface tissue for come time (monthly, perhaps, but not years) before it penetrates best chance for cure is during the early, surface stage. Several tests can behave to detect the penetrates best chance for cure is during the early, surface stage. Several tests can behave to detect the penetrates the stage of the cure is during the early, surface stage. Several tests can behave to detect the penetrates the stage of the penetrates of the penetrates and the penetrates of th

Q. I understand that the drug DEA (dehydroeniand-set DEA (dehydroepiandrosterone) (whew!) is a big help for mon-goloid children. How is it given and is it really effective?— Mrs. X. A. The use of dehydroepiandro-perder in monopium was report-

A. The use of delydeopsindro-sterine in mongolism was reported in 1958 by a Spanish physi-cian. The draig was given by in-tor concluded that DEA is the most effective agent yet found for mongolism. However, the most offective agent yet found for interest agent yet found for mongolism the property of interest agent yet found for mongolism the physical appearance and mental condi-ing the property of the physical appearance and mental condi-ties of the property of the the mongolish features less no-ticeable; and to help the child make a better social and family point out (that vitamins, thyroid, glutamic acid, and other forms of treatment have also had their of treatment have also had their golism are already present at



## C. Norman Fry Made Sales Mgr.

The appointment of C. Norman Fry, 839 Jonathan lane, Bloomfield Hills, as general sales manager for the entire Direct Mail division of R. L. Polk & Co. was announced by William II. Bestern was general two properties of the division.

Mr. Fry, a direct mail division on the president, has been manage; of national sales, including Detroit authomative accounts, for the last four years.

## Elected Chairman

Charles H. MacNahon Jr., 3245
Woodside Vice president of the Michigan Society of Architects, has been appointed chairman of public relations for the newly formations, and the state of the most sons.

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The organization of Professional Society of the Society of Minis lee Cream company, of the professional groups.

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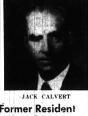
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