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BUSINESS BRIEFS



Just Call Me Colonel, Suh!

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

Admission to the Kentucky peerage was conferred on Bodette at a recent meeting of the FTD Board of Directors. According to the etiquette book's "How To Address Important Personages" list, Bodette is now entitled to have envelopes addressed "To His Grace the Duke of Paducah."

Henry Forster, 4831 Old Orchard Trail in Orchard Lake, became an honorary Kentuckian when he received a Kentucky Colonelship from Cherry.

GM President Announces Additional Assignments

Two General Motors executives have been appointed chairmen of Plant City Committees for 1960 by GM President John F. Gordon.

Senon E. Knudsen, 31500 Bingham road, Bingham Farms, general manager of Pontiac Motor division, will be responsible for overall community relations in the Oakland county area.

E. C. Klotzburger, 1090 Glenhurst drive, general manager of Fisher Body division, will direct all community relations in the metropolitan Detroit area.

The committees are composed of executives from GM operations in their respective locations.



Firm Announces New Appointment

William C. Beardslee, president, announces the appointment of Bernard P. Costello, Jr., 965 N. Woodward, as secretary-treasurer with the insurance agency firm under the new name of Beardslee-Gnat & Costello, Inc.

A native Detroitier, Costello graduated from the University of Detroit in 1954, and has been associated with the agency since July 1957.

Costello has also been made director and officer of Maxwell Underwriters, Inc.

Medical Mirror
WHAT DOCTORS SAY ABOUT

Papanicolaou Test for Cancer
• Drugs & Mongolism

"I understand that the drug DEA (dehydroepiandrosterone) is a big help for mongoloid children. How is it given and is it really effective?"
—Mrs. X.

"I would you please discuss the Pap, or smear test for cervical cancer? I have heard that this test reveals cancer years before it can otherwise be detected."

A. In its earliest stage of development, cancer of the cervix (neck of the womb) seems to be confined to surface tissue for some time (months, perhaps, but not years) before it penetrates into the deeper structures. The best chance for cure is during the early, surface stage. Several tests can be used to detect trouble early, one of which is the Papanicolaou or smear test. This test is based upon the fact that cancer cells are more loosely attached to one another than normal cells. They thus tend to shed more easily and, in cervical cancer, the abnormal cells tend to collect in the vagina. Cells are obtained by swab, spread or smeared on a glass slide, and studied under a microscope. The Pap test has no advantage, so far as the patient is concerned, of being quick and painless and simple. If suspicious cells are found, other tests are made to confirm or definitely rule out cancer. (More about the Pap test next week.)

Questions directed to Science Editors, P.O. Box 396, Madison Sq. Sta., N. Y. 10, N. Y., will be incorporated in their columns when possible.

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 H. Beatty, vice president and general manager of the division.

Mr. Fry, a direct mail division vice president, has been manager of national sales, including Detroit automotive accounts, for the last four years.



Elected Chairman Former Resident Joins B'ham Firm

Charles H. MacMahon Jr., 3248 Woodside, vice president of the Michigan Society of Architects, has been appointed chairman of public relations for the newly formed Michigan Association of Professionals.

This organization, only a year old, consists of a membership from five professional groups.

Jack Calvert, former president of Birmingham Country club and formerly president of Birmingham Rotary, has joined the staff of the John Chiera company.

Calvert was also treasurer-manager of Mints Ice Cream company.

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