

**Ralston Made TV Manager**

Hugh C. Ralston, of Orchard Lake, has been appointed manager of a newly established television department to coordinate Ford Motor company's TV activities relating to advertising and sales promotion. Ralston has been with Ford since 1959 when he joined the Los Angeles public relations office.

**Air Force Plans New Safety Aid**

A local safety specialist will play a major role in a new safety communications program for introduction to the world-girdling U.S. Air Force's SAC Commands.

Lawrence C. Howe, president of Howe Services, Inc., of Birmingham, has a successful 10-year-old industry proved safety program behind him. He introduced a safety program to help the Air Force cut costly lost-time injuries and prevent damage to valuable equipment.

AIR FORCE leaders discussed the enlarged safety program in conferences at SAC headquarters, Omaha, Nebraska, where the program was approved for use at SAC installations around the world.

The SAC program will stress safety as the personal responsibility of each airman. Personnel will be urged to think about safety both on and off the job.

The displays will be changed regularly and will utilize colorful messages to help solve Air Force safety problems.

**Chevrolet Honors B'ham Zone Head**

P. W. McClain, service and mechanical manager of Chevrolet's Birmingham zone, was honored at a banquet in Detroit recently upon completing 25 years with the company's sales organization.

McClain was among 33 who received 25-year watch awards from K. E. Slay, general sales manager. Addition of the new group from across the nation brings to nearly 200 the total membership of the select Quarter Century Club.

R. Thomas Brogan, 3855 Carriage, Bloomfield Township, has been appointed manager of the Detroit office of SCI division of Communications Affiliates, Inc. It has been announced by Frank A. Armstrong, president of CAI. CAI, a recently announced affiliate of McCann-Erickson Inc., Detroit office SCI vice president combines the agency's research, sales communication, and public relations divisions services under a single operating corporation.



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**Memo From Mulholland's**

Easter will be here before we know it, and Mulholland's has received the new line of Spring accessories for my lady's Easter wardrobe. We have some beautiful handbags in stunning new shades for Spring. Our jewelry is exciting, too, and is priced from only \$1.00.

Ladies' hosiery is a specialty with Mulholland's women's department. You'll find such famous names as Ballet, Berkshire, La France, and Hanes in all the new shades to complement your Easter ensemble.

Frank Mulholland

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**Medical Mirror**

**Allergy to Work**

- Cancer Spread
- Bloodshot Eyes

Q. People sometimes say that a lazy person is "allergic to work." Could this be possible from a medical standpoint?

A. Yes, in a way. Allergy to effort is a kind of physical allergy. Army doctors recently reported such a condition in a Fort Knox, Ky., soldier. The man broke out in welts after indulging in any strenuous activity. Symptoms were first noted when he was 14 years old. An eminent specialist confirmed the diagnosis of an exercise-type reaction. Although the man was otherwise healthy he was released from military service. True allergy to effort is rare. For most of us it's just laziness.

Q. How does cancer spread?  
A. Cancer cells may grow from one tissue directly into another. They may break through the walls of blood vessels and be carried by the blood stream to other parts of the body. The cancer cells may also enter the lymphatics, which serve as a drainage system, and be carried to one or more lymph glands.



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**GM Promotes 2 Local Men**

Promotion of Bruce L. Hilken, 851 Westchester Way, to personnel director of Chevrolet Motor division's Gear & Axle and Forge plants was announced by Sylvester J. Thrasher, manager of the plants.

Hilken, 34, joined Chevrolet as a college graduate in training at the division's truck body and stamping plant at Indianapolis in 1948.

He has been assistant personnel director at Chevrolet-Detroit Gear & Axle and Forge plants since 1958.

A native of Indianapolis, Hilken is a graduate of the University of Michigan.

He was a star lineman on the U of M football team, which he captained in 1947. He was a member of the Michigan and Sphinx honorary societies and of Alpha Delta Phi fraternity.

Mclivride, 29, joined Chevrolet-Detroit Gear & Axle plant in 1954 as a student engineer. He became a senior clerk later that year, an insurance adjuster in 1955, production foreman in 1957 and employment supervisor in 1958.

A native of Hazel Park, he is a graduate of Western Michigan University.

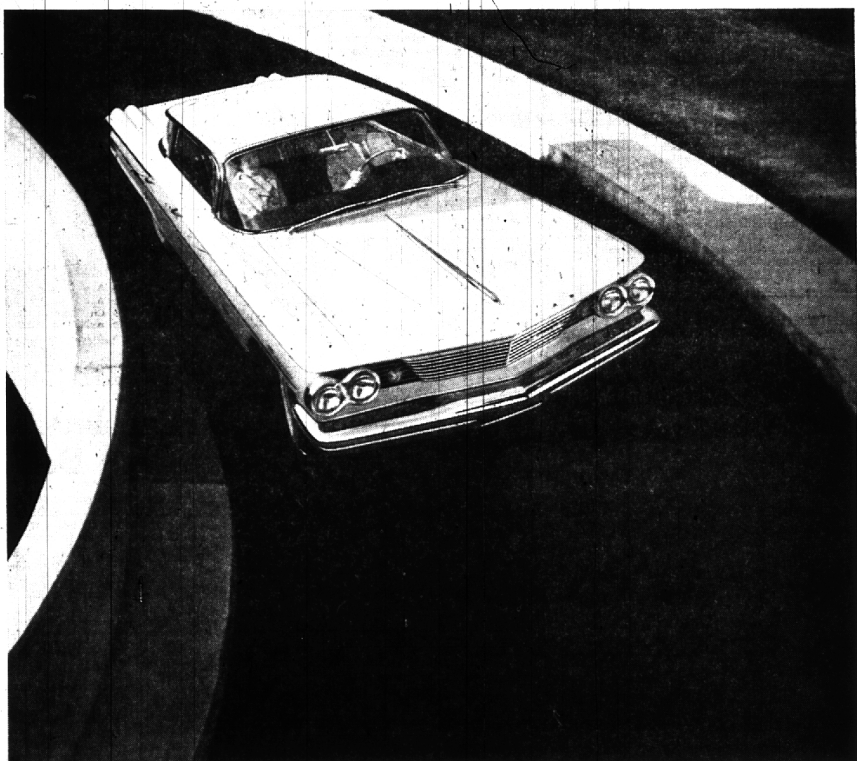
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