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BUSINESS BRIEFS

Citizens Determine Industrial Growth

Citizens' response to industry is a major factor in determining the industrial growth of a community, one of the executive directors of the Michigan Motor Council told a Michigan Week civic luncheon in Highland Park (Mich.) today.

Merritt D. Hill, 965 E. Glenaker circle, Bloomfield township, who is vice president and general manager of Ford's Tractor and Implement division, is in charge of the industrial promotion committee of Michigan week and also is chairman of the executive committee of the Michigan corps of industrial ambassadors.

Speaking to a Mayor's Exchange Day audience, which included Mayor Harold Nichols of Jackson and Mayor pro tem Richard L. Thompson of Highland Park, Hill said: "Collectively the citizens have the power to create a zoological phenomenon. We can turn the goose that lays the golden egg into a white elephant. We must remember that industry grows where it is wanted; it tends to stay where it is well treated."

HE POINTED out that all other states want what Michigan has industrially. We can turn the goose that lays the golden egg into a white elephant. We must remember that industry grows where it is wanted; it tends to stay where it is well treated.

While stressing that Michigan does not have to match every offer that is made, he advised: "We must face the competitive facts of life. Where our conditions permit, we must take steps to reduce and eliminate these penalties.

He cited many hopeful signs for industrial expansion as developing within the state. There now exist 109 community industrial credit development groups at work providing assistance in financing, planning and expansion of existing industry.

The state's population growth—faster than that of all but four other states—"makes us a better market area," he added.

2 Executives Join Firm

Appointment of two more executive specialists to the marketing division of MacManus, John & Adams, Inc. is announced by Lyle L. Bluhm, director of marketing.

Donald F. Kiel, 475 S. Adams, has joined the department as director of research, and Duff H. Baldwin, of Detroit, has been appointed associate marketing supervisor.

For the past four years Kiel has been with Michigan State University as an instructor and analyst in the communications research center. Formerly a research technician in the Endocrinology Department of the Upjohn Company, he holds a degree in pre-med and physiology.

KIEL ALSO HAS been director of the MSU television unit and a producer, director and teaching associate at the Indiana University radio and television services.

Baldwin for the past six years headed his own Cleveland advertising agency. He has had broad experience in both consumer and industrial advertising accounts.

Both will make their headquarters at the Bloomfield Hills offices of the agency.

Kramer Named WJR Officer

John F. Patt was elected chairman of the board and Worth Kramer, 4955 Ardmore, Bloomfield Township, president of WJR, at a meeting of the board of directors following the annual stockholders meeting last week.

Patt announced the changes and stated, "expansion of our company is being through operation of WJRT, as well as WJR, plus as WJR, president of our board to expand our corporation further in the future, has made this step logical."

As president, Kramer will be administrative head of the company and will have more time to explore ways in which our currently two operating organizations may further develop their respective and separate services to the public and to our clients. Kramer has been associated with me almost continuously since 1933. He has won an excellent reputation as a leader and administrator since coming to the helm of WJR in 1950.

PATT, 54, HAS been associated with WJR and its affiliate companies since 1928. He was assistant manager of WJR from 1928 to 1930, when he was sent to Cleveland to open the company's first affiliate station, WGAK, as vice president and general manager.

He first was elected a member of the board of WJR in 1939. In 1950 Patt was named president of WJR and also of WGAK and KMPC, Los Angeles, then under common control with WJR.

Kramer is a past president of the Detroit Aeronautics club and a charter director of the Michigan association of broadcasters. He has served as radio chairman of the United Foundation torch drive campaign and has been active in the Detroit round table of Catholics, Jews, and Protestants.

HE CAME TO WJR in July, 1946, as program director, after his release from the United States Navy. He became assistant general manager in July, 1948, vice president and general manager in August, 1950, a director in 1951 and executive vice president in June, 1957.

Local Men Elected As Board Members

At a recent meeting of the newly formed I.F. (I.F. forbids) club of Detroit—an advertising representative club which gets its name from an old advertising phrase—three local men became board members.

Robert (Bing) Murray, 1039 Brooklawn, of Newsweek magazine; Jack Steelman, 1847 Banbury, of Publishing; and William Mulder, 1072 Brooklawn, of the Iron Age, were elected to the board of directors for the coming year.

Enlarged Staff

Four additions to the creative department of McManus, John & Adams, Inc. are announced. They are Henry Hager, copywriter, and Glen Gardiner, Robert Wilkinson and William Davidson, artists.

They come to the Bloomfield Hills advertising agency from Detroit agencies.

Medical Mirror

WHAT DOCTORS SAY ABOUT

If You Live Long Enough

- Head Injuries
- Personality

Q. I am 62 years old and have never been seriously ill. However, my hearing is not what it was a few years ago. I seem to hear other sounds like musical notes that have trouble understanding speech. Can this condition be helped?

A. Stains or surfer, men or women, all animals who possess hearing will, if they live long enough, suffer from what doctors call presbycusis (pronounced prez-bi-koo-sis). As we advance in years our hearing becomes somewhat dulled and it becomes harder and harder to understand speech. Presbycusis and other expressions of aging can develop early or late. The tissues of the body age at different rates. Biologically, aging is spotty. Some parts of the body may be considered "old" even before we are born. There is not much that can be done to prevent or cure presbycusis (difficulty in discriminating sounds) but in some cases a hearing aid helps. The only way to tell whether an aid would be useful is to have a complete and thorough examination by a doctor who specializes in hearing disorders.

Q. After a blow on the head or striking the head in falling, children often become sleepy and will often vomit. I have always heard that they should be kept awake. Is this the right thing to do?

A. It is advisable to awaken a child who has been injured in this way from time to time but it is not necessary to keep him awake. By arousing the child every hour or so you can be sure that he has not lapsed into a stupor or coma. If he can not be awakened it is a sure sign of serious trouble. A doctor should be called at once.

Q. Does the personality change or do we stay pretty much the same throughout life?

A. Basic personality is difficult to change. However, by exercising self-discipline it is often possible to suppress certain objectionable, undesirable qualities and foster more desirable ones. Then too, as we grow older we tend to mature emotionally and thus often improve personality.

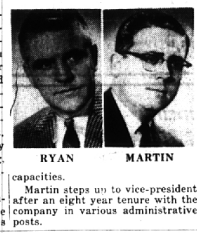
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Two Promoted to Top Posts

Two top-level executive appointments are announced by The McLaughlin company board of directors. Robert B. Ryan, 161 Lowell Court, Bloomfield Hills, former vice-president, has been elevated to the chief executive post of president. Robert D. Martin, 18781 Alhambra, former secretary-treasurer, has stepped up to vice president.

Executive offices of the company are located in the Jaikins Building, Birmingham. Manufacturing operations are located in Petoskey.



Ryan moved up to the top executive post after 10 years service with the company in various sales capacities. Martin steps up to vice-president after an eight year tenure with the company in various administrative posts.

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