

Wood Attends Sales Seminar

A three-day sales seminar for 17 representatives of the Blaisdell Pencil Company was held last week at Drexel Institute of Technology in Philadelphia. Attending from Birmingham was Gordon S. Wood, 823 S. Bates.

Topics covered included value analysis technique applied to industrial marketing and sales strategy; nature of industrial purchasing and influences behind the purchase; purchase channels of industrial products; sales approaches by industrial purchasing agents and effective marketing methods for sales success.

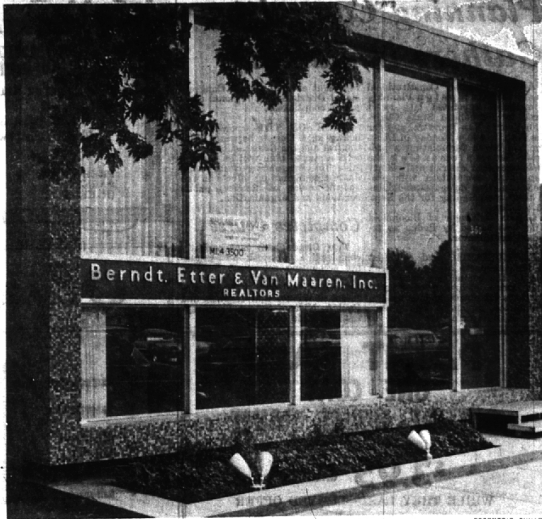
Institute Elects District Secretary

James J. Fredrickson, 1411 Dorchester, Birmingham, has been appointed secretary of the East Central district of the American Institute of Electrical Engineers. The district includes three thousand electrical engineers in Michigan and Ohio.

Fredrickson, who moved here two years ago from Jackson, is employed by the General Electric Co. in Detroit. He is manager of distribution equipment sales for the Michigan region of G.E.'s electric utility sales operation.

Long active in Scouting and other work with boys, Fredrickson is also interested in golf, bowling and deer hunting.

BUSINESS NEWS



New Look

There's a new look at Berndt, Etter & Van Maaren Inc., 312 Hamilton, Birmingham. The local real estate company recently completed its face-lifting job and now presents a sparkling, new front to the central Birmingham business area.

Birmingham Agents Attend Convention

Attending a convention of the form of the society's representatives Equitable Life Assurance Society of the latest developments in the insurance field. Delegates earned the honor of attending the meet on the basis of sales over a six-month period.

L. M. Finn Joins Sports Illustrated

Lawrence M. Finn, 1641 Stanley, Birmingham, has joined Sports Illustrated's advertising sales force in Detroit. He leaves the top post in TV Guide magazine's Detroit office to take up his new association with the national sports weekly.

No newcomer to Detroit, Finn spent a year in General Motors Corp. central office there, and then in Crowell-Collier Publishing Co's Detroit merchandising unit.

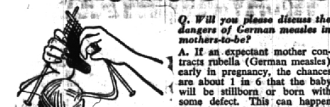
He spent two years in advertising sales in New York City for Crowell-Collier, for Family Weekly Magazine and for TV Guide magazine. He returned to Detroit in 1958 for the latter publication and assumed the post of ad manager there in January of this year.

R. S. Tait Appointed Area Sales Head

Promotion of Roland S. Tait, 3315 Woodridge, Bloomfield Township, to Great Lakes area sales superintendent, moving to the adhesives, manager, adhesives, coatings and sealers division in 1952 as a sales engineer.

Tait, who will headquarter at Looking for a job... a special service? See the Want Ads.

Measles And Mothers-to-Be



Medical Mirror

Q. Will you please discuss the dangers of German measles to mothers-to-be?
A. If an expectant mother contracts rubella (German measles) early in pregnancy, the chances are about 1 in 6 that the baby will be stillborn or born with some defect. This can happen even though the mother had had measles as a child and is therefore "immune." The "immune" mother may show few or no measles symptoms but the measles virus can attack the developing baby. The best preventive measure is for the expectant mother to avoid all exposure to measles, regardless of whether she herself is immune to the disease.

Q. How can tobacco stains be removed from the fingers?
A. The easiest way is to rub the stained skin with a fine pumice stone or with a household scrubbing powder, being careful not to irritate the skin. Bleaching with hydrogen peroxide is sometimes effective.

Q. My baby is now 6 months old and the soft spot in her head has already gone away. Isn't it early for this to occur?
A. Early closure of the fontanel ("soft spot"), although unusual, is quite consistent with normal development. However, it is a wise precaution to have the baby checked from time to time by a physician.

Answers do not necessarily reflect the opinion of all doctors. The diagnosis and treatment of disease is the function of the patient's personal physician.

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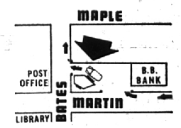
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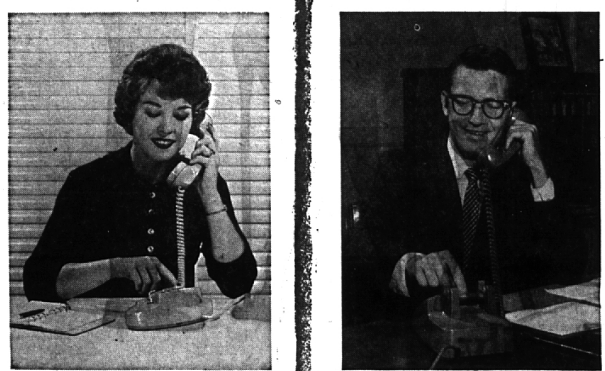
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