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**Himelhoch's**  
New Look Soon

Himelhoch's of Birmingham will soon give the old building a new look. Workmen are busily working on the edifice of the store at 168 W. Main. Completion of the project is expected soon. Store officials say there is business as usual during the renovation.

**Cole Says '60's Will Be Big Years**

America's free enterprise system during the 1960's will face its most severe challenges and offer the greatest opportunities in history, according to Edward N. Cole, 1871 Kirkway, Bloomfield Hills, general manager of Chevrolet motor division and a vice president of General Motors.

He made the statement Monday before the annual meeting of the West Virginia Automobile Dealers' Association.

Cole warned of dangers to our free enterprise system because "too many people want everything free but are unwilling to contribute the 'enterprise'."

He said that while opportunities for business growth and prosperity will be as unprecedented as high, success will have to be earned because of the increasingly intense competition. The keen competition will also intensify the squeeze on profits at every level of business, he added.

"THE VARIETY of new competitive forces we are experiencing represents a basic characteristic of our free enterprise system," Cole said. "These point up the abundantly good life this system has made available to all of us. They also give our industry new challenges to produce a wider variety of products to satisfy the specialized transportation needs of modern America."

"If we can avoid world conflict—which I am confident we will—the 1960's will be the first decade in modern history during which our free enterprise system has had the uninterrupted opportunity devoid of wars and depressions—in which to expand to maximum potential."

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**New AIA Member**

W. Byron Ireland, 916 Madison, Birmingham, has been elected a corporate member of the American Institute of Architects and assigned to the Detroit chapter AIA and the Michigan Society of Architects. He is employed as project designer with Eero Saarinen and Associates of Birmingham.

**PR Man Serves For Scout Group**

William J. DeGrace, 2113 Yorkshire, Birmingham, is spending this week at Indiana University in Bloomington, Ind., serving as public relations director for the national Conference of the Order of the Arrow.

About 3,000 boys from all states are attending the event, a biennial meeting of delegates representing 150,000 members of the national society of honor campers of the Boy Scouts of America.

DeGrace is a volunteer assistant to the B.S.A. national public relations service.

**Jacobs Elected**

John W. Jacobs, 7230 Parkhurst, Bloomfield Township, assistant controller at Wolverine division of Calumet & Hecla, Inc., has been elected secretary of the Detroit chapter of the National Society for Business Budgeting.

The upper peninsula explorations of Dr. Douglas Houghton revealed Michigan's mineral wealth in the 1840's.

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**Maps Offered To Motorists**

Standard Oil division of American Oil Company will distribute 2,152,000 maps in Michigan this year to motorists who come in to their dealers' service stations. Distribution is part of the Standard Dealers' travel program, "As You Travel, Ask Us."

Because of the quantity, it was necessary to make more than 75,000 individual changes to existing maps to reflect current road progress and bring up-to-date information to the motorist. Another 35,000 corrections had to be made to show current population changes.

AN OUTSTANDING new feature of each state map is a specially designed points of interest panel to add adventure and enjoyment to a trip. The new panel describes historical sights to see, lists popular parks to visit and sports areas to use, and even includes such information as where to find a covered bridge, an Indian burial ground, or a breath-taking view for the camera enthusiast.

There are 67 American Oil map folders covering 49 states, Canada, Mexico, Central America, and many of the nation's larger cities. Altogether, the folders carry 357 individual maps, counting city maps that often appear on the same folders with state and regional maps.

**Beer, Not A Food**

**Medical Mirror**

Q. I have heard that beer is highly nutritious. True or false?  
A. Beer provides about 160 calories per 12-ounce container. It furnishes energy, but not protein or vitamins. The only vitamin present in significant amounts is niacin. Beer is low in sodium, as often claimed, but two 12-ounce bottles would contain enough sodium to bother a person on the usual low-salt diet.

Q. I have hypotrophic arthritis. Is there any treatment other than aspirin and heat? I am only 43 years old.  
A. Hypertrophic arthritis, also referred to as "osteoarthritis" and "degenerative joint disease," is reported to occur in most people past 50 or so, but causes symptoms in only about 5 to 10 per cent. Various drugs and hormones have at one time or another been used in treatment of this condition but result in anything but spectacular. The basic methods of treatment, have remained about the same for some years. They include: a drug to control pain; rest; support; exercise; heat; weight reduction and time.

Q. Are children more or less susceptible than adults to poison ivy rash?  
A. From about 3 years on, children are about as susceptible to poison ivy as adults. Infants and children up to 3 are somewhat less susceptible.

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