

Manpower Seminar Is Led in New York By Birmingham Man

Herbert E. Ehrig, director of client relations, Flore Inc., Detroit-based sales manpower development agency, conducted a day-long orientation seminar on manpower development under the auspices of the American Management Association in the Sheraton-Palace Hotel, San Francisco, Tuesday.

Ehrig, who lives at 6810 Cedarbrook, Birmingham, has conducted similar seminars for AMA in New York, Chicago, New Orleans and other marketing centers during the last year.

The seminars are offered to sales and marketing executives representing all types of business and cover the major aspects of marketing management over a two-week period. Business leaders in each category are the conference leaders.

Henry Ford adapted his mass-production theory to boat-building. The first World War I Eagle boat launched in Dearborn on July 11, 1918, was the first to be assembled by these new methods.

Imagination Used to Fight Fires

Engineers at the conservation department's forest fire experiment station near Rosemont are letting their imaginations and technical know-how run full speed ahead these days in planning, research and design development.

This "imagination," as they call it, has been the fuel for new and better fire-fighting equipment in Michigan ever since the station came into being 34 years ago.

Yearly totals of forest-fire damage records have been trimmed from hundreds of thousands of acres to a small fraction of this toll over the last three decades.

In recent years, added impetus has gone into the station's format of planning testing and designing.

Most of the push comes because of a growing threat to forest lands—the crown fire. As Michigan's forests have grown from brush to tree size, the crown fire poses the most serious danger to northern forest lands.

HARD-HITTING as it has been in beating down fire losses, the department's present line of stand-

ard equipment is not designed specifically to control this latter-day threat.

Here is where "imagination" comes into the picture and it may already have produced one answer to crown fires—a five-ton sand-caster now under construction which may be ready for tests and wild fire duty this spring.

Working in principle much like a rotary snowplow, the sand-caster is a refined offshoot of two pilot models built and tested at the station since 1937.

The new model is faster, more compact and throws sand farther than the earlier types. It gives promise of taking the offensive against some fires rather than merely working as a defensive weapon.

THE PRESENT PLAN to control crown fires is to build fire-proof barriers around them. The sand-caster would do this by throwing up a screen of dirt on tree tops in front of the fire's head, cutting off a potential supply of fuel. It would then run along the flanks of the fire to box in the blaze. Its two-way stream of sand would also lay out a barrier on the ground.

This is important because when crown fire reaches a relatively "Open" area, it will drop to the forest floor and advance along the ground only to explode in the tree tops again when the fuel supply becomes richer.

Department engineers are also studying the possibility of spraying crown fires from portable platforms above the tree tops. Mounted with high-pressure spray guns in swing-scoops, they could work in close range of crown fires, above the tree tops.

A KEEN EYE, being kept on industry's progress with chemical fire retardants in hopes that a spray solution will be developed for building another type of wild fire barrier.

By far, the most useful area of the station's "imagination" is in the field of "fire as a friend." "Controlled burns" are already used on a limited scale to provide wildlife openings and improve timber stands.

The day may not be far off when fire will become a standard, much used tool of land management in other ways—for removing or thinning undesirable tree and plant species on a broad scale; to prepare sites for tree planting and natural reproduction; and to control insects and diseases which today take a heavy toll of timber.

Children Can't Know Value of Birthdays

By RUTH VOGT
Special Writer

After one has experienced quite a number of them, one begins to wonder whose idea it was to waste birthday celebrations on youngsters.

This isn't to say that it's not proper and right to show the little darlings with parties, presents, cake and balloons, but let's not ignore the fact that only those who discover, via the bathroom mirror, the first appearance of a double chin, a drooping neckline, funny little lines creeping in around the corners of the eyes, and the eyes themselves shining not as brightly as long ago, well—

These are the ones who truly grasp what it means to add another year to the ones you already have.

LET DIOR, Elizabeth Arden too, and all the others who spend their hours in trying to sell us the theory of "perpetual youth" is the ultimate goal in life? Or is it what is being attempted here. Nothing will erase the idea that—

Each single year of a person's life, lived to his best ability, is a

precious gift! "Oh, but lady, do you actually mean that you welcome the sagging chin line, the lined throat beginning to appear and all those around the eyes?" one might, in truth, retort. No—

NO ONE REALLY jumps up and down on the bathroom floor when these definite signs of aging are suddenly noticed. However—

A strange, most consoling reaction sets in as one can't help but observe changes taking place within the bathroom mirror as another birthday emerges on top of many others.

Without being considered unfeeling to the finer things of life and what they have to offer, may it be stated that the phrase "be what?" has often accompanied the findings of the wrinkles, the lines and fading eyes?

In a very odd, almost undesirable way, this realization of one growing older doesn't hurt at all!

IN FACT, it's almost as if you knew it'd happen from way back

April 18, 1963 THE BIRMINGHAM (MICH.) ECCENTRIC 7A

when you first recognized yourself in a mirror. Would one call this a built in "radar of the mind" huh? "How come it doesn't affect a person when these changes are suspected as the months climb on top of the other?" We might all ponder here.

I wonder if it isn't because (Dior and Arden, forgive me, please?) a thousand other, far more important, things have occupied our minds and hearts in the years we counted many birthdays on our calendar?

LABEL THESE things compensations if you wish. I much prefer the term "gifts." Because that's exactly what they are. And they are handed to us by the very fact that we do experience years of living, month in and month out.

What are birthdays, after all, except another knot woven into the tapestry of our existence which seems, with each knot tied, to be much more cherished by each of us who is still weaving our Tapestry of Life?

Wrinkles, lines (another sign of a chin), you aren't such enemies as magazines point you out to be. Honest, you're not... That's the pattern of life?

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THE GOLDEN YEARS

Here is a classic family case that points up dramatically two of the major problems parents face in retirement—their money and their children, and the conflict between the two.

"My father retired four years ago with substantial savings, five married children, and a huge rambling old house that he loved and Mother hated."

"About two years ago one of my sisters and her husband came upon bad times—their little business failed. They were quite up against it, and in talks between my sister and Father it was agreed that the sister and her husband, and their child, would move into the family home."

"IT WAS to be for six months at most, all of us were told. Just until Good Old Joe could get on his feet again."

"Four months later, almost to the day, Father died of a heart attack. And there sat sister and Joe. "Father left a will giving everything to Mother, with the provision that at her death the children cash in. When the dust settled the first thing Mother thought of was getting rid of that house."

BUT, ACCORDING to the sister telling this story, Joe and his family stayed serenely on. Where they had been living out of suitcases before, they now began moving their furniture out of storage and into the home.

"My sister's husband went back to work, and made some sort of vague agreement with Mother that he and sister would share the expenses of the house. This they have never done."

"AND ALL the while Mother comes to us other children complaining bitterly. She wants Joe's family out. She cries they are living on her money. That they are mean and selfish. That she wants to move into an apartment and sell the place."

"But she hasn't got the courage to kick Joe and sister out. . . . "It makes the rest of us mad enough to fight. But unless Mother can muster the nerve to tell Joe to move out, we other children don't dare stick our necks out."

THE FIRST problem here is to get Joe kicked out, and the second one is the fundamental matter of the jealousy of the other four children over inheritance money.

The first problem can be handled in two ways: one by having the executor of Father's will step in and tell everybody—not just Joe's wife—that it was not Father's in-

tervention that any one child get an advantage over the others.

THEREFORE, since Joe and his wife are getting an advantage, they must start paying to the estate so much per month, or move out of Mother's house.

The second way would be for one of the other four children to hire a lawyer to work out a trust fund arrangement for their own children.

In both cases cited here the whole affair of Joe's sponging would be brought into the open—and by impartial outsiders who wouldn't care whether Joe and his wife blew their fuses or not.

Bits of Birmingham

In what Councilman Edward M. (Ted) Shaghtel described as "a meeting with semantics," all committees of the village were made into commissions at Monday's council meeting. Chairmen of all committees were simultaneously named commissioners.

Southfield Names City Assessor

SOUTHFIELD The council Monday night approved the appointment of Wilbur M. Meier as city assessor by Mayor James Clark. Meier has served the city as deputy assessor since 1961. He replaces Gerald Eastlick who resigned his position recently.

Comedy Corner

"It's a very poor imitation—you're a disgrace to your profession!"

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An excellent sales record in 1962 qualifies District Manager M. E. Daniels, 565 W. Huron St., Pontiac, Michigan, for attendance at Modern Woodmen's 1963 national sales conference at the Saxony hotel, Miami Beach, Florida. There he will join with other top-ranking agents of the Society for further advanced instructions in life insurance counseling. We congratulate him for his achievement, and recommend him to you as an able life insurance agent.

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