

# Animal testing a necessary evil



**AUTO TALK**  
**DAN MCCOSH**

I was eating a breakfast of sausage and scrambled chicken the other day, when I read about another demonstration against GM by the animal rights activists down at the auto show.

This was only a couple of weeks after I saw a bumper sticker on a car on Telegraph Road, driven by a woman who had lashed her kid into a child seat, that read: "Stop GM from experimenting on animals," or something to that effect.

GM is by far the most offender in torturing poor, defenseless animals among the world's auto makers. This is because GM spends more time and money on biomedical engineering than any other company.

Exactly why isn't clear.

So far, this kind of research hasn't been enormously profitable, and the notion that GM is actually spending lots of money simply to improve auto safety doesn't fit with the politically correct view of GM.

But I digress.

Biomedical engineering is by its nature a pretty messy business, since it involves studying things like how far a leg can be bent before it breaks. Or how hard you can be hit in the stomach before you die.

I myself don't have much stomach for this kind of thing.

I once attended an engineering presentation on how legs break when hit by a car. I got sick just by looking at line drawings and diagrams and imagining what the real thing would look like.

GM biomedical engineers studying these kinds of things had a choice: They could run down real people, or maybe set up a lab to hit pregnant women in the stomach, or maybe kill a few pigs.

I, for one, think they made the wise choice by killing the pigs.

My choice of breakfast food is only one reason I tend to side with GM biomedical engineers on this issue.

The arguments on the side of the pigs usually go something like "Don't we have computers to study these things?"

Yeah, but the fact is that computer simulations have to start somewhere; they need something to simulate, which usually is an animal, or in some cases cadavers donated for medical research.

Frankly, I wonder if the pro-pig people are merely getting in touch with the pig's feelings, or whether there is something more sinister going on here, a kind of anti-science movement that ultimately will put the value of an animal's well-being above a human's.

There is something buried in the psyche that recoils at medical research, the stuff of hundreds of horror movies when it runs amuck.

But I don't think most of the animal rights activists are that metaphysical. Mainly, I think they just don't like things to be so messy.

They want the benefits of crash studies, experiments on animals and cadavers, but just don't want to think about it.

That of course leads to closing away the men and women who manage to overcome their own squeamishness and continue studies that have greatly improved the safety of the automobile, saving countless lives in the process.

Worse than unsung heroes, they end up being kept out of the public view, like people used to do with a deranged relative in the attic.

I think it's time for a people's rights organization dedicated to supporting needed biomedical research. I've already figured out a slogan:

"I eat pigs for breakfast."

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## MARKETPLACE

To place your business in the marketplace calendar, mail the information, including the business telephone number and address, to: **Business Editor, 36251 Schoolcraft, Livonia 48160.** Or drop the information off at your local Observer or Eccentric newspaper office.

Farmington Hills 48334. Phone is 473-3070.

Advest Realty has moved to new offices at 25539 Southfield Road, Southfield. Phone number remains 559-3333.

Arbor Drugs of Troy has received a High Performance Retailer Award sponsored by Chain Store Executive and Management Horizons, an Ohio consulting arm of Price Waterhouse. Arbor is one of 12 retailers nationwide to win the award since its inception seven years ago. Qualification is based on achieving above-industry-average financial results for the period 1985-1991.

W.B. Doner & Co. of Southfield has been selected as the agency for Ponderosa Steakhouses.

Sears Merchandise Group will open hardware stores at 7490 Haggerty in West Bloomfield and early next year in Lincoln Square Center at 26235 Greenfield, Southfield.

Ross Roy Communications, Bloomfield Hills, won two outstanding merchandising achievement awards from the Point-of-Purchase Advertising Institute for displays it created for Chrysler Corp. and Hiram Walker & Sons.

Oakland County Economic Development Division has produced the How to Start a Business at Home guide, 23 pages designed to help potential business owners determine if they have entrepreneurial qualities. If the idea as have been researched thoroughly, and if the home is the appropriate place to locate the business. It also includes tips on writing a business plan, financial statements and projections, and how to set up a home office. For a copy, send a check for \$2 payable to Oakland County to Oakland County Economic Development Division, 1200 North Telegraph, Pontiac 48341.

Vance & O'Rourke, financial and retirement counselors, have moved to 3250 W. Big Beaver, Suite 231, Troy 48064. New phone is 649-1144; fax is 649-1733.

Rockwell Clutch Co., Troy, has released a clutch field maintenance manual available by sending \$2, requesting Field Maintenance Manual No. 25A from Rockwell International, Literature Distribution, 3500 Industrial Road, Livonia, MI 48084.

Saturn of Southfield is opening at the site of the former Jeep Eagle Dealership on Telegraph north of 12 Mile Road. It is owned by Al Serra, who owns two other Saturn dealerships and who is CEO of Team Management. He is joined by Bert Reid, a resident of Birmingham, as vice president and partner of Saturn of Southfield.

Stone, August Baker Communications Cos. of Troy is offering its services on a pro bono basis to the Detroit Institute for Children and the Reggie McKenzie Foundation.

State Discount Brokers, a Cleveland-based discount brokerage service, has opened an office at 2301 W. Big Beaver Road in Troy. The company executes client orders to all principal stock exchanges and over-the-counter markets.

Executive Relocation Corp. is relocating to join its parent company, Michigan National Bank, in its corporate headquarters building at a 27777 Inkster Road,

## DATEBOOK

**ASQC**  
The Greater Detroit section of the American Society for Quality Control's open meeting on Thursday, Jan. 14, at 6 p.m. will feature Gordon Morgan of First Technologies Safety Systems speaking on "Crash Dummies." Place First Technologies Safety Systems, 47460 Gallon Drive in Plymouth. Call 451-4004.

**PERSONALITIES AND WORK-PLACE**  
The Association of Women in Computing's Tuesday, Jan. 19, at Laffrey's Steak on the Hearst in Detroit will feature motivational speaker Ann D'Arcy who will discuss "Personality Traits Between You and Your Boss" at 6:30 p.m. Call 427-5144.

**OAKLAND CHAMBER**  
The Oakland County Chamber Division of the Greater Detroit Chamber of Commerce invites the business community to attend its 83rd annual meeting to "Focus on the Future" on Tuesday, Jan. 19 at the Northfield Hilton in Troy beginning at 5:30 p.m. Speaker: Florine Mark. Call 683-4747.

**FUNDING EDUCATION**  
The Troy Public Library will sponsor a free seminar on preparing families for college bills on Wednesday, Jan. 20, beginning at 7 p.m. Presented by Education Technologies Inc. Call 641-7400 for information.

**DATA PROCESSING**  
The Detroit chapter of the Data Processing Management Association

will hold its monthly meeting on Wednesday, Jan. 20, jointly with EDP Auditor's Association at the Southfield Ramada Inn beginning at 5:30 p.m. Speaker: Michael Graves, president of Data Systems Network Corp. Topic: LAN Evolution - The Next Step Could Be MIS' Greatest Disaster.

**APPRAISERS' SOCIETY**  
The Detroit Chapter of the American Society of Appraisers will hold its annual meeting on Tuesday, Jan. 19 at the Botsford Inn in Farmington Hills beginning at 6 p.m. Speaker: Lawrence F. DuMouchelle, director of DuMouchelle Art Galleries in Detroit. Call 237-7924.

**ADVERTISING PROFESSIONALS**  
The Business Professional Adver-

tising Association of Detroit is featuring speaker Craig Walker, executive director of Krupp/Taylor USA, at its Thursday, Jan. 19 meeting at the Somerset Inn in Troy beginning at 11:30 a.m. Topic: Direct Marketing from an International View. Call 851-9095.

**NAPM**  
The Metro Detroit chapter of the National Association of Purchasing Management will hold its monthly meeting on Thursday, Jan. 21, at the Ukrainian Cultural Center in Warren beginning at 5:15 p.m. with a mini seminar on "Merging Two Corporations" presented by Don Alessi, CPM, Comica Inc. The after dinner program is "Buy Back the Future (Recycling) with speaker Steve Royce, merchandise manager, University of Michigan Store.

## QUARTERBACK SPECIALS...

PURCHASE A PARTY TRAY AND  
RECEIVE A TAIL GATE PARTY PAK  
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DELUXE CLUB  
**BOLOGNA**  
**\$1.69**  
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**COOKED**  
**HAM**  
AND WATER  
PRODUCT  
**\$2.19**  
LB.

**Brewster**  
**BREWSTER PREMIUM**  
**SWISS**  
**CHEESE**  
**\$3.79**  
LB.

**Kahn's**  
**TURKEY BREAST.....LB. \$3.89**  
**LAND-O-LAKES WHITE/YELLOW**  
**AMERICAN CHEESE.....LB. \$2.99**  
**SANDRIDGE GOURMET**  
**MACARONI SALAD.....LB. 99¢**

**dairy mart**

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## When my routine pregnancy suddenly wasn't...

*I was glad I'd chosen Hutzel.* From the beginning, my pregnancy was described as "normal." So when I wanted a private room—one where labor, delivery, and recovery could all take place—my doctor had no objections. But if something went wrong,



I wanted to know my baby and I would also have the most knowledgeable specialists and the latest medical technology nearby. So I chose The Detroit Medical Center's Hutzel Hospital.

To my surprise, Hutzel's private LDRP (Labor, Delivery, Recovery, PostPartum) rooms were among the most spacious and beautiful I'd seen. I was glad I could be in one—and that I'd chosen Hutzel. Because at the last minute, my baby developed complications and a team of Hutzel specialists was right there to provide the care we both needed.

Like a lot of other women, I've learned there's no such thing as a "routine" pregnancy. Thank goodness there's Hutzel Hospital.

For more information, or a physician referral, call 745-5000.

Wayne State University  
**DMC Hutzel Hospital**

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