

Directory Lists State Products

ANN ARBOR -- Michigan's importance in international business is made clear in the new Michigan International Business Directory, 1967-68, published by The University of Michigan's Graduate School of Business Administration. The 290-page directory lists more than 725 products manufactured or distributed by Michigan firms, and offers detailed information about some 2,000 companies—all in five languages.

Whether a prospective importer speaks English, French, German, Japanese, or Spanish makes no difference. The directory provides in each language an alphabetized index of products.

It also includes goods classification categories in each of the languages, and concludes with a detailed listing of each Michigan firm, plus a listing of special service agencies from banks to port authorities.

THE DIRECTORY also offers some facts about Michigan which help explain the state's increasing importance in world trade. With territory roughly equal in size to Czechoslovakia or Greece, and with its eight million population about equal to Sweden, Michigan is not only the automobile capital of the world but maintains a diversified economy.

The state is particularly important in the production of metalworking machinery, conveyors, industrial patterns and molds, metal stampings, wirework, cereal preparations, building fixtures, industrial belting, and athletic goods. Mining and agricultural activities remain substantial. From the earth Michigan draws magnesium, peat, salt, gypsum, bromine, sand, gravel, iron ore, copper, and Portland cement. Their value in 1965 was estimated at \$690 million.

Agricultural products the same year were valued at \$750 million. After dairy products, major crops are wheat, dry edible beans, sugar beets, fruits, and corn. Michigan produces about one third of the nation's dry beans and cherries.

MICHIGAN and its four neighboring states—Illinois, Indiana, Ohio, and Wisconsin—have a population of over 58 million, all within easy access of Michigan's 24 deepwater harbors.

Linked by good roads and air service to adjacent areas, Michigan is strategically located to serve markets in Canada, which borders the state, and to many points in Europe. Many European points are actually closer by water to Michigan than they are to New York and Baltimore.

Michigan's growing role in international trade is exemplified in one surprising statistic. In 1965 the Detroit customs district ranked second in receipts for all U.S. ports engaging in foreign trade (New York was first).

With the opening of the St. Lawrence Seaway, Michigan's water transportation became a vital link between the industry of the central United States and the rest of the world. Tonnage passing through Michigan's Sault Canal or the Detroit River is more than that which passes through the Suez and Panama Canals combined.

The Michigan International Business Directory is based on an extensive survey of Michigan business conducted by the staff of the Institute for International Commerce, Part of the U-M Graduate School of Business Administration. The Institute was established in 1956 under authorization of the Michigan State Legislature.

Spice Cabinet

- SOUR CREAM RAISIN PIE**
- 1 egg
 - 1 cup granulated sugar
 - 1 cup ground raisins
 - 1 cup sour cream
 - 2 tablespoons flour
 - 1/2 teaspoon nutmeg
 - 1/2 teaspoon cinnamon
 - 1/2 teaspoon salt
- Mix all ingredients and place in unbaked crust. Cover with top crust and bake at 425 degrees for 25 minutes.



STEVENSON SOPHOMORE WINNER.—Richard Birkett, Stevenson High School sophomore, is shown with first place trophy he won in the mechanical drawing division of recent statewide competition sponsored by Michigan Industrial Education Society and held at Eastern Michigan University. Above, left to right, his mother, Mrs. William H. Birkett, Richard, Tommy Atkins of Frederick Post Co., who made the presentation, and Joe P. Knight, drafting instructor at Livonia's Stevenson High School.

Psychology Role In Asthma

Striking evidence that perhaps half of all asthmatics are reacting to psychological factors rather than pollen or dust when they have attacks has been presented by a Brooklyn medical team.

The study showed that in a large percentage of cases the patient's state of mind is more important than even the effect of one of the most commonly used asthma drugs.

It showed also that an ordinary salt spray could either cause or relieve asthma attacks in these patients, depending on what the patient was told to expect.

THE 12 MEN TOLD were then told they were getting a drug that would reverse the attack. Although the "drug" was a mist of the same salt solution that caused the attack, all 12 recovered from the attack immediately.

As a double check, the same experiment was tried with patients suffering from other lung diseases such as tuberculosis and chronic bronchitis, and also on people with no respiratory illness. None showed any kind of reaction.

But in the group of 12 which had reacted according to suggestion rather than according to actual physiological effect, none showed any sign of improvement from the drug.

When this reactor group was given another salt spray and told it was medicine, they did show improvement, Dineker said.

The final test was to give atropine to five reactors. This is a drug that opens air passages but does it by a different nerve pathway than isoproterenol. This time the reactors reacted according to the expected pharmacological effect.

A MEDICAL STUDENT conducted the study on 40 long-term asthmatics.

The patients, all volunteers, were told they were being given inhalations of dust, pollen or animal dander which would bring on an attack.

Actually they were given inhalations of a salt solution which is known to have no effect whatsoever. Nevertheless 19 of the 40 suffered a significant increase in air passage resistance and 12 of the 19 developed full-blown attacks including wheezing and shortness of breath.

THE DRUG PRODUCED relief in breathing in all 16 of the subjects who had been nonreactors in the original experiment—in other words the drug did what it is intended to do on these patients.

E. J. Korvette

Angel of a deal for the little Angels!



BIG 8" x 10" LIVING COLOR PORTRAIT

99¢ PLUS 50¢ HANDLING

GENUINE FULL NATURAL COLOR PORTRAITS! Not the old style tinted or painted black and white photos. SATISFACTION GUARANTEED or your money refunded. FOR ALL AGES! Babies, children, adults. Groups photographed at an additional 99¢ per subject. LIMITED OFFER! One per subject, two per family.

WE RESERVE THE RIGHT TO LIMIT QUANTITIES. This very special offer is presented as an expression of our thanks for your patronage.

TUESDAY THRU SUNDAY-MAY 7th thru 12th- STUDIO HOURS 11 to 7 p.m. DAILY. SUNDAY 1 p.m. to 5 p.m.

REDFORD Telegraph Road & West Chicago	SOUTHGATE Fort Street & Pennsylvania Ave.	ROSEVILLE Gratiot Ave. & Twelve Mile Rd.
-------------------------------------------------	-----------------------------------------------------	----------------------------------------------------

MONTGOMERY WARD

GIFTS OF FRAGRANCE FOR MOTHER FROM WARDS! REMEMBER HER ON MAY 12th!



Beauty Salon
2ND. FLOOR
Wonderland Center
Plymouth at Middlebelt

PHONE GA 7-1600

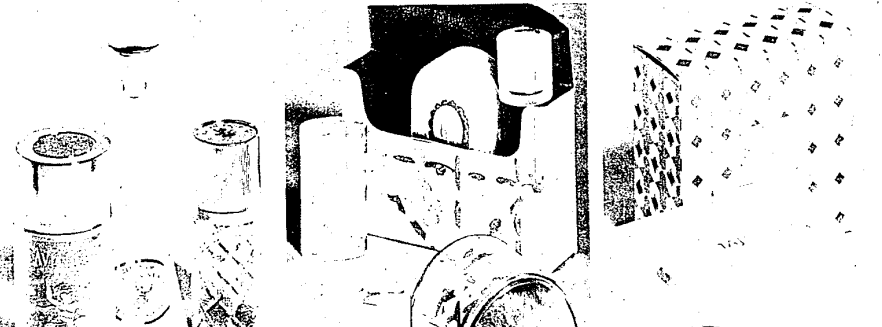
RESTOR
TREATMENT PERMANENT

The wave with the famous Restor conditioning treatment built in to restore damaged, broken, split hair to normal, natural beauty. Whether you prefer curls or gentle waves you'll discover a new naturalness coupled with an easy-to-manage coiffure.

RESTOR'S BUTY GLOW PERM \$10.00 including creme shampoo and styled set

CHARGE IT

NORMAL HAIR ONLY

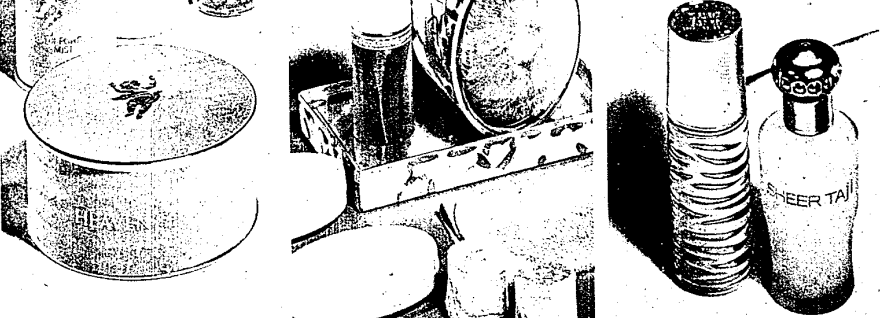


HELENA RUBINSTEIN

How could you go wrong with a fragrance that's HEAVEN SENT? A delightful floral potpourri so subtly piquant it's almost real, so lavishly ravishing and feminine she'll love you for one or all of these gifts.

Make your selection now, at Wards.

Eau de Parfum Mist, 1 1/2 oz. bottle...\$2.50
Aura of Heaven Sent, 4-oz. bottle...\$4
Bath Powder Mist, 6-oz. bottle...\$3
Dusting Powder with a poufy puff...\$2.30



FABERGE

She's a Mom for all seasons... a Merry Springtime... and a Happy You with a gift of STRAW HAT, a saucy fragrance, naively refined as lively as the Mad Hatter's. Spray Bath Set: Cologne/Bath Shower Set: Soaps/Cologne Travel Set: Soaps/3 towels



SHULTON

DESERT FLOWER and TAJI—haunting fragrances whose far-away names and uninhibited scents will enchant Mother. She'll fall for the Oriental mystery of TAJI or the exotic floral blend that's DESERT FLOWER. Tajl Perfumed Bath Powder, 4 1/2 ounces, with a fluff-all-over puff...\$3.75
Desert Flower Spray Cologne, 2 ozs...\$2
Sheer Tajl—a silken, all-over body fragrance in a 2 1/4-oz. frosted bottle, \$3.50

YOUR SHOPPING DOLLARS GO FURTHER WHEN YOU USE WARD'S CHARGE CARD—JUST SAY "CHARGE IT!"

ALLEN PARK 16621 W. Middlebelt Rd. 385-9403 • DETROIT Grand River at Greenfield 735-4200 • FARMINGTON Downtown Shopping Center 476-6250 • MT. CLEMENS 111 56th at Gratiot 791-2000
DEARBORN 41414 at Chrysler 584-0500 • DETROIT Gratiot Near 7 Mile Rd. 371-1415 • LIVONIA Plymouth at Middlebelt 427-1600 • PONTIAC Mall Telegraph at Elizabeth Lake Road 682-4940
SOUTHFIELD Telegraph at 12 Mile Rd. 358-1200 • SQUINGATE Lincoln at Eureka Rd. 285-4600 • WARREN 12 Mile at Dearborn 754-2500