

DEARBORN

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discussion. This working-together philosophy is evident in the membership of the Board of Directors who actively and regularly counsel management and in the Coordinating Committee, top policy group that meets at least weekly.

Members of the Board of Directors, in addition to Pierce, are Thomas A. Farrell, vice-president of Dearborn Motors; B. A. Best, secretary-treasurer, Dearborn Motors; Grant L. Cook, senior partner of the law firm of Cook, Beake, Miller, Wrock and Cross; John R. Davis, vice-president, Ford Motor Co.; Ernest E. Breech, executive vice-president, Ford Motor Co.; and Ernest C. Kanzer, chairman of the Board, Universal G.T. Credit Corporation.

The Coordinating Committee consists of the officers and division managers of the Corporation. In addition to Messrs. Pierce, Farrell and Best, the following serve on the committee: general sales manager and assistant general manager; general sales manager; manufacturing and engineering division manager; advertising and sales promotion manager; order and distribution manager; purchasing manager; employee relations manager; customer research; and patent counsel.

Products of Dearborn Motors July 9, 1947, Dearborn Motors introduced the new Ford tractor Model 8N and 19 Dearborn imple-

ments at a national demonstration for press and radio at the company's educational and experimental farm, Deer Lake Hills Farm, Clarkston, Mich.

Progress since that time has been rapid. Today more than 75 implements are in the Dearborn line, and they range from the basic plow, cultivators, etc., to corn pickers, corn snappers, combines, and special equipment for soil conservation and other modern farming practices. More are on the way.

Public acceptance of the Dearborn line is reflected in the wide adoption of the equipment by farmers. In 1948, production of Ford Tractors was 104,000; of Dearborn implements, about 500,000.

SLEUTHS

(Continued from Page One)

youngsters and adults. A special family night is proving to be very successful on Thursdays.

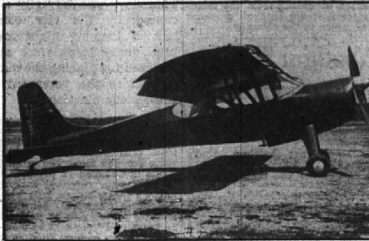
Parents are urged to swim with their children or come and watch them perform. Young children not accompanied by one of their parents will be refused admittance to the pool. Children must not wear their swim suits to the pool at any time. Every one must take a soap bath before entering the pool.

If enough interest develops, a future diving class for boys and girls will be conducted by J. Myers, swimming and diving coach for the Birmingham schools.

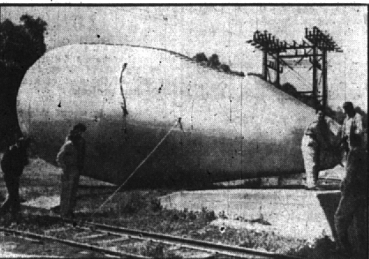


TWINS? LOOK AGAIN—What appears to be a cute brother-sister combination turns out to be the same youngster, 3-year-old Vic Cortez, of Memphis, Tenn. The coy little "girl" at the left was transformed into the grinning he-man at the right after a fitter struggle in the barber's chair.

Specializes in Quick Takeoff



While resembling a conventional light plane, this new craft has taken off and landed on an area no larger than a tennis court. The two-passenger version above can fly at a minimum speed of 27 mph with no risk of stalling or spinning, and makes little more noise than an auto. Called the "Heliplane," because its characteristics approach those of a helicopter, the craft now costs more than standard planes, but its designer hopes that eventually it may be mass-produced at the price of a popular car.



NEW KIND OF INFLATION—The war surplus barrage balloon above is filled, not with gas, but with 2400 bushels of wheat. Jack Berger of Cleveland, O., who has on hand 3000 of the gas-bags he bought from the government, got the bright idea of using them as storage bins for part of the nation's bumper wheat crop when he read about farmers piling the grain on the ground for lack of storage space.



"THE CAR OF THE FUTURE"—That's what they called this unconventional-looking automobile at the Oakland, Calif., Auto Show. Above, model Sherry Stevens steps into the teardrop-shaped vehicle, which has four independently sprung wheels set in a diamond shape. The wheel arrangement gives it a turning radius of 12 feet—about half that required by a standard auto. Only drawback to the "Car of the Future" is its building cost—\$5000, not including labor.



BANKER'S HOURS AREN'T SO HOT—When John H. Parker, of Conway, Mass., gets through his duties, right, as president of the Conway Savings Bank, Parker found that his salary as a bank official was inadequate to support his family of four, so he now puts in 48 hours a week as a freight handler, tending to his banking duties nights and Sundays.

EXECUTIVES

(Continued from Page One)

eral Motors in 1939 to become general sales manager of the Kelvinator Division of Nash-Kelvinator Corporation, and in 1941 was appointed vice-president in charge of both refrigerator and automobile sales for that company. He was credited with tripling the volume of refrigerator sales while with Nash-Kelvinator.

He returned to General Motors in 1943 to become manager of the Detroit office of the G. M. public relations department. He was appointed vice-president in charge of cooperation and a member of the organization's general staff in July, 1945.

Pierce is vice-president of the Farm Equipment Institute and a trustee of the Detroit Agricultural-Industrial Foundation.

Active in civic affairs, he is vice-president of the Community Chest of Metropolitan Detroit and a member of the Chest executive committee and a member of the advisory committee of the Economic Club of Detroit.

Member of the Bloomfield Hills Country Club, the Recess Club, the Detroit Athletic Club, the Detroit Club, and the Masonic Lodge, Pierce resides with his wife and two children at 421 Arlington in Birmingham.

He was born in Monticello, Arkansas.

Thomas A. Farrell is vice-president and member of the Board of Directors of Dearborn Motors and a member of the Board of Directors of Wood Brothers, Inc., Des Moines, Iowa, manufacturers of farm equipment.

He joined Dearborn Motors in December, 1946.

Farrell was with General Motors for 21 years, resigning in September 1939 to become eastern sales manager for the Kelvinator Division of Nash-Kelvinator.

A native of Newark, N.J., he attended public schools in that city and was graduated from Lafayette College in Easton, Pa., joining the Hyatt Bearings Division of General Motors in June 1918 as a rate setter, he rose to the position of sales manager of the transmission division by June 1928, when he was transferred to the Frigidaire Division of General Motors as assistant zone manager.

When he resigned from General Motors to join Nash-Kelvinator, he was eastern sales manager of the household division. He served successively as eastern sales manager, commercial sales manager and manager of the government division for Kelvinator Division of Nash-Kelvinator before being named assistant general sales manager in October, 1945.

His home is at 1120 Southlawn, Birmingham.

Have You Met? . . . Former Detroiters, Dr. and Mrs. W. C. Whitman and their two sons, Tommy and Johnny who are now making their home at 1063 West Southlawn? Dr. Whitman's office is in the Wahee Building.

CLUB NOTES

WCTU
During the months of July and August, there will be no meetings of the WCTU.



SOME CHUMS—Two inseparable playmates, a kitten named Popoki and a pup who answers to the name of Paik, are fed by their Hawaiian home, the two some, owned by Lt. D. R. Huddleston, are moving with their master to Bridgeport, Ill. Note attached to the cage read: "Caution! Please don't separate. Popoki can climb out of the crate but will not leave as long as Paik is in the cage."

Jet planes were first flown off and on a carrier by the Navy in August, 1946, when the FD-1, the "Phantom" operated off the aircraft carrier "Franklin D. Roosevelt."

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SUN TIME IS DANGEROUS

Every summer millions of Americans hasten to the beach and pools for happy hours of sun and fun.

This is the time for caution. What you may gain from sunbathing must be balanced against the harm possible from overexposure. Too much sunbathing may put a strain on the kidneys, result in toxicoin or shock, or even lead to skin cancer. For every person who buys a sunburn preventive, there are 50 persons who buy a remedy to treat sunburn.

How long can you stay out in the sun? The people of the tropical countries are protected from the sun by their dark skin coloring, but the white race is not so fortunate. If you are light-complected, take special care. "Candling" your skin by very short periods of exposure at first, until a protective tan is established. Some people never tan.

When you begin to turn pink, then is the time to get out of the sun. A few more minutes may cause a blister-producing burn. Don't forget that ultraviolet rays are present even when the sky is cloudy.

Use an effective suntan lotion to protect your skin, and be sure to re-apply it to replace loss from evaporation or rubbing-off.

By using care in exposing your body to the sun, you will help avoid painful sunburn and shock. In case of serious sunburn, call your physician. Your Rexall Drug Store will fill his prescription with free ingredients double-checking for accuracy. Remember, your Rexall Drug Store is completely stocked with excellent sunburn preventives to help make your summer vacation pleasant and safe.

SHAIN'S Rexall DRUGS

REXALL FOR RELIABILITY

Detroiters Pays Fine Car Hit Pedestrian

John As Gillespie, 1784 Sewer avenue, Detroit, entered a plea guilty when he appeared before Justice John J. Gaffill last Wednesday, charged with failure to give pedestrian the right of way. He paid a fine of \$35.

Annette Schever, 18, of 2 Ravine, who was struck by Gillespie's car as she crossed Woodward avenue at the intersection of Otland, has been released from Joseph Mercy hospital, several to hospital authorities.

The Otomanian Indians South America mix clay with their bread.

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