

## BUSINESS BRIEFS

### B'ham Building Construction Declines In Oct.

Building permits issued for the month of October in Birmingham totaled \$9 for a valuation of \$320,000. This is a substantial drop over the month of September, the year's high, when 91 were issued, amounting to \$590,000.

Largest number were granted for alterations on single family dwellings—23 in number.

The one new business building to come to Birmingham is now

under construction at 1825 E. Maple. This \$145,000 structure will add one more professional building to the growing list in and around the city.

BUILDING construction on a whole has declined in comparison to last year's ten-month period of \$5,103,623. Up to October of this year the amount is approximately a million behind at \$4,143,376. Reasons given for this decline are the steel strike, late start in the construction season due to bad weather and the fast approaching building saturation point of Birmingham.



FIRST DEPOSITOR at the new offices of the Birmingham Federal Savings, at the corner of West Maple and Pierce, was Mayor James C. Allen (center). Receiving the account is Walter L. Moreland, president. Looking on is John P. MacKay, who is a director of the association and holder of savings book number one.

### Irving A. Duffy Speaks at Confab

A Ford Motor Company vice president invited the nation's press to help build a positive public relations program for American agriculture based on understanding and facts.

He added that far from diminishing in importance, the family farm is growing in importance and stature and will be the backbone of the American agriculture of the future.

Irving A. Duffy, general manager of Ford's Tractor and Implement Division, told members of the National Editorial Association attending the annual fall meeting at the Congress hotel, Chicago, last Friday, "I know of no group more able to step into the breach of misinformation and misunderstanding that is plaguing the farmer than you, his home town editors and publishers."

Let's reassure the farmer—and others—with facts about the farm picture, to combat a rural "died gloom," he urged. "And let's reassure the farmer concerning the key role which agriculture plays and will continue to play in the ever improving standard of living which this nation will enjoy."

THE FORD OFFICIAL believes that gross farm income in 1957 will show a 4 per cent increase over 1956 which would mean an income of 71.5 million dollars for American farmers.

"I look for 1957 to be the start of a steady, though gradual, improvement in the economic status of the farmer and of the industries which stand beside him," he stated.

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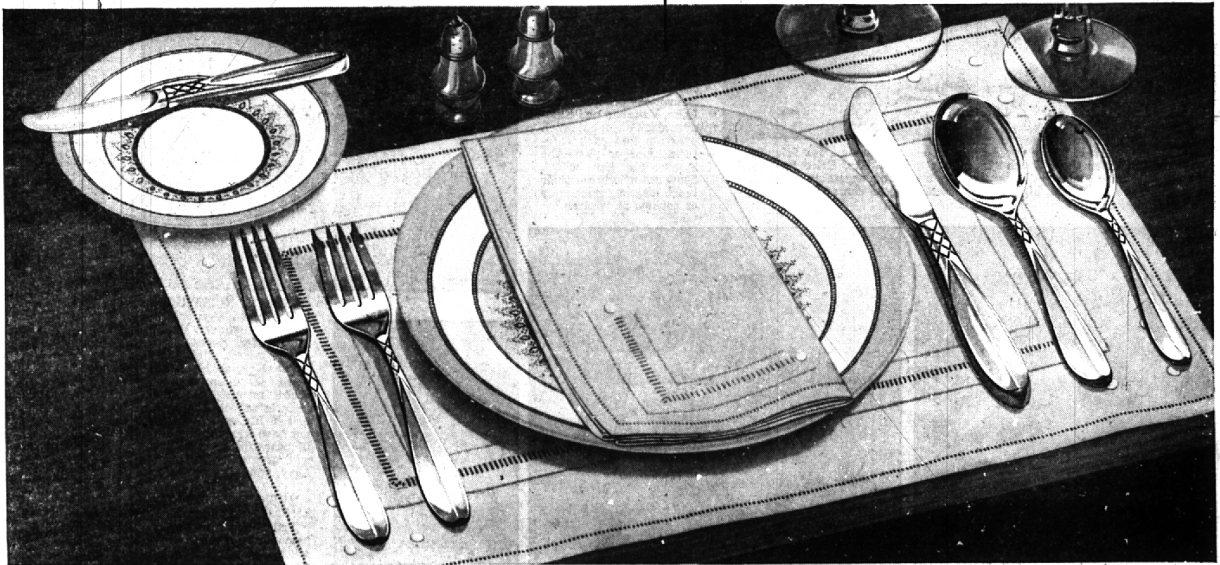
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