

BUSINESS BRIEFS

Sees Businesses And Communities Working Together

Farsighted businessmen have disregarded the old fashioned "business as usual" attitude in favor of accepting their full share of responsibility for the development and progress of their home community, a Ford Motor Company executive said last week at the area distinguished service awards banquet held in Rocky Mount, N. C., under the auspices of the Junior Chamber of Commerce.

Speaking from the rostrum, "Your Finest Investment" is Hill, general manager of Ford's Tractor and Implement Division, said. "Thought as you present these awards for distinguished service, you symbolize a new awareness that 'business as usual' is not enough. You recognize the close relationship between business achievement and community service."

HILL SAID, "Just as isolationism is a thing of the past for our nation, so is the viewpoint that business has no responsibilities outside of the profit and loss ledger. Our society is too closely interwoven, our business, our recreation, our civic and our worship ties are too intertwined to permit anything resembling complete independence of action and interest."

"Farsighted men who are leaders in our professional, industrial, and business fields recognize this interlacing of interest. And they have been moving more and more in the direction of actively supporting such basic institutions as our educational system, our hospitals, the agencies which support our health and welfare programs, and constructive political action."

He cited examples of business and industrial firms across the country who are contributing hundreds of hours of manpower and thousands of dollars to civic programs. In Los Angeles, he said, one civic-minded businessman found that he had too many business interests to permit him to enter civic affairs as fully as he felt he should. So he sold one of his businesses to devote more time to his community work.

"THE BATTLE is by no means over," he pointed out. "There undoubtedly remains a small, hard-headed minority of businessmen who have not yet seen the light. And almost as bad are the 'letter-heads'—the fellows who believe they have fulfilled their civic obligations by lending their name to civic programs without lending their time and interest. But we can be grateful that they are in the minority."

Business also recognizes its responsibility in the field of educating our young, Hill stated. Although business taxes pay a large share of educational costs, "no thinking businessman believes that he has no further obligations to education. He knows that a better educated America means higher standards of living that will require more and more of the goods it produces."

HE KNOWS THAT his business operations of tomorrow and the day after tomorrow will be only as efficient and as progressive as are the people who operate it."

He cited as an example of business...

gift by Ford Motor Company to the University of Michigan of the late Henry Ford's home, Fair Lane, and a sum of \$6,500,000 to establish a branch of the University in Dearborn.

Business also has an obligation to participate in constructive politics, Hill said. With government reaching into just about every facet of business life, the modern businessman has a very great stake in good government and should take an active role in deciding the issues of the day.

"IT IS ONE AREA in which his interest and his efforts can be used to insure our hard-won American ideals, will not succumb to indifference and inaction," he stated.

Complimenting the Jaycees on their community service, Hill said, "Many of you are well on the road toward making 'Your Finest Investment' by investing your life in the lives around you."

"But I am confident that every one of us would not hesitate to say that his or her investment could well use some additional input of interest, energy and enthusiasm. For this investment in the lives around us cannot be satisfied with an initial lump installment. We must keep adding regularly to the investment."

8 Local Admen On DMD Program

Eight Birmingham advertising executives will participate as speakers and panelists in the Direct Mail Day in Detroit conference at the Hotel Statler Friday, March 1. The all-day clinic on direct mail is sponsored each year by Detroit-area advertising groups.

GENERAL CHAIRMAN this year is Max T. Lloyd, executive secretary of the Mail Advertising Service Association International with headquarters in Detroit.

Birmingham ad men participating in Direct Mail Day include Paul John, direct mail coordinator of Campbell-Ewald Co.; Ted McManus, Jr., merchandising manager of McManus, John & Adams, Inc.; C. Norman Fry, general sales manager of direct mail division, R. L. Polk & Co.; and William C. Rich-

Special Citation For Architects

A Birmingham architectural firm was one of 25 which were specially cited for their school designs by the National School Superintendents association in convention last week in Atlantic City. Smith, Tarapata, MacMahon, 894 S. Adams, won a certificate for the design of the \$875,000 Harlan elementary school on N. Adams road, and the \$909,000 Farmington Junior high, both under construction. One hundred fifty other architects also displayed designs.

Luke, author of a book in the New Testament, was a physician.

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- A 1957 Ford Sunliner outclassed all other low-priced cars in the 160-mile National Convertible Championship Race.
- A modified Ford Thunderbird, running in the Experimental Class, out-accelerated every other car in NASCAR history.
- A modified Thunderbird topped every American Sports Car, finished first in its class and placed second to Europe's fastest sports car at the National Amateur Sports Car Race.
- A standard production Thunderbird took first place in the flying mile—outperforming all sports cars made in America.
- A modified Thunderbird won the flying mile in the fastest time made by any car at Daytona this year.
- And a Ford Thunderbird topped the field in acceleration from a standing start in Modified Sports Car Class B.

It was Ford Thunderbird power that set a new stock car record at Indianapolis, too . . . and powered the '57 Ford to 458 world endurance records at Bonneville, Utah.

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