

BUSINESS BRIEFS



Mgr. To Attend 1957 Sellowama

Among 900 Kresge Co. managers and executives attending the company's 1957 "Sellowama" in Detroit on February 7-9, will be H. A. Kresge, manager of the Birmingham store at 223 W. Maple. Sellowama is a merchandise road show featuring new lines to be introduced into the company's stores this spring. Kresge plans to return to Birmingham on February 11. "We are planning an employee meeting at our store here on the 18th of February so that all of our employees may benefit from Sellowama," Kresge said.

Mudd Appointed Market Director At Burroughs

Establishment of Burroughs Division of Burroughs Corp. and the appointment of Noel L. Mudd as general manager of marketing of the new division were announced last week by Ray R. Eppert, executive vice president. Mudd has been director of marketing of the U. S. and Canada marketing activity. "This is a major step for Burroughs Corp. in its program of decentralization into logical operating divisions, each with its own engineering, manufacturing and marketing facilities for related lines of products," Eppert said. Burroughs division responsibilities will include the present functions of the U. S. and Canada marketing activity, which has 225 branch and area offices, and the operations of the Plymouth Manufacturing and Engineering division, Plymouth, Mich., the main plant on Second Avenue, the Schafer plant and the Windsor, Ont., plant. Mudd joined Burroughs in 1923 as a junior salesman. Since 1929 he has held executive positions in the branch and regional organization and the home office. He is a Birmingham resident.

The population increase of 27 million in the United States during the decade 1946-1954 was the largest of any 10-year period in U. S. history.

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Business Surge Seen In Local Baby Boom

Special to The Eccentric
 NEW YORK, Feb. 4—Birmingham is achieving a natural solution to what is an economic puzzle in many sections of the country. The problem is how to utilize the growing volume of consumer goods and the increased production of farms made possible by new scientific tools, equipment and methods. To match the enlarged productive capacity, the consumption of goods and services must increase in proportion to it, points out Arno H. Johnson, well-known marketing authority. In Birmingham, the answer to it is found largely in the new market

made by U. S. News and World Report, consumers will require 30 per cent more goods and services than are being produced today, simply because there will be more consumers. It promises a continuance of the present rise in the standard of living. In Birmingham, by such standards, the demand for automobiles, apparel, food, house furnishings and the many other products in the local retail stores, now a \$85,244,000 annual market, according to Standard Rate and Data Service, will have grown to \$109,000,000 a year. The pressure of population, with its generation of new business, will benefit the economy as a whole, say the economists. They feel that it may even bring about a solution of today's troublesome farm problem. More people will require more food. Looking ahead, they feel that American farmers will "very likely be pressed to produce more rather than less."

Folders - - - ?

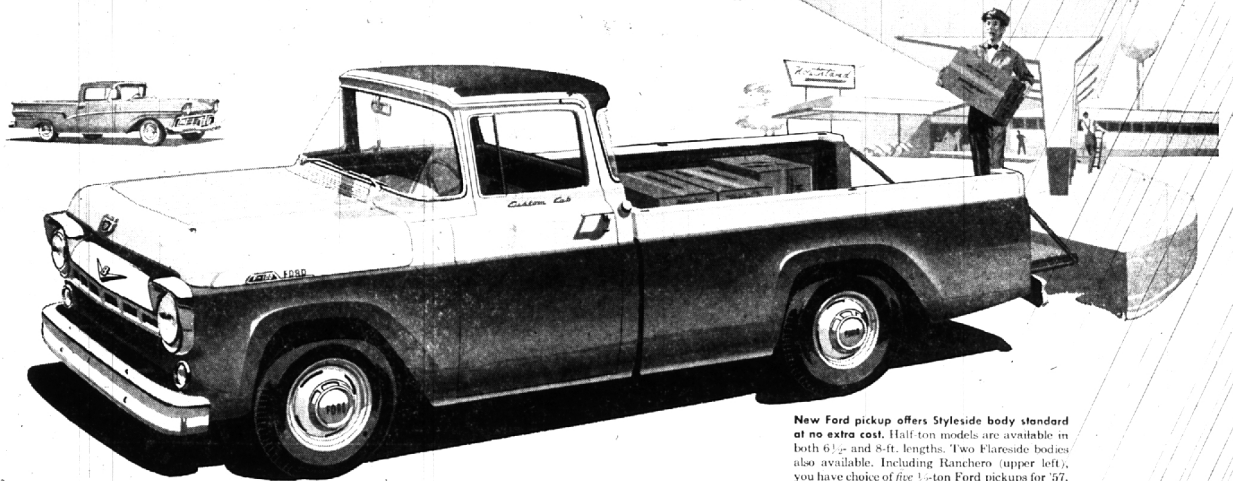
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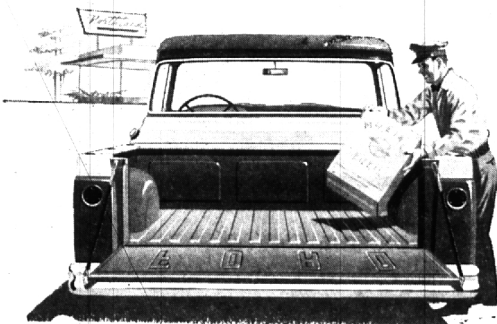
LOOK! New boldly modern Ford Pickups for '57



New Ford pickup offers Styleside body standard at no extra cost. Half-ton models are available in both 6 1/2- and 8-ft. lengths. Two F-lare side bodies also available. Including Ranchero (upper left), you have choice of five 1/2-ton Ford pickups for '57.

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Ford's new smart-looking Styleside body is standard at no extra cost.

Its fresh new design is functional, provides easier side-loading . . . gives you the biggest pickup body in the half-ton field. Beneath this sleek exterior is a deep-down newness that runs throughout the truck.

New engines have higher horsepower, higher compression ratios, new carburetion, plus many

other engine refinements. Ford's completely redesigned suspension and new, more comfortable Driverized Cab give you a ride that's mighty close to that of a car. And for chassis durability there's a new stronger frame, and new sturdier front and rear axles.

See the handsome new 1957 Ford pickups at your Ford Dealer's today. They're so modern you've just got to see what they can do!

NEW Styleside pickup bodies, standard at no extra cost. America's biggest pickup bodies! Wider with all-steel box-section corner reinforcements and recessed taillights. Side loading's far easier.

NEW cabs—stronger, roomier, smarter! New wider full-wrap windshield. New inboard cab step, new Hi-Dri ventilation, new easy-to-read instrument panel!

NEW riding ease! Completely new chassis suspension with new type softer-acting, rubber-cushioned springs . . . big roomy cab, improved visibility . . . give you riding and handling ease that's mighty close to that of a passenger car.

NEW hydraulic clutch, standard in all models from pickups to tandems. Easier to operate—works like hydraulic brake. Clutch and brake pedals are modern suspended type for extra driving ease!

NEW power advances! New higher horsepower, new freer breathing, higher compression. New advancements from camshafts to carburetors! Only Ford offers modern Short Stroke design engine, in a V-8 as well as a Six.

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