

Hill

(Continued from Page 3-B) Michigan to put it on the defensive?

FUNDAMENTALLY, I think it is a case of our people being so engrossed in making and selling products that we have neglected to sell State pride.

The State now has an organization whose job it is to help develop and tell the story about the advantages of this area.

The Corps of Industrial Ambassadors is a sales force to help promote Michigan inside and outside her boundaries.

We have nearly 200 business, industrial and business leaders in the Ambassador Corps, representing a

good cross-section of our economy, and all sections of the state. They belong to both major political parties. These are men who are devoted to their state and are willing to work continuously for its economic progress. It is our job to work at solutions to our internal problems, and as we travel out side of the state, to take a positive approach in selling the many good things about Michigan.

THE SPECIFIC programs to be used by these Ambassadors are now being developed, and like salesmen for any other "product," these men will need materials with which to work, and they must be trained in the use of these materials. They will have to know what the "competition"—in terms of other states—have to offer. And they will have to be given enthusi-

BUSINESS BRIEFS

astic support and backing by the home folks.

These salesmen, right now, have a situation which might be compared with that of the field force of a company whose plant employees are busily selling all their neighbors what poor products they are making. And whose board of directors is hopelessly split on the question of what should be done. You can imagine, I think what such a company's stock would be doing on the stock market, and what that company's credit rating would be with the banks. You can also imagine the kind of response the salesmen would get when they went selling on prospects.

So, obviously, if these salesmen are to be successful, each resident of the state has a responsibility to help them in a salable product of which we can all be proud.

Each resident of the state has the obligation, it seems to me, of developing within himself a Texan's philosophy. The efforts of the 200 Industrial Ambassadors will be puny indeed when measured against the impact which will result from eight million residents of the state doing some bragging about our assets.

THE JOB of getting such a philosophy adopted is not going to be an easy one—but no worthwhile task ever is. But it becomes more obvious every day that it must be done. And that we already have let it slide so very long.

Michigan is the subject of editorial and political cartoons in newspapers across the nation. In reading these papers, the non-Michiganer must get the impression that our state is on the verge of economic chaos.

Wherever I go outside the state, I hear the opinion expressed that Michigan has lost its attractiveness as a state for industry.

We have, I believe, hurt ourselves in the eyes of outsiders, and that we have done it for some very selfish short-range motives. We have permitted partisan politics to become so intermingled with the economic situation inside our state that we have made a spectacle of ourselves.

IN BECOMING so engrossed with the techniques of "back-alley in-fighting," we appear to have almost forgotten how to take a constructive approach to economic problems.

A basic premise that I think every person in the state must keep clearly in mind is that the need for a good economic climate will always be with us, whereas the political personalities, the party "lines" and programs will undergo constant changes.

It is important, it seems to me, that we remember that each of us probably plans to continue living and working in Michigan. We want to see it prosper and grow. We want to see that its tax burdens are equitably shared, that its advantages are available to all.

It is vital in a democracy that

each of us exercises his right to vote, that we preserve and defend our right to speak freely.

IT IS PART of our American heritage that we argue as effectively as possible against the things which we think are wrong and for the things which we think are right.

It is also a part of our American heritage and an excellent part of action—whether applied to the thirteen original colonies, our pioneer struggles against Indians, or to ourselves today—that "united we stand, divided we fall."

Many in Michigan, it seems to me, have forgotten that saying.

And there is no doubt in my own mind that we are in serious danger of falling unless we find a way to compromise our differences of opinion and start working toward some common goals.

I have the feeling that we as citizens of Michigan have been extremely slow in coming to a realization of the danger we are in. But certainly the warning flags have been flying for a long time.

WE KNOW that our industry has been an attractive target for economic blameworthy from other areas.

We should be intelligent enough to realize that the services demanded by and provided to our citizens must be paid for.

We must accept the fact that basic economic principles govern all our lives. We can't be paid more than we earn. We can't compete without being competitive.

We have let a vacuum of inertia pull into our minds a defeatist attitude toward our state and toward our problems.

It is high time we shake off that lethargy.

THERE IS nothing in the world dooming Michigan as a dynamic industrial leader except our unwillingness to face issues squarely, positively and constructively.

If our tax structure is out of kilter, and if we are penalizing ourselves with it—we must change it.

If we want more than we can pay for, we must scale down our wants.

If we have advantages in the state—we who do—must make these advantages known and capitalize on them.

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IT IS time, I think, for an end to the "let George do it" attitude toward our state's problems.

And it is certainly time for an end to the "damn-George-for-the-mess-we're-in" attitude.

Our state administration, legislature, and citizenry need help, not hindrance.

We must stop being defensive about the things which are wrong with our state. They exist, but they have been magnified out of proportion to their real size.

WE MUST start now to change the things we don't like, put a positive slant on the things which we can't change, and then look for ways and places to tell people why we're proud to be here.

That is an action program for every one of us.

Neglect it, and our state's name will indeed be Mud.

Did you know... almost a third of a million books were borrowed from Baldwin public library in 1958... about 12 books for each man, woman and child in Birmingham?



VANCE T. WRAY

Wray Named Manager at Glass Plant

The appointment of Vance T. Wray, 1824 Roseland, Lathrup Village, as manager of Chrysler corporation's new McGraw glass plant has been announced by Fred Osain, general manager of the parts and equipment manufacturing division.

Chrysler corporation announced last week that it would fabricate a large part of its own glass requirements in the plant at McGraw and Wyoming, here.

Wray joined the company in January, 1954 as general superintendent of the Youngstown, Ohio stamping plant. Two years later he became the plant manager and in early 1956 he came to Detroit as plant manager at the McGraw plant when it was a stamping facility.

He started his career with Briggs manufacturing company in 1928.

Born in Gallipolis, Ohio, on May 3, 1910, he was educated at Easton, Ohio, schools. He also attended Wayne State University's

Gibler Honored By Standard Oil

William K. Gibler, district sales manager for Standard Oil with headquarters in Birmingham, will receive a service pin from district manager Frank J. Swindell for completing 10 years of service with the company.

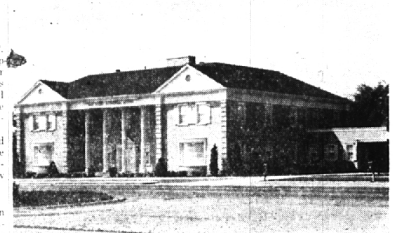
Gibler joined Standard Oil on April 4, 1949 as a salesman in Traverse city. He has progressed in various sales positions, locating in Traverse city, Holland and Detroit.

He is a veteran of World War II, having spent five years in the U.S. Navy as a pilot of multiple-engine seaplanes.

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