

Taking a strictly non-political view of the recent Kennedy-Humphrey campaign to win Wisconsin's Democratic support for Presidential nomination, dependence upon the circus phases of that rivalry to gain a hand-hold on the door knob at 1600 Pennsylvania Avenue doesn't, I think, spell civility. First thing you know some candidate may come forth with a hillbilly band, a can-can show to win votes.

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, April 28, 1960

SECTION
B

...Then the Rope Broke



It took 60 stitches to close the cut below Tom White's right knee. Tom, 14, was taken to Beaumont hospital one afternoon last week after an accident on the Rouge river, near the Willetts bridge. He was swinging across the river on a rope when the rope broke, police said. His leg was slashed open when he fell on a jagged piece of concrete. Here Birmingham police carry him out of the wooded area through St. James park. Tom is now back home at 1063 Southlawn, Birmingham.



From West to East

Walter T. Murphy, Ford Motor company official, is back today at his home at 833 Lone Pine, Bloomfield Hills. He was a member of a Ford farm survey team that made a month-long tour of Europe, the Near East and the Far East. He is shown here presenting a copy of the 1960 Ford Farm almanac to Dr. S. Radhakrishnan, vice president of India, in Bombay. The Ford-sponsored trip was arranged by the United States state department. On the tour were recipients of 1960 Ford farm efficiency awards who met and exchanged ideas with agricultural leaders in Italy, Turkey, Pakistan, India, Thailand, Hong Kong, Japan and Hawaii. One of the highlights of the trip, Murphy said, was an audience with Pope John XXIII.



Through—for the Show

A group of Birmingham women tried what might be termed a "let-George-do-it" theater party recently. That presumes, of course, that the bus driver's name is George. They took a Great Lakes bus line's "Theater Special" to a Detroit theatre for a matinee performance of "The Pleasure of His Company." Among those who went were Mrs.

Thomas Neal, 4116 Pomona colony; Mrs. F. F. Reinhard, 557 Kimberley; Mrs. Lawrence Wineman, 3219 Woodside court; Mrs. Waldemar Adams, 691 Pilgrim; Mrs. E. Chapa, 952 Larchlea; Mrs. Charles Gundrum, 717 Redding, and Mrs. Fred Betz, 449 N. Eton.



'Mud? I Remember '08...

Mud has been with us for a long time—at least from the looks of this vehicle abandoned in front of the Mayfair co-op nursery, on Middlebelt in Farmington. Apparently the driver really got disgusted and left it, then forgot about it. Actually, the carriage is a plaything for the children, and was deliberately buried.

New Personalized Approach to Education

A new pattern for education in business will emerge today at a small liberal arts college in southwestern Missouri. On that date, the Breech School of Business Administration will be dedicated at Drury College in Springfield, Mo. The school is named for Ernest R. Breech, chairman of the board of Ford Motor Company and one of Drury's most distinguished alumni. Construction of the school was financed with substantial gifts from Breech and his wife.

Establishment of the Breech School of Business Administration was authorized by the Drury College board of trustees in May, 1957, and ground was broken on April 30, 1959, with Breech and his son, William, turning the first earth with a chrome-plated shovel.

THE \$450,000 BREECH school building houses 10 classrooms with a total capacity of 550 students, plus three seminar rooms, a reading lounge, a conference room, 10 faculty offices and an auditorium seating 250 persons.

Breech says it is the urgent need for better-trained, more versatile business leaders that underlies the new philosophy of education represented by the Breech School of Business Administration.

"The business executive of today, more than ever before, deals in human relations," he asserts.

"CHOOSING A NEW plant site, maintaining employee relations, coping with new government regulations, achieving mutually satisfactory labor contracts and building a positive public image of the company and its products call increasingly for a broad intellectual approach and reasoned flexibility on the part of the industry executive."

An important element of the program of the Breech School, according to Dr. Findlay, will be development of the student's communicative skills—"his ability to organize thinking and express himself in writing—and on his feet."

Breech says his donation of funds for the new school was motivated in large measure by an awareness of "the tremendously important role that higher education will play in maintaining the growth and strength of our society."

Drury College is a four-year, co-educational, privately controlled institution affiliated with the Congregational-Christian churches.

DRURY OFFICIALS view opening of the Breech School as the culmination of a long-range program to better prepare students as leaders of an increasingly complex business community.

They believe success in this endeavor rests in a skillful blending of business and liberal arts training.

President James F. Findlay said: "The significance and characteristic of the Breech school is that it provides for concentration in the basic areas of economics and business as part of—not as a substitute for—a liberal arts education. Our curriculum is designed to whet the student's appetite with an immediate exposure to the business school, then gradually introduce him to the broader aspects of business responsibility."

THE APRIL 28 dedication will feature a presentation address by Breech, who attended Drury on a

scholarship in 1915-17, and a dedicatory address by Dr. Donald K. David, chairman of the executive committee of the Ford Foundation and former dean of the Harvard University Graduate School of Business Administration.

Speakers at the dinner will include Henry Ford II, president of Ford Motor Company.

There's nothing in Detroit water which causes water heaters last week.

"I understand some new water heaters are being sold on the supposition that such corrosion results from Detroit water," City Commissioner Carl F. Ingraham said Monday night.

CITY MANAGER L. R. Gare was quick to defend the "bureaucracy" of Detroit's supply, which has furnished more than half of Birmingham's volume for the past several years.

"Why, when I lived in Dearborn, we had a water heater which lasted us 22 years without trouble. We had the same kind of water there as we have in Birmingham now!" Gare declared.

What may be causing the discoloration? According to Fire Chief Park Smith, whose department maintains the city water system: "These usually are local situations, seldom extending beyond a block. It might come from additional turbulence in the mains, like when sewer cleaning crews draw from nearby hydrants to flush sewers."

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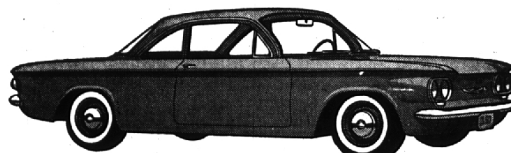


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