

Never a Dull Moment—Now It's the Dance Ordinance

By KEN WEAVER
Managing Editor

First there was civil defense, then there was publishing of city ordinances—and now there's the matter of public dances and dancing schools.

Seems as if the Birmingham City Commission no more than solves one problem than another crops up.

The letter from F. Ward Ouradnik, executive director of the Community House, appeared simple enough, but it opened the door to another complex situation.

SHOULD THE community House be required to obtain a dance school license, Ouradnik asked.

He pointed out that the House is in the process of establishing ballet classes in connection with its Youth Program. An adult ballroom dance class already is under Community House sponsorship.

Ouradnik asked whether the Community House is affected by the public dance hall-dance school ordinance. If so, he requested a waiver in view of the nature of the organization.

The City's legal counsel, James Howlett, told city commissioners Monday night that there is no provision in the ordinance to grant a waiver to dancing schools as requested. An amendment would be necessary.

AS CITY Manager L. R. Gare pointed out, there are two types of

dance instruction at the House: 1) classes sponsored by the House and taught by House instructors; 2) commercially-operated classes, using rented space and charging fees designed to make a profit.

The Community House, itself, is a private, non-profit organization. Howlett explained that the law authorizes a waiver of license for a public dance hall but not for a dance school.

The ordinance says there must be a permit for each and every public dance—but City Clerk Irene Hanley said there has never been one issued.

COMMENTED Commissioner William E. Roberts: "This may be an ordinance we should take a pretty good look at."

Reliability Is Key Factor, Says Cole

Product reliability in the automobile industry must be "a way of life for the entire company and for every individual in it," Edward N. Cole of Bloomfield Hills, vice president of General Motors in charge of the car and truck divisions group, said last week.

Cole addressed a luncheon meeting of the Society of Automotive Engineers, during its national convention in Detroit.

Cole praised the automobile as a dynamic force in the progress of America, and said the industry today is "building cars that last longer and perform better than ever before." He said, however, that continued industry success in the increasingly competitive markets of the future will depend on achieving even greater utility, reliability and value in its products.

"IN DESIGNING and building greater value into our products, the achievement of high standards of reliability must certainly be a primary objective," he said.

"It is important to emphasize, however, that reliability is not the exclusive assignment of any one department but must be an all-encompassing responsibility of the entire organization. It is a way of life for the entire company and for every individual in it—all the way from the general manager to the man on the assembly line or the mechanic in the dealership."

Cole said auto companies are currently placing greater emphasis on designing, building and servicing reliability into their products than at any time in history. He said this is necessary because of the increased complexity, diversity and volume of products required by today's market, as well as intense competition for the consumer dollar from inside and outside of the auto industry.

TO MEET THIS competition, Cole said the auto industry must "continue to devote every effort toward giving the customer the best possible value for his transportation dollar. This means not only that our cars and trucks must be designed to fulfill the varied demands of modern society, but that they perform satisfactorily with a minimum of care, repair and expense."

He said that this will probably result in more models in the future, rather than fewer. While giving credit to the so-called compact cars for providing "vigorous stimulation" to the market, Cole said sales experience has shown these smaller models are not "the answer to all car buyer's prayers."

"It is a matter of sales records that the majority of the people in this country still need a full-size, all-purpose car for the multitude of duties which the family car is called upon to perform," said Cole.

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there is no question as to what we have to do, but it may not be what we want or what the public wants.

The law should not discriminate against a studio charging a fee by exempting a teacher competing against it, opined Commissioner Carl P. Ingraham.

"Our answer to Mr. Ouradnik's letter," said Roberts, "should be that we have no authority . . . to grant a waiver."

And it should point out, added Commissioner William H. Burgum, that the House must obtain a permit for a public dance, which it can request a waiver of the fee.

Commissioners directed the city manager to confer with Ouradnik to gain more information about the dance classes at the House and to report back next week.

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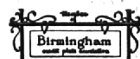
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