

## Insurance Group Reports Sales Up

The Aid Association for Lutherans, with home office in Appleton, Wis., had record insurance sales totaling \$286,698,328 in 1961, a 17 per cent increase over 1960, reports Elmer F. Strunow, General Agent and Regional Counselor, of Birmingham.

AAL President Walter L. Rugland also announced that total insurance in force as of December 31 was \$2,032,766,104, an increase of \$225,366,942 for 1961 and a 12 per cent gain over the beginning of the year.

Rugland reported that AAL's total insurance in force has more than tripled in the last ten years. Assets increased by almost \$39 million during 1961, bringing the total to \$365 million, he said.

The net rate of interest earned on assets was 4.55 per cent, compared with 4.37 per cent in 1960, Rugland said. More than \$82 million was invested during 1961, bringing the total AAL investments to over \$337 million.

He said 1961 premium income was \$41,155,504, almost \$3.5 million higher than 1960. More than

\$17 million in benefits was returned to members and beneficiaries last year. Over \$12 million of the benefits were returned to living members.

## Pontiac Engineer To Head Meeting

John P. Charles, executive assistant chief engineer of Pontiac Motor division, has been named chairman of a series of sessions entitled "Technological Investigations of the Problem of Vehicle Emissions."

The two-day meeting, comprising four sessions, will outline latest developments in automobile industry smog elimination research. It will be one of the highlights of SAE National Automobile Week, March 12-16, at the Sheraton-Cadillac Hotel.

Charles lives at 1427 Kirkway, Bloomfield Hills.

# BUSINESS NEWS



## Dodge Dealers Choose Officers

Dodge dealers in the greater Detroit area have re-elected Earl Orr of Hodges Dodge, Inc., Ferndale (seated, center) to a third term as president of their association. Seated (left to right) are James R. Cook, Stewart Sales & Service Co., Mt. Clemens, vice-president; Orr; and E. C. Roney, Roney Motors Co., Detroit, re-elected secretary-treasurer.

Standing (left to right) are James A. Mason of Hodges, immediate past chairman of the association's advertising committee; P. E. (Pol) Raynal, Raynal Brothers Co., Detroit, new chairman of the ad committee; Hanley Taylor, Taylor Motor Sales Inc., Detroit; and J. F. Walters, Dodge Detroit regional manager.

## Farmers Must 'Sell' Self, PR Man Says

The distorted "image" of agriculture held by the general public could be corrected by a letter-writing campaign by farmers to city dwellers and city news media, a public relations specialist connected with agri-business declared recently.

Speaking at the luncheon session of the Omaha, Nebraska Chamber of Commerce's National Livestock Conference, Howard C. Tuttle, public relations manager of Ford Motor Co.'s Tractor and Implement Division and chairman of the National Farm-City Committee, believes such letters would "awaken the realization that a sizeable segment of the American public are proud to be called farmers, and that farmers help provide city people with markets for manufactured products, and hence jobs."

Such a letter-writing campaign, if conducted with some regularity, he said, would help form a completely new image of farmers. Tuttle said that if all farmers would on their own initiative write about farming today to their relatives in cities, with copies to city news outlets, these news media would be better able to provide local interpretations on such sub-

jects as storage costs of commodities in surplus supply and effect of government farm programs.

HE SAID the \$40-billion-a-year industry of agriculture is expanding a "pitifully puny" effort for public relations on its own behalf. "At an outside guess, the private industry of agriculture employs 200 persons in public relations jobs . . . A hundred times this many public relations professionals would not be an unrealistic number for this work in view of the size and importance of agriculture," he declared.

The general public's "image" of agriculture, he said, is "that of a tired old man, slightly run-down at the best, decent enough, but occasionally obligated to take handouts to hold body and soul together."

This "image" adversely affects agriculture by cutting the college enrollments of students studying agriculture and by causing few children growing up on farms to consider going into business, which are related to farming. Farm leaders' statements, he said, are given little notice in major non-farm publications, but the cost of government farm programs and the problems of oversupply are a matter of common knowledge and concern.

"If we really believe in agriculture and if we really believe in its importance to our nation, the least any of us can do is write one letter to this effect to someone somewhere who does not know what we know," he concluded.

## Arnold C. Thomson Named Ad Chief By Dodge Car

Arnold C. Thomson has been appointed as director of advertising for Dodge passenger cars.

Thomson joined Dodge as co-operative advertising manager in 1955 and in 1956 was appointed advertising manager, a position he had held until his present appointment. Before joining Dodge, he was an assistant media director at Kenyon and Eckhardt in Detroit. Thomson, 1081 Norwich, Birmingham, also had experience in the insurance field with Equitable Life Insurance Co. and Aetna Casualty and Surety Co.

From 1950 through 1959, amount of steel used to make corn pickers rose 73.8 per cent; amount of steel used to make combines went up 45.8 per cent; amount used in manufacturing farm tractors increased 32.2 per cent. At the same time output-per farm worker rose 53 per cent.

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## S'field Residents Named by Triangle

Two area residents have been elected vice presidents of the Detroit based Triangle Electric Co. J. W. Albert, Jr., 3907 1/2 Bristol Lane, Southfield Township, was named vice president of sales promotion, office and warehouse management. He has been with Triangle for the past eight years. Donald A. MacFadden, 28624 San Marino, Southfield, who was elected vice-president of estimating and engineering, has been with the company 12 years. Triangle is one of the largest electrical contracting and engineering firms in Michigan.

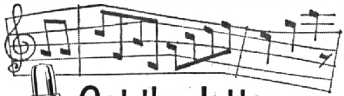
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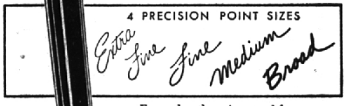
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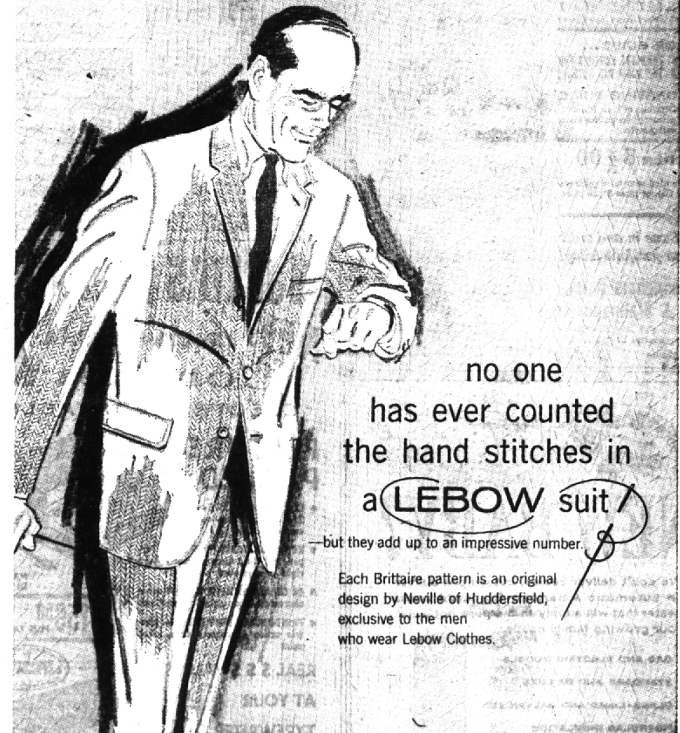
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