

in helping to solve today's pressing social and economic problems . . . it's clear that business participation in social welfare and public affairs is on the rise

In the May-June issue of the *Harvard Business Review*, George Champion, Chairman of Chase Manhattan Bank, discusses "Creative Competition" and not only gives case histories of sociocommercial enterprise but presents a statesman-like argument for more of the same; he concludes:

Business must move from the defense to the offensive and begin pushing the boundary line between the public and private sectors the other way. Both business and society stand to gain from the doctrine of sociocommercial enterprise—vigorously applied, it could well become the most promising new technique of social progress.

There are, of course, many other spokesmen for business and industry attesting to both the trend and the theme of this new dimension to enterprise. The roster of companies and organizations which have become involved in active programs of a socio-economic nature is gaining names constantly. Just the list of those cited in the several articles mentioned above is encouragingly diverse:

- Ability Agencies, Inc. (Insurance, Utah)
- AFL-CIO Appalachian Council
- Aluminum Company of America
- American Bankers Association
- Anderson, Clayton and Company
- Bell Telephone Company
- Bethlehem Steel Corporation
- Burroughs Corporation
- California Packing Company
- Campbell Soup Company
- Chamber of Commerce of the United States
- Corn Products Company
- Dole Corporation
- Equitable Life Assurance Society
- Fisher Flour Mills
- General Electric Company
- H. J. Heinz Company
- Hotel Corporation of America
- Illinois Bell Telephone Company
- International Basic Economy Corporation
- International Business Machines Corporation
- International Milling Company
- Kaiser Aluminum & Chemical Company
- Lily-Tulip Cup Corporation
- Litton Industries, Inc.
- National Association of Manufacturers
- National Cash Register Company
- New York Telephone Company
- Pepsi-Cola Company
- Quaker Oats Company
- Radio Corporation of America
- Ralston Purina Company
- Shell Oil Company
- Smith, Kline & French Laboratories
- United Fruit Company
- U.S. Gypsum Company
- U.S. Steel Corporation
- Westinghouse Electric Company
- West Virginia University (Institute for Labor Studies)
- West Virginia Pulp and Paper Company
- Work Opportunities Unlimited (businessmen, St. Louis)
- Xerox Corporation
- Yellow Cab Company (Chicago)

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The Association was one of the first business organizations to become program-conscious in the social-problem-solving field. It developed and conducted a pilot demonstration program with school dropouts and other disadvantaged youth to teach basic education and typing skills which are necessary for employment.