

Talk Given On Services

American industry which wants to sell to the military services must realize the peculiar requirements of its customers, retired Air Force General Charles F. Born said Wednesday night in Dallas.

Talking to an Aviation Writers of America meeting, swelled in numbers by newsmen attending the Air Force Association convention here, Born said:

"My basic thesis is, of course, that any industry, any company, upon assuming the role of career supplier to the military, takes upon itself certain specific responsibilities over and above and, to a degree at least, more compelling, than those devolving upon its contemporaries in civilian economic endeavor."

General Born, who spoke in the Cardinal Room of the Dallas Athletic Club, now works as manager of service engineering for Texas Instruments, Inc.