

# BUSINESS BRIEFS

## Detroit Edison Names P. French Asst. Treasurer

Philip D. French, 4955 Dayer Ct., Birmingham, was named Assistant Treasurer of the Detroit Edison Company at a meeting of the company's board of directors last week.

French, who joined the company in 1929 upon his graduation from Alton College, was previously staff assistant. He has served in the sales, payroll, and insurance departments a total of two years, first out as an officer in the U. S. Navy Supply Corps. He has been secretary of the company's retirement board since 1971.

The new assistant treasurer has been active in community work, including JTA, the Boy Scouts, and the Junior League of Commerce.



MANUEL F. DIAZ

## Elect Diaz Head Of Ferndale Co.

The election of Manuel F. Diaz, 1844 Saratoga, Birmingham, as president of Wesson Tool Co., Ferndale, was announced last week by W. E. Dunham, chairman of the board. Diaz replaces Ernest M. Petersen, who recently retired after fifty years in the cutting tool industry.

Diaz, who joined Wesson Tool in 1937, was elected assistant secretary-treasurer in 1949 and a year later was named vice president.

Following reorganization of the Wesson group of six companies in 1949, he was elected to the position of secretary-treasurer and a director of all Wesson subsidiary companies located in Ferndale and Brighton; Lexington, Ky.; and Toronto, Ontario, the Canadian division being the most recently created subsidiary. He continues as a director of these companies.

Diaz graduated from the University of Detroit in 1929 with a degree in accounting. He is a director and vice president of the Ferndale Board of Commerce.

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## Appoint Adams To Sales Post

Saunders & Company of Detroit has announced the appointment of James C. Adams, 502 Grandfield, Birmingham, as technical sales representative. His territory will include the Detroit area.

Saunders & Company is a representative and distributor of air filtration and engine and compressor products for the American Air Filter Co., Kentucky.

Adams spent the past three years with Delco Products Div., General Motors Corp., in Detroit, as a sales engineer. Prior to that he was with the General Electric Co., in Pullman, Indiana.

## Expect Increase In Farm Machine Sales in 1957

Liquidated petroleum engines for all tractor models and a wider selection of front wheel arrangements for its "row crop" tractors are expected to bring increased sales of Ford tractors in 1957, according to Merritt D. Hill, general manager tractor and implement division, Ford Motor Co., Birmingham.

The new models went on display Friday in Ford tractor and implement dealer sales.

A MODERATE INCREASE in gross farm income, coupled with farm machinery now available which can make money for the farmer by reducing production costs, are cited by Hill as the basis for an expected improvement

in farm machinery sales during the coming year.

He said another factor is the backlog of need for new equipment built up during 1956, which was a disappointing year for the farm equipment industry.

Additional new implements also will be added to the expanding Ford line during the next few months, Hill said.

## O. Tower Given Special Post

William A. McFattis, president of Michigan Seamless Tube Co., South Lyon, Mich., has announced the appointment of Oswald Tower, Jr., as assistant to the president.

Tower joined the company in August, 1956, and became plant superintendent in December of the same year. Last year he was appointed to the president's office on special assignments.

Tower lives at 812 Pilegrim, Birmingham.

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**Cadillac**

## His Golden Anniversary at the Wheel!

In Texas, there is a gentleman who is currently driving out his fiftieth year at the wheel of a Cadillac car.

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And, without question, all of these basic Cadillac ingredients have this year reaped their richest harvest. The Cadillac car for 1957 is, in fact, superb beyond even its own brilliant traditions.

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