

Appoint Ransford To C of C Group

R. G. Ransford, 1711 Cedar Hill, the board of directors of the Bloomfield township, president of the chamber of commerce of the United States to serve as a member of the chamber's insurance committee.

for the coming year. Ransford is a past president of the Detroit Mortgage Bankers association and is currently vice-president of the National Fraternal Congress of America.

BUSINESS BRIEFS

Ford Has Faith In Highland Park

Since the \$6.7 million rehabilitation and modernization program of the Ford Highland Park plant began in 1957, Ford Motor Company's tractor and implement division additionally has spent substantially more than that amount at the plant to tool up and produce four major new products. Beginning immediately, the division will embark on a multi-million-dollar program to engineer, develop and tool for entirely new products to give the company greater penetration in the farm

and industrial markets. THE DIVISION will add 153,000 square feet of manufacturing space at Highland Park for these products. The general contract will be awarded this month. These facts were disclosed today by Merritt D. Hill, Ford vice president and general manager of the tractor and implement division, at a "Progress Day" observance at the plant. Attended by civic officials and business leaders, "Progress Day" emphasized Ford's rehabilitation, modernization and expansion plans in Highland Park.

THE GROUP toured important sections of the plant's 100 acres of buildings and grounds, including the new facility which is to replace the obsolete power house now being razed, and the tractor plant. Hill said: "We want to use this occasion as a means of reassuring the residents of Highland Park, Detroit, and the rest of Michigan that Ford is not leaving Highland Park, and has no intention of doing so."



Promoted

The Stroh Brewery Company announced that J. Charles Derrick, 690 Glenhurst, Birmingham, has been named director of advertising. For the past six years Derrick has been vice-president in charge of advertising for the Pepsi-Cola company in New York. He was display manager for three years prior to being named vice-president. Derrick is a past member of the board of directors of the Point of Purchase Institute and has been a member of their advisory committee. He served on the public relations committee of the Association of National Advertisers for several years and also held other committee appointments with that group. A native of Montreal, Canada he was graduated from Sir George Williams College at that city and attended McGill University.

Elect Lauritsen President of S & C Chapter

Victor E. Lauritsen, 16220 Amherst, Beverly Hills village, has been elected vice-president of the Motor City chapter of the Systems & Procedures association of America. He was treasurer of the chapter for the past year, and has been

active in program work. Lauritsen is manager of systems and procedures for the Burroughs division of the Burroughs corporation. He received his degree in business administration from Wayne State university.

In addition to local community interests, Lauritsen has been active in North West Trinity Lutheran church in Detroit, having served his church as financial secretary, treasurer, vice-president, president.

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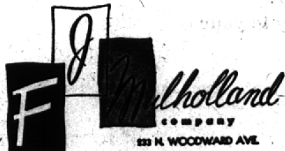
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