



1960 Ford Cavalcade Show

Crowding into the geodesic dome auditorium which houses the 1960 Ford "Cavalcade" show are some of the 120,000 persons who will see this show as it tours 21 cities this spring. The show, staged by Ford Motor company's Tractor & Implement division, portrays the role of modern farm

and industrial equipment in this age of mechanization. In addition to the indoor musical show, four acres of "Midway" are devoted to equipment displays and demonstrations. Fifty tractors and 70 pieces of farm and industrial equipment are used in the performance.



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Erickson To Head Group

Evans Products company, Plymouth, announces the appointment of Paul N. Erickson, 2660 Middlebury Lane, Bloomfield Township, as manager of the advance design group of the engineering division. As head of this newly created function, Erickson will coordinate the design of all new products. Before joining Evans, Erickson was associated with the Fruehauf Trailer company where he served for four years as a project engineer and engineering supervisor before being promoted to Product Sales Manager in 1957. He also has been associated with Bell Aircraft, Wright Aeronautical Corp. and several automotive companies, both as a stress engineer and an engineering supervisor. From 1945 to 1951, he held the position of assistant chief engineer at the Precision Spring company, Detroit.



ERICKSON

3 Birmingham Men Promoted

Top-level appointments in the Chevrolet sales organization were announced recently by K. E. Staley, general sales manager. The moves became effective May 16. Those promoted were: Lawrence H. Averill, 1632 Toltenham, from assistant general sales manager for the eastern half of the United States, to executive assistant general sales manager; Herman P. Sattler, from assistant general sales manager for Commercial and Truck operations, to succeed Averill. James E. Conlan, 898 Arlington, from manager of the Truck department to assistant general sales manager, succeeding Sattler. Feely, 455 Overhill, who has been appointed general sales manager of



AVERILL CONLAN

the Oldsmobile division of General Motors. Averill joined Chevrolet as a district representative in 1929. He has served as zone manager at Columbia, S. C., Jacksonville, Fla., Syracuse, N. Y., and Pittsburgh, Pa. as assistant regional manager at Atlanta, Ga., and Washington, D. C., and as regional manager at Washington from 1955 to 1959. CONLAN, A graduate of the University of Detroit, joined Chevrolet as a district manager after three years of professional baseball with the farm team of the Washington Senators. He was a bomber pilot during World War II and returned to Chevrolet in 1945 as a district manager at Chicago. Conlan was zone truck manager and regional truck manager in Chicago and was assistant manager of the Truck department in central office at Detroit for two years prior to his promotion as manager in August, 1957.



Cloutier Made Sales Manager

Appointment of E. J. "Pat" Cloutier, 743 Harmon, to the post of sales manager of the Wettlaufer Body Engineering division of Pioneer Engineering & Manufacturing Co., Detroit, has been announced by S. Paul Burns, executive vice-president of the Pioneer group. Cloutier, a member of the American Society of Body Engineers, joined the Pioneer organization in 1952, following 12 years of operation of this own manufacturer's agency. At Wettlaufer, he will be responsible for all sales relating to design, engineering, die model and prototype work for the automotive, appliance and aircraft industries.



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