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BIRMINGHAM TELEVISION CO.

Page 2-B B'HAM ECENTRIC
Thursday, February 23, 1961

BUSINESS BRIEFS

3 New Tractors Shown By Ford

Merritt D. Hill, 965 E. Glen-garry Circle, Bloomfield Township, vice president of Ford Motor Co. and general manager of the Tractor and Implement Division, Friday unveiled three new series of industrial and farm tractors.

The tractors were seen and operated by the 13 winners of Ford Farm Efficiency awards and news-men at the Ford Rotunda, Dear-born.

Details of the new tractors and their companion equipment will not be disclosed until late next month.

HILL SAID THAT within the horsepower classes in which the company presently competes, Ford tractors last year obtained a market penetration within the United States of 22 per cent. Those horse-power classes account for only about 10 per cent of the total U.S. tractor market, however.

"With one leap," Hill said, "we will be in strong competition in the power classes accounting for more than 60 per cent of all tractors sold in the U.S."

He said that five years and an investment of \$20 million had been required to design, engineer, test and tool the new farm tractor. Both it and the two new series of industrial tractors now are in production at Ford's Highland Park (Mich.) Tractor Plant.

SPEAKING TO THE award winners before Hill's presentation, I. A. Duffy, Ford vice president, general products group, said that Ford is interested in farmers both as customers and as suppliers.

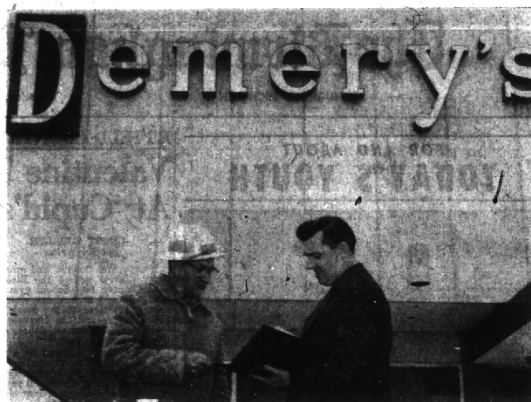
Indicating that "a very important share" of Ford's sales of cars, trucks, industrial engines, as well as farm equipment comes from farmers, he said that Ford's annual needs for agricultural products take the output from 1000 average-size farms.

"Your efficiency and your well-fare are a matter of a very personal concern to us even when we are not sitting down to the meal table," he said.

Following the presentation and demonstrations, the guests toured the Ford Tractor Plant and visited the new 208,000-square-foot National Parts Depot which adjoins the Tractor and Implement Division's general offices at 2500 E. Maple, Birmingham.

Attends Convention

Peter A. Cummins, 81910 Ingle-wood, Birmingham, attended the annual convention of the Health Association of America, in New York City. Cummins, second vice president, group division, for the Michigan Life Insurance Co., represented his company at the week-long conference.



Last-Minute Preparations

Talking over final plans for Demery's department store are Virgil Kimble (left), Darin-Armstrong superintendent, and David Post, architect of the building. First

identification on the store, the sign, was put up last week. Tentative opening date has been set for April 24.

Architects Win Honor Awards

Birmingham architects won two of seven national honor awards presented by The American Institute of Architects.

Minoru Yama-sa-ki, 1025 E. Maple, and Birkers and Straub, 287 E. Maple, were named winners in the competition for design "W" recently completed building.

The 1961 AIA Honor Awards were given to Yamasaki for the Reynolds Metal Regional Sales Office Building in Detroit and to Birkers and Straub for the design of the Summer House in Northville.

CERTIFICATES will be presented to the architects and owners of the award buildings at the AIA annual convention in Philadelphia, Pa., April 26.

Ford Motor Co. Promotes W. King

William J. King, 736 Southfield, Birmingham, has been appointed industrial relations manager of Ford Motor Company's recently established Automotive Assembly division.

King has been industrial relations manager of the company's Transmission and Chassis division since April, 1958.

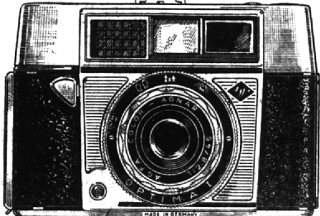
He joined Ford in November, 1949 as a student sales representative in the Dearborn sales district. After holding various other assignments in the training department and on the industrial relations staff, he became a staff assistant to the vice president of industrial relations in December, 1948.

IN THE FALL of 1950, he was named manager, hourly personnel and labor relations, of the company's Aircraft Engine division in Chicago. He held this post until November, 1952 when he was appointed industrial relations manager of the Canton Forge Plant in Ohio.

He held this latter post until joining the Transmission and Chassis Division in 1958.

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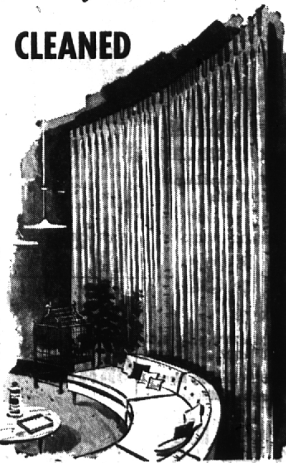
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Bachman to Head Ad Client Service

William B. Bachman Jr., 715 Oakleigh, Bloomfield Hills, a senior vice president of MacManus, John & Adams, Inc., has been named director of client service for the advertising agency.

Bachman will assist group heads and supervisors on matters affecting client relationship, the coordinating of departmental functions and their application to account work.

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