

# BUSINESS: Dealers' Free Up to Public, Nance Says

## Business Briefs...

Detroit Steel Corp. expects to spend \$20,000,000 on improvements at its Portsmouth (O.) Works in 1956 and 1957, M. J. Zivian, president, announced.

By the end of next year Detroit Steel will have spent more than \$90,000,000 since 1950 to transform the Portsmouth Works into a modern steel-producing unit, he said.

The new program includes the addition and improvement of facilities that will increase the works' input capacity 1,500,000 tons, or 125 per cent.

John H. Phillips has joined Clark & Roberts, Inc., Detroit advertising and public relations agency, as a vice president and account executive.

Phillips formerly held a similar position in the New York office of MacManus, John & Adams. In 1940, he was one of the founders and a vice president of Modern Industry, a publication serving management men in industry.

G. H. Boertz, vice president and general manager of the agency, said Phillips, who is maintaining a Scarsdale (N.Y.) residence, will divide his activities between Detroit and New York.

C. A. Taylor, of Richmond, Va., a veteran of 31 years with Chesapeake & Ohio Railway, has been named senior vice president and will have charge of the combined transportation, mechanical and engineering departments of the railroad.

His duties will include the Northern Division which covers Michigan operations.

Electric Auto-Lite Co. has launched a half-million dollar project at Bay City, Mich., to provide its plant there with facilities to produce stamped aluminum auto grilles and trim.

Northwest Chemical Co., 9310 Roselawn, producer of specialized metal cleaning chemicals, has just completed an expansion which doubles its laboratory and research departments, H. J. McCracken, president, announced.

Expansion in accounts receivable financing and the creation of a new department to handle financing of equipment and machinery sales on a time-payment basis was announced for Prudential Acceptance Co., Detroit, the Michigan division of James Talcott, Inc., a major factoring and commercial financing firm.

McNamara Brothers, Inc., art supplier to the automotive industry, announced creation of a subsidiary, Technical Illustrators, Inc., to handle engineering aspects in advertising.

The new activity will take over quarters at 3949 E. Nine Mile.

The addition of R. E. Champe, formerly with U.S. Rubber Co., as sales and cost analyst on the staff of Automotive Rubber Co., Detroit, was announced.

WHOLESALE-RETAIL OUTLETS  
• LIGHT MFG. AND ASSEMBLY  
• LABORATORIES  
• ENGINEERING OFFICES  
• SMALL HOSPITAL  
• GENERAL OFFICES

Reasonable rental, 14000 E. Jefferson, 100,000 sq. ft. Cor. Loc. up to 100,000. Substantially open space. Will remodel to suit.

WATER, WE 2-4201.  
ELECTRIC, UN 1-1990, LU 2-6049.

**EDITOR**  
Large Detroit financial institution needs male editor for monthly magazine. Must grasp news, write in interesting style, lay out attractive pages, and follow through on production. Knowledge of photography desirable. Send complete resume including samples, academic background and income requirements. All replies strictly confidential.

BOX NO. 1279  
Detroit Free Press, 31

**SALES REPRESENTATIVE WANTED**  
Leading automotive component manufacturer has opening for an exceptionally high calibre man to represent them in the Detroit area. Engineering background desired but not necessarily a requisite. The man they seek must be able to sell himself and their organization to the industry and keep both sold.

Starting salary \$10,000 plus commission. Engineering background desired, experience account, etc.

In reply give detailed background data and recent snapshot. All replies held confidential.

Box No. 1280,  
Detroit Free Press, 31

**INSURED SAVINGS**  
2 1/2% Current Rate

**WORLD OF WHEELS**  
**Arizona Greets Ford**  
BY LEO DONOVAN  
Free Press Automotive Writer

KINGMAN, Ariz.—Ford Motor Co.'s 3,840-acre Arizona proving ground was dedicated Wednesday in ceremonies befitting cloudless skies.

Gov. Ernest W. McFarland and local officials welcomed the new industry, which provides an annual payroll of \$3,600,000 and provides Ford Motor Co. with engineering test data the year around.

Ernest R. Breech, chairman of the board of Ford, praised the contributions engineering has made to the automobile industry and predicted an era of great progress from the application of atomic energy to industry, medicine and agriculture.

"Future generations will look back on this era as the renaissance of science in industry, in medicine, in agriculture and in weapons of warfare. This is the beginning of the atomic age," Breech said.

"When a few scientists developed the first atomic pile at Chicago during World War II, they began to absorb the much of our scientific textbooks.

"We at Ford Motor Co. are using this new tool to a great extent in our research and manufacturing activities. Through the use of radioisotopes we inspect metal castings and welds; we check the charging of our blast furnaces; we control the thickness of sheet steel and many other applications too numerous to mention."

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"God in His infinite wisdom has revealed the great mystery of atomic energy to mankind. Let us all pray that men of all nations will use the new knowledge for peacetime applications rather than for their own destruction," Breech declared.

McFarland said: "We are happy that the company chose this site in Mojave County for its new facility, and we are sure that its employees will find Kingman and Navajo County a friendly place to live."

"The 1 1/2-million-dollar investment of the company in this modern proving ground has added substantially to the economy of the area, and the \$30,000-per-month payroll will be a welcome addition to that economy, too."

"But we are happy that this work is being carried on in Arizona for another reason. We are proud of our highway improvement and highway safety program in Arizona, and we are happy that through this proving ground, Arizona can contribute something to the safety of motor vehicle travel in the nation."

Earle S. MacPherson, vice president in charge of engineering for Ford, declared that in the future, growth and prosperity of the company depend upon the progressiveness and soundness of its engineering. The new test area is another evidence of Ford's engineering growth, he said.

Nine years ago, Ford Motor Co. had a staff of 2,553 engineering personnel, of whom 800 were engineers. Today, the count is 8,600 in the division, with 2,525 of them graduate engineers. The company is searching constantly for more qualified engineers, he said.

MacPherson termed the Arizona proving grounds an "invaluable" part of the company's engineering program. He said the company could fly parts to the proving grounds on short notice when Michigan ice and snow would prevent such testing.

Demonstrations preceding the flag-raising and dedicatory ceremonies included braking, acceleration, gasoline economy, speed runs and mountain-climbing in which more than two-score Ford vehicles were used. A short distance from the desert proving grounds, at Yucca, 25 miles from Kingman, are the Hualapai Mountains with roads at 7,000-foot levels.

The area is considered particularly favorable for automobile testing because of the climate, the high temperatures and abrasive dust.

Guests witnessed high-speed runs on the proving ground's five-mile, oval speedway, which was constructed to accommodate speeds up to 140 miles an hour without side track.

A 1956 Premiere Lincoln sedan, with supercharger, averaged 146.599 miles an hour on the speedway last Sunday, company engineers reported.

**Foreign Exchange**  
NEW YORK (AP)—Foreign exchange rates today (Great Britain 1 Canadian dollar in New York open 100.12 1/2, 100.13 1/2, 100.14 1/2, 100.15 1/2, 100.16 1/2, 100.17 1/2, 100.18 1/2, 100.19 1/2, 100.20 1/2, 100.21 1/2, 100.22 1/2, 100.23 1/2, 100.24 1/2, 100.25 1/2, 100.26 1/2, 100.27 1/2, 100.28 1/2, 100.29 1/2, 100.30 1/2, 100.31 1/2, 100.32 1/2, 100.33 1/2, 100.34 1/2, 100.35 1/2, 100.36 1/2, 100.37 1/2, 100.38 1/2, 100.39 1/2, 100.40 1/2, 100.41 1/2, 100.42 1/2, 100.43 1/2, 100.44 1/2, 100.45 1/2, 100.46 1/2, 100.47 1/2, 100.48 1/2, 100.49 1/2, 100.50 1/2, 100.51 1/2, 100.52 1/2, 100.53 1/2, 100.54 1/2, 100.55 1/2, 100.56 1/2, 100.57 1/2, 100.58 1/2, 100.59 1/2, 100.60 1/2, 100.61 1/2, 100.62 1/2, 100.63 1/2, 100.64 1/2, 100.65 1/2, 100.66 1/2, 100.67 1/2, 100.68 1/2, 100.69 1/2, 100.70 1/2, 100.71 1/2, 100.72 1/2, 100.73 1/2, 100.74 1/2, 100.75 1/2, 100.76 1/2, 100.77 1/2, 100.78 1/2, 100.79 1/2, 100.80 1/2, 100.81 1/2, 100.82 1/2, 100.83 1/2, 100.84 1/2, 100.85 1/2, 100.86 1/2, 100.87 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