

## Fahringier Named Systems Manager

Promotion of William H. Fahringier, 735 Redding, Birmingham, to mass memory systems manager, Bryant Computer Products division, Ex-Cell-O Corp., has been announced by Joseph E. Smith, division general manager.

Before joining Bryant as senior development engineer last year, Fahringier had served with the Raytheon Co., Newton, Mass., as resident engineering supervisor at the instrumentation laboratory of the Massachusetts Institute of Technology. He was responsible for development of magnetic memory elements for the new 5,500 mile range Polaris Missile.

Fahringier entered the computer field with Burroughs Corp., Detroit, as senior digital data processing engineer in 1953. He had formerly spent nine years as broadcast engineer with WJR Radio, Detroit.

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## BUSINESS BRIEFS

### Paul Wilson Retirement Announced

For reasons of health, Paul Wilson, 962 Puritan, Birmingham, senior vice president of Standard Accident Insurance Co. has withdrawn from active participation in the company's operations and is taking an early retirement.

Wilson spent 17 of his 35 years in the insurance industry at Standard Accident, serving as a senior officer and member of the board of directors. His active participation in various civic, philanthropic and religious groups has resulted in wide-spread recognition.

In 1956, Wilson was selected as "Layman of the Year" by the Detroit Council of Churches and has received two national awards of Boy Scouting, the Silver Beaver and the Silver Antelope.

WILSON, an active Rotarian, also served as a leader in the Big Brothers of America, the United Community Services, vestryman in his church, trustee of the Edwin F. George Foundation and is past president of the Church Youth Services and Friends of the Birmingham Library.

At a banquet held March 9 at the Detroit Golf Club, Wilson was cited by the officers and directors of Standard Accident for his outstanding contributions to the growth and development of the company.

### Local Architects Design Lapeer Nursery Building

A five-ward unit of an ultimate nine-ward nursery building will soon go into construction at the Lapeer State Home and Training School, Lapeer.

The million dollar addition to the present school complex is designed by Linn Smith associates, Inc., Birmingham, under the direction of A. N. Langius, director of the building division, department of administration for the state of Michigan.

The one-story building will contain 200 beds in an area of approximately 50,000 square feet.



CARPENTER RAU

### Carpenter, Rau Expand Agency

Robert B. Carpenter, 1827 Banbury, Birmingham, and Lawrence M. Rau, 437 N. Elton Road, Birmingham, are principals involved in a recently announced advertising agency expansion.

Fink, Carpenter & Rau, Inc. is the new name for Specialized Communications Co. The new address is 400 Bull Building, Detroit. Both moves reflect expanded advertising agency service for over a dozen local and national accounts in Michigan and Ohio.

All three partners are former Campbell-Ewald employees. Peter R. Fink was formerly in the Chevrolet account group. Carpenter was in the marketing and research department and Rau recently left his position as associate copy supervisor for Chevrolet sales promotion.

### Ad Agency Promotes 3

MacManus, John & Adams, Inc., advertising agency, announced the promotion of three men in the creative department of the Bloomfield Hills offices. Dwyne Englen, 4580 Pickering, Birmingham, and Edmund L. Buglow of Farmington, have been named associate creative directors and Robert B. Latimer, Jr., 15654 Birwood, Birmingham, becomes group copy director. Englen, who joined the agency last year, has been in advertising and creative writing for nineteen years, most of the time with Chicago agencies. He has been the recipient of a number of awards for "most effective radio commercials," "most effective new product introduction," and "one of the ten best print campaigns."

Buglow has been associated with a number of agencies in New York and Columbus, Ohio.

LATIMER JOINED MJ&A in 1959 after four years as a copywriter with Brooke, Smith, French & Dorrance and three years as advertising manager of an eastern chemical company.

### J. Walter Thompson Promotes Miller

David F. Miller, 5971 Blandford, Bloomfield Township, has been named director of marketing research in the Detroit office of the

J. Walter Thompson Co. Miller has been manager of the marketing research department for the last two years.

He joined Thompson's Detroit office in 1953. Dr. Miller also spent two years in Thompson's New York office.

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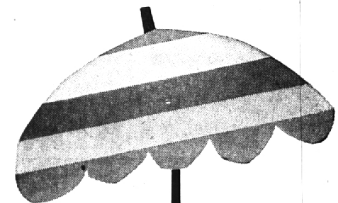
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## BIRMINGHAM



By AL WARNER, Manager



WHAT'S "ALL NUMBER CALLING"? It's the latest development in telephone numbering. Now, in many communities throughout the country, you dial seven numerals to make a local call—no letters. For example, KL 5-2368 becomes 555-2368—a true telephone "number." Why was this done? Simply because we're running out of usable letter-number combinations. If we're to continue to grow and provide good service, we need to use the more flexible "all numerals" system. Some Michigan communities already have it. More will begin to use it soon. You'll find this new system more accurate and we think you'll like it.

## Metro-Calling Service trial underway in Birmingham



A new optional extended area telephone service is now being offered in Birmingham to all residence customers with Midwest telephone numbers. Under this plan, known as Metro-Calling Service, Midwest subscribers may dial as many calls as they wish throughout the Detroit metropolitan area (see map) after 6:00 p.m. and all day Sunday for a flat rate. The cost of this new service, including private line and unlimited local calling to shaded areas on map, is \$10.50 per month plus tax.

Metro-Calling Service will undergo a one-year trial to determine if it meets the needs of Birmingham residence telephone customers who frequently have occasion to call Detroit and other communities in the metropolitan area.

If you would like more information about Metro-Calling Service, please call us at Midwest 4-9900.