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856 North Woodward Birmingham

B'ham Residents Elevated to New Exec Positions

Charles Hooker and Herbert E. Ibrag, both of Birmingham have advanced to new positions with Florez, Inc., Detroit-based sales manpower development agency. Clark E. Pardee, Jr., Florez Vice-president, has announced.

Hooker, 12 years with Florez, assumes the post of director of program development. He will work with Florez clients in the development of their sales manpower training programs. Hooker, 1985 Brookline, has served in all Florez departments including editorial, production, consultation and client service. His most recent assignment has been account executive on petroleum accounts in the United States and Canada.

Ibrag, 3810 Cedarbrook, moves to the new position of director of client relations and will work with present clients and new accounts. Five years with Florez, primarily as account executive, and ten years with General Electric, metallurgical products, in marketing, personnel and administration, qualify him for his new duties. He is a member of the Sales-Marketing Executives of Detroit, a former member of the Education Committee of the American Supply and Machinery Manufacturers Assn. and guest lecturer on sales manpower development at American Management Assn. Seminars and Workshops in the United States and Canada.



'Condominium' Project

Credited by a Denver realtor firm with being "largely responsible" for the establishment of that state's only tenant-owned condominium apartments is this former Birmingham resident, James W. Manning, 32, who holds an architect's drawing of one of the buildings. Manning explains "condominium" as a type of cooperative apartment in which the purchaser gets a separate loan, deed and title insurance policy to assure his individual ownership. He is the son of Mrs. Margaret W. Manning and the late William H. Manning. Mrs. Manning resides at 1645 Fairway Drive.

Troy Company Aids in Telstar Tracking System

The giant, highly precise horn antenna at Andover, Maine that is tracking the Bell System's Telstar satellite is positioned by electro-hydraulic servo drives built by Vickers Inc., division of Sperry Rand Corp.

Four drive units are involved two each for the azimuth and elevation but gear rings to help compensate for the unbalance of the loading as the huge antenna is swung around. For azimuth control, each drive has a nominal capacity of 25 hp, with peak capability up to 40 hp. The elevation drives where 0.25 movement to the antenna horn is involved, are 10 hp units with 15 hp peak capability. The Vickers drive design has been tailored to meet requirements for power combined with delicately precise control. They deliver the highest response (shortest reaction time) of any antenna drive now known. Since the drives ride with the antenna, they also meet very high power-to-weight and power-to-size requirements. Importantly they introduce no radar or radio interference into the antenna system, and operate from low strength signals — up to 3 watts under nominal signal conditions.

RESEARCH ON the drives was developed at the administrative and engineering centers of Vickers at Crooks Road and Maple, Troy.

Insurance a great danger to downtime in case of failure is given by the modular design of the drive packages. Each drive is a self-contained unit that can be slipped into place and is ready for operation as soon as electrical connections are made.

The design also eliminates lost motion that is expected with servos of such large diameter but servo drive contains two hydraulic motors, so connected that the output of one can oppose the other's. When the servo is rotated in one direction, the non-driving motor produces a small but positive opposing force against the driving motor of the gear. This prevents any backlash when drive power is shifted from one motor to the other.

The Telstar antenna servo drives are the products of a continuing program at Vickers in radar drive development, much of which has been in cooperation with the Bell Telephone Laboratories.

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American Savings Appoints Ad Agency

Appointment of Carpenter, Rau and Walters, Inc. as advertising agency for American Savings and Loan Assn., Michigan's largest state-chartered savings and loan association, has been announced by Alfred L. Deutsch, executive vice president.

Robert R. Carpenter, of 1827 Banbury, Birmingham, president of the agency, will serve as account supervisor on the account and Lawrence M. Rau, executive vice president of the agency, will be account executive.

NEWS OF BUSINESS

B'ham Agency Sets Record In Association

The Elmer F. Semow Agency, Birmingham, established a new sales record last month for AIA Association for Librarians with a total production of \$1,200,925. This is the highest one month's sales that has been accomplished by one agency in the 60-year history of the society.

The Semow Agency had held the monthly sales record since July, 1955. However, in March of this year, the Walter M. Emig Agency of Milwaukee took the honor with a production of \$1,108,665. With the new record established during June, the Semow Agency again gained the top position.

Parke, Davis Names 2 to Sales Positions

Parke, Davis & Co. has announced the appointment of Lloyd A. Beemer as Director of Professional Relations for the worldwide pharmaceutical firm. He succeeds C. J. Cowles, who recently was named Detroit Branch Manager.

At the same time, Graydon L. Walker, Parke-Davis vice president and director of U. S. sales and promotion, said Gordon E. Goyette, of 2069 Springridge, Bloomfield Township, had been named manager of sales training, assuming a portion of Beemer's former duties.

Walker said the sales training department will continue under Beemer's general supervision. Prior to his present promotion, Beemer was manager of sales training and chain store sales, with Goyette as assistant manager.

Goyette, a 1943 graduate of the Detroit Institute of Technology, worked as a pharmacist in the Detroit area before joining Parke-Davis as a sales representative in the firm's Detroit branch. He was named a field manager in 1954 and, in 1961, was appointed assistant sales training manager, the post he held until his present promotion.

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Charles Jordan Named by GM

Appointment of Charles M. Jordan as executive in charge of automotive design has been announced by William L. Mitchell, vice president in charge of General Motors Styling Staff.

Jordan, of 31025 McKinney, Franklin, has been chief designer of the Cadillac Studio at GM Styling since 1957.

While a sophomore at the Massachusetts Institute of Technology in Cambridge, Mass., Jordan followed up his youthful interest in cars by devoting 200 hours to the design and construction of an entry in the Fisher Body Craftsmen's Guild competition. His model car received the top national award.

After graduating from M.I.T. in 1942, with a bachelor's degree in mechanical engineering, Jordan joined GM Styling Staff as a junior designer. He has undertaken a wide variety of assignments in transportation equipment including both experimental and production automobiles, trucks and buses.

Back Home Again

Robert W. Dunn, Birmingham, attended the second regular agents' meeting of Independent Security Life Insurance Company in Grand Rapids, last week.

Gleaner Life Picks Philip A. Martz

Philip A. Martz has been named to the newly-created post of controller of the Gleaner Life Insurance Society, 1610 N. Woodward Avenue, Birmingham. It is announced by R. G. Ransford, president of 1711 Cedar Hill Drive, Birmingham.

Martz has had five years of experience as assistant controller of the National Life Insurance Co. in Detroit and eight years in accounting with another life insurance company. He attended Michigan State University and was graduated from the Walsh Institute of Accountancy.

Active with the Birmingham Presbyterian Church's choir, he is the son of former Birmingham Mayor John E. Martz.

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Luncheon Salad Specials . . .

MAURICE SALAD BOWL

Julienne Strips of Ham, Turkey, Swiss Cheese and Sweet Pickle, Served With Mixed Fresh Vegetables on a Crisp Lettuce Bed. Served With Selection of French, Garlic, Vinegar and Oil, Mayonnaise, 1000 Island or Roquefort Dressings. Selection of Freshly Baked Breads.

- **TED'S FRUIT PLATE**
Fresh and Timed Fruits with Cottage Cheese served on Crisp, Green Lettuce. Freshly Baked Breads.
- **Low Calorie Hawaiian Bowl**
Creamy Cottage Cheese on a bed of Crisp Lettuce, surrounded by Gold Hawaiian Pineapple and Ripe Bananas. Selection of Fresh Breads.
- **Chicken Stuffed Tomato**
Chicken Salad in a Hot, Ripe, Star-shaped Tomato, served with Fresh, Crisp Potato Chips and Carrot Sticks. Selection of Fresh Breads.
- **GARDEN SALAD BOWL**
Mixed Fresh Garden Greens and Vegetables Topped With Your Choice of:
- Tender Gulf Shrimp
- Ham and Cheese Julienne
- Breast of Turkey
- Red Sockeye Salmon

Selection of French, Garlic, Vinegar and Oil, Mayonnaise, 1000 Island or Roquefort Dressings. Freshly Baked Breads.

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Ted's

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Named Exec VP

Charles N. Azco, Inc. architect has elected A. Arnold Azco as executive vice-president. Azco lives at 27340 Willow Green Court, Franklin.

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