

## business people

**CHARLES W. FAIRLEIGH** of Bloomfield Hills was appointed vice president of business management for the Unifray Tire Division. Following eight years with Ford Motor Co., Fairleigh joined the Unifray Tire Division in February 1980 as business financial manager. He recently was director of economic analysis.

**SUZANNE WESTCOTT** of Birmingham was named research director at WRIF-FM and WKYZ-AM. For the past three years, Westcott was the research director at WCXI in Detroit. She also spent three years with WJR as sales assistant and research coordinator.

**JACK R. BROESAMLE JR.** of Birmingham was named to establish an employee benefits and actuarial consulting group for Plante & Moran, Certified Public Accountants. He is an enrolled actuary and has 10 years of experience. He previously was affiliated with Coopers and Lybrand and with George B. Buck Consulting Actuaries, Inc. in New York City.

**BARBARA DISSON KOFFER** of Southfield, an award-winning artist from Philadelphia, recently joined Yaffe Berline, Inc. as art director. Koffer formerly was with Foster & Green Advertising in Baltimore, Md., and Earle Palmer Brown in Washington, D.C. She won the Maryland Printers Award for work on the Maryland State Lottery. She also worked on campaigns for the Washington Post.

**ROBERT A. SEITZ** of Troy was promoted by Wildger Chemical Corp., a leading chemical coatings manufacturer, to the dual positions of manager of purchasing and credit. He will manage all operations of both the purchasing and credit departments of the company. He previously was special projects manager.

**GRETCHEN HULL** of Birmingham

was elected vice president by the board of directors of CTS/Associates of Detroit. She was senior art director and began as corporate designer with Parke Davis & Co. before working with various Detroit advertising agencies as an art director. She joined CTS in 1982.

**EDMUND M. CARPENTER** of Bloomfield Hills was elected senior vice president of International Telephone and Telegraph Corp. In addition, Carpenter's group responsibilities were expanded as group executive of Automotive Products Worldwide. He was president of the auto-truck group of Kelsey Hayes Co. before joining ITT in 1981.

**JOHN D. NORTON** of Lathrup Village was appointed director of employee relations for the Packaging Systems Division of Ex-Cell-O Corp., Wall Lake. He joined the company's Tool & Abrasive Products Division in 1979 as director, employee relations, and prior to this appointment, served as manager, corporate training.

**HOWARD S. PINSKEY** of Troy was elected vice president/project administrator for The Taubman Co., Inc. He is responsible for administering special leasing, construction, and property development/management projects for the regional retail development company. Pinsky was founder and president of American Food Systems, Inc. before joining Taubman in 1981.

**JOHN L. CONROY JR.** of Bloomfield Hills was appointed president and chief executive officer of National Bank of Detroit, succeeding Gerald B. O'Neill, who retired. He joined NBD in 1981, served two years with the Army and returned in 1983 spending four years at offices in the bank's branch system. He joined the National Division in 1988, was elected assistant cashier in 1970, assistant vice president in 1975, second vice president in 1978, and

vice president in 1979. In 1981, he transferred to the International Division and was named head of the Western Hemisphere area.

**KEVIN R. WIKED** of Troy has joined W.B. Doer and Co., Detroit office, as account executive. He previously was employed with the Argent Group, Inc. — Advertising in Ann Arbor. Prior to that he was senior account executive at D'Arcy MacManus & Malina, Bloomfield Hills.

**PAUL F. JANNOTT** of Bloomfield Hills was promoted to senior vice president and Carl W. Biersack Jr. and John E. Landon recently were appointed officers with the title of assistant cashier with the Bank of Commerce.

**C. WILLIAM CALDWELL** of Farmington Hills has joined Alexander Hamilton Life Insurance Co. of America as senior vice president of Affiliated Marketing. Caldwell moved to Alexander Hamilton from the Chicago offices of Household Finance Corp., where he served as vice president of marketing. The company is a subsidiary of the parent holding company, Household International, Inc.

**NORDHAUS RESEARCH, INC.** of Farmington Hills has promoted John R. King of Franklin Village to executive vice president from vice president and Bruce Griffin of West Bloomfield from research analyst to project director.

**JOHN P. KING** of Birmingham was named manager, service engineering office, Ford Parts and Service Division. He exchanges positions with Robert H. Traasos. King previously was assistant chief engineer — engine and emission systems engineering, Powertrain and Chassis Product Engineering, since 1980.

**PAT PATTON** was appointed senior

vice president and general manager of Public Relations Works, a newly created division of Stone, August & Co., Birmingham. Patton previously was vice president, marketing planning for Fred Sanders. Patton has 18 years of experience in public relations, advertising and marketing.

**ARTHUR M. PARKER** of Southfield now is manager of new products for the KUKA line of robots and friction and magnet welding machines for Expert Automation, Inc., Sterling Heights. Parker was with Advanced Robotics and Sciaky Bros., Inc.

**FRED LAVERY JR.** of Fred Lavery Porsche Audi in Birmingham was re-elected chairman of the Porsche Audi National Dealer Advisory Council for 1983 at the recent 12th annual meeting in Troy.

**DR. BRUCE W. STEINHAUER**, medical director of Henry Ford Hospital's (HFH) Satellite and Prepayment Programs, was elected chairman of the Council of HFH. He directs the ambulatory care services at HFH's five suburban outpatient centers, including Troy and West Bloomfield. Dr. Kenneth A. Greenswald of Birmingham, chairman of pathology, was elected vice chairman.

**J. WALTER THOMPSON USA/Detroit** recently announced these promotions: Robert Gamble, senior vice president, to director of media and marketing services from national account director, Ford Dealer Advertising. He has been with the company for 21 years. Hugh Tremkamp of Birmingham, senior vice president, to national account director, Ford Dealer Advertising, from management supervisor, Ford target market activities; and Daniel J. Riordan of Birmingham to senior vice president and director, broadcast and programming. He joined the company in 1978 to set up its network broadcast function, currently being expanded to include cable and other new electronic media.

## The Classic Navy Blazer



The coat he'll reach for more than any other. We offer our coat in a year-round wool blend that retains its shape after repeated wearings in summer heat & winter cold.

The coat for all occasions, ours are attractively priced from

**\$94.50**

Naturally, alterations are free, and fast too.

men's sizes: 36-46 Reg  
37-46 Long  
36-42 short

**CAMPUS**  
MEN'S SHOP

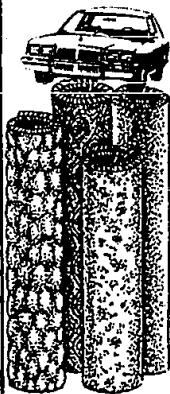
116 N. Woodward  
Birmingham • 642-1965  
Mon., Tues., Wed., Sat. 9:30-6 P.M.; Thurs. & Fri. 'til 9 P.M.

17045 Kercheval  
Grosse Pointe • 884-0701  
Mon., Tues., Wed., Sat. 9:30-6 P.M.; Thurs. & Fri. 'til 9 P.M.

## echo park school

### SUMMER CAMP PROGRAM

Children Ages 3 thru 7  
And Mother-Toddler Camp  
Located in Franklin Village  
851-1886



## CHICAGO AUTO SHOW CARPET SALE

Slightly used National Auto Show and Convention carpeting now available in a wide variety of colors and styles.

**\$1.00 to 3.95**  
to **3.95** SQ. YD.

Come In Now For Best Selection

**DONALD E. McNABB CO.**

22150 W. 8 Mile (W. of Lahser) • 357-2626  
HOURS: Mon.-Thurs. 9-5; Fri. 9-5; Sat. 9-1

## CHIMNEYS

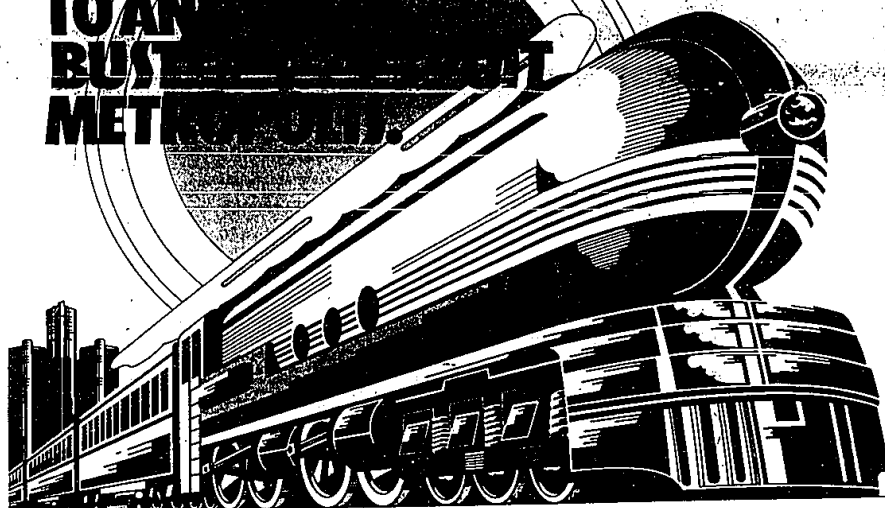
### Roofs

- Cleaned
- Screened
- Repaired
- Built New
- Repaired
- New
- Leaks
- Stopped



**KARNEY DERDERIAN CONTRACTORS**  
427-3981  
LICENSED • INSURED • GUARANTEED

# POWERFUL LOCOMOTIVE SPEEDS WOMEN TO ANY BUT THE MOST METROPOLITAN



### A SAVIOR!

The hubbub of traffic dwindle as workers relax aboard the SENTA Silver Streak. The locomotive speeds on, linking suburb and city, allowing the luxury of reverie, daydream, even sleep. Luxury is furnished by separate smoking car and cars that are restfully equipped. And the Silver Streak has a 98% on-time record, so peace of mind is a regular member of the daily commute.



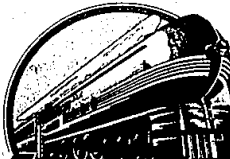
Morning and evening, the SENTA Silver Streak signals the path to freedom, tranquility, and convenience. At the passengers' convenience.

The convenience continues when debarking the SENTA Silver Streak. A free shuttle bus speeds passengers from Milwaukee Junction and Ren-Cen stations to selected New Center and Downtown locations. Late workers need not fear.

missing the last train out of Detroit. Clean-up buses leave the Ren-Cen station at 8:45 and 8:25. Simply flashing a SENTA CARD or train ticket gets commuters delivered to the lot or station where the day began.



**EXTRA! EXTRA! ADDITIONAL ENTICEMENTS!**  
Each and every weekday in April, morning travelers will pause free USA Today



newspapers. On April 11, the first 200 women to board will receive free copies of Cosmopolitan magazine. And on April 18, each passenger will be blessed with a gorgeous Silver Streak poster.

Nothing could be more pleasant. Ride the SENTA Silver Streak and you travel with tranquility. See you on the SENTA Silver Streak, ladies and gentlemen!

### ALL ABOARD!

	AM	PM	PM
Train	8:00	8:00	8:00
lv. Detroit	8:00	8:00	8:00
lv. Bloomfield Hills	8:07	8:07	8:07
lv. Farmington Hills	8:14	8:14	8:14
lv. Royal Oak	8:21	8:21	8:21
lv. Royal Oak 12 Mile	8:28	8:28	8:28
lv. Royal Oak 15 Mile	8:35	8:35	8:35
lv. Farmdale	8:42	8:42	8:42
lv. Chrysler	8:49	8:49	8:49
lv. Michigan Ave. Jct.	8:56	8:56	8:56
Arr. Detroit	9:03	9:03	9:03
Train	8:00	8:00	8:00
lv. Detroit	8:00	8:00	8:00
lv. Milwaukee Ave. Jct.	8:07	8:07	8:07
lv. Chrysler	8:14	8:14	8:14
lv. Farmdale	8:21	8:21	8:21
lv. Royal Oak 11 Mile	8:28	8:28	8:28
lv. Royal Oak 12 Mile	8:35	8:35	8:35
lv. Birmingham	8:42	8:42	8:42
lv. Channing Cross	8:49	8:49	8:49
lv. Secorville Hills	8:56	8:56	8:56
Arr. Pontiac	9:03	9:03	9:03

For further information call toll-free 1-800-402-5161.

# SENTA SILVER STREAK