

BUSINESS BRIEFS

Build Ad Campaigns On Fact, Not Fantasy

Today's advertising men must learn to build their campaigns upon the solid basis of researched fact, not upon the shifting sands of dream, fantasy and preconceived notions. W. D. Moore, Dodge director of advertising and sales promotion, Detroit, said at the Toledo Advertising Club Wednesday.

"Pressure of competition have become so intense, and the stakes so high, that the rules of advertising have changed drastically," Moore said.

"For many, it's now Strike One and you're out. Very few have anything left to swing a second time, let alone a third. By that time, their competitors have walked off with the market and ended the game."

MOORE declared that as an agency man for 15 years, and as advertising director for Dodge division of Chrysler Corp. for five

research data to direct our energies into the areas where our customers exist.

"We cannot afford to follow the memorized pleadings of the creative man who stands with both feet planted firmly in mid-air."

"At the same time, we should concentrate our efforts on moving goods—not winning advertising awards. Let's concentrate on getting sales results, and forget about slapping ourselves on the back."

By using research and other tools at hand, he concluded, advertising can gain a more professional status by progressing from the days of the street hawker to the era of the advertising scientist.

"And then we must use the research data to create specific copy platforms—specific advertising campaigns—and specific advertising goals. This research will also provide us with good, solid reasons to support new selling ideas—or to reaffirm our current and past emphasis and direction. Research cannot do the complete job; but we can do our job better through better use of research."

"While advertising is an important and creative art," Moore asserted, "it can be even more successful if we make a fuller use of

Fox-Hounds Inn Sold For \$150,000

Sale of the beautiful Fox and Hounds Inn, Woodward and Long Lake roads, for \$150,000 to three Detroit businessmen was publicly announced this week.

Manager John Ingleton, who has owned and operated the famous Bloomfield Hills landmark since 1943, sold the restaurant to Clarence Baker, Jerry Clements and Blaine Ford.

BAKER, who announced the sale, owns Baker's Key Club and is president of the S and C restaurant chain and Ford is general manager of the chain.

The trio, which formed Fox and Hounds, Inc., also announced that more than \$200,000 will be spent to improve the restaurant's facilities.

Most of the money is earmarked for kitchen modernization and con-

Name Mrs. Lewis Ad Director

Mrs. Peggy W. Lewis, 1236 S. Bates, Birmingham, has been appointed director of advertising for De-Dee Wash, Inc., according to Cyril B. Lewis, president.

Mrs. Lewis was formerly with Communications Counsellors, Inc., a public relations affiliate of McCann-Erickson.

Prior to this, she was assistant publicity director for the Erast Kern company and a copywriter for Simpson-Michelson, Inc.

Bigger '59 cars too costly?

Foreign cars too small?

Get big car room, small car economy! Go Rambler!

No wonder Rambler outsells not only most big cars but the top five foreign cars combined. You get bigger savings than ever on price, gas, resale. You get easier handling and parking, full 6-passenger room. You get the only low-priced car with Single Unit construction... stronger, safer, rattle-free. Enjoy Personalized Comfort! Sectional sofa front seats glide back and forth individually. Low-cost all-season air conditioning. Drive America's smartest compact car... Rambler 6 or V-8.

RAMBLER AMERICAN—The Mobilgas Economy King

\$1835

Suggested delivered price at Kalamazoo, Michigan, for 2-door sedan at full, State and local taxes, if any, motorcycle license and optional equipment, extra.

BIRMINGHAM RAMBLER, INC. 666 So. Woodward Avenue

MAY IS SAFETY CHECK MONTH... CHECK YOUR CAR... CHECK YOUR DRIVING

What? A NEW Garment Bag That Gives NEW LIFE to Furs and Fabrics?



Yes, and Its Name Is

Vac-Pak

THE DOUBLE MIRACLE GARMENT BAG

- ★ **DOUBLES OVER** To Let Garments Breathe. Creates air pockets that circulate air. Freshens fabrics, lifts nap, revitalizes fur.
 - ★ **DOUBLES OVER** For Electro-Static Action. Removes surface textures of fabrics and fur. Magnetically picks up lint.
 - ★ **DOUBLES OVER** For Double Protection. Guards fur coats, fur stoles, dresses, men's and ladies' suits and coats against moth, dust and moisture. Laboratory tested.
- 3 Sizes: 42" \$2.75 54" \$2.98 62" \$3.49

Vac-Pak Garment Bags on Sale at
BIRMINGHAM DRUG HUDSON'S DOWNTOWN
 1220 S. Woodward HUDSON'S NORTHLAND
DEMERY'S, Detroit HUDSON'S EASTLAND
Notion Department in Notion Departments

JA Rehearsal for Show

Bloomfield Hills executive John S. French of Lahser road (rear right) general manager of Ford Motor company's hardware & accessories division attends a rehearsal of Junior Achievement's 1959 Future Unlimited celebration to be at the Masonic Temple today. French is president of the board of Junior Achievement of Southeastern Michigan. Dancing to music by Lawrence Welk who will emcee the JA show is achiever Beverly Kaye of Detroit. She will be one of four achiever acts to be presented with the five Walk teenage acts he's bringing with him from Hollywood. Chrysler Corporation's first vice president, Edgar C. Row, looks on approvingly. Row is general chairman of this year's end-of-the-year JA event.

HAWTHORNE ELECTRICAL COMPANY INVITES YOU TO THEIR ANNUAL

36 HOUR MARATHON SALE

36 Solid Hours of Value

9:00 A.M. Fri., May 15 to 9:00 P.M. Sat., May 16

STOREWIDE SALE

- Freezers • Air Conditioners • Fans
- Radios • Televisions • Built-ins

New

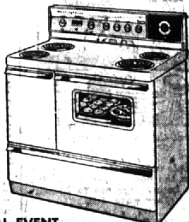
Westinghouse Appliances

Electric Ranges • Refrigerators
 Automatic Washers & Dryers

Don't miss this opportunity. Take advantage of unparalleled bargains on luxury feature Westinghouse appliances during Hawthorne's "gigantic" Marathon Sale.

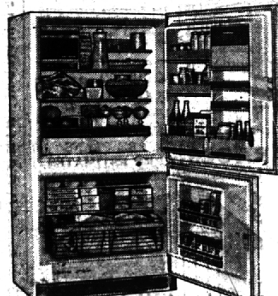
Westinghouse CUSTOM IMPERIAL 40 Speed Electric Range

Master and Thrift Ovens let you bake and broil at the same time. Master Oven has exclusive new Serv-Temp Roast Guard, Built-in Rotisserie and Look-in Window. Both ovens have exclusive Westinghouse Miracle Seal that assures perfect baking in any rack position.



Open All Night

During this tremendous, non-stop marathon of value, we are featuring low, low prices on quality merchandise with full guarantee and liberal trade-ins.



CUSTOM IMPERIAL 14 Refrigerator-Freezer by Westinghouse

- 8-1/2 Cu. Ft. Refrigerator-Freezer
- 1-1/2 Cu. Ft. Separate Freezer
- Child Safe Magnetic Door
- Choice-of-Change Color Combinations
- Cold Indicator Refrigeration
- Illuminated Cold Control

THOSE WHO ATTENDED LAST YEAR KNOW THIS IS A REAL EVENT

Hawthorne Electrical Co.
 Birmingham's Oldest and Most Complete Electrical Store

EASY CREDIT TERMS!

Gifts and Refreshments For All

162 North Woodward

Mtwest 4-2200

SMILE-maker SERVICE is guaranteed service!

The Ohio Oil Company stands behind the Marathon petroleum products and the automotive services available at this service station. We guarantee that if you are not satisfied with such products and services, upon presentation in us of your evidence of purchase within 90 days from the date of such purchase, your money will be promptly refunded.

You really get SMILE-maker SERVICE - or your money back - at a Marathon station!

Maybe we don't carry our service quite this far, but we might if you asked us to.

Marathon can afford to guarantee our SMILE-maker SERVICE. Why? Because Marathon is downright fussy about the men they choose for SMILE-maker SERVICE. We're picked for our experience and courtesy plus our knowledge of cars and customer needs. And on top of that, to keep the

SMILE-maker SERVICE seal of approval we've got to be up-to-date on every kind of service we offer.

So why be satisfied with just car service when you can have Marathon SMILE-maker SERVICE? Join our contented, carefree customers.

Come in soon! With Marathon SMILE-maker SERVICE you're sure you're doing right by your car... and yourself.

Home of SMILE-maker SERVICE—
 SUPER-M® and MILE-maker® gasoline

MARATHON

Distributed by the Clarke Oil Company; Sold at the Following Stations:

Woodward & Taunton, Birmingham, Michigan

Maple at Hunter, Birmingham, Michigan