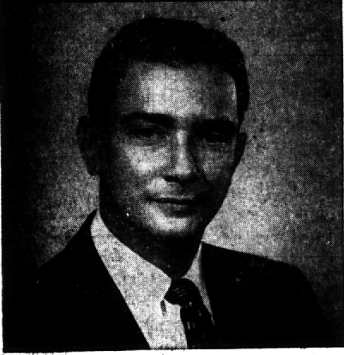


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Some Ad Research Faulty, Says Britton

Too much advertising research today suffers from the "controlled conclusion" or the "administered assumption" which ad agency executive Robert Britton illustrated as: "The food is no good in the Pump Room; you never see a truck driver eating there."

Britton, vice president of MacManus, John & Adams, Inc. spoke before the Chicago regional conference of National Business Publications recently. "RESEARCH is like all other types of intellectual exploration," Britton said. "Some is good and some not so good. It is subject to human error and prejudice in conception, execution and interpretation. It may be general, specific, wise or silly, honest or bootsy-trapped."



Only the Best

Richard Young, owner of Young's of Birmingham, 203 Pierce, (left) inspects this year's crop of apples he will be giving away during the Christmas shopping season. Store owner Sam Sfere, of Sfere's market, 130 W. Maple, Birmingham, agreed with Young that the apples were the best yet. Young has been giving the apples away for nine years and many customers wait until after Thanksgiving Day before shopping so they can collect their apple.

Demery's Always Noted As "The Family Store"

Demery's is known as "the family store." For nearly fifty years it has been serving the families and homes of the Detroit area in such a friendly, neighborly way that it is often difficult to determine which is "store" and which is "community."

Interlacing of interests, employee-customer relations, and participation in civic affairs have kept Demery's constantly in touch with its customers. BECAUSE Demery's started as a family store in 1911 and has been owned and operated on the "family" principle ever since, it has earned a reputation for personal attention to and concern for its customers. In January 1951 when the Demery family sold its interest to Charles A. Peck the "family policy" continued without interruption. . . actually becoming more emphasized in Demery's philosophy. When Peck bought Demery's nine years ago, his primary purpose was "to operate a moderate size, uptown department store which would meet the family and household needs of the thousands of substantial, middle-income-bracket residents of the greater Detroit area."

Charles A. Peck, president and general manager; John W. Butler, executive vice-president; Warren M. Reppenhausen, treasurer; C. L. Damon, vice-president; James I. McClintock, secretary; C. A. Prowse, assistant secretary and assistant treasurer.

This executive group, headed by Peck is proud of its longtime association with the community.

Ground broke for Maxitrol company's new general office and research laboratory on Telegraph, south of 10 mile, in Southfield last week. The manufacturer of gas pressure regulators and modulation controls expects to occupy its new home in the spring. About 50 friends and family members looked on as officers turned the first shovelful. Shown left to right: D. L. Zorn, 1431 W. Lincoln, Birmingham, executive vice-president; Charles Stang, Jr., vice-president, engineering; Frank Kern, Jr., president; L. C. Lorentzen, secretary.

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New Cars Ride In Style

The shiny new '60 cars you've seen appearing in show rooms all over Michigan—know how they got there? 85% of the new automobiles the count they apply pretty well to Michigan. . . That's only part of the story of how much the automobile industry depends on trucks. The basic materials, the parts and accessories—everything that goes into the manufacture of automobiles—travels most if not all the way from source to destination by truck. . . So, you see, cars just couldn't be turned out in today's volume—or get to their destination as quickly—if it weren't for the direct, dock-to-door service truck transport provides.

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