

### Gardner Speaks To Detroit Marketing Group

A pioneer in the application of social science to business problems, Dr. Burleigh B. Gardner of Chicago, spoke before the Detroit chapter of the American Market-

ing association at its first meeting of the season Tuesday. Prof. John J. Rath, of Wayne State University, is president of the local chapter. Now executive director of Social Research, Inc., of Chicago, a motivation research organization, Dr. Gardner is recognized as a leader in depth interviewing and media audience analysis.



**Back-to-School Clothes**

Look Like New when they are Sanitone Dry Cleaned

Here's a goodgrooming tip for back-to-schoolers. Our Sanitone Dry Cleaning featuring Soft-Se® will freshen up your school wardrobe so you'll look as smart and sharp as the cover girl on your favorite magazine.

Sweaters, skirts, suits, coats—all of your clothes will look like new, with all dirt removed, spots gone, colors brighter and a professional press that lasts longer.

Have your Back-To-School clothes Sanitone Dry Cleaned now, before the last-minute rush begins.

**SHIRTS Laundered . . .**  
In By 10:00 a.m., Out By 5:00 p.m.

Both of Our Modern Plants Feature Sanitone

**Douglas**  
CLEANERS

534 So. Woodward  
MI 4-1507

**Brown's**  
EXCLUSIVE CLEANERS

1794 W. Maple  
MI 4-2400

## BUSINESS BRIEFS

### Garrison, Backman Get Promotion at MJ & A



ROBERT L. GARRISON



WILLIAM B. BACHMAN

Amplification of managerial and account-service structure through election of two new senior vice presidencies is announced by Ernest A. Jones, president of MacManus, John & Adams, Inc.

Elevated to senior vice presidencies are two veteran executives and members of the board of directors of the advertising agency: Robert L. Garrison and William B. Bachman, Jr.

GARRISON'S new duties include overall supervision of the agency's commercial and consumer products account groups; chairmanship of the commercial and consumer products plans board—of which Bachman and group vice-president Fred J. Hatch also are members—and executive responsibility for all facets of the Dow accounts, both commercial and retail.

Bachman continues as group head in overall charge of Bendis Aviation corporation accounts and chairman of the agency's new business department.

"This broadening of the authority of Garrison and Bachman and the interlarding of their long and varied experiences in advertising, merchandising and marketing allows us to anticipate and meet the ever-growing needs of our clients in both industrial and consumer fields," president Jones said.

Garrison, a native of New York, attended University of Michigan and Michigan State college and joined M.J. & A. as a copywriter in 1952 after service with Kenyon & Eckhardt, Inc. and other agencies, the Ford Motor company, and the Jam Handy organization. He was appointed a vice-president in 1955 and resides at 32500 Franklin, Franklin.

Bachman, a graduate of Dartmouth university and the Truck school of business administration, has been with M.J. & A. since 1947 also beginning as a copywriter. He served in the Navy between 1942 and 1945 and has resided in Detroit since 1955. His home is at 715 Oakleigh, Bloomfield Hills.

NEED SOMETHING FOR YOUR HOUSE? Then locate it by reading or using the Classified Ads in The Eccentric each week.

### BIRMINGHAM LAUNDROMAT At Your Service

Midwest 4-8225



**SELF-SERVICES**  
Wet Wash, Fluff Dry  
**DROP-OFF SERVICE**  
Wet Wash, Fluffed Dry  
Flatwork Ironing

Heavy Items Washed, Dried and Dried Cotton Rugs (9x12, 10x12, 11x12, 12x12) Bedspreads Slipcovers Washed or Dried and Dried  
MEMBER THE IAC IN LAUNDRY SERVICE  
8 A.M. - 6:15 P.M. - Wed. & P.M. Sat. 5 P.M.  
1000 South Adams Rd. 1 Block N. Of Lincoln

YOU'LL LOVE THE *Elegant Styling* AND THE *Luxurious Quality* OF OUR NEW FUR COLLECTION Ready to try on.

*Furs by Robert*  
1550 Broadway  
Also Grosse Pointe, Birmingham

### Russell Stover CANDIES



Assorted Chocolates  
\$1.35  
1 lb. box  
\$2.70  
2 lb. box

The finest, freshest candies you can buy . . . Exclusively Ours!

Delicious Russell Stover Candies are famous everywhere for their superb quality and freshness . . . they're delivered to us fresh weekly.

## SHAIN'S REXALL DRUG STORE

105 W. MAPLE — BIRMINGHAM  
Phone MI 4-2121

### Bywater Joins SFW Company In Detroit

George S. Bywater has joined the Detroit office of the Sawyer-Ferguson-Walker Company, newspaper representative.

Bywater was formerly Detroit manager of the George A. McDevitt company, which recently merged with the Sawyer-Ferguson-Walker company.

BYWATER resides with his wife, Susan and son, Scott at 2140 Yorkshire Road, Birmingham. He is a past president and current director of the Pembroke Manor Civic association in Birmingham.

He holds a B. A. degree from Wesleyan university and a M. B. A. degree from the Wharton School of Finance and Commerce, where he taught advertising and sales courses.

He is a retired officer in the United States Naval Reserve, having spent three years on active shipboard duty in the Pacific World War II.

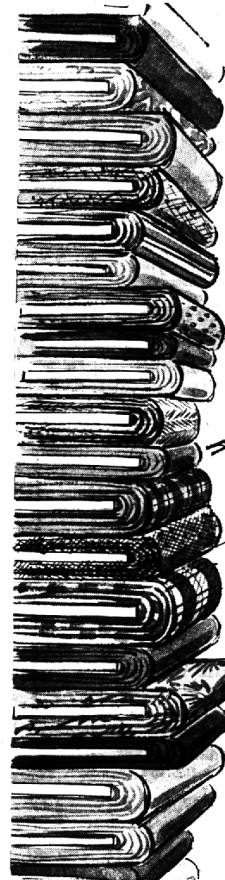
### Meyers Gets Fanny Farmer Dealership

Meyers Pharmacy, Southfield and 12 Mile roads, Lathrup village, has been selected as a franchised dealer of Fanny Farmer candy in this area, according to Leonard D. Griffiths, president of Fanny Farmer candy shops.

Free samples of the candy will be given away to store visitors today, manager Robert E. Meyers said.

Meyers will offer a wide selection of ready-packaged Fanny Farmer candies and various holiday assortments will also be carried during the seasons.

### looking for variety? YARD after YARD of Fashion



Magnificent fashion fabrics created for fall's new silhouettes . . . at prices that bring you more quality, more value for less money. Shop now to sew and save!



WOOLENS & WOOL & NYLON CREPE  
54 Inch in Plain Colors  
**\$3.59 Yd.**

Bates DISCIPLINED FABRICS  
Plain Colors \$1.29 Yd.  
Patterns \$1.49 Yd.  
Indian Head Fabrics All Colors 89c Yd.

CORDUROY  
Plain Colors — \$1.39 Yd.  
Printed Corduroy \$1.59 Yd.  
We also have Velveteen

We Carry Patterns by Vogue, McCall & Butterick

TAFFETA In Many Colors . . . 89¢ yd.  
OUTING FLANNEL Small Patterns for Pajamas, etc. . . . 59¢ yd.

- WOOL & ORLON Plaids in all colors
- WHIPLASH in Black or Red
- Tweeds in Different Colors
- PERSAY — RAYON & WOOL Floral Patterns

### ALL WHITE MATERIALS

- Dotted Swiss
- Batiste
- Embroidered Whites in Batiste & Pique, Organdy, etc.
- Dimity

### DRIP-DRY PERCALES

Plain Colors and Floral Patterns

A Large Variety of PRINTED PATTERNS in All Colors for School Sewing



CHARGE ACCOUNTS WELCOMED  
WE DELIVER

## Dependability . . . makes it a wiser decision than ever!



One of the most satisfying aspects of Cadillac ownership is its great dependability. For mile after mile, month after month, year after year this wonderful motor car performs at its brilliant best. As a result, operating costs are minimized and resale value is high. Why not visit your Cadillac dealer and learn how easily there can be a Cadillac in your driveway? He'll be happy to show you the many features that cost you nothing extra on a Cadillac, but frequently add hundreds of dollars to the list prices of other cars.



VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER  
**WILSON PONTIAC-CADILLAC, INC.**  
1350 N. WOODWARD AVE.