School News and Sports



BALDWIN 'HI Y' **ELECTS OFFICERS** FOR COMING YEAR

vice president; and George

NEW DANCING CLASS

UNEMPLOYMENT

INVESTIGATE OUR COURSES NOW

The BusinesAnstitute West Lawrence St.

PONTIAC Phone 2-3551

GRAMBEAU'S SHOT BRINGS CLIMAX IN BASKETBALL GAME

Dirmingham—23		
FG	FT	TF
Grambeau, f 2	. 1	- 5
Andrews, f 0	0	- 0
Hunter, f 0	1	. 1
Langerman, f 4	ò	. 8
MacDonald, c 2	ő	4
Upward, g 0	2	2
Adams, g1	1	3
		-
Totals 9	5	23
Royal Oak-22		
Giddings, f 4	1	9
Chamberlain, f0	0	0
McRobbie, c 0	ő	ő
Shaw, g 2	1	- 5
Wing, g	ó	0
Oswald, g	ĭ	5
Laude, g	î	5

3 TEAMS WINNERS **INBALDWINHOCKEY** LEAGUE CONTESTS

C Whales RD H. Milles LD Price Jones 2, B. Corson

NEW UNIFORMS FOR BASKETBALL TEAM

The flashy new uniforms which beteeked the Baldwin quinter Friday nin to do with the support of the support of

BALDWIN HI-LIGHTS



MAKES YOUR MONEY five - passenger TALK PLENTY BIG.

our-door Buick SPECIAL sedan complete with equipment

This big

MONEY talks — so take a turn up and down Automobile Row and see what it says about Buick.

First off you discover that this spark-ling stepper is the lowest-priced of all the straight-eights of its size.

Next-it lists at lower figures, even, than some sixes do, and it's within a dollar or two a week of several others.

But the story isn't told in the bare prices - it's told in the astonishing amount those modest figures cover!

In the SPECIAL, for instance, you get 122-inch wheelbase, 107 horsepower with straight-eight smoothness, valve-in-head efficiency, and the exclusive new DYNAFLASH brilliance and thrift. You get comfort of a new kind, with Knee-Action on the front, and the scoop of the year-BuiCoil TORQUE-FREE SPRINGING - on the rear.

On top of that, you get elbow-room, eg-room, head-room; smartness inside and out; and probably the lightest, sweetest, pleasantest han-dling wheel you ever laid hands on!

All/in all, this great Buick is the car that makes little money do a lot of big talking - that's why there's such a mighty fine feeling to owning it.

Go look at the price tags, and what's behind them, and you'll spend from now on in a Buick enjoying life!

EASY WAY TO OWN A BIG CAR

Why be content with a small car when the same money buys more in a slightly used Buick?

Reconditioned 1936 and 1937 Reconditioned 1936 and 1937
Buicks are now being offered by Buick dealers at prices of cars in the lowest price class.

Valve-in-Head Straight-Eight Valve-in-Head Straight-Eight Engines — Bodies by Fisher — Hydraulic Brakes — Torque-Tube Drive — Safety Glass. See Your Buick dealer teday!



SUMNER MOTOR SALES, INC.

464 S. WOODWARD AVE.

engineer to look over your store lighting. He will give you competent advice on both show window and interior lighting . . . light to increase your sales. Call your Detroit Edison office.

THE DETROIT EDISON COMPANY

THIS IS MORE THAN A LAMP BULB-

This is a SALESMAN!

A LAMP bulb renders two important services . . light for seeing and light for sELLING. Gone are the days when lighting was used merely to dispel darkness: Alert merchants today use light as a powerful selling tool. They know that lighting—properly used—is a star salesman. Results are not haphazard: Lighting has boosted a star salesman.

sales of gasoline, women's hats, groceries and meats, shoes, men's furnishings, and a hundred other articles of merchandise. No matter

furnishings, and a hundred other articles of merchandise. No matter what your business, light will help you to move goods. And the best thing about it is that it moves goods so economically.

Light for selling is of two types—(1) Show window lighting, and (2) Interior lighting designed to draw attention to particular displays inside the store. Window displays are a strong outside influence for bringing people into your store. Careful tests have shown that improved window lighting will often increase the number of persons stopping to look at the displays by over 100 per cent at certain hours. Interior lighting can be equally profitable: A small-hardware; store—to cite one example—was able to increase the attention value of three displays inside the store by 30%, 133% and 257%!

Without charge or obligation, we shall be glad to send a lighting

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