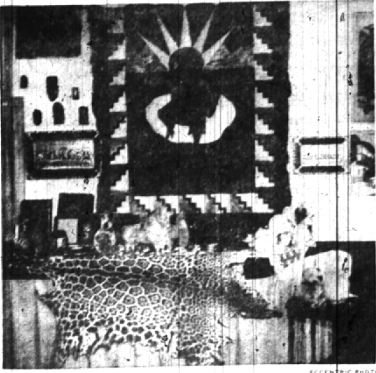


BUSINESS BRIEFS



THIS HAND-WOVEN lama rug hangs on the wall of the LeClair Import Co., 245 W. Maple, Birmingham. Beneath the rug is a jaguar skin. W. F. LeClair brought back from South America last year. The new store deals in South American merchandise that can't be bought anywhere else in the country.

LeClair Import Company Started As a Hobby

A hobby turned into a successful business for W. J. LeClair, who opened the LeClair Import Co. at 245 W. Maple Rd., Birmingham, two weeks ago.

LeClair visited South America on a vacation trip several years back and bought thousands of dollars of native merchandise. On his return to the country his friends showed such an interest in his goods, that soon he had little left.

Seeing the demand LeClair decided to go into the business and six months ago opened his first store at the Northland shopping center.

His son took over the operation of that store when LeClair opened his Birmingham store. LeClair is also interested in the LeClair Store

men's shop in the General Motors building but devotes most of his time these days to his "hobby".

LeClair's import shop features items that cannot be bought anywhere else in the country. Hand-woven lama rugs, hand-carved sterling silver jewelry, Peruvian ceramics, solid gold jewelry and exotic dolls are just a few of the store's special items.

Others are the Indian paintings that are done in their own vivid painting technique, and the alligator items that include billfolds, brief cases and picture frames.

LeClair has to make several trips



INTERIOR of the new Miner's specialty shop on West Long Lake road off Woodward which had its grand opening last week. The new store specializes in imported food, beverages and party accessories. Miner's is owned and operated by Richard Miner.

to South America every year for his goods because there are outlets in the United States for the items. Most of it is bought directly from the Indians and shipped here by LeClair personally.

General museum pieces which date back to pyramid days of South America are on display at the Birmingham store.

Sheldon Named Vice-President

John H. Sheldon, 4820 N. Adams, Agency, Inc., in a recent vote of Birmingham, has been elected to the company's stockholders' board of directors of Kaiser. Sheldon joined Kaiser in 1954.

NOW!

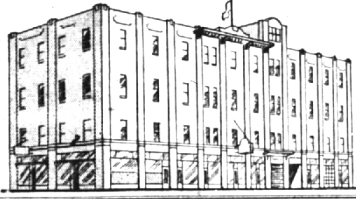
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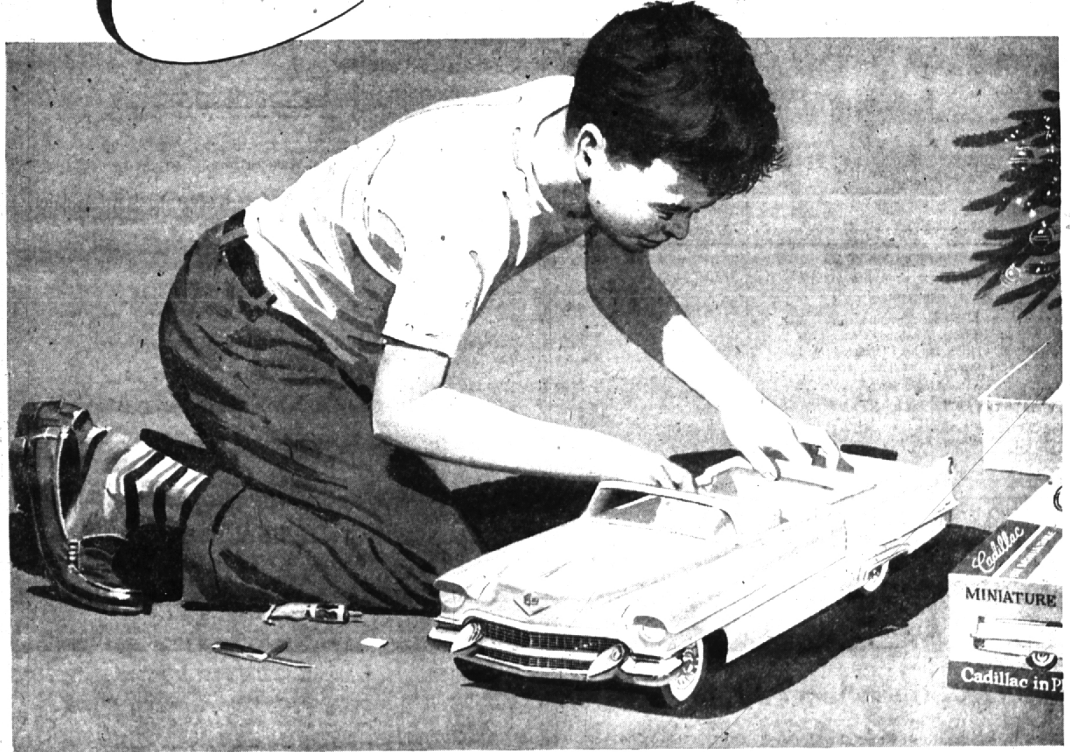
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This handsome young lad has just received his first Cadillac!

And as you watch him here, you can see that he is giving it the care and affection that only a boy can confer upon his most prized possession.

In fact, we'd be willing to wager that he has already made up his mind what car he'd like to own when he grows up!

And what a grand and glorious thrill that new Cadillac will be!

We know because we've seen it happen

so many times . . . and we've never found a man in a happier frame of mind than when he comes in, for the first time, to take delivery of a new Cadillac.

There's no mistaking the pride in his face or the happiness in his heart as he takes the keys and the wheel . . . and heads for that happiest of homecomings.

No question about it—that will be his "day of days"!

This, by the way, is a grand year to make

a boyhood dream of a Cadillac come true. Never before has the car offered so much in beauty or luxury or performance.

And on the business side of the ledger, the facts are equally impressive. There is Cadillac's surprisingly low original cost . . . its remarkable operating economy . . . and its great resale value.

So this year, why not follow your heart . . . and stop in at our showroom?

We'll be waiting for you with a warm welcome and a wonderful car.

WILSON PONTIAC-CADILLAC, INC.

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PLEDGE FOR 1956!

MOM AND DAD . . .
We resolve to try to help make 1956 a record year for driving safety . . . to set an example for our children—both as drivers and pedestrians—so that they may ever be safely-minded!

THE KIDDIES . . .
We resolve to remember that grown-ups are trying to protect us from traffic accidents when they warn us about what to do and what not to do . . . to mind our elders!

THE MOTORIST . . .
I resolve to be courteous, patient, and respectful of the rights of others whenever I'm behind the wheel (all the time, in fact) . . . to recognize my "road responsibility" as a member of society.

THE TRUCK DRIVER . . .
I resolve to continue to operate my truck in such a manner that the truck driver's reputation as the safest, most courteous driver on the highway will be upheld—and strengthened!

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