

BUSINESS BRIEFS

GMC Truck and Coach Host Area Educators

More than 100 men from 12 area high schools will meet with GMC Truck and Coach Division officials Tuesday to study GMC's Apprentice Training Program for qualified high school graduates.

The program will require participants to attend technical training and study with GMC's Truck and Coach Division for a year before entering the program. The program will require a minimum of 15 and 20 hours of classroom instruction, and a minimum of 100 hours of on-the-job training.

The program is a benefit to the area schools by providing the students with a practical education in the truck and coach industry. It also provides the students with a practical education in the truck and coach industry.

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APPRENTICES will be trained in practical shop experience and will work plus four hours of classroom.

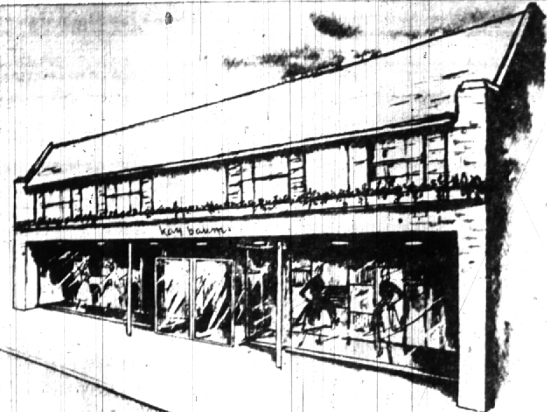


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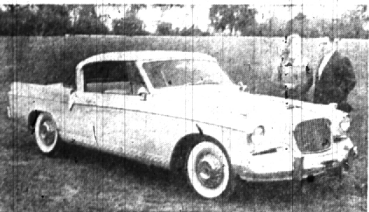
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118 S. Woodward Ave., Bham, MI 4-9200
 105 Empire Bldg., Detroit 26, WO 2-7788
 Clifford at Washington Bldg.



ARCHITECT'S conception of the new Kiv Baum store on the north side of Maple Avenue. The building, remodeled at a cost of \$254,000, will provide 9000 sq. ft. of selling space and 6,000 sq. ft. of non-selling space. Store will be functional in design with no capered merchandise. It is expected to be completed around the end of February.



INDIANAPOLIS race driver Bill Holland looks over the **GOLDEN HAWK**, top model in Studebaker's new complete line of sports-type cars and the highest powered car in the low-price field. It has a 275-horsepower V8 engine, is 17 feet long and less than five feet high. Models are on display at Carkner Motor Sales, 606 S. Woodward, Birmingham.

Kinker Appointed Resident Engineer

Donald R. Kinker, 1296 Stanley Blvd., Birmingham, has been appointed resident engineer of the Plymouth Motor Engine plant. Since 1948 Kinker has worked in the engine development laboratories, first as project engineer on engine development and later as the engineer-in-charge of all valve train development on corporation engines.



—DONALD R. KINKER—

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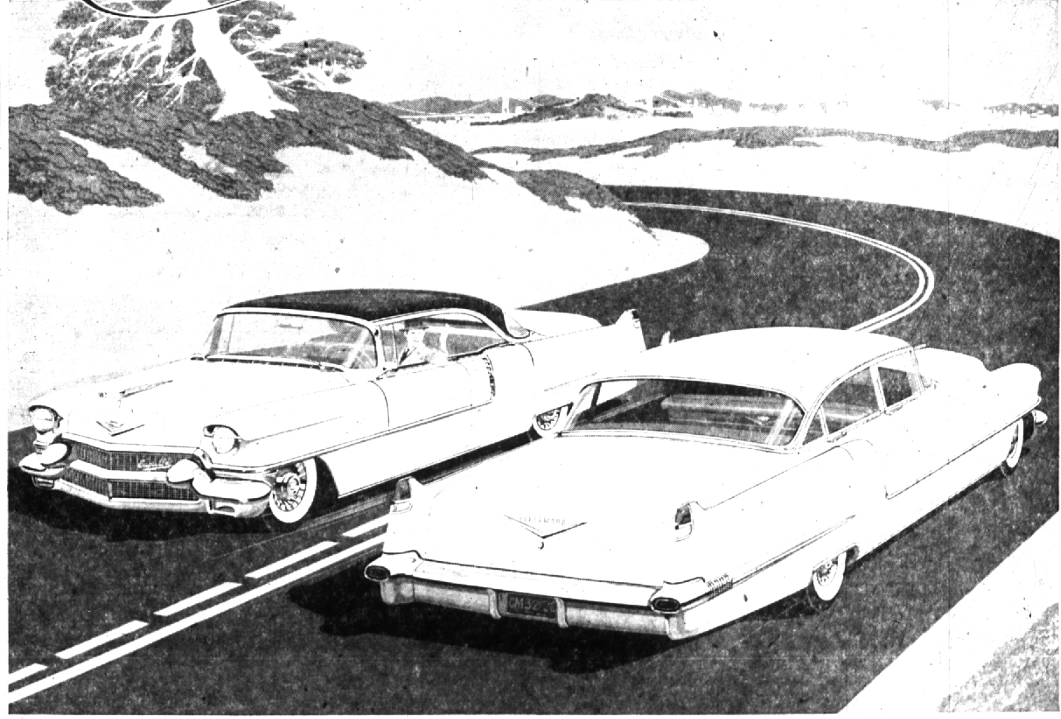
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Cadillac



Strangers—with a Mutual Friend!

Anyone who owns and drives a Cadillac will find this a familiar scene.

For it is not at all unusual for Cadillac owners to salute one another as they pass on the highway . . . or to exchange approving nods as they wait at the traffic light.

Cadillac owners, you see, know that they have at least one mutual friend . . . in the Cadillac car.

And the chances are that if they were to meet, they would find they had a great deal more in common than just their affection for the "car of cars."

For Cadillac owners, taking them by and

large, are people who share a keen appreciation for the finer things in life.

And, generally speaking, they are people of unusual practical wisdom . . . who have found in Cadillac the most economical means to the finest end in motordom.

They have learned, for instance, how reasonable a new Cadillac can be insofar as original cost is concerned—actually within a few dollars of many so-called "medium-priced" cars.

They have seen for themselves how economical a Cadillac is to operate through

the miles . . . and how dependable it is through the months and years.

And they have savored that final reward for choosing the "car of cars"—Cadillac's extraordinary resale value.

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Want Ads cannot be accepted after 5 p.m. each Tuesday