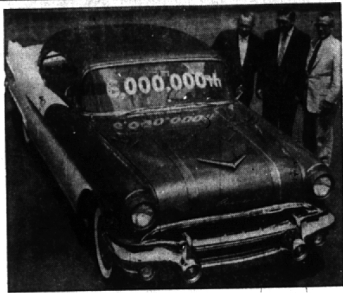


BUSINESS BRIEFS



PROUD DAY — Three Pontiac Motor Division officials were on hand to check the six millionth new Pontiac produced since the first one in 1925. Inspecting the 1956 Star Chief Catalina coupe are left to right, Frank V. Bridge, general sales manager, S. E. Knudsen, general manager, and B. E. Starr, general manufacturing manager. The car came off the assembly line in Pontiac Aug. 17.

Pontiac Produces Six Millionth Car

The six millionth Pontiac automobile, a sleek 1956 Catalina coupe, came off the assembly line today, two years after the five millionth Pontiac, S. E. Knudsen, General Manager announced today.

The first Pontiac, a 1926 model, was produced in December of 1925. The first one millionth car was produced at Pontiac in 1935; the second in 1940; the third, with time lost to war production, in 1949. Since then, Pontiac has produced a million units every two and a half years, with the four millionth car in 1951 and the fifth in 1954.

THE PRODUCTION milestone is important to many industries other than our own. For instance in building the six million cars, we have used over 9,000,000 tons of steel, over 2,000,000 of iron and 1,200,000 tons of rubber, glass, fabrics, plastics and lubricants. Some 350,000 tons of aluminum, copper, lead, zinc, and alloys of these metals have been utilized. These are only a few examples of the far reaching effects of production on this scale," Knudsen pointed out.

You will find many bargains in The Eccentric Classified Columns.

STATE FAIR PARADE
Fri., Aug. 31—11 a.m.
Downtown Detroit

Beneker Moves East With American T&T

Benson V. Beneker, 1424 Dorchester road, Birmingham, has accepted a position in the public relations department of the American Telephone and Telegraph Company at New York.

At the time of his appointment he was information manager for the Michigan Bell Telephone Company.

He is a native of Provincetown, Mass., and attended Bowdoin college, at Brunswick, Me., and New York University.

A former New England newspaperman, Beneker served as communications officer aboard an attack transport in the Pacific during World War II. He joined the Bell system at New York in 1946.



BENSON V. BENEKER

R. G. Brierley Gets GE Planning Post

Robert G. Brierley, 327 Southfield, Birmingham, formerly manager of training at General Electric's metallurgical products department, Detroit, has been appointed administrator of salaries and organization planning.

A graduate of Stout Institute, Menominee, Wis., in industrial education, Brierley joined General Electric in 1945 as training instructor. From 1937 to 1943 he taught high school industrial arts in both Jacksonville, Fla., and Birmingham, Mich. During World War II, he was employed by Glenn L. Martin Corp. in Omaha, Neb.

Hunter Boulevard Construction Work To Be Completed

Two proposed state highway department projects within Birmingham's city limits are expected to be completed by September 31, 1956, according to an announcement last week by Highway Commissioner Charles M. Ziegler.

Low bidders, Ziegler said, were to

Brierley is a member of Episc.ian Fr. Tau, American Society of Training Directors, the National Society Sales Training Executives, and is first vice president of the Michigan Training Council.

struction of grading and drainage structures, concrete pavement with curb and gutter at the intersection of Hunter boulevard (US-10) and Hamilton avenue, and at the north intersection of US-10 and Woodward.

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WHITE HOUSE CARPET CLEANERS SUMMER SPECIAL!

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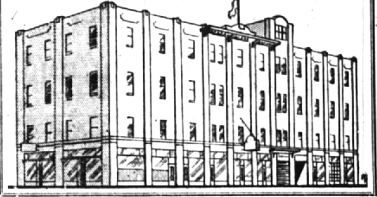
TOWNSEND
8-4146

96 Geneva
Highland Park

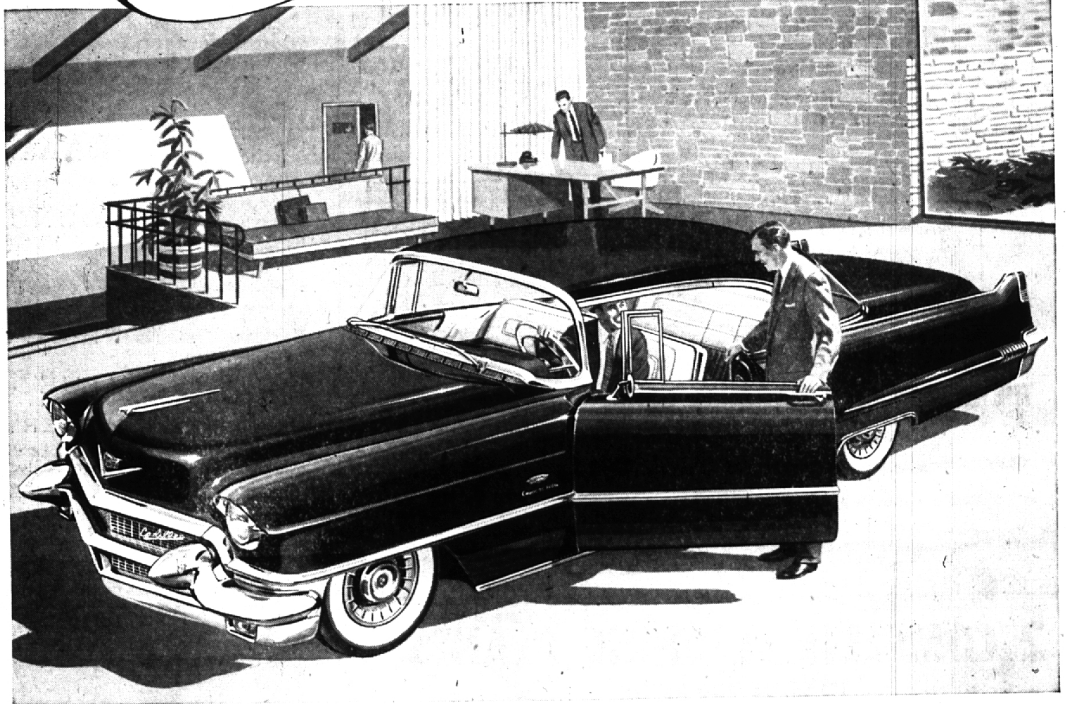
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Cadillac



The Right Decision—at the Right Time!

There is good reason why the man sitting in the beautiful motor car above looks so pleased and happy. For he has just decided to make the move to Cadillac!

This, to be sure, is cause for great satisfaction in itself. For the wisdom of selecting Cadillac is undeniable. In beauty, in luxury, in performance, in everything that makes a motor car good and wonderful—Cadillac stands uniquely alone.

And not only does this gentleman know that he has made the wisest possible choice of a motor car, but he also knows that he has made it at the wisest possible time.

For coming, as he did, at this particular season of the year, he was able to take advantage of some very fine and favorable circumstances.

To begin with, he will be able to obtain delivery of his Cadillac after the shortest waiting period in many, many months. In fact, it is entirely possible that he will actually be able to drive home the model of his choice.

And, even more importantly, he discovered that Cadillac ownership has become more attractive and economical than ever before. Because of low used-car inven-

tory—and as a result of an effort to broaden the base of Cadillac ownership—it is currently possible to receive an unusually generous trade-in allowance.

Little wonder, then, that this gentleman looks so pleased and happy—just as we know you will when you get the full, wonderful facts about Cadillac today!

In fact, we should like to suggest that you come in at your very first opportunity and hear them for yourself.

We know you'll agree that the right decision is for Cadillac—and that the right time is now!

WILSON PONTIAC-CADILLAC, INC.

1350 North Woodward Avenue

Phone Midwest 4-1930 or JORDAN 4-6655

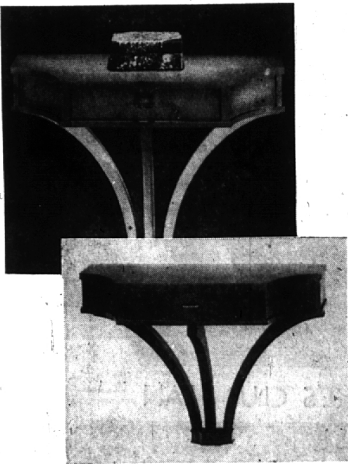
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to grace your home!

Fruitwood, Mahogany
Black and Smoky Finishes

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The hanging wall console is decorative... yet practical, too! Ideal as a phone stand... or in smaller entrance halls. Choose from beautiful fruitwood, black, mahogany and smoky finishes.

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