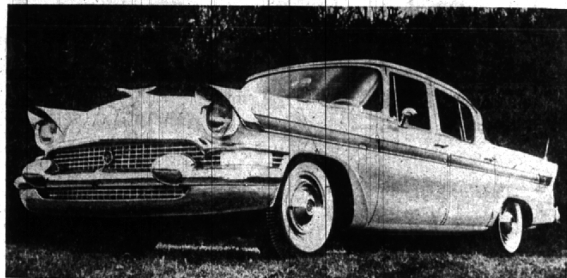


BUSINESS BRIEFS



THE 1957 PACKARD Clipper four-door sedan previews at the New York Automobile Show December 8. It will be introduced by Packard dealers in mid-January along with a four-door station wagon. The new and different Packard Clipper is two inches lower, 300 pounds lighter and 20 per cent better in acceleration and performance than previous Packard Clipper cars. Engineering details are being withheld until dealership introduction time. Representing a major move toward parts and body interchangeability, a two-year goal of the company, the new Packard Clippers are the first to be made in South Bend, Indiana, following the company's consolidation of all automobile manufacturing there. The pioneer auto company will concentrate its Packard program for 1957 in the medium price field which has accounted for 80 per cent of Packard sales during the last two years.



JOHN G. SCHRAMM
Schramm Completes 40 Yrs. at Ford

John G. Schramm, 1235 Pilgrim, will mark 40 years of service with Ford Motor Company on December 5. Schramm, who is purchasing agent for general supplies in the Ford central purchasing office in Dearborn, started as a clerk in the company's purchasing engineering department in 1916. Following service in the Army during World War I, he returned to Ford and was promoted to buyer of machine tools and equipment in 1931. After World War II, he handled

Campbell-Ewald Appointment

The appointment of Clyde C. Bennett, Jr., 889 Suffield, Birmingham, as account executive in the Campbell-Ewald Company, Detroit national advertising agency for the United Motors Service and Delco Battery Divisions of General Motors was announced today by H. G. Little, president of Campbell-Ewald.

Bennett was a member of the Campbell-Ewald merchandising department working on market development plans for United Motors Service, before his appointment as account executive.

He had formerly worked for Wilding Pictures, Chicago, in their Detroit offices.



CLYDE C. BENNETT, JR.

the purchase of certain government owned machine tools and equipment, and aided the War Assets Administration in disposing of war surplus material.

Basements waterproofed TW 1-2000

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BERKLEY OIL CO.
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Complete selection of Armstrong and other nationally advertised makes.
T. E. HOGAN CO.
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MEMO to Christmas Shoppers

ARROW GIFTS ARE ALWAYS WELCOME

In a last-minute rush? Then shop the one-stop way for sure-to-please Arrow Gifts. Choose smart dress shirts, handsome sport shirts, newly-styled ties, plain and fancy handkerchiefs, and comfortable Arrow underwear.

Arrow Shirts, 3.95 up	Ties, 1.50 up
Fancy Shirts, 4.95 up	Underwear, 1.50 up
Sport Shirts, 4.95 up	Handkerchiefs, 55c up

Mortimer's
Men's Style Center
123 W. Maple
FOR EVERYTHING ARROW

Cadillac



His Tenth... and His Greatest Thrill!

Nine times before he has stood in his dealer's showroom and accepted the keys to a new Cadillac car.

And yet, as often as he has re-enacted this glorious event, he knows that there is something very special about today.

For this is more than a new Cadillac. This is the newest and most advanced Cadillac car ever to find its way from drawing board to production line.

Just looking at it gives him a warm glow of pride and satisfaction. And imagine, for just a moment, the many wonderful thrills that yet await him as he takes the keys

and starts off on his first journey home.

To begin with, there will be his discovery of Cadillac's brilliant new performance. The car is so responsive and so perfectly balanced that it will be a revelation.

Then, as he takes the sweep of the boulevard, there will be the added thrill of those admiring glances that will come from his fellow motorists.

And how satisfying it will be to find that even Cadillac owners have a special affection for the man in the new "car of cars".

And finally, of course, there will be the joy of that wonderful "welcome home" as

he turns into the familiar driveway and comes to a silken stop.

For when a new 1957 Cadillac arrives, it is the prize of any family... and the pride of any neighborhood!

Why not come in soon for a preview of this thrilling experience? We have a 1957 Cadillac waiting for you in our showroom—and we will be happy to give you a personal demonstration at any time.

Whether it's to be your first or your second—or your fifth or your tenth Cadillac—you're in for a wonderful surprise!

WILSON PONTIAC-CADILLAC, INC.

1350 North Woodward Avenue

Phone Midwest 4-1930 or Jordan 4-6655