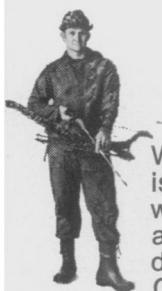




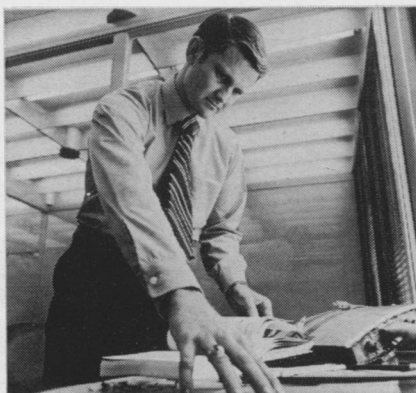
Dick Hoffman hunts for deer, partridge and new devices.



When Dick Hoffman isn't out in the Michigan woods with his bow and arrow, he's behind his desk at the GM Tech Center in Warren, Michigan, tracking down the best new devices which have been submitted to GM for consideration.

Dick works in the New Devices Section of GM's Engineering Staff. His job is to go over the ideas, suggestions and inventions which are sent in to GM. On an average, GM gets over 7,000 items every year. Including everything from ashtrays that chew up cigarette butts to perpetual motion machines and designs for flying saucers. It's Dick's job to go over

these submissions to see if they are workable and practical. And most of all, to determine which ideas might result in a better



General Motors product. No matter how small the improvement. When Dick spots a good one, GM contacts the inventor to see if he will sell the company patent rights.

This unique section has been in operation at GM since 1925. Since then, its people have gone over and checked out over 300,000 submissions.

The section is staffed with lots of people like Dick Hoffman. People who never get tired of hunting. Because every working day they could come across something that might make things better for all of us.



General Motors

Interesting people doing interesting things.

NOTE: This advertising is being sponsored by General Motors in several youth publications. It is hoped that the subjects featured will serve to increase teenager interest in scientific studies and can be used, perhaps, to show how the things your students are learning are utilized in actual industrial activities. Reprints of this ad are available upon request. Simply write to General Motors, Advertising & Merchandising Section, P. O. Box 5446, Detroit, Michigan 48211.