

Blue-and-Yellow Plates Ready for Nov. 2

New, lower numbers . . . tougher but lighter and more weather-resistant materials . . . a new slogan . . . are but some of the new features in store for Michigan's more than 4½-million vehicle owners when they begin buying their new 1965 license plates starting November 2.

Because so many persons are anxious to get new plates, Secretary of State James M. Hare . . . whose department orders and sells plates . . . predicted "a real rush to buy plates on opening day throughout Michigan."

One new provision is going to make it a good deal easier for motorists to obtain new plates this year, Hare said. "Previously they had to bring their titles before plates or tabs could be issued. For the first time this year, they may bring either their titles as before or may bring their prior year's registration, whatever is more convenient." Hare pointed out that the provision will start with the sale of new plates November 2. Before that time motorists must still bring their titles to obtain licenses.

Also for the first time, Hare said, plate numbers will start with "0001" instead of "1001" with the first-coming getting the more coveted lower numbers. He said the new numbering system would gain Michigan more than 500,000 additional numbers.

"With the way the state is gaining registered vehicles . . . about 200,000 each year . . . we may have to make other arrangements in a couple of years . . . perhaps to a three-letter



Jerome Wasserman

Wasserman To Handle Meyer Store

In beauty, convenience, and managerial excellence, the new Meyer Jewelry Co. store opening in the Livonia Mall shopping center promises to be one of the most outstanding in the country.

The post of store manager will be filled by Jerome Wasserman, who comes to the Livonia store with a full complement of experience in the retail jewelry field.

With the exception of three years service in the U.S. Air Force, as a bombsight automatic pilot mechanic and instructor, Wasserman has compiled a notable 35-year background of retail experience.

Former connections include De Lay's, Engas, Grand, Shifrin and Ehrlich Jewelers. Nine years serving Meyer Jewelry Company precedes Wasserman's appointment as Manager of the Meyer Livonia Mall store.

A family man, Wasserman's wife is a Detroit Elementary School substitute teacher; his son, a University of Michigan senior; and his daughter is carrying a retail career all on her own.

Bank Names Chamberlin

Larry R. Chamberlin has been appointed an assistant comptroller of Manufacturers National Bank.

It was announced by William A. Mayberry, chairman of the board and Ronald A. Newhart, president.

Mr. Chamberlin was formerly with the Iowa-Des Moines National Bank in Des Moines where he was in the Internal Auditing and Accounting Department since 1954. Elected assistant comptroller of that bank in 1959, he became comptroller in 1960. He is a graduate of Drake University and holds a C.P.A. certificate.

Mr. and Mrs. Chamberlin and their children will live in Livonia.

The crosses folks have to bear are often of their own making.

system, Hare said.

New colors this year are yellow on dark blue . . . honoring the University of Michigan. And for the first time since Michigan began using a license slogan back in 1954, there will be an addition to it. Instead of the traditional "Water-Wonderland" the new plate slogan will read, "Water-Winter Wonderland."

Hare said the addition was a

recommendation of Governor George Romney.

According to Hare, one important and basic question relative to the 1965 plates is whether they will be one-year or three-year plates as originally planned. Hare has his way, they will definitely be one-year plates, and this will be the start again of annual plates.

Hare said that he had been assured by the Department of Ad-

ministration, an arm of Governor Romney's office which draws specifications for the plates, and Frison Industries, which manufactures them, that the 1965 plates will last for three years if the need arises. Hare said, "But I'm hopeful that the lawmakers will adopt my plan to issue plates every year since we now seem to be over our period of severe austerity where it seemed impor-

tant to save every dollar possible." The Secretary of State said he had been notified by Frison Industries that the 1965 plates will be a little lighter in weight, although the ordinary motorist would hardly notice the difference. "Our branch office personnel will certainly be happy about this situation since the boxes of plates now weigh 41 pounds as against 56 pounds in

the past," Hare said. The new plates will be galvanized and this is the reason, I'm told, that they can be made of lighter gauge steel, Hare said. Manufacturing price of a set of plates is 22¢ a pair. Total cost for manufacturing, packaging, handling, postage, and sales in branch offices amounts to less than \$1.00 per set of plates.

"Many persons are unaware

that all but about this \$1.00 they pay for their licenses each year goes into the Highway Building Fund and is used to build many of Michigan's great super highways which they travel on virtually every day," Hare said. He classified license plates as "one of the biggest bargains in government." "We've been able to hold the line on plates to 35 cents a hundredweight, a

ratio which has remained unchanged for 30 years since 1935," Hare said. "And at that time, the price per hundredweight was dropped, at that." Many states charge more than Michigan does for licensing. In Oklahoma, for instance, a motorist may pay over \$70 for his plates. Vermont charges a flat \$32 for each plate. Other states use varying formulas . . . some even involving property taxes.

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