

# GM Chiefs Look Forward to Another Big Year in '67

In anticipation of the introduction of the new 1967 model passenger cars and trucks to be offered by General Motors car and truck divisions, Chairman Frederick C. Donner and President James M. Roche made the following statement about the automobile market:

Most available economic indicators point to the continued expansion of business in 1967 and, with a continuance of the recovery of consumer confidence evident in passenger car sales during the past three months, we look forward to another good year for the motor vehicle industry and an outstanding year for General Motors in 1967.

There are currently some imbalances apparent in the economy. Nevertheless, business generally, as measured by production, employment and income, continues to establish new record levels. The expectation is that these important measures of economic growth will continue to rise in 1967.

Total industry retail sales of about 9.1 million passenger cars and about 1.7 million trucks in the 1966 model year, now closing, will both establish new records for model year sales. This is the fifth in a succession of years, beginning in 1962, of rising sales. It is the broader diversity of automobile and truck sales in which the sale of imported vehicles, surpassed 10 million units.

The steady expansion of motor vehicles sales since 1961 has reflected broad-based prosperity, rising employment and incomes and, in addition, several factors of special importance to the markets for passenger cars and trucks.

First new cars have represented increasingly better values since prices were last increased eight years ago. This is reflected in the steadily improving quality of automobiles and in the price indexes published by the Bureau of Labor Statistics. In the case of General Motors,

this record has been achieved in spite of a substantial increase in hourly labor costs. However, there has been a rise in some material costs in the past year.

Second, General Motors has responded effectively to customer requirements for a broader diversity of automobiles to meet specific needs by steadily expanding the range of passenger car models and body styles offered.

Looking to 1967, General Motors car divisions will offer 177 models compared with 81 ten years ago. The ability to meet highly individual demands at a low cost while retaining the economies of mass production is both a technological achievement of the highest order and an important reason for a high level of sales.

Third, used car demand has been strong and since 1961 used car prices have been generally firm. With used car sales at a high level, the supply of used cars at franchised dealers compares favorably with last year, currently represents a thirty-day supply based upon August sales.

Following a record-breaking sales pace in January through March, new car dealerships in the 1966 model year have maintained a record pace. Technological developments in truck design and mechanical improvements, resulting in more efficient truck operation, are contributing to this strong pace.

General Motors cars and trucks for 1967 represent the finest in quality, reliability, durability and safety—in all-around value—we have ever been able to offer. With the introduction of the Camaro by Chevrolet and the new front-wheel drive Eldorado by Cadillac, new distinction has been added to General Motors complete line of personal, family- and business passenger cars.

We are confident that the outstanding safety-related features on our new vehicles, which have been made standard equipment, will contribute importantly to a successful year.

For example, all General Motors passenger cars will be equipped with the energy-absorbing steering column developed by General Motors and announced Feb. 9, 1966, and dual master cylinder brakes systems which afford protection in the event of failure of part of the brake system.

A four-way hazard warning flasher system, previously available as optional equipment, will also be standard on all 1967 General Motors cars as will fog lights, wheel-back shields and door-guards, door locks and doors to minimize accidental opening of doors.

Including these major improvements, General Motors 1967 model cars, there are 29 new or improved safety-related features incorporated as standard equipment. These are evidence of our never-ending effort to set a new high standard for motor vehicle safety, comfort, convenience, dependability and performance.



BLUE RIBBON and trophy for the best display of pumpkins, in the produce show at the Plymouth Fall Festival, is displayed by Mr. and Mrs. James Sayres, Ecorse Road, Belleville. The Sayres were among the major exhibitors and won several ribbons and cash prizes in the show sponsored by the Plymouth Rotary Club.

## Westland to Present New Festival of Art

Westland Center will again be filled with the works of many artists and craftsmen. In a riot of fall colors, the artist's "showplace" under the direction of Betty Baldwin, will bring the works of over two hundred artists to the Center starting the week of September 12th thru 17th.

Some of the portraits who will be doing "on the spot portraits" of people in charcoal, pastel and oils are: Bruce Corr, David Ford, Liz Collins, Florence Stinson and Mary Engstrom.

Ted Gilmore will be on hand with his well known "Pica-Pearl" and his hand crafted jewelry.

Fran Tomczyk, of Garden City, will give several demonstrations daily, of her shell craft. Her work has attracted considerable attention in previous shows.

Ruth Nobel, formerly from Livonia but now a resident of Rapid River, will have an all new assortment of rock jewelry. This summer she has been busy gathering unusual stones from all around Michigan, polishing them, and setting them in original designs. Her jewelry designs are unique and very much in demand.

J. T. Winston, of Dearborn, extraordinary metal and glass designer, will have many new pieces of sculpture to exhibit and sell. His works may be used indoors or out. They are completely adaptable to any decor.

John Groot, of Plymouth, is an asset to any show. His antique pewter graces many a home. John can hardly keep up with the demand for his works. What he is able to do with pewter is almost a lost art in this country. He is one of the very few left doing this particular type of work.

Among some of the prominent artists to be seen at the show are: Joyce Johns, Mydra Seim, Joel Durand, Caroline Dunphy, "Mugs" Glinke, Jeanne Cornetel, Cecil Reading, Edward Chipi, Robert Wagner and others.

**SENIORS GET BREAK**  
Due to the limited parking facilities available, driving permits at Bentley high this year will be limited to seniors only.

Principal Jack R. Comstock anticipates a senior enrollment of nearly 1,000 and he recommends that those who have proven needs for having their own transportation apply at once. A driving form signed by a parent or a school official or at the school office must be presented.

**LIVONIA SCHOOL LUNCH MENU**  
September 19-23

**MONDAY**  
Lemonade, Cream of Tomato Soup, Cream Potatoes, Beef and Noodles, Cakes, Fruit, Milk.

**TUESDAY**  
Hamburger, Potatoes, Battered Fried Chicken, Green Beans, Fruit, Milk.

**WEDNESDAY**  
Cheese Fricassee, Cream Potatoes, Butter, Cantaloupe, Milk.

**THURSDAY**  
Meat Loaf, Brown Gravy, Fluffy Mashed Potatoes, Green Beans, Pineapple Lemon Snow, Milk.

**FRIDAY**  
Tuna Salad on Lettuce, Cottage Cheese, Tomato Wedge, Fruit, Cakes & Butter, Cherry Cherry Cakes, Milk.

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THAILAND ALGAE EATERS	79c

**Super Special**  
ACTIVATED BONE CHARCOAL  
8-oz. Box 29c 1-lb. Bulk 49c

**AQUARIUM SALE**

16 GAL. - 17.95	20 GAL. - 24.95
18 GAL. - 19.95	22 GAL. - 26.95
20 GAL. - 21.95	24 GAL. - 28.95

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## BRAND NAME LUMBER SPECIALS

**SUPER SPECIAL!**  
Something New—Just Arrived  
PANELING BARGAIN OF THE YEAR

Casbah Sand \$3.99  
Full 3/16" Thick  
Warm Fruitwood Shade  
#1 Quality—V-Groove  
4x7x3/16" SHEET

HURRY IN FOR THIS SUPER SPECIAL

**Jones Natural Finish BIRCH PANELS \$4.99**  
4"x7"x1/4"  
#1 QUALITY reg. \$6.88

**Jones Genuine Black Walnut WALNUT PANELS \$8.99**  
4"x7"x1/4"  
ALL PAPER WRAPPED

**NATURAL OAK \$5.49**  
4"x7"x1/4"

**ROYALCOTE PANELING \$1.99**  
All perfect, all finished. Choice of beautiful wood grains. 36"x48" 48"x48" ..... \$2.49

**ACCOUSTICAL CEILING TILE**  
12x12 White #1 Quality  
**13 1/2¢**

**ALUMINUM DOORS**  
Combination  
Complete with all quality hardware. Prehung. Install in 20 minutes.  
**\$28.88**  
Full 1" Thick

**FIBERGLASS INSULATION**  
Full One Side 16" O.C.  
3 1/2" thick x 80 sq. ft. \$3.69  
2 1/2" thick x 70 sq. ft. \$3.49  
1 1/2" thick x 100 sq. ft. \$3.49  
2 1/4"x24"x100 sq. ft. \$4.69

**Paint Sale!**  
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