

'33 CHEVROLET LINE READY

Public To See New Cars
Saturday For First
Time

Chevrolet's new 1933 models will go on public display Saturday. Plans call for simultaneous showing at all of the company's more than 10,000 dealer showrooms in the United States.

For the building up of parts banks, Chevrolet manufacturing operations have been under way since October, with full quotas of men now at work in the foundry and manufacturing plants. First public display of the new cars will add the 36,000 members of the sales organization to those thousands already employed on the new line.

Dealer orders for the first consignment of 50,000 display cars have already been placed, and many retail orders have been placed with dealers in all parts of the country, according to H. J. Klingler, vice-president and general sales manager.

A large number of dealers have already pre-viewed the new line at the General Motors proving grounds at Milford, groups from different parts of the country having attended all-day presentations. Remaining dealers are pre-viewing the cars at scheduled meetings held at some headquarters in key cities throughout the country.

Interest engendered among the dealers by the new "Fiber line" draft ventilation, the increased wheelbase and other new features, is resulting in what appears to be the largest accumulation of pre-announcement orders yet experienced by the company, Mr. Klingler stated.

To Be Installed Today as Head of F. and A. M. Lodge

Photo by Arnold

Mr. Plunstead, who lives at 348 George street, will be installed as worshipful master of Birmingham Lodge No. 44, F. and A. M., at public ceremonies to be held in Masonic Temple tonight.

George B. Dilliver, Battle Creek newspaper editor and former past grand master of Masons in Michigan, will act as grand installing officer.

Photo by Arnold

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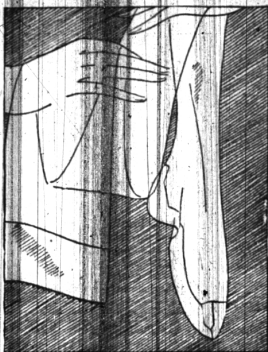
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and this year, what better Gifts
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Fresh Hamburger . . . lb. 10c

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Small Sum Down

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