

CHRYSLER PREPARES FOR 1964

Townsend Sees More 7-Million Car Years

SAN FRANCISCO — Approximately \$125,000,000 is being spent by Chrysler Corp. to bring the 1964 Valiant, Plymouth, Dodge Dart, Dodge, Chrysler and Imperial passenger cars to the market, according to Lynn A. Townsend, Chrysler Corp. president.

Townsend lives at 5991 Orchard Bend, Bloomfield Township. Speaking Tuesday to more than 300 newsmen from the United States and Canada at the company's annual news preview of the new models, Townsend said that "a seven million car year is nothing very extraordinary for a period like the 1960's."

He reported that the company's share of the U.S. market during the first 10 months of the 1963 model year was 12.6 per cent, up sharply from the corresponding period of the 1962 model year when the company's market penetration was 9.8 per cent.

Corresponding sales gains have also been made in Canada where Chrysler Canada Ltd. car sales during the first 10 months of the 1963 model year jumped 56 per cent over the similar period of the 1962 model year.

TOWNSEND TOLD the newsmen: "To engineer and style the 1964 lines, to prove them out, to tool our plants and make them ready for production, to cover the projected costs of new and improved and more expensive components, and to pay for launching the new cars in the market—for all these elements of the total cost of bringing out these 1964 cars—we are spending approximately \$125 million."

"With these new automobiles we at Chrysler Corp. are making our bid for continued gains against our competition in the year ahead. As the result of the work and money we have invested in planning, engineering, designing, styling, and proving out these cars over the last two years we have an impressive, varied and highly attractive line of automobiles.

"We think these cars are well tuned to the demands of the current market for automobiles, and we think they are designed to meet the needs of present-day motorists."

IN ANSWER to those who point out that the industry's big sales record in 1955, when a total of 7.2 million cars were sold, was not repeated until 1962, some seven years later and that it took seven



LYNN A. TOWNSEND

years to reach the 7-million unit figure again, Townsend said:

"This comparison is misleading, because the basic economic conditions affecting the automobile business in 1963 are completely different from the conditions of 1955. Consider these facts:

"In 1955, the population of the U.S. was 166 million, and there were 48 million family units. In 1963 the population is 180 million, and there are 55 million family units.

"In 1955, approximately five million families owned two or more cars. In 1963, approximately eight million families own two or more cars.

"In 1955, there were 75 million licensed drivers of motor vehicles. In 1963, the number of licensed drivers is 92 million.

"In 1955, there were 52 million cars in use in the United States. In 1963, there are approximately 67 million cars in use in the United States.

"In 1955, approximately 3.8 million cars were scrapped. In 1963,

it is expected that five million or more cars will be scrapped.

"In 1955, there was a sudden expansion of retail installment credit in the automobile business—caused in the main by a substantial extension of time required for repayment. In 1963, there has been no abnormal stimulation of automobile retail credit.

"And finally, in 1955, the national program of highway building and have provided a basic reason had not been started. Since 1956, for making car ownership more over 14,000 miles of the Interstate attractive."

August 15, 1963 THE BIRMINGHAM (MICH.) ECCENTRIC 3-C

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MRS. MARZSALEC
St. Regis Ceremony Unites Pair

Tomnie Elizabeth Jackson became the bride of Norman Stanley Marzsalec Aug. 10 in a double ceremony at St. Regis Catholic Church, Birmingham.

The bride is the daughter of Mr. and Mrs. Grant F. Jackson of Middlebury Lane, Birmingham, and the bridegroom's parents are Mr. and Mrs. Stanley Marzsalec of East Detroit.

Miss Jackson wore a gown of silk organza edged with chantilly lace over tulle. The dress had traditionally long lace sleeves and a long full skirt.

THE VEIL was dramatized by two silk organza roses set on seed pearls. Her flowers were double begonias with natural greens.

Honor attendant was Ina Louise Jackson of Middlebury Lane, the bride's sister, who wore a light turquoise dress. Bridesmaids were Bernice Marzsalec, the bridegroom's sister, of East Detroit; Charlene Zielinski of Dearborn; and Diane Farkis of Southgate.

Flower girls were Sherri Jackson, the bride's sister, and Patti Bradley Phillips, the bride's cousin, of Detroit.

ROBERT SHERIDAN of East Detroit, the bridegroom's cousin, served as best man. Ushers include Richard Barnard of Royal Oak; Charles Delier of Roseville and David Northstine of Berrien Springs.

A reception at the Pionettes Club followed the ceremony. Later the couple left for a wedding trip to Niagara Falls and Canada. They will make their home in Coldwater.

Panel Answers Questions On Unitarianism

At a special evening meeting Sunday at the Birmingham Unitarian Church a panel of Unitarian experts will be ready, willing and able to answer all questions on Unitarianism.

As this includes everything, the panel topic might be called "Unitarianism and the Kitchen Sink."

Members and friends of the church have already submitted some provocative and penetrating queries and the three panel members are looking forward to a stimulating evening.

RICHARD BARNARD, Birmingham attorney and secretary of the Birmingham school board, Paul Reid, executive director of the Detroit Metropolitan Area Regional Planning Commission and a graduate of Union Theological Seminary, and Robert Marshall, minister of the church will comprise the panel.

The program is scheduled for 7 p.m. and will be followed by a buffet sandwich supper.

Spare tires around your waist are the kind you don't want to take along on your vacation. Slim down and have a pleasant summer, the Michigan Heart Association urges.

Devon Gables
(Telegraph at Long Lake Rd.)
PRESENTS A



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SLICED BY THE PIECE
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A&P Tuna Fish 27c
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