

GM Hopes For '64 High

Prospects are good that sales of cars and trucks in the United States in 1964 will be "closed in line" with this year's record levels, President John F. Deere of General Motors said recently.

"Motors will be in motion again in 1964," Gordon told a luncheon meeting of the Economic Club of Detroit. "The industry will do all it can to keep the economy strong and prosperous."

Gordon, introduced to the luncheon guests by GM Chairman Frederick G. Donner, also outlined the auto industry's contributions to employment, solution of urban transportation problems, and air pollution research.

DISCUSSING THE economic outlook, he said the industry is "practically certain" to achieve an all-time record in 1963 of more than 7.7 million new car sales in the United States, including imports.

"Looking to 1964, we feel there are grounds for optimism again," he said. "The public evidently has the industry's new models. Retail sales are currently at high levels, and backlogs of unfilled orders remain substantial. If the general business indicators continue to point upward, industry analysts believe new car and truck sales next year will be closely in line with 1963 experience."

As to long-term prospects, Gordon said "we believe" that 92 million motor vehicles will be in use in the United States by 1970—an increase of 26 per cent in seven years.

GOP Starts '64 Politics With Parley

The political picture for Oakland County and Michigan will look as bright as the early months of 1964 as it was in the later months of 1963.

A grass-roots effort will be made during the week ending Jan. 11, however, by the Republican Party leadership when they meet in Lansing where everyone—from township precinct organizers to county and district chairmen help set in motion the party's 1964 campaign.

The two-day VIP leadership training seminar will be staged by the Republican State Central Committee at the Jack Tar Hotel. Coming in as guest speakers will be Sen. Jack Miller of Iowa and Ray Humphreys of Washington, director of education and training for the Republican National Committee.

ALSO SCHEDULED to speak is Gov. George Romney, who will wind up the convalescence between 12:30 and 1 p.m. on Saturday.

Speaking of the governor, he has at this time made no definite announcement of his political plans for 1964, but has stated that he has already decided what he personally will be doing.

"I'll announce what I intend to do in 1964 in the early part of 1964. It's too early to indicate my 1964 plans at this time. I know what I'm going to do—importantly, I know full well what my basic objectives are going to be, and I know what my specific activities will be," Romney said.

ACCORDING TO political rumors, every indication is the Romney will at least seek re-election and may be asked by the GOP to accept a call to try for the presidency.

He said he would not deny that he has to be considered a potential presidential candidate and has made it clear that he will go all out in 1964 to center the campaign, through his influence, "on our basic American principles."

While Romney is in the comfortable position of considering running for either the governor's or the presidential post, the Democratic Party is searching hard for an opponent on the state level.

BOTH FORMER Democratic governors G. Mennen Williams and John B. Swainson have declined to run.

Williams, now assistant secretary of state for African affairs, said that his U.S. State Department assignment is "at a crucial phase" and that he feels a responsibility because of the government's "investment in me over the last three years."

"WE CAN FORESEE a basic annual increase for passenger cars rising by 1970 to almost nine million units," he said. "When we add truck forecasts to these figures, we can anticipate the basic trend line rising to more than 10 million units a year by the end of the decade."

Overseas, he said, the industry's growth potential is even greater than in the United States. This, he explained, results from lower levels of car ownership and vehicle usage in overseas countries, combined with improving economic conditions in the Free World.

Noting that now for the first time in history more vehicles are being built outside the United States than inside, the GM president added:

"The outlook is that by 1970, when the United States is producing some 10 million vehicles annually, the rest of the Free World will be producing 13 million, for a grand total of 23 million."

"THE INDUSTRY'S world-wide operations are not only producing an important favorable effect on this country's balance of payments," he said, but also are benefiting other nations through investment of capital, creation of jobs, development of technical and managerial skills, expansion of markets, raising of living standards and increase of tax revenues.

Gordon also made two points concerning certain "auto industries" circulated about the industry: "It is slowly moving out of Detroit, out of Michigan, out of the United States." Although GM plants have been built in other states, the "net result has been beneficial to Detroit and Michigan."

"NOT ONLY HAS MICHIGAN furnished components and parts for cars and trucks, but also in larger quantities than would have been the case if the out-of-state markets had not been developed by the industry."

Noting that Michigan employees of the industry today number almost 370,000, and shareholders almost 150,000, he said that Michigan has benefited to such a degree from the growth of the industry as has Michigan; no other metropolitan area as has Detroit's.

Charles J. Whelan, who is chiefly responsible for unemployment in Michigan and Detroit because of increasing automation, are not substantiated by the record, which "has demonstrated that when our industry is in a position to sell its products in volume, it can provide the jobs." During the past two years, General Motors employment each month has never fluctuated as much as 40 per cent below the average—excluding August when the new model changeover takes place.

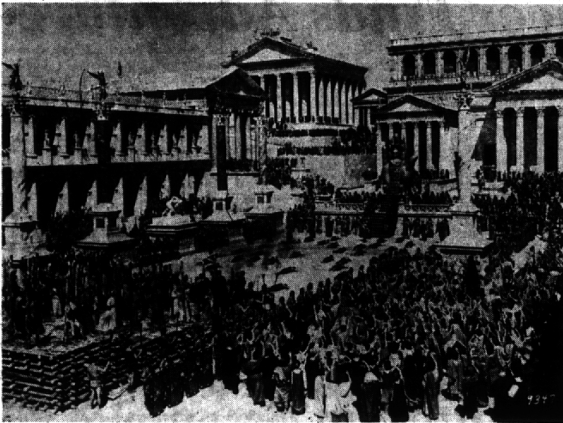
3. FAR FROM BEING unconcerned about urban transportation problems, the industry—through the Automobile Manufacturers Association—has had a committee at work on these problems for the past five years, and also "has had the benefit of independent studies by some of the ablest transportation specialists in the country."

"It is a mistake . . . to assume that planning for better urban transportation is a matter of choosing rail over road, public carrier over private car," Gordon said. "Sound planning involves a proper balance—for no one mode of travel can serve all the needs for mobility in the modern city."

4. As to "smog," the industry "has formally recognized its responsibility to help eliminate air pollution and under the sponsorship of the Automobile Manufacturers Association has a continuing and very active program of research and development. This program is backed by all the industry funds, personnel, facilities and equipment that present scientific and engineering knowledge can utilize."

This & That

ter, walk toward the locker, get out of your right (if you aren't watching) and in a moment come back with a locker key which you later find doesn't open the locker numbered on the key. It will open another locker which is empty. You have lost your luggage because you were too trusting with a complete stranger!



HERE IS A scene from the movie "The Loren, Stephen Boyd, Alec Guinness, James Fall of the Roman Empire," starring Sophia Mason and Christopher Plummer.

Producer

(Continued From 3-A) his family was living in Portland, Me., Bill Deneen received a 16mm movie camera for a present. That summer he made his first film, a cops and robbers epic, and was, as he describes it "hooked for life."

"Whatever I did," he adds, "I knew it would be something connected with the film industry." Deneen's family moved to Detroit while he was still in grade school and he attended high school here, although he then went back east to Holy Cross in Massachusetts for college.

After college he spent three years in Europe traveling all over the continent, completing his mastery of French which he had studied for four years. He also speaks Spanish.

DENEEN OFTEN donates the use of his films to various groups and for three grueling weeks in April goes, himself, on the lecture circuit.

"An Evening with Bill Deneen" is the general title, but he points out that on his most recent tour, he spoke at a breakfast meeting in San Diego, at lunch in Los Angeles and at a dinner meeting in San Francisco—all in one day.

On his recent three-month stint in Spain filming "Julius Caesar," "Claudius a Boy of Rome" and "Life in Ancient Rome," any one

of which qualifies for Samuel's Bronston's remark that these "are the only \$5 million, 30-minute films ever made." Peggy Deneen joined her husband for the last three weeks.

SHE WANTED to see the fabulous set at Las Matan, Bronston's creation for "The Fall of the Roman Empire," which they say is the largest set in the world, with its 27 three-dimensional structures in the Forum itself, its 350 individual statues, some 25 feet in height, and its half-mile of figured plaster molding on the facades of the various buildings.

Between this fantastic set and the barbarian village constructed nearby, Deneen film "Julius Caesar." Mrs. Deneen was also looking forward to a huge party Bronston was giving for the cast of his picture on the evening of her arrival. It was at the cocktail party preceding it, where James Mason, Sophia Loren, Rita Hayworth, Lillian Nolan and many other stars were among the guests, that the Deneens and everyone else learned that President Kennedy had been assassinated.

DENEEN DESCRIBES the following four days in Spain as one in which "Americans drifted aimlessly, unable to absorb the stunning news, while the Spaniards called off everything—TV, movies, all entertainment, and as Deneen puts it "would shake our hands without words, consoling each of us exactly as if we had lost our father."

Even on their flight home on BOAC there was the usual type of incident which seems to follow Bill Deneen around but never quite catches up with him—he's too fast.

As their plane taxied out to the runway at Idlewild on the last leg of the trip from London to Detroit, Deneen looked out the window and noticed a jagged piece of metal standing up on one wing.

HE HURRIED forward to the captain of the flight and told him about it, received, as he put it, "that is-this-your-first-flight? look" but convinced the pilot to look at it.

The plane hurriedly left its spot as the next in line to take off and taxied back to the terminal where it took three days to repair a broken hydraulic jack which the captain later told Deneen, thanking him, could easily have caused a disaster.

Does he ever think about a quieter life, something more settled? Deneen sums it up: "without constant variety or change, when I find myself beginning to do the same thing for very long, that's the time for me to take off again."

India, anyone? Afghanistan? "All aboard for the moon!"

Benefit Tips For Retirees Available William E. LaRock, district manager, Pontiac Social Security Office, gave a tip today on how people who plan to retire can get the best social security checks without any delays.

"Inquire before you retire is a good rule to remember," he said. Whether you've decided to retire or not, you should visit the social security office three months before you reach retirement age.

"If you tell us whether you should retire," he explained, "but we will tell you when to apply for social security."

BY CHECKING with the social security office three months before retiring, they can help speed the first check, he said. The social security representative will help in claiming benefits for retirees and their family.

They'll help get whatever proofs are needed to complete the application. For example, LaRock said, retirees will need to prove their age. The office can tell them whether any of the documents they have will do.

LaRock added that they should check with social security even if they're still working.

They don't have to quit work entirely to get social security benefits. Many people have this wrong impression, he said, and they are losing social security payments.

BEFORE COMING to the social security office, it's a good idea to call ahead to see if anything is needed. The social security representative can tell what to bring and the best time to come in.

B'ham Thankful For Motorist With License AA-6401 A Birmingham motorist with license plate number AA-6401 remembered some holiday kindness on Christmas Eve.

Traffic was extremely heavy on Maple Road and Cranbrook that late afternoon, people still streaming in and out of stores for last-minute purchases.

Three small children stood on the corner waiting to cross the street safely through the maze of drivers.

Sensing their confusion, motorist license AA-6401 stopped his car at the busy intersection, jumped out, and, taking a child by each hand, escorted them safely across the street.

YOUR GARDEN CENTER

"Oh, wondrous logs, Give back the glow OF summer stims of long ago."

WITH THE TEMPERATURE BELOW ZERO THIS MORNING (DEC. 30TH) WE ARE INCLINED TO TURN ON THE HEAT WITH A SMALL VARIETY OF COMBUSTIBLE MATERIALS AND AIDS TO STARTING THE COMBUSTION—

COMBUSTIBLE MATERIALS: (WOOD LOGS)—WE JUST DISCOVERED OUR SUPPLY IS GONE BUT HATED TO ERASE THE POEM. ACTUALLY, HOWEVER, WOOD IS THE BASIC MATERIAL FOR ALL THE FOLLOWING COALS & LOGS.

KANNEL LOG—10 lbs. of cannel coal in heavy paper bag with cardboard liner—79c
CANNEL COAL—80 lbs plus, in burlap bag—\$1.60
PRESTO LOGS—TREATED COMPRESSED ROUND SAWDUST. CARTON OF SIX—\$1.99

KINDLE-LITE LOGS—IMPREGNATED STICKS OF COMPOSITION BOARD. Can be used as logs or for starting a log fire. 1 stick—25c.
Bundle of 10 sticks—\$2.25

FIRE-QUETS—15 lb. bag of compressed coal briquettes—50c
FIRE GEMS—15 lbs. TOP QUALITY COAL WITH LIGHTER CUBES AND WICK—80c

STARTING MATERIALS: KINDLE-LITE LOGS—Simply break off 3 or 4 inches, ignite with match and stick under logs. 25c each; bundle of 10—\$2.25
CAPE COD LIGHTER—Clay ball is immersed in kerosene in handsome iron pot. Ignite with match and place under logs—\$12.95

GRILLITE—Not the best, but still very effective—59c a quart.
FIRE WHIZ—Pads of easily ignited combustible material—59c a package.

MISCELLANEOUS: FIRESIDE COLORS—ONE BRIQUETTE PROVIDES UP TO AN HOUR OF EXQUISITE DISPLAY. BOX OF 12—\$1.98
FIREPLACE ACCESSORY KIT—COLOR POWDER, STARTER CUBES & LONG MATCHES—\$3.95
LOG CRIB—WROUGHT IRON RING WHICH HOLDS UP TO 27 LOGS—\$22.50
LOG CARRIER—CANVAS WITH WOODEN HANDLES—\$2.29 and \$3.49
LOG CARRIER & IRON STAND—Holds 6 or 6 GOOD SIZED LOGS—\$7.30

COMMENT: "What a comfortable fire," said Tom warmly.
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