

"Big Four" To Explore UAW Study Proffer

Detroit — Representatives of four major auto companies have accepted the invitation of the Auto Workers to explore the setting up of joint study committees to meet in advance of 1964 contract negotiations.

Two dates were set for exploratory meetings — Apr. 15 for a session between General Motors Corp. and the union, and Apr. 16 with Ford Motor officials. Each was held at headquarters of the respective companies.

UAW Pres. Walter P. Reuther said American Motors Corp. officials and the Chrysler Corp. also have agreed to meet for preliminary discussions at later dates.

Reuther had been authorized by the UAW executive board to propose that the union and major auto and agricultural implement manufacturers prepare 1964 negotiations by meeting at least a year in advance.

Careful advance study of joint problems is advisable. Reuther wrote the company presidents, noting such studies have proved helpful in the steel and other industries. The usual 60-day bargaining period is not long

MOTOR CARRIERS ASSOCIATION

North Carolina Wins Award for Prevention of Truck Accidents

WASHINGTON, D. C. — The North Carolina Motor Carriers Association was awarded the highest state safety prize of the national federation of the organized trucking industry this week for its outstanding highway accident prevention program.

The American Trucking Association presented the North Carolina Motor Carrier organization with its "Summa Cum Laude" Award for the group's 61 safety

enough, he said, to work out solutions to complicated issues, and the failure of collective bargaining might increase the pressure on government to intervene in such a way as to "leave little room for private decisions freely arrived at by labor and management."

The four auto manufacturers agreed to preliminary meetings without indicating their views.

activities last year on behalf of trucking firms in North Carolina and other highway users. NCMCA completed the largest number in the Nation.

Goley D. Sontheimer, ATA director of safety, congratulated J. T. Outlaw, executive vice-president of the North Carolina association, and described the work of the Raleigh-based group and its Council of Safety Supervisors as "an excellent contribution to improved traffic safety on both the state and national levels."

The citation is the top-ranking award in the annual ATA State Association Safety Recognition Program which is designed to encourage its 51 affiliated state organizations to conduct "well-rounded and productive safety programs."

The North Carolina Association was lauded for conducting all of the 36 basic and recommended activities sponsored or endorsed by the ATA, Department of Safety. They included: the N. C. Truck Driver Training School at State College; a truck fleet supervisor training course; Driver of the Month and Driver of the Year programs to recognize outstanding drivers; a State Truck Roadco; a truck fleet safety contest; participating in official state safety activities; and a cooperative road patrol.

Ford, Begun in '03, Has Made 60 Million Cars

Ford Motor Company, founded in 1903 by Henry Ford, has manufactured more than 60,000,000 passenger cars, trucks and farm tractors in the United States.

Ford Motor Company was incorporated June 16, 1903, by Henry Ford and 11 associates. Authorized capitalization was \$150,000, but only \$28,000 was paid in. Today, the company has approximately 300,000 shareholders and total assets of more than \$5,000,000,000.

Henry Ford was instrumental in bringing industry, agriculture and recreation to the South. His offer in 1921 to buy a government-owned nitrate plant at Muscle Shoals, Ala., on the Tennessee River, kindled interest of private and public groups, and helped bring about the Tennessee Valley Authority.

When Ford Motor Company was organized in 1903, Henry Ford refused a doctor's offer to invest money in the new company. Twelve men already had purchased stock and Ford feared 13 incorporators would bring bad luck.

On July 10, 1903, Ford Motor Company's bank account dropped to \$223.66. Five days later, Henry Ford sold the company's first car for \$850.

Skeptics sneered at Henry Ford when he entered his Model T in America's first coast-to-coast auto race in 1909. After 22 days of driving 4,100 miles over mud-covered roads, through snow storms, across streams and in heavy rain, the Model T was the first entry to cross the finish line.

A barn-like building on Mack Avenue in Detroit was Henry Ford's first factory. There he built a total of 1,700 cars — the 1903 Model A — during the first 15 months of operation.

Henry Ford began foreign manufacturing operations in 1904, when he established a plant near Windsor, Canada. This plant was the forerunner of Ford facilities on six continents.

From his youth, Henry Ford was fascinated by engines and decided to provide a more economical and practical way of mechanical farming by developing a gasoline-powered Fordson tractor in 1917. This year is being observed as the 100th anniversary of Mr. Ford's birth.

Tax Amounts To Half of Gasoline Cost

The American motorist has become the unwilling favorite on the tax-collector's list, a distinction from which he derives little comfort.

In addition to paying the same income taxes, sales taxes, property taxes and nuisance taxes as other taxpayers, he pays \$11,000,000,000 a year for the privilege of owning and operating a motor vehicle.

This year some of New York's 5,000,000 car owners won a minor victory in a revolt sparked by the State Automobile Association. They turned back Governor Rockefeller's plan to increase car license registration charges by up to 150 per cent.

As a rule, though, taxes on motorists keep going up and up because the levies generally are collected in "painless" pennies. Last year these pennies added up to \$6,300,000,000 in the form of taxes on gasoline. That means that the Federal, state and local governments were collecting \$11,040 a minute.

A Painful History

This is more than the Federal Government collected from all sources combined in any peacetime year before World War II and is 12 times larger than the entire Federal budget of 1900, when the automobile age dawned. "Why do they pick on me?" is the motorist's favorite plaint.

The best answer seems to be that motorists are so numerous (85,000,000 registered drivers) and so convenient.

Through the centuries, men have twisted the tax principle into some pretty strange shapes.

The Romans, for example, collected a tax on the toga, a popular garment of ancient times. The more elegant the toga, the higher the tax.

Ancient Greece taxed doorways that opened outward on public footways — possibly as a means of expediting traffic.

A tax on windows forced many to live in dark and cheerless homes in England and Holland, and a French fireplace tax resulted in a lot of frostbitten Frenchmen.

Beards, wigs, funerals and even bachelors have been taxed at one time or another.

A wise old Frenchman named Jean Baptiste Colbert, who managed his nation's finances for 22 years during the reign of free-spending Louis XIV, defined taxation as "the art of plucking the goose in such a way as to produce the largest amount of feathers with the least possible squawking."

Colbert's disciples in recent times follow the theory that a penny here and a penny there will seldom be noticed, but will add up to a lot of dollars in time.

The gasoline tax, for example, began as a so-called "painless penny" in Oregon in 1919. The legislator who sponsored the tax commented later that he never thought the idea would spread beyond the state line. But like forest fires, epidemics and bad news, it did spread — and rapidly.

Everybody Does It

By 1929, all 48 states and the District of Columbia were collecting gasoline taxes, most of them for the avowed purpose of financing road and highway construction.

In the Depression year of 1932, the Federal Government needed money. Congress levied a "temporary" penny-a-gallon tax that not only remained in effect, but has grown up with the times and now is 4 cents a gallon.

State gasoline taxes average more than 6 cents a gallon. Some states also permit local governments to levy gasoline taxes.

As a result, on the national average, the motorist is paying the equivalent of a 50 per cent tax on his gasoline. This means that for every \$3 he pays out, he receives only \$2 worth of fuel. The tax man gets the third dollar.

In the last 10 years, as gasoline quality was improved, the average price of regular grade gasoline dropped 4.3 per cent below the 1953 level. During the same period, the cost of all commodities rose 13.1 per cent and gasoline taxes climbed nearly 39 per cent, according to the American Petroleum Institute.

And More and More

Since the end of World War II, states have put into effect 86 increases in gasoline tax rates, and the Federal tax has been raised three times. Stiffening taxpayer resistance is credited with holding the line in 1962, the first year since the war ended in which no state increased the gasoline tax rate. However, increases have been proposed in several states this year.

IN AUTO INDUSTRY

Teen-agers Set New Trends

Half a dozen years ago America became aware that our teenage population was a major social and economic force. As a result, industry after industry is catering, with much profit, to the tastes of the under-20 set, whose members have shown a surprising ability to put their money where their mouths are.

This year a new factor has entered the picture, one that is of special interest to automobile manufacturers: the first of the postwar babies have reached driving age.

There can be no denying that teens are car crazy. From the age of 18 on an automobile is a boy's best friend in the quest for popularity. To youngsters a car is a great deal more than transportation; it is a maturity symbol, a conversation piece, a hobby, a mobile club house, a back porch, a chromed and multi-colored personality extension.

Lookers or Buyers?

Unfortunately, it is also quite expensive, especially when compared with such things as phonograph records, Ben Casey blouses and pocket transistor radios. This has caused many to wonder if teens can really afford automobiles and if Detroit hasn't started to confuse lookers with buyers.

To begin with, a teen-ager often does not have to buy a car himself to affect the sale of one. Approximately a third of teen-agers hold driving licenses and in many areas of the country it is necessary for them to drive in order to get to school, to the store, to visit friends, etc. Once they actually begin to drive the family car Dad is inclined to listen more closely when they express a preference for one make over another, especially since many teen-age boys are much more knowledgeable about the mechanics of automobiles than their fathers.

The fact is, however, that quite a few teens are buying autos. Before you begin to worry about where they are getting the mon-

ey, it should be pointed out that most of them purchase used cars. This is a big help to the auto manufacturers. Unless an automobile dealer can "move" used cars he will not do well with new car sales.

Staggering Figures

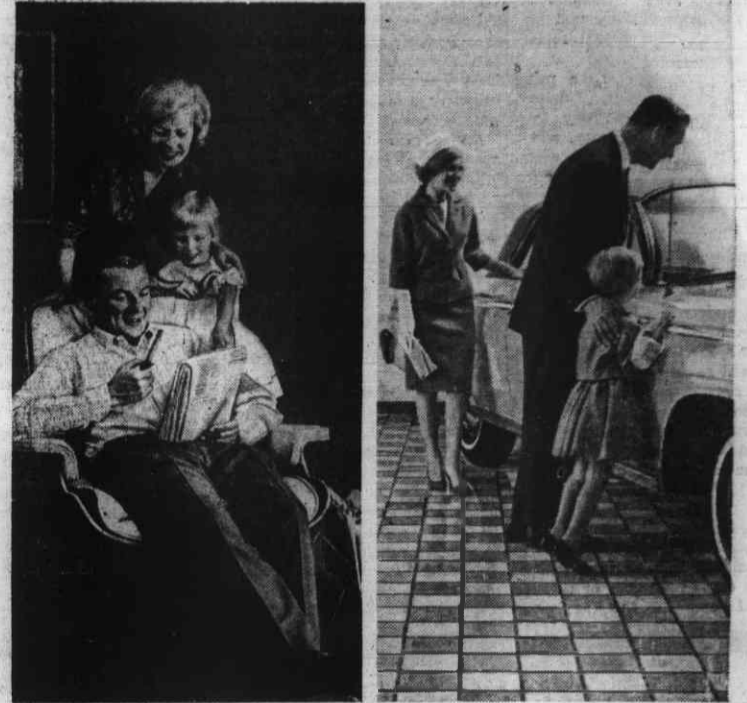
The big question is, just how

large is the teen-age car market? Three years ago 2,600,000 reached the age of 18; by 1965 there will be 3,800,000 persons arriving at that same age. And if the entire 13-through-19 age group is considered, the figures are even more staggering.

During the war years the year-

averaging approximately 4,200,000 births each year since. The result is that in the 14-18 group alone there has been an increase of 650,000 in the last year. By 1965 this number is due to increase again by almost 1,500,000. In the next two years (Continued on Page 5-C)

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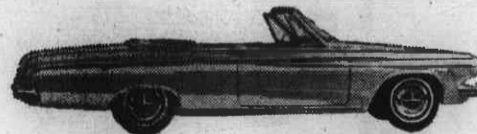
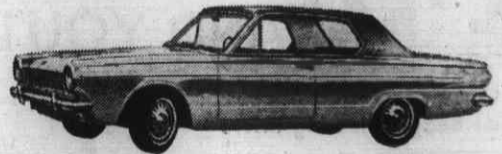
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