

**-Teen-agers**

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ly number of births averaged well under 3,000,000. In 1946 the number jumped to 3,400,000 and the following year the figure was close to 4,000,000. We have been more than 1,000,000 more youngsters will be taking to the highways than in any similar period since the end of the war.

While statistics don't lie they may be interpreted in a number of ways. The very fact that 1,500,000 more young people are reaching the legal driving age this year and next does not necessarily mean that more cars will be sold.

**Suburbs a Factor**

If the "population explosion" was occurring mainly in our big cities, where it is becoming increasingly less necessary, or practical, to own an automobile, the industry might profit little.

But the last decade has seen a mass exodus to the suburbs, where a car has become a must for commuting, shopping, getting to school and, of course, dating. Many families, especially those

with teen-agers, now find that they need more than one auto. This, in turn, has been a boon to the manufacturers of low-priced economy cars, both imported and domestic.

American automobile producers have never had a more rapidly expanding audience. The very segment of our population that is growing the fastest is the one that is most interested in automobiles. Today's teen-agers are fascinated with style and speed and creature comfort.

They have proved that they have lots of money jangling in their jeans and that they are articulate enough not only to make their desires and tastes known, but also to influence others. Is it any wonder that Detroit — and the imported car people as well — are so excited by this second great mushrooming byproduct of World War II?

Our brightest blazes of gladness are commonly kindled by unexpected sparks.

—Samuel Johnson

**Lincoln Engines Placed Under Rigid Tests**

A rigorous three-hour "hot test" puts the equivalent of a 500-mile break-in on every Lincoln Continental engine even before it is installed in the car. So when each car is driven off the final assembly line to begin Lincoln Continental's unique 12-mile road test the engine already is run-in.

Throughout the entire operations at the Lima, Ohio, plant where the new 420-cubic-inch Lincoln engine is built, extreme care is taken to attain unexcelled quality standards. When the engine block has been machined, it is wrapped in cellophane to keep it free of dust and dirt particles on its conveyor journey to the engine assembly line.

When each engine is completed, it undergoes a special three-hour "hot test" to break it in so that when the customer gets his Lincoln Continental it is ready for the most severe and varied driving offered on the American road.

First, the engine is run for 15 minutes at the equivalent of a car speed of 35 miles an hour, then stepped up to a half-hour

at the equivalent of 60 miles an hour. Finally, it is run at the equivalent of 90 miles an hour for two-and-a-quarter hours.

Then the engine is opened up for a visual inspection. The oil pan is dropped and the connecting rod bolts and main bearing bolts are torqued. A dental-type mirror is used to probe and examine the cylinder walls for possible scoring or scratches. Engines which pass these rigid checks to meet Lincoln Continental's exacting quality standards are reassembled and shipped to the assembly plant at Wixom, Michigan, for installation in the cars.

The automatic transmission, which is standard in Lincoln Continental, also is tested before it is installed in the car. Every transmission is run-in for 30 minutes to prove that it operates efficiently and quietly. Shift point stability and smoothness of shifting are provided by the vacuum throttle control, which responds to engine vacuum rather than to throttle position.

The new engines for the 1963 Lincoln Continental feature a four-barrel carburetor and other major improvements, which give higher power output for acceleration at start-up and for passing at turnpike speeds.

After the car is built it is driven off the assembly line and put through a unique 12-mile road test by specially selected and trained men. They check some 100 individual items and points of operation. Everything must function to the highest quality standards. At the end of the road test

many items are rechecked, such as engine idle speed, engine timing, choke setting, belt tension, front wheel alignment, and correct level for all lubricants.

Only then is the car considered ready for shipment to a dealership and customer.

This attention to quality is one of the reasons why Lincoln Continental carries a 24-month or 24,000-mile warranty.

**Henry Ford tried Early Tractor in '05**

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Henry Ford experimented with an "automobile plow" in 1905 with the conviction that "mechanical equipment will become the universal thing on farms." Production of his Fordson tractor began in 1917 — the same year Ford began making trucks.

In the rush of Model T production, Henry Ford completely overlooked an important milestone — completion of his first million automobiles in September, 1915. Company officials discovered they had passed the 1,000,000 mark a month later when they totaled production from outlying assembly plants.

Henry Ford's famous Tin Lizzie — the Model T — was introduced 55 years ago on October 1, 1908, and featured left-side steering.

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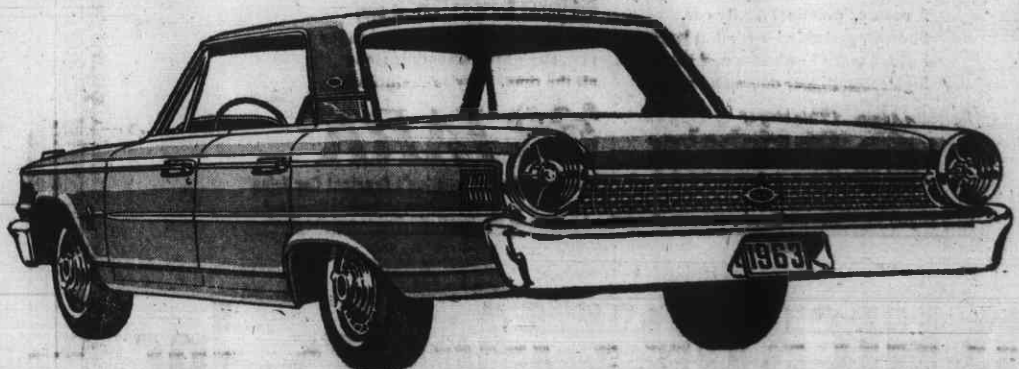


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