

# Postwar Cars Will Cost More, And There'll Be Some Delay

By ROBERT M. FARR

DETROIT, Mich.—Shipping all the auto, and auto parts, in the automobile industry think that cars will begin to roll off the assembly lines within two to four months after plants are cleared of war production.

Some of the automobile men are so optimistic as to say that before next Christmas you may be able to walk into a dealer's showroom and say, "I've decided to take the gray sedan. Can you deliver it in the morning?" This would mean that car production would have to begin in July or August.

Without interfering in any way with their war production programs, all manufacturers are aiming to get their first postwar cars on the road as soon as possible. Many of them still have the tools, dies, and equipment they used in the manufacture of their 1943 models. Others will have to take time for considerable re-tooling.

The first cars to roll off the assembly lines will be the models that manufacturers planned to

Plastic fenders and other body parts are feasible, but they cost more today than metal. Therefore the use of expensive plastics will be limited in most cars. In addition, most auto manufacturers plan to set up to handle metal, and plastics present many new problems which chemists and engineers will have to iron out.

Before the plastic car is a reality, it will have to be designed from the ground up, and there may be serious attempts to do this in the future.

About the only plastics you can expect to see in the postwar cars will be the steering wheel, control knobs, and interior trimmings. Plastic-coated fabrics that resist dirt, grease, and cigarette burns will replace mohair and expensive leather in some new automobiles.

Synthetic rubber tires and shock absorbers will replace natural rubber in most new cars, and automotive engineers are faced with the problem of adapting new cars to conform to the differences between the two rubbers. In addition, many communities are using sales today to clear

## Restaurant Plans Made

The Office of Price Administration and its restaurant advisory committee for the Charlotte district plan to put on one more educational campaign before taking drastic enforcement action against violators of regulations applying to eating establishments.

A decision to do this was reached yesterday at a meeting of the committee, headed by Frank O. Sherrill, chief of the district OPA staff.

A survey by price panels was submitted at the meeting, which said that 1,600 of the 2,000 restaurants in the district—which includes 46 counties in Western North Carolina—were investigated and that 10 per cent of those checked were guilty of price regulation violations. Thirty-three per cent, the survey said, have failed to file their price schedules with the OPA.

A series of meetings to further the educational drive was planned. Although details have not been worked out, the meetings will be held in Charlotte, Greensboro, Winston-Salem, Asheville, Gastonia, Salisbury and possibly other centrally-located points.

Those restaurant operators disclosed by the survey to be violators of the regulations will be summoned to the meetings and their infractions explained to them by the OPA staff.

It was indicated that compliance enforcement, involving possible court action, would follow the educational campaign.

## Belk Offers Camp Site

W. H. Belk of Charlotte, well-known religious layman, has offered a site near Waxhaw to the Mecklenburg Presbytery for its proposed camp for religious meetings, and plans are being made by the sponsors of the proposed camp for a project costing \$25,000 or more that could be used for conferences, camps, retreats and other group meetings.

A subcommittee on young people's work of the Presbytery's religious education committee met yesterday with the Rev. Joseph M. Cudlipp of Richmond, Va., to discuss the proposition. The Rev. M. D. Prince, chairman of the religious education committee, and the Rev. Dana Waters, chairman of the subcommittee on young people's work, were in charge of the discussion meeting.

The Rev. Mr. Cudlipp spoke of the multiple uses of a camp and said that the site offered by Mr. Belk, which he has visited, was both beautiful and well-suited to the Presbytery's purpose. He said that such camps were important in the developing of Christian character in young people and in training them for church service.

The Rev. Mr. Cudlipp added that the place would be fine for church camps, retreats and women of the church also.

The suitability of the Belk property for the Presbytery's purpose was discussed at length. It was pointed out that the property had no weeds, no trees, and was well suited to form a lake. The fact that the site is 30 miles from Charlotte was discussed also.

Final vote at the sessions was the decision to submit to the Presbytery the recommendation of the group that such a project should be undertaken as soon as possible. The Mecklenburg Presbytery has been using the Federal camp grounds near Cheraw, S. C., for the past six years.

## Plan Relief Overhauling

LONDON.—An overhauling of the European relief operations of the UNRRA appeared a possibility today.

The question was brought to the fore by the Laborite Daily Herald, which bluntly demanded: "What has gone wrong? Why should this vast organization have been paralyzed in an hour when its activities should be mounting to a peak?"

"Action there must be," the paper added editorially. "As a matter of the utmost urgency, the whole set-up and operations of UNRRA must be overhauled. The condition of liberated people urgently requires it. The honor of the United Nations demands it."

This criticism followed a statement in Sydney by Dr. H. V. Evatt, Australia's Minister of External Affairs. That "despite much elaborate organization UNRRA has not functioned to any extent in Europe."

Baby beavers ride on the broad flat backs of their parents.

## Margaret B. Hawkins Is Given Promotion

LANGLEY FIELD, Va.—Margaret B. Hawkins, flight instructor at the Women's Army Auxiliary Corps. After a month of basic Army training at Fort Des Moines, Iowa, she attended administrative school there. Sgt. Hawkins was then sent to continue her work at the Army Air Base Flight School in Norfolk, Va. In August, 1943, she was promoted to corporal and in September when the Women's Army Auxiliary Corps became a part of the United States Army she was promoted to sergeant.

For seventeen months Sgt. Hawkins remained in Norfolk and in June, 1944, two weeks before she was transferred to Langley Field, she married Chief Petty Officer, John Charles Hawkins.

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"I sincerely pray that all members of the human family may, in the time prescribed by the Father of us all, find themselves securely established in the enjoyment of life, liberty and happiness."

THIS 38th ANNUAL REPORT summarizes another successful year in Jefferson Standard history. It tells the story of good substantial progress. It shows the strong financial position of the Company. . . Behind the facts and figures are countless human interest stories of life insurance at work—of widows and orphans made financially secure, of children educated because of foresighted fathers and mothers, of men and women made comfortable in retirement, of mortgages cancelled upon premature death of homeowners, of cash funds provided for emergencies. . . Jefferson Standard, and its representatives from coast to coast, proudly present the 38th Annual Report with appreciation to the many friends and policyholders who have contributed to the Company's excellent progress.

### INTEREST EARNING AND INTEREST PAYMENT MAINTAINED

★ Again in 1944, as in every year since 1907, Jefferson Standard maintained its national leadership in interest earned on invested assets. During the year 5% interest was paid on funds held in trust for policyholders and beneficiaries.

### INCREASE IN ASSETS

★ Total assets are now \$142,939,569 which represents an increase of \$14,092,244 for 1944. For every \$100 of liabilities there are \$110.17 of assets.

### SURPLUS FUNDS INCREASED

★ Surplus, capital, and contingency reserves total \$13,200,000. This represents a high ratio of additional funds for policyholders' protection.

### SUBSTANTIAL GAIN IN INSURANCE IN FORCE

★ In 1944 the insurance in force increased \$40,032,074. The total is now \$542,565,115 protection on more than 200,000 policyholders.

### BENEFITS PAID

★ The Company paid policyholders and beneficiaries \$5,377,351 in benefits in 1944. Total benefits since organization in 1907—\$14,169,126.

### WAR BOND PURCHASES

★ During 1944 the Jefferson Standard invested \$9,640,000 in War Bonds, thus making a substantial contribution to the anti-inflation battle and toward final victory. Total U. S. Government Bond holdings—\$25,237,015.

## 38th ANNUAL STATEMENT

FINANCIAL STATEMENT • DECEMBER 31, 1944

ASSETS		LIABILITIES	
Cash .....	\$ 5,126,207	Policy Reserves .....	\$112,811,238
United States Government Bonds .....	25,237,015	Reserve for Policy Claims .....	810,613
State, County and Municipal Bonds .....	4,091,192	Reserve for Taxes .....	642,617
All Other Bonds .....	12,231,105	Reserve for Interest Paid in Advance .....	1,619,919
Stocks .....	8,835,827	Policy Proceeds Left With Company .....	10,860,746
Real Estate .....	62,937,355	Dividends for Policyholders .....	1,326,486
Loans to Our Policyholders .....	6,457,834	Reserve for All Other Liabilities .....	2,027,745
Loans to Other Policyholders .....	10,978,394	Liabilities .....	\$129,739,569
Premium Loans and Advances .....	2,545,303	Contingency Reserve .....	\$2,200,000
Investment Income in Course of Collection .....	1,144,613	And for contingencies, depreciation on real estate and investments, etc.	
Premiums in Course of Collection .....	3,195,303	Capital .....	4,000,000
All Other Assets .....	157,141	Surplus Unassigned .....	7,000,000
Total Admitted Assets .....	\$142,939,569	Total Surplus Funds for Additional Protection of Policyholders .....	12,200,000
		Total .....	\$142,939,569

W. L. BROOKS, Mgr.  
James A. White, Supervisor

J. W. Berryhill, J. L. McCann, J. O. Walker, J. L. Williamson  
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JEFFERSON STANDARD  
LIFE INSURANCE COMPANY

JUST LIKE THIS ONE—Your first postwar car will be pretty much like the 1943 model (shown above) would have been had the manufacturers been permitted to make them.

offer in 1943. If they had built cars that year. This car will have all of the engineering improvements that would have been in the 1943 models, plus new developments that result from wartime research. Features of safety, good vision, and ease of driving will be emphasized. There will be fewer ornaments and gadgets.

**THE TYPICAL POSTWAR CAR**

The average postwar car, the first to appear in dealer's showrooms, will have an average wheelbase of 121 inches, an overall length of 212 inches, a four to eight cylinder engine delivering 90 to 100 horsepower and an automatic transmission replacing mechanical gear shifts. It will cost you from 5 per cent to 15 per cent more than the 1943 model. Car prices are expected to be regulated by Government authority, probably the OPA, and due to increased cost of materials and labor, auto manufacturers will probably be permitted to charge more for their postwar cars. Your new car will be comfortable to ride in, easier to handle in awkward driving conditions, and practical for both short and long trips.

**BETTER ASSEMBLY METHODS**

Noises, squeaks, and rattles will be prevented through better assembly methods learned in war production. Better ways have been found to mount engines on a three-point suspension, and greater use of padding and shock absorbers will cut noise considerably.

Corrosion-resistant steel alloys will be used in doors to prevent rusting caused by water that seeps in around adjustable windows on some cars; other cars will have rubber seals around the tops of windows which will prevent water from seeping in. All improved surface finishes for the outside of your car will be designed to resist weather. Glare from oncoming and passing headlights will be lessened by improved windshield glass. Bumpers by rubber will be introduced. Side guards will reduce the chances that your car's fenders and body will be dented. You can expect to find that your new car will be durable. In some cars both the front windshield and rear windows will be fitted with defrosters. Better methods of ventilating the car will be included, to eliminate drafts, and to keep your car cool in summer with all windows closed.

The first cars will not be tear-drop freaks.

leed streets. Sails damage synthetic rubber and increase corrosion problems. Scientists in automotive research laboratories must find ways to overcome this new menace to cars.

**THREE NEW CARS**

There will be three new cars appearing on the roads after the war. Fisher Body, renamed the Fisher Motor Car Co., has severed its connection with General Motors (for whom it built car bodies) and will probably go on the market with a Fisher car.

Graham-Paige, now backed by important New York financial interests, did not produce a car for several years before the war. This firm will tool up and produce a new car. Some informed persons believe that Graham-Paige will be the first out with a completely new car, but they probably will not get their car on the market in time to compete with the first offerings of other manufacturers who have much of their engineering and tooling already done.

Through careful engineering and design, Ford plans to offer a new low-priced car. It would be a full-sized automobile, with conservations in weight and space. Ford expects to price this car at 15 to 20 per cent below the lowest-priced model he will offer after the war.

It is rumored around automotive circles that Ford engineers are at work developing a five cylinder inline engine for the cheaper car. This will be an important new development in automobile power plants if it ever goes into production. Probably the first Ford to hit the highways will be Mercury, a car that is faster than its prewar version. The Lincoln Zephyr will be dropped from the line.

General Motors will offer Chevrolet, Pontiac, Oldsmobile, Buick, and Cadillac cars with a few changes in appearance, particularly in the front end. The cars, GM engineers are cataloging the faults wartime owners find in their cars and are taking steps to correct such defects as corrosion, body gaps, and engine trouble.

Chrysler will probably change its Airflow design to a more conservative streamlining. It will be a purely simply the design of the Plymouth, DeSoto, and Chrysler cars to emphasize utility value.

Hudson, Dodge and Studebaker have not re-

## Mrs. Morton Is Sponsor

BRUNSWICK, Ga.—Mrs. Duncan Morton, wife of the shipyard purchasing agent, Charlotte, N. C., christened the Liberty ship SS Richard A. Van Bell, at launching ceremonies at 1:35 P. M. today, from the Brunswick shipbuilding plant of the J. A. Jones Construction Co. The program began at 1:35 A. M.

The ship's name is a merchant seaman who was killed in action, the SS Van Bell, in this year's shipyard, and left only three more Liberty vessels to go down the way.

Cosponsor was Mrs. Dorothy W. Lattimer, sister of Mrs. Morton. Betty Morton is her first daughter and daughter of Mr. and Mrs. Morton, was Junior cosponsor.

Other sponsors were the shipyard employees, the shipyard public relations detachment, was master of ceremonies.

March of the shipyard public relations detachment, was master of ceremonies.

A shipyard employee in the shipyard public relations detachment, was master of ceremonies.

The shipyard public relations detachment, was master of ceremonies.

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Today's News — TODAY...

Why Wait 'Til Tomorrow?