

Auto Dealers Plan 2-Week Sales Drive

By BOB SLOUGH
News Staff Writer

Been thinking about buying yourself a brand new convertible, a new sedan, a 1959 station wagon?

Charlotte's 13 franchised American-made new car dealers are making it easier for you to own a brand new car during the next two weeks.

The Charlotte dealers today joined thousands of new car dealers across the nation in backing a two-week promotion, "Live Better By Far With a New Car."

Today through April 18, new car buyers will find their favorite auto dealers offering many special prices and discounts.

The project, backed by the nation's automotive manufacturers, will make it easier to the motorist to get that new car he's been wanting.

"Auto buyers will save money by buying a new car," one auto dealer said this morning. "All the new car dealers are going to have some sort of special offer."

NATIONAL PLAN
Some 40,000 new car dealers in the United States will participate in the "Live Better By Far With a New Car" project.

Motorists looking for a special bargain should watch The Charlotte News for those new car specials.

One dealer pointed out the efficiency of the new American cars. The cars are twice as long and go more than four times as far in their lifetime as models manufactured 20 years ago.

Almost half of the nation's total population now have licenses to drive. Latest information available puts the licensed-driver figure at 23,421,000.

The automotive industry is one of the nation's biggest. It provides a lot of allied jobs and is steel's biggest customer. Forty-four per cent of all sheet-steel fabricated in the United States is consumed in the manufacture of automobiles.

MANY EMPLOYES
According to latest figures 10,200,000 people are currently employed in highway transport industries.

Automobiles provide construction jobs. Over \$25 billion was spent on construction of new and maintenance of existing highways in the United States in 1957.

When a motorist buys a new automobile it affects a lot of jobs in allied industries. The nationwide "Live Better By Far With a New Car" backers have that in mind — to give the nation's economy a boost.

The "Live Better By Far With a New Car" theme was developed out of recommendations of top auto marketers and their agencies to help give Americans the excitement, thrill and pride of buying, owning and driving a brand new car.

Cop, 2 Bandits Die In Gunfight

LOS ANGELES — (AP) — A police officer was fatally wounded and two bandits were slain last night in a gun battle at a Los Angeles supermarket.

Officer Charles Bogardus, 40, was shot in the temple. Killed by police guns were two men identified by papers found in a nearby car as Napoleon Banks and Jones Calvin.

A passerby saw the two men holding market employees at gunpoint and telephoned police. Bogardus and officer Norman A. Concan rushed to the scene. Bogardus was shot in a gun battle in the market.

The two bandits were shot by police reinforcements. Market employees escaped unhurt.

Almond To Suggest School Policies

RICHMOND, Va. — (AP) — Gov. Lindsay Almond Jr. goes before the General Assembly today

to recommend a new policy on school segregation.

The governor is expected to use the Perrow Commission's report as the basis for setting administrative goals and making specific proposals.

A battle appears in the making among the 140 assembly members, however, on whether to accept the commission's program in general or to adopt more drastic measures along the old massive resistance line.

Gov. Almond's spokesman, Thelma J. Norb, said he hoped

to see the governor's plan adopted.

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Record Vote Seen For Michiganders

DETROIT — (AP) — Generally mild weather was expected today to draw a record number of Michigan voters to the polls to select candidates for 14 state-wide offices. Local issues also appeared on most ballots.

Lama's Brother Sees Reds Invading India

WASHINGTON — (AP) — The brother of the Dalai Lama said today that Red China intends to invade India.

The Communist intention is to come to India, take India and after taking India, take Asia, he said.

Thubten J. Norbu, elder brother of the Dalai Lama, said he

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Thubten J. Norbu, elder brother of the Dalai Lama, said he

statements in a copyrighted interview in the magazine "U. S. News & World Report." The Dalai Lama has died in India seeking political asylum.

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OTHER MERGERS
He noted sales and mergers in cities "substantially larger than Charlotte."

"The Knight newspapers are in a position to strengthen and improve the news coverage of The News. I would be a poor prophet if I did not concede, and willingly, that henceforth The News will be a far better product for both the reader and the advertiser."

Mr. Robinson also paid tribute to James L. Knight and his brother, John S. Knight, as "among the nation's most distinguished and successful newspaper publishers."

James L. Knight becomes the fifth publisher of The News. The paper was founded by Wade Hampton Harris in 1883. He sold it to W. Carey Dowd in 1893 and on his death in 1927, his son, W. Carey Dowd Jr., became publisher.

SOLD IN 1947
The Dowd family sold The News to a group of stockholders organized by Mr. Robinson in 1947. In September of 1951, Mr. Robinson purchased the stock of 34 stockholders and became virtually the sole owner of the newspaper with the exception of a few shares held by the board of directors.

"Charlotte will continue to have two good newspapers," Knight promised.

He emphasized that the news and editorial staffs of the two papers would be entirely separate and that "the hot competition that is the very essence of aggressive and enterprising news coverage" would be preserved.

He also explained that with the possible exception to transient classified advertising, "we shall continue separate advertising rates and contracts for each newspaper."

LOCALLY EDITED
A cardinal principle of the Knight Newspapers is that our newspapers are locally edited and managed. This has been the case with The Charlotte Observer. It will be the case with The Charlotte News, Mr. Knight said.

Only a minimum of News employees for whom there is no continuing employment will re-

ceive termination pay based on length of service.

After consolidation is completed, Knight Publishing Co. will have more than 400 employees. The Observer Transportation Co., a subsidiary corporation, has 125 additional employees.

Mr. Knight said no thought has been given to the eventual disposition of the present plant and equipment of The Charlotte News.

Removal of some of The News' mechanical equipment began early Sunday and was completed by mid-day. The News second-floor mechanical plant is silent today. The entire News news-

room staff reported to work today as employees of the Knight Publishing Co.

Edward J. Rigler is acting circulation manager of The News. Other News circulation personnel have been retained. Al Guin continues as city circulation manager and Ivan Parker as state supervisor.

Mr. Prince began his journalistic career as a reporter for the Greensboro Record (1948-53) where he covered government and politics. He was an editor, writer and associate editor for the Florida Times-Union in Jacksonville in 1953 and 1954. He joined the staff of The News in 1954 as an editorial writer. Since 1954 he has been in charge of the editorial page, first as editor and later as editor.

He won third place in the N. C. Press Association's editorial writing contest in 1954, took both first and second place in 1956 and won first place again in 1958.

Mr. Prince is a member of the American Society of Newspaper Editors, the National Conference of Editorial Writers and the N. C. Editorial Writers Conference. He served as chairman of the latter association in 1958-9.

He is also a member of the board of trustees of the Charlotte Community College System, a director of the Charlotte Planning Board, member of the American Society of Newspaper Editors and the Associated Press Managing Editors Association, president of the N. C. Associated Press Club and of the N. C. News Council.

He and Mrs. Griffith live at 330 Ridgewood Avenue.

MR. PRINCE
Associate Editor Prince, 37, is a native of High Point, the son of Cecil C. and Bessie A. Prince.

He attended the High Point city schools, Pasadena Junior College (1940-41), and the University of North Carolina (1941-42 and 1946-48) where he received an AB degree in Journalism. He studied engineering at the University of Maryland for a short time during his World War II Army service.

He served with the U. S. Army in Europe from 1942 to 1945 as a combat infantryman and staff

sergeant squad leader with the 18th Armored and 43rd Infantry Divisions. He was awarded the Bronze Star Medal in 1946. From 1952 to 1956 he was a first lieutenant in the U. S. Army Reserve.

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THE CHARLOTTE (N. C.) NEWS — MONDAY, APRIL 6, 1959 — 3 A

—HOT RIVALRY BETWEEN PAPERS PLEDGED—

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Continued From Front Page

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