

Chevrolet Motor Co. Announces New 'Standard Six' Car

New Car May Now Be Seen at Show Rooms of Chevrolet Motor Company

Chevrolet's new entry in the automobile market—"The Standard" Six went on public display Saturday at dealer showrooms the country over.

Although certain models are priced as much as \$60 below the present series, now known as the Master Six to distinguish it from the Standard, the new car has a wheelbase of 107 inches.

Featuring aer-stream styling, the new car resembles in external appearance its companion series. Three body types are offered—coach, coupe and coupe with rumble seat, all with Boddies by Fisher and all featuring the new Fisher no-draft ventilation system.

Prices are, coach, \$445; coupe, \$455, and sport coupe, \$475 all f. o. b. Flint, Michigan. These are said to be the lowest prices at which full-sized, six cylinder enclosed cars have ever been offered.

Powered by a valve-in-head six-cylinder engine, the new motor develops sixty horse power at 3,000 R. P. M., and is said to have a top speed of 65 to 70 miles per hour. It is of the same basic design as the six first introduced by Chevrolet in 1928 and now used in the Master series.

While certain features are identical with the Master series, a company statement emphasizes that the new Standard Chevrolet is an entirely new car, and not a smaller version of the Master nor a resurrection of an older model. It is the result of two years of development work, the company states, and is a companion car to the Master series designed primarily to consolidate Chevrolet in its position of leadership in the industry, which it has held four years out of the past six, by opening up to it that market represented by people who want lowest first cost and operating costs. The new Standard Six, the company claims, will deliver more miles per gallon of gasoline than any other full size car now on the market, and is ideally adapted to the needs of the fleet user and the commercial traveler.

By announcement day upwards of 15,000 of the new models were scheduled to have been built and delivered to dealers for a simultaneous national showing. The cars are being built, just as the Master series, in the company's twenty domestic manufacturing and assembly plants, and all cars bearing the Chevrolet name are built of the same materials, to the same precision limits, on the same manufacturing and assembly lines and by the same fine craftsmen.

Prominent in the features of the Standard Chevrolet are skirted fender front and rear, which conceal all under parts of the car, safety plate glass in the windshield, finger tip seat control, the new outward flare of the rear panel to conceal the gasoline tank and other under parts, stabilized front and mounting, new transmission with non-clashing gears and silent second, downdraft carburetion and new octane selector first introduced by Chevrolet, counter balanced crankshaft, and many other modern car features.

In exterior appearance the Standard Chevrolet resembles the Master models except for size. One noticeable departure is on the hood, where the slanting doors of the big car are represented on the Standard series with louvers—eighteen on each side symmetrically grouped. The radiator is the popular slanting "V" type with harmonizing paint instead of chromium plate on the shell. The hood has the internally-operated catch.

The stabilized front end mounting, originated by Chevrolet, means that the front fenders, radiator and headlamps are anchored to the frame in the exact center of the front cross member. This enables them to sway with the body as a unit, instead of twisting with the undercarriage in rough-road driving, and eliminates movements disconcerting to the driver, thus adding measurably to the elimination of body stress and squeaks.

Beneath the hood a six cylinder engine of the same basic design as used by Chevrolet since 1928 provides power for the new car. The engine has a displacement of 180.96 cubic inches, with a bore of 3.5-16 inches and a stroke of 3.5 inches. It is equipped with Chevrolet's new octane selector and a down-draft carburetor. The crankshaft has three bearings, has four counter-weights, forced integrally and weighs 57 pounds.

A vane type oil pump is used, and the oiling system is the positive splash plus semi-pressure system. The carburetor is equipped with an air cleaner and a resonance type intake silencer. A centrifugal-and-vacuum spark

advance control is used. The water pump is the impeller type located in the cylinder head. The fan is the four-blade staggered type to reduce vibration and consequent noise.

The universal joint is assembled as a unit to the transmission and is removable as a unit just as in the Master model.

The instrument board follows the general design of the Master series, with the panel finished in distinctive design. All instruments register by moving pointers. Dials are black with white graduations, figures and pointers. One bulb on the under side of the panel lights all dials.

The speedometer stands at the left of the panel, with the combined oil and gasoline gauge at the right and the ammeter at the center top. The choke button stands at the top left, and is balanced on the right by the throttle control button. On the lower left hand corner of the panel is the lighting switch, balanced on the right hand side by a dummy button for any electrical appliance that may be desired.

Five wire wheels, with forty riveted spokes on a permanent drop center rim with a large diameter hub of the concealed bolt type are standard on all models. The wheels carry a generous sized 5.25 by 17 balloon tire perfectly proportioned to balance the rest of the car from appearance and loading stand-points.

Both front and rear fenders have deep crowns and the side flange singly follows the tire-line hiding the springs, the steering connections, and the underside of the fenders. Front fender curvature carries into the running board, presenting a long, graceful sweep and avoiding the appearance of a sharp break at the end of the fenders.

The front axle is of the reverse-Elliott type, with a conventional one-piece drop forged I beam center and integrally forced spring seats. New Departure ball bearings for the hub and king pin positions have been continued in the new car.

The rear axle follows the conventional Master Six design. It is the semi-floating type with torque tube construction and driving taken through the rear springs. The same proven construction as used in the Master has been retained and the axle ratio is the same in both models.

Four DeLoe-Lovejoy shock absorbers of newest design are standard with all models.

Front springs are 33 inches long with six chrome vanadium steel leaves 1 3/4 inches wide. Rear springs are of the same material and the same width, 54 inches long. Self-adjusting spring shackles so successfully used by Chevrolet during the past five years are standard equipment.

The Chevrolet-developed brakes, mechanically operated, fully enclosed and of the articulated shoe type, follow closely the design of those on the master model. The same "cut-in" system of linkage used on both cars permits both front and rear brakes to be operated by either the foot pedal or hand brake with the same type of action. Drums are ten inches in diameter, with a one and one-half inch lining, affording a total service brake area of 91 1/2 inches.

The chassis features a drop channel section frame with a "kick up" both front and rear to lower the center of gravity of the car. Five sturdy cross members provide it with an unusually high degree of safety.

The engine rests on the frame at four points known as diamond mounting. Live rubber insulates the engine from the frame, providing enough insulation to eliminate noise and vibration and yet afford a stable mounting for the power plant.

Steering arrangement is the worm and sector type, with a ratio of fourteen to one.

Bodies feature the new Fisher "aer-stream" style through new no-draft ventilation feature out, and all bodies have the which affords individually-controlled ventilation for every passenger in the car. Windshields have a slope of nineteen degrees, and all are made of safety plate glass.

All body models have large cow ventilators, and all are equipped with concealed windshield wiper motors, the wiper return being automatic. Free turning door handle locks are provided, with internal button locks. Drivers' seats are easily adjustable on all models, and internal sun shades are supported at both ends. All hardware is chrome finished. A number of interior body accessories and conveniences are provided with all models.

Economy is stressed in all company literature, both in first cost and maintenance and operation. The company, according to President W. S. Knudsen, expects the Standard car to account for

Enoch B. Dancy Buried Saturday

Funeral services were conducted Saturday from Bethel church for Enoch B. Dancy, who passed away on North Wilkesboro Route 2, Thursday. Rev. Landreth Blevins was in charge. Mr. Dancy was 74 years old and is survived by his wife, Mrs. Mary Jane Dancy, and the following children: Tom, of Laurel Springs; Charles, of North Wilkesboro Route 2; Will D., of Meadow View, Va.; Alvin, of Nathans Creek; Mrs. Jennie Clonch, of North Wilkesboro; J. E., of North Wilkesboro; George, of Meadow View, Va.; and Mrs. Ina Lyalls, of Nathans Creek.

Heard in the Galley
"Just one more glass, boys, and we'll all go home," said the dishwasher as he laid down the soap.

How To Enchant Your Husband
Butterscotch—"You say that Gaybird loves his wife more since she has sued another woman for alienation of affections?"

about one-fourth of its total production and sales. The car is called the lowest priced full size six cylinder enclosed car now on the market, and is claimed to operate on lower gasoline and oil consumption than any other comparable sized six now available.

Addition of this new line opens to Chevrolet three distinct markets in the automotive field, and further entrenches it in its position of leadership. It now manufactures a line of commercial cars and trucks covering ninety per cent of all trucking needs. Its Master six has a potential of more than sixty per cent of all passenger car business done by the industry. And the new Standard opens up to the company practically the entire market in the passenger car field represented by fleet users and commercial travelers.

Roosevelt's Views On Economic Situation Are Given In New Book

New York.—A call for a "more equitable distribution of national income" and a prediction that in the future America will think more about the consumer and less about the producer are made by President Roosevelt in a book to be published March 16.

Under the title "Looking Forward," the new President has outlined his political and economic credo.

"I believe," he writes, "that we are at the threshold of a fundamental change in our economic thought. I believe that in the future we are going to think less about the producer and more about the consumer."

"Do what we may to inject health into our ailing economic order, we cannot make it endure for long unless we can bring about a wiser, more equitable distribution of the national income."

"It is well within the inventive capacity of man—to insure that all who are willing, and able to work receive from it at least the necessities of life. In such a system the reward for a day's work will have to be greater, on the average, than it has been, and the reward to capital, especially capital that is superfluous, will have to be less."

"We have witnessed not only the unrestrained use of bank deposits in speculation to the detriment of local credit but we are also aware that this speculation was encouraged by the government itself. I propose that such speculation be discouraged and prevented."

"I have good reason to believe that many nations who, like us are suffering from the stoppage of industry will meet us half way and put all the cards on the table for the purpose of breaking a actual deadlock which has paralyzed world trade. . . . let me at the same time make it clear that

a trade conference with the other nations of the world does not . . . involve the renewal in any way of the problem . . . of American participation as a member of the league of nations. . . . "American participation in the league would not serve the highest purpose of the prevention of war and a settlement of international difficulties in accordance with fundamental American ideals; the league has not developed . . . along the course contemplated by its founder, nor have the principal members shown a disposition to divert the huge loans spent on armaments into the channel of legitimate trade, balanced budgets and payments of obligations."

ROOSEVELT AND WIFE PAY HOLMES TRIBUTE

Washington.—A 40-minute visit from President and Mrs. Roosevelt was the 92nd birthday present received today by former Supreme Court Justice Oliver Wendell Holmes.

The visit started at early dusk, and didn't end until the moon was shining in the sky. But a patient crowd that waited for President Roosevelt and Mrs. Roosevelt to emerge from the staid, old red-brick town house with the iron grill balustrade was at last rewarded.

They not only had a chance to cheer Mr. Roosevelt and his son James as they drove off in their car, but they also glimpsed a tall, athletic figure in brown and red flash past on foot—Aunt Eleanor Roosevelt, the President's wife, walking back to the White House.

She said she didn't think she should tell what occurred in that 40 minute period when a President called "liberal" was talking with the venerable ex-justice famed for his liberal opinions.

Gold Hoarders Are Returning Yellow Metal By Millions

New York, March 10.—There were evidences today that some gold hoarders with stricken consciences had returned their holdings of the yellow metal to the channels of commerce.

Although exact figures as to the amounts of gold and gold certificates received by the federal reserve bank of New York during the day were not made public, it was said that the total was "several millions." While most of the gold was deposited by member banks in exchange for currency, a number of individuals with bags, suitcases and briefcases, in which was gold coin they had been keeping in their homes or in safe deposit boxes, appeared. They exchanged the yellow tokens for federal reserve notes.

Some of the banks received letters or telephone messages from persons who wanted to know "if we bring our gold back will we be exposed in the newspapers?" In all cases assurance was given that bank transactions would be held inviolate.

Killed By Shock

Petersburg, Va., March 9.—The shock of seeing her fatally injured brother carried to the hospital was believed responsible today for the death of Miss Carrie Johnson, 40, who physicians said succumbed to a heart attack.

Her brother, G. R. Johnson, 38, Petersburg insurance man, died at a local hospital of a bullet wound in his head which police said was self-inflicted.

When neighbors went to inform Miss Johnson of her brother's death, they found her dead. The coroner said that the fatal heart attack was caused by the shock of seeing her brother, whose house adjoined her own, carried away in the ambulance.

HALLS MILLS NEWS

Miss Emma Waggoner, Sheets, visited her aunt, Mrs. Bertha Adams, over the week-end.

Miss Gennie Wyatt has come home after spending several weeks in Winston-Salem.

Miss Jessie Davis, of Wilkesboro, spent the week-end with Miss Mae Hall, of Halls Mills.

Miss Emmer Waggoner spent last Sunday night with Miss Gennie Wyatt, of Halls Mills.

Mr. Estal Wyatt visited his Grandpa last Saturday evening. Miss Nora Wyatt visited Miss Gennie Wyatt, Sunday.

Miss Grace Wyatt visited Miss Carrie Wyatt, Sunday.

Mr. and Mrs. W. D. Wyatt, of Halls Mills, visited Mr. Wyatt's father and mother, Sunday.

Miss Vetra Wyatt spent last Sunday morning with Miss Nora Wyatt.

Mr. Glen Wyatt spent last Sunday with Mr. Glen Adams.

Misses Vetra and Vennie Wyatt visited their grandparents, Tuesday.

Mrs. Robert Hall, of Halls Mills, spent last Sunday evening with Mrs. A. Roope.

Miss Gennie Wyatt visited Mrs. Bertha Adams a while Monday evening.

QUESTION AND ANSWER

Q.—How soon after farrowing should a sow be put on full feed?

A.—The pigs should be at least two weeks old before the sow is put on a full ration. No feed at all should be given the first day after farrowing, with a small amount of shipstuff, fed as a stop, on the second day. The ration is then gradually increased each day with the animal getting a full ration on the fourteenth day.

Though he has a herd of 20 cows and produces grade-A milk for the town of Hickory, J. R. Wallace, of Catawba county, has never had a silo because of the cost. He recently dug a trench silo and will fill it next summer.



SAWING A WOMAN IN HALF

ILLUSION:
A large packing case is exhibited on a raised platform. A young woman climbs into the box. Head, hands and feet protrude, and are held by spectators while the magician takes a crosscut saw and, with the help of an assistant, saws through the center of the box and apparently through the woman.

EXPLANATION:
There are many explanations for this illusion. One method of performing this illusion requires the presence of two girls in the box. One girl curls up in the left half of the box with her head and hands protruding, giving the effect you see illustrated above. The other girl is doubled up in the right half of the box, with only her feet showing. Nobody is sawed in half.

It's fun to be fooled —
... it's more fun to KNOW

Cigarette advertising, too, has its tricks. Consider the illusion that "Flavor" can be achieved by some kind of magical hocus-pocus in manufacturing. **EXPLANATION:** Just three factors control the flavor of a cigarette. The addition of artificial flavoring. The blending of various tobaccos. And the quality of the tobaccos themselves. Quality is by far the most important. Domestic cigarette tobaccos vary in price from 5¢ a pound up to 40¢ a pound. Imported tobaccos vary from 50¢ a pound to \$1.15. No wonder, then, that cigarettes differ in taste—since distinctive, pleasing flavor depends so largely upon the blending of the costlier tobaccos.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

Try Camels. Give your taste a chance to sense the subtle difference that lies in costlier tobaccos . . . a difference that means all the world in smoking pleasure . . . in pure, unalloyed satisfaction.



NO TRICKS . . . JUST COSTLIER TOBACCOS IN A MATCHLESS BLEND



CAMELS