

Chevrolet Now On Display

Chevrolet Company
Displaying Cars At
Showrooms Here

The new 1934 Chevrolet with "knee action" wheels, 80-horsepower "Blue Streak" engine, streamlined body and an imposing list of improvements and refinements is on display today in the cars at the showrooms of the Chevrolet Co.

In the design and development of the new models, particular attention has been given to driver and passenger comfort and every effort has been made to eliminate the vibrations of both sound and feeling that prove annoying to the motorist.

The new Chevrolet is longer—it has a 112-inch wheelbase—stronger, more powerful, smoother and more quiet than its predecessor. The engine is placed several inches farther forward in the chassis and seating has been improved.

The additional length is designed so as to provide more space for the front seat occupants and considerably more room for the rear seat passengers.

In appearance, the sleekness which has characterized Chevrolet cars in the past, is further accentuated by the actual length increase plus the treatment of the design itself.

The increased power delivered by the new "Blue Streak" engine improves the flashing performance and the many engine refinements, combined with distinct chassis improvements, insure extremely fast, safe, economical and quiet operation. Both front and rear seat passengers are insulated from road shocks by the introduction of independent front wheel suspension—known as "knee action"—which—combined with improved rear spring suspension and a more balanced distribution of weight.

By independent front wheel suspension is meant the attachment of the front wheels directly to the frame without the use of a front axle. In the conventional type of springing it was necessary to have very stiff front springs because these springs had to hold the axle and wheels in place. Independent springing relieves the front springs of this task and permits the use of a front spring which has a soft, springy action, just as soft, in fact, as the rear springs. The car, by this system of suspension, has front and rear springs of equal tension and there is no tendency for the car to bounce and jolt along the road. The rear end of the car, in other words, is not harshly catapulted into the air whenever the front wheels encounter an irregularity of the road, be it chuck hole or raised object. The front wheels, when they encounter such an irregularity, move up and down in a vertical position—they follow the irregularities of the road, so to speak.

In design, the front spring unit is neat, compact and efficient. The entire coil spring mechanism and shock absorbers are housed in a sturdy weather-tight metal housing and the mechanism itself works in a bath of oil. The front wheel is supported by two strong arms extending from the spring units. The units themselves are rigidly bolted to the frame by means of a king pin support.

The improved riding qualities of the 1934 Chevrolet due to the "knee action" wheels, combined with other features, is present at all speeds and under all road conditions, but the greatest improvement is noticeable at high speeds and on rough roads.

Not only improved riding is a result of independent springing, but a host of other advantages are apparent. Steering stability is greatly improved and wheel fight completely eliminated.

"Blue Streak" Engine
The new "Blue Streak" engine with which the 1934 Chevrolet is powered, is more powerful, smoother, quieter and more economical than any of its predecessors. Incorporating many unique design features and refinements, the new motor has a bore of 3 5/16 inches and a four-inch stroke and develops 80 horsepower at 3,300 revolutions per minute.

One of the most important parts in any overhead valve engine is the cylinder head, containing as it does, the combustion chambers, spark plugs, valves, inlet and exhaust ports and the water passages. For this reason much experimentation and testing extending over a three-year period was given the new Chevrolet engine. The result is that Chevrolet engineers succeeded in developing a race type engine with very small piston displacement and which was required to deliver exceptionally high power. This naturally demanded valves of larger diameter and in order to increase the valve area, it was necessary that the angle of the valves, as well as that of the spark plugs, be completely changed. The exhaust valve is now located relatively close to the spark plug, in the area of the first gas barrier. The inlet valve is located at the opposite side of the combustion chamber, farthest from the spark plug, in the area of the last gas burned. This controls the mixture temperature and conditions the entire mixture. The new design also effects high volumetric efficiency and is greatly responsible for the high horsepower rating.

The new "Blue Streak" engine also embodies the results of many years' experience in providing ample water space around the valves and spark plugs. By an entirely new method of distribution control, the coldest water in the system is taken into the cylinder head and, by a series of eight small stamped copper nozzles pressed into the lower cylinder wall, directly toward the exhaust valves seats, the hottest point in the cylinder head. This increases the efficiency of the valves and is a factor toward the prevention of carbon forming on the valves.

The new Chevrolet engine has many other distinctive features and at the same time retains the many basic features for which it has been so highly praised by automotive authorities and hundreds of thousands of owners. The additional features include: improved valve mechanism; more efficient pistons and narrower compression rings; recalibrated harmonic balancer; new type oil pump; new inlet manifold; improved exhaust manifold and longer more quiet muffler; down-draft carburetor; larger air-cleaner and intake silencer; Octane selector; simplified and improved fuel pump and an additional rubber mounting located beneath the transmission.

Fisher Bodies
The 1934 line of passenger cars again features Fisher No-Draft ventilation in all closed body types. All bodies are approximately 3 3/4 inches longer, with the cowl lengthened 1 3/4 inches and 2 inches added to the width of the closed body front doors. On the interior of the closed bodies, the increased overall length is divided to provide more leg room in the front and 2 1/2 in the rear seat.

The same smart beaver tail design and flowing stream lines, which characterized the 1933 closed bodies, are continued in the 1934 line with modifications. The front header panel, just above the windshield, is smoother and more rounded.

The windshield on all closed bodies is sealed more effectively against leakage of rain at the lower edge. The rubber insulation is made in a single piece with the glass seated deeper in it. The rubber is moulded with the outer sealing lip turned inward so as to insure sufficient pressure between it and the windshield glass to make a tight joint. The outside decorative moulding is moulded into the rubber. With this new arrangement, the joint area is increased and all outer surfaces drain away from the glass, eliminating any pockets or gutters which might cause leaks.

The cowl ventilator is located closer to the windshield, with its screened opening facing toward the rear. It is controlled by a lever with a neat die cast knob located farther toward the left where it is more easily accessible to the driver. The air, which enters thru the rust-proofed screen at high speed, is divided by a central deflector which diverts the air toward the sides, insuring better ventilation, because of more uniform distribution of the air.

The No-Draft Ventilators in the front windows of the Sedan and the four-window coupe are wider, balancing the increased width of the front doors and providing more controllable ventilation. All No-Draft Ventilators close against a stationary, chrome-plated pillar at the edge of the main window glass. They are operated by attractive crank handles through a low ratio regulator gear which insures quick operation. Deflectors are added over each of the front door ventilators to exclude rain when the ventilator is open and to prevent down draft. They extend outward from the doors just above the edge of the ventilators and have a rolled gutter at their outer edges to catch rain and to insure stiffness. They are finished in body color.

The 1934 Chevrolet frame is of an entirely new design known as the "YK" type and is 20 times stiffer torsionally than the conventional type used in previous models. It consists of two strong side rails, front and rear cross members, engine side support tie bar and a completely new sub-frame member, tied in by strong gusset members and terminating in a braced channel member. In shape, the sub-frame members stimulate a letter "Y" and the second cross member with its braces forms a letter "K", from which the frame derives its name. It was designed to cooperate with the new independent front wheel suspension and consequently it imparts proper support and rigidity exactly where the new suspension requires those properties.

Brakes on the new Chevrolet are of the double-articulated type, with additional length

of contact surface produced by the increase in the length of the lower shoes. This provides more uniform support for the drums, prevents undue distortion under heavy braking pressure, as well as greatly increased braking efficiency. Both front and rear brakes are of the diagonal, full-cable control type with a short, rigid cross shaft. The shaft is larger in diameter and shorter, with the six levers controlling the brakes securely welded in place. This insures uniform action of all four brakes and entirely eliminates the effect of axle movement on brake action.

The core of the smart, rakish new radiator is of the same ribbed, cellular type which proved so efficient in the 1933 car. The core is made entirely of copper this year, representing still further cooling efficiency.

Chevrolet also offers the Starterator in the 1934 models. The Starterator eliminates a starting button, the latter being coincidental with the foot accelerator.

The cotton reduction contract for 1934 will aid growers to get on a cash basis and to make farms more self-supporting from the standpoint of food and feed supplies, says Dean I. O. Schaub of State College.

Complete Survey On Highway 18

Several Major Changes In
Route Will Be Made In
Straightening Road

State highway commission engineers have completed a survey of Highway 18 between Lenoir and Morganton, according to information released at Lenoir. The survey follows closely the Cole survey made in 1931, and will result in several major changes in the course of the present route.

North Wilkesboro citizens have long endorsed a proposal to straighten this section of highway 18 and are elated over prospect of immediate construction of a new road.

The John river bridge will be rebuilt at a cost of approximately \$50,000.

Scoutmaster of Baptist To Be Installed Tonight

Harry Summers, who was named as Scoutmaster of Baptist Boy Scout troop No. 35, will be installed this evening at 7:30 o'clock at a meeting to be held at the Scout

Mount Pleasant Wolves Defeat Millers Creek

Keep Mount Pleasant Wolves
In Their Victories Unbroken
Score 22 To 16

Playing the brand of basketball which has kept their string of consecutive victories unbroken this season, the Wolves of Mount Pleasant high school downed the Millers Creek quint 22 to 16 Thursday afternoon at Champlon. The game was keenly contested and the Wolves had to extend themselves in order to keep their record of no defeats clear.

The Millers Creek sextet, however, defeated the Mount Pleasant lasses 23 to 13.

Tom McLaughlin Will Entertain Directors

Tom McLaughlin will be host to directors of the North Wilkesboro Lions Club Thursday evening. This will be the regular February meeting of the directors.

John W. Arts, successful as county agent in Polk county, has been elected and has accepted the position of farm agent in Stanly county.

Rev. M. H. Vestal Is Critically Ill

Father of Paul J. Vestal;
He Is Well Known In
This Section

Rev. M. H. Vestal, prominent evangelist, is critically ill at his home in Yadkinville and little hope is held out for his recovery. He has been ill for several days.

Rev. Mr. Vestal is the father of Paul J. Vestal, of Moravian Falls, well known insurance man.

The Yadkin county minister is well known throughout this section of the state, having conducted revival meetings throughout the western part of the state.

Mountain View Wins

HAYS, Jan. 27.—The Red Deacons of the Mountain View high school won a double basket ball bill from Traphill high school Thursday afternoon on the Mountain View court. The Deacons girls topped the visitors by a score of 24 to 4, thus giving them the lead in the first half of the county tournament race. The Deacons boys chalked up a victory to the tune of 18 to 9.

In A. Martin Is Wreck Victim

W. W. Martin Is In
Greensboro; Victim In
Tramcar Years Ago

Injuries received in an automobile accident November 1931 proved fatal to Mrs. W. W. Martin, field worker of the Farmers-Teacher organizations for the University of North Carolina, Friday morning. Funeral services were conducted from her late street home in Greensboro Saturday morning.

While engaged in her P. T. A. organization work, Mrs. Martin visited this city several years ago and made a number of acquaintances here.

Pickets Hoot Employees

HARRIMAN, Tenn., Jan. 25.—Fifty women pickets stood in a drizzling rain today to hoot to hoot employees of the Harriman Hosiery mill, which has declined to recognize a labor union and is operating despite a strike call by the United Hosiery Workers union. Meanwhile eleven more men were placed in the Roane county jail on charges of violating an injunction against picketing to bring the total being held in the crowded cells at Kingston to 71.

Knee-Action
Wheels

Longer wheelbase

Bigger Fisher Bodies
(4 inches more room)

Blue Streak Engine

80 horsepower

80 miles an hour

Faster acceleration

12% greater economy
at touring speeds

Increased smoothness
and quietness

Now, larger
all-weather brakes

Smart new styling

Typically low
Chevrolet prices

*So radically different
in the way it runs, rides
and responds
we say*

Drive it
only 5 miles
and you'll never
be satisfied with any
other low-priced car

Now on display

CHEVROLET

FOR 1934

It's here now, for the first time, the car that all America has been standing by to see and drive—Chevrolet for 1934! And if you aren't among the first to attend the gala introductory showing, you're going to miss one of the biggest, most exciting events of the whole motor car year. There never has been a new Chevrolet model with so many basic and sweeping advances as this one. Its different—totally unlike anything you've seen or anything you will see in motor cars for 1934!

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN, Division of General Motors

HAFER CHEVROLET COMPANY