

Watkins Firm To Display New Chevrolet Friday

More power, an extension of the automatic transmission option to all cars, and design revisions to accentuate the low appearance of the three body series are major features of the 1954 Chevrolets, which will go on display at the Watkins Motor Co. showroom Friday.

The latest models benefit as well from restyled interiors, a wider choice of colors and color harmonies and chassis advances to assure quieter operation with increased performance.

Power brakes, adding safety and driving control, become optional for the first time in the low-price field with the introduction. As still another "first" in Chevrolet's market, electric front seat and window lifts are also available. This convenience provides passenger car comfort through push button control.

Given special prominence in the presentation of the Bel Air series, which Chevrolet pioneered, as a luxury line a year ago. An eight-passenger station wagon brings to five the number of Bel Air body types. The company has also announced that convertibles will be hereafter concentrated in this series.

Another departure in the line-up of 13 passenger car models is the introduction of a utility sedan in the "150" or lowest priced series. This body, replacing the former business coupe, offers an amazing 54 cubic feet of storage space.

Again in 1954 Chevrolets will be powered by a choice of two engines, each more powerful and responsive than its 1953 counterpart. The 115-horsepower "Blue Flame" engine is used in gearshift models. An engine of 125-horsepower couples with the Powerglide automatic shift, now available on all cars, including the sedan delivery.

Other chassis advances cover improvements in the clutch of gearshift models, a longer, deeper-tuned and sound deadening muffler, and nylon rear spring inserts to eliminate the necessity for lubrication.

In appearance the 1954 Chevrolets have a longer, more rugged look. Designed for a broader, lower effect, the front bumper has

been curved farther around the fender. The grille, bumper guards, parking lamps and hood ornamentation have been modified to conform with the new motif. Although the brightwork of the individual series profiles remains much the same, design touches at the rear re-emphasize the distinction of the line.

Of prime interest are the two-tone interiors of the bodies. Stylists have taken full advantage of new fabrics to combine eye-appeal and practicability. An extensive use of vinyl, an easily washed material, is apparent. In the Bel Air series interior fabrics are nylon-faced cloth and vinyls while in other series complements of vinyls and new, modern fabrics have been worked out.

Nine of the 14 solid exterior colors are new. The 13 two-tone combinations, featuring such partnerships as ivory and turquoise and beige and an unusual tan. Totaling the number of body types and colors, the customer has 161 selections from which to draw when he buys a Chevrolet.

The Powerglide automatic transmission, now in service on more than 1,500,000 Chevrolets, is continued with modifications for improved high speed acceleration. The new engine with which Powerglide is teamed will boost performance, particularly in the higher speed ranges when emergency power may be required for passing or hill climbing.

Junaluska 4-H Club Held Meeting Today

Lake Junaluska 4-H club met at the Lake Junaluska school, December 14, at 9:30. A Christmas program was presented by the members.

Miss Childers gave a demonstration on Christmas decorations, and Cecil Wells, 4-H leader, showed a film, "Deep Roots".

Only seven points were scored in the Duke-North Carolina grid games in 1930, '31 and '32. The 1930 and '31 games ended in 0-0 ties. Duke won the 1932 game by 7-0.



THE 1954 CHEVROLETS will make their local debut in the showrooms of the Watkins Motor Co. on Main St. Illustrated is the two-toned four-door sedan in the "210" series.

Makes a Gift To Let Them Put On Dog



YOUR BOY can put on the dog if you make this tie rack.

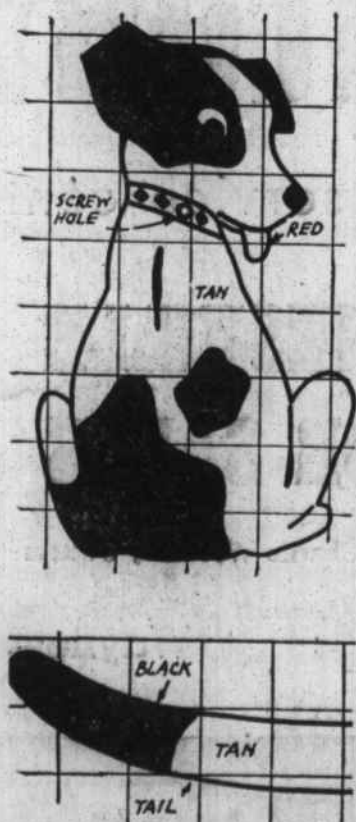
THOSE CHRISTMAS TIES — they're something for putting on the dog when you have a doggy tie rack like the one shown here.

This is a dandy project for the home workshop. It will prove that a dog—even a plywood dog—can be man's best friend.

The crumpled cravat look can be avoided by draping your ties neatly over the tail of this plywood dog.

The dog is cut from 3/8th inch solid or plywood stock and painted black, tan and red as indicated in the drawing.

The tail, which furnishes the tie support, is fastened in place by means of two flat head wood screws inserted from the back of the cut-out.



HOW TO DRAW your design on squared paper. Note how tail is fashioned.

Robin Roberts of the Phillies and Gerry Staley of the Cardinals have each defeated every other National League club at least once this season.



"Live on a budget? Why we can't even live on your salary!"

Christmas Eve Play By Liberty Baptist Youth

The Sunday School Department at the Liberty Baptist Church will give a Christmas program Christmas Eve, December 24, at 7:30 p.m. The Young People will present a play entitled, "His Wonders to Perform" in which some of the important characters are Mr. and Mrs. Silvers, soldiers, a negro man and negro soldiers, a deaf and dumb boy and many others.

The public has been invited to the program by the pastor, the Rev. D. D. Russell.

Bill Marker and Chick Donaldson are the only two ex-servicemen on the West Virginia University football team.

Junaluska WMU Has Party For Families

The WMU of the Lake Junaluska Baptist Church will have a covered dish supper and Christmas tree Friday night, December 18. Husbands and children are invited to attend this fellowship meal.

The affair will be held at the home of Mrs. Clinton Brackett of Lake Junaluska.

Outfielder Jerry Lynch, a Yankee farm hand, is making the Bronx brass mighty happy. He led the Piedmont League in hits, doubles, triples, total bases, RBIs and average. He was fourth in homers.

How To Select Your Record

By W. G. ROGERS, Associated Press Arts Editor

THERE ARE TWO general classifications of phonograph records, long-hair and low-brow, and in selecting a gift you pick the one that fits the person you're giving it to.

More and more every year the big companies, and the others as well, are making available not just the small disk with seven or eight minutes of music on it, but the long-playing disk with as much as an hour of music, or the album that runs on so long you can't get it in between your dinnertime and your neighbor's bedtime.

Musical comedies are put on records, either the "highlights" or the whole, and so are opera and symphony. For the man with the Broadway tastes, popular music is the essential selection. For the man who likes to go to the Metropolitan Opera or to Carnegie Hall, you choose the more serious work, maybe a classic, maybe a modern composition.

New lists are long and impressive, packed with the names of the best performers and interpreters, and the greatest composers in the history of music.

There are also some new works by the younger men, and they merit consideration. They don't get onto records so often as their elders, but new music is as important as old and might mark you as an especially discriminating giver.

Bernard Hewitt of Gettysburg, Pa., became a full fledged jockey the day he scored with Blue Tail Fly. The rider won his first race aboard the same horse last July 16 at Monmouth Park.



GAIETY AND GOOD MUSIC go hand in hand. Here's a clown three-speed phonograph for the small fry. You'll cover it in red and white striped fabric, about \$30.

Mrs. Welch, Noted Potter Of Cherokee, Dies

Mrs. Maude French Welch, widely known Cherokee Indian potter, died Thursday in a Bryson City hospital after a long illness. She was 59 years of age.

A member of the Qualla Arts and Crafts Cooperative, Mrs. Welch was noted for her ancient style pottery which she learned to make as a young woman from the old potters on the Reservation. She attended the Cherokee Indian schools and the old Carlisle Indian School, Carlisle, Pa. She was a

member of the Rock Spout Baptist Church, where she is young people's Sunday class.

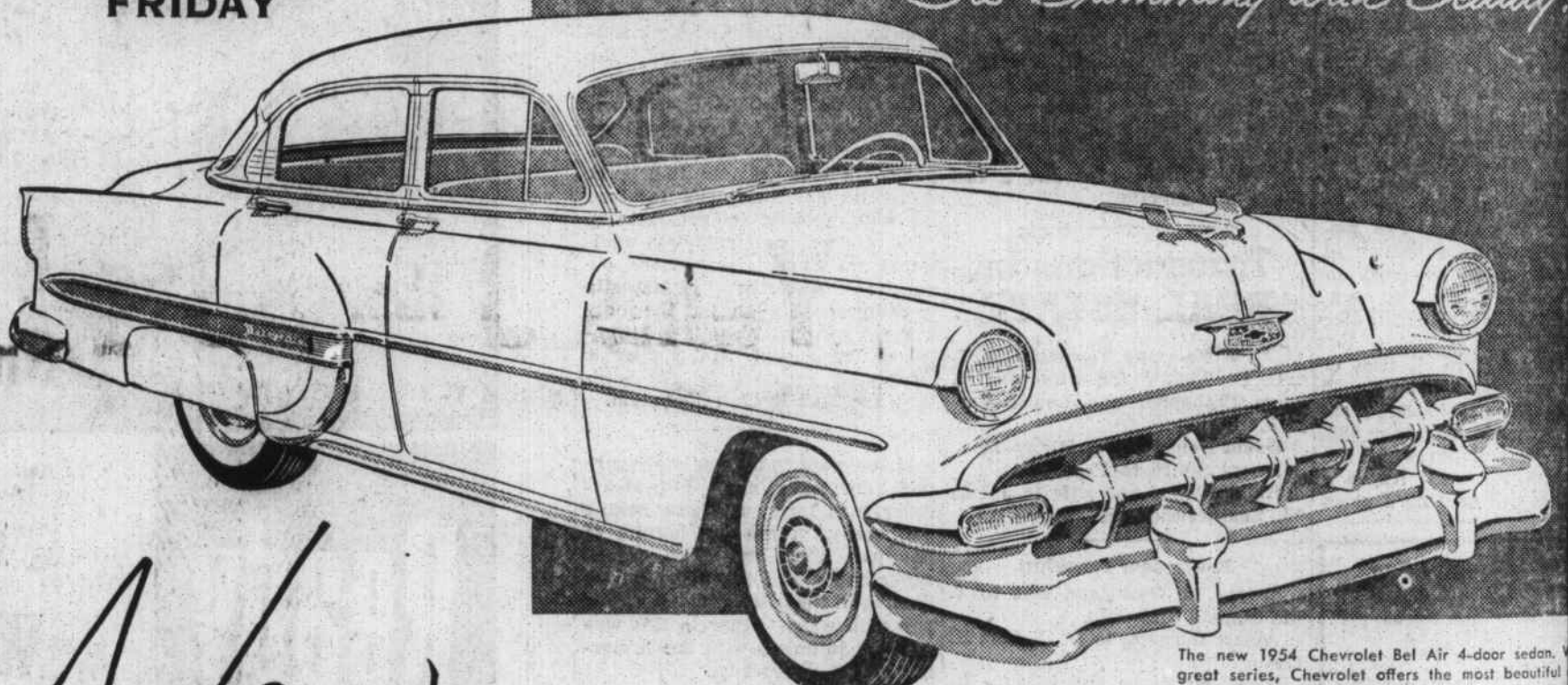
Funeral services were held Monday at the Rock Church and burial was in Cemetery.

Road Rule Record

PHILADELPHIA (AP) — sign on the back of a truck: "Dim Dem Dam Lites"

In his eight years as coach at Georgia Tech, he has compiled a record of 21 defeats and one tie.

ON DISPLAY FRIDAY



It's Brimming with Beauty

New 1954 Chevrolet

Powered for Performance! Engineered for Economy!

Come see the most beautiful, most powerful Chevrolet ever built... the new car that combines great new performance with money-saving gas mileage!

In every way, Chevrolet now brings you even more of the things you want. More beauty with brilliant new styling in Body by Fisher and bright new color harmonies outside and inside the car. More power and finer performance with new high-compression engine power in all models. More comforts and conveniences including the richest new interiors in Chevrolet history and such new features as Power Brakes and

Automatic, Electric Window and Seat Controls. And, thanks to advanced Chevrolet engineering, all this with new economy, too.

The fact is, you'll find that no other car offers so many things you want at such low cost. This means the low first cost of the lowest-price line in its field. And it means money-saving economy of operation and upkeep, as well.

Stop in and take a good look at the best looking Chevrolet you ever saw!

First in the Low-Price Field

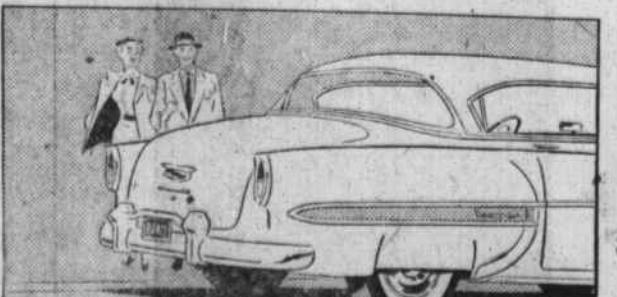
with POWER BRAKES, AUTOMATIC WINDOW and SEAT CONTROLS



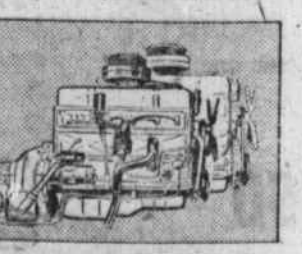
Power brakes for easier stops. Now Chevrolet brings you Power Brakes to make stopping wonderfully easy and convenient. Optional on Powerglide models at extra cost.



New, automatic window and seat controls. The touch of a button adjusts front seat and windows. Optional on Bel Air and "Two-Ten" models at extra cost.



New styling that will stay new. There's a new, lower, smarter look about this new Chevrolet. All around the car, you'll see new styling that brings you Fisher Body at its beautiful best.



Thrifty new power in all models. Now, in Powerglide models, is the more powerful "Blue-Flame" 125" engine. Gearshift models offer the more powerful "Blue-Flame 115."



New, lower price power steering. Chevrolet Power Steering now reduced in price does 80% of the work to give you easy control. Optional at cost on all models.

SYMBOL OF SAVINGS CHEVROLET EMBLEM OF EXCELLENCE

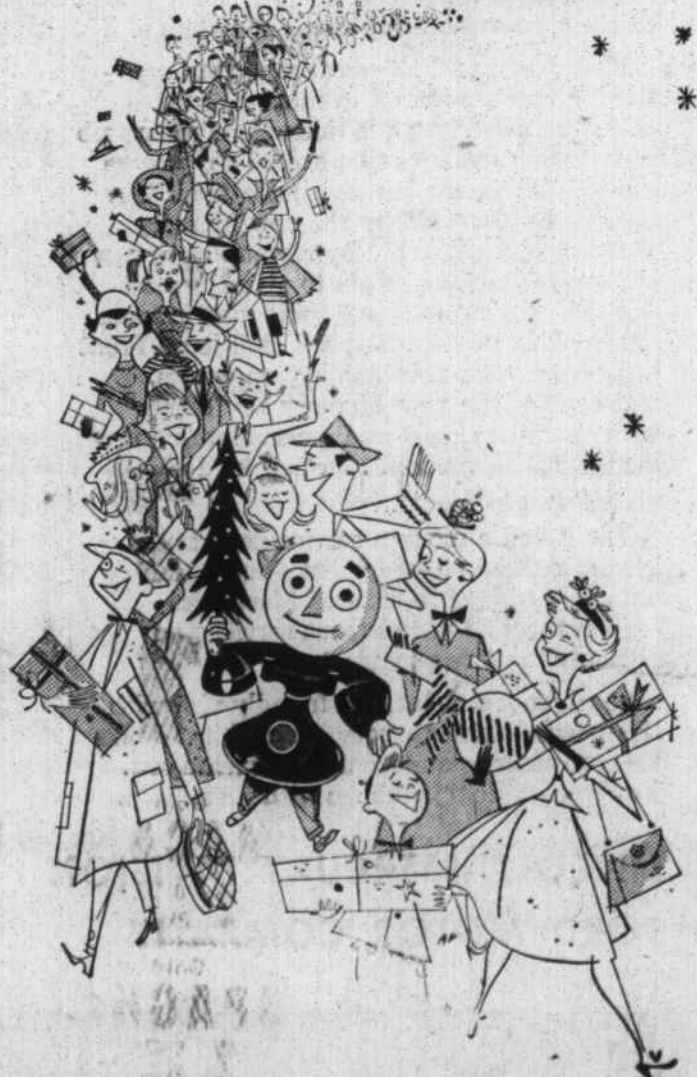
More things more people want, that's why MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

WATKINS MOTOR CO.

Main Street

Waynesville

Get ahead of the Christmas Crowd



Make your Long Distance Calls EARLY

Long Distance telephone lines will be crowded on Christmas Eve and Christmas Day in spite of the many new circuits we've added.

We'll be doing our best to put all calls through promptly, but there will be some unavoidable delays. So whenever possible, it's a good idea to make your calls before Christmas Eve or after Christmas Day.

And, remember, you save time when you call by number

MERRY CHRISTMAS and best wishes for the New Year THE TELEPHONE FOLKS SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY