

Ford Ventilation Center Of Interest

"The handle they love to touch," is the way Mr. J. H. Wood, Manager of the Norfolk branch of the Ford Motor company, describes the handle which controls the clear-vision ventilation system of the Ford V-8 for 1934.

"Dealers everywhere," he said, "are reporting that the simple operation of this ventilation system is so intriguing to persons viewing the new cars that they almost invariably raise the window glass in order to give the handle the extra half-turn that slides the glass away from the frame, forming a narrow opening that provides draftless ventilation."

"Each window has a single piece of glass—not two sections. That's why the ventilation system is called 'Clear vision.'"

"Another feature of the cars that is attracting wide attention," Mr. Wood continued, "is something which on the Ford is not really new. That is, the independent action of all four wheels made possible by the transverse springs. The free action of the wheels of the Ford V-8 for 1934 has been increased by newly designed spring leaves, providing improved flexibility and quieter action."

More than two million visitors at the recent Ford Exposition of Progress in New York City saw this feature dramatically demonstrated as diagonal wheels were alternately pushed upward yet the Ford body kept steady and level.

Interest in Ford V-8 power and economy is keener than ever, according to Mr. Wood. "This is probably due to announcement that the power has been stepped up by 12% at the same time that more miles per gallon are attainable."

"Usually more power means fuel consumption, but the Ford V-8 for 1934 actually gives approximately 2 1/2 more miles per gallon. This is largely brought about by a new dual downdraft carburetor and new dual intake manifold."

"Only by driving the Ford V-8 for 1934 can one really appreciate the improvements that have been made in it," said Mr. Wood. "For instance, take the matter of roominess—many a Ford sale was made last year the minute the prospective buyer sat at the wheel, all because the Ford V-8 did its own demonstrating. A car of its low price range offering more head room and more leg room than in seventeen other American built cars, couldn't help but stand out."

"And that's the new Ford V-8 for 1934! Plus easier steering due to a 15 to 1 steering ratio. Plus new beautiful interiors with coved ceilings, individual arm rests for all passengers deeper and more comfortable seats of tufted upholstery. Plus body designs of stylish line and rare grace."

Retail deliveries all over the country are running well ahead of those of a year ago. With Ford V-8 sales in the local territory surpassing the general trend, Mr. Wood predicts a large increase in Ford business during the new year. Dealers are unusually optimistic.

A famous scientist tells us to keep our brains open, and anyway plenty of people keep their mouths that way.

The nation is said to be staggering under its debt burden, but as is the case with many of the sports, its staggering is not probably due so much to the money it owes, as to the excess of high jinks and sporting life it has had.

Another way to make the proposed 13-month calendar popular, would be not to charge any rent for the 13th month, but have our pay go right on.

They tell us we ought to write more cheerful letters but some folks who never pay their bills write altogether too cheerful ones.

Let's get under way boys & see what facts we can find for our readers today.

"I was weak and run-down and suffered quite a bit with pains in my side," writes Mrs. Nick Baranco, of Beaumont, Texas. "I was nervous. I did not rest well at night, and my appetite was poor. My mother had used Cardui with beneficial result, so I decided to take it. I surely am glad I did, for it stopped the pain in my side and built up my general health. I took seven bottles in all."

For over 50 years, Cardui has been helping women just as this Texas lady describes above. Cardui is sold at all drug stores.

LITTLE AMERICA AVIATION and EXPLORATION CLUB

LITTLE AMERICA ANTARCTICA With Byrd at the South Pole by C.A. Abele, Jr. U.S.N.R. President

We Find Little America!

LITTLE AMERICA, ANTARCTICA, January 18 (via Mackay Radio):—Here we are, home at last. And what a home! Ice 200 feet high. Mountains of snow. Crevasses 60 feet deep. Huge icebergs and mile-wide plates of ice 15 feet thick floating on the Bay of Whales.

I am too excited and too busy to give any coherent account of what we are passing through. I feel I am a toy in Santa Clausland or a lamb chop in the world's greatest cold storage plant. It is a crystal clear day with the sun making everything shine like diamonds. Strangely enough the cold is not intense and, in my heavy Antarctic clothing and skin boots, I am very comfortable. But how our muscles will ache in a few hours when we have really started the huge job of rushing our tons and tons of supplies to Little America so our good old flag-ship, The Jacob Ruppert, can escape back to New Zealand before this part of the ocean freezes solid for the long Antarctic winter.

And Little America! What a thrill to see it after hearing about it and dreaming about it for so long! And what a sight! Three tall radio masts, one of them leaning a bit, spotted by our cook, Hump Creagh, from the top of the foremast as Commodore Gjersten pushed the Ruppert in through the narrow openings in the wilderness of ice at the entrance of the Bay of Whales up to the Ross barrier. A chimney and three ventilators sticking up through the snow. Humps in the snow round about. That's our future home! Little America! We shall have to dig it out.

I have not been there yet. I don't know who was first ashore. Our ship was stopped at a low spot in the barrier, on the eastern side of the bay about 2 o'clock in the afternoon. The motor boat cruiser was swung into the amazingly blue

water and Admiral Byrd and seven others scrambled onto her together with one team of nine dogs and a sledge. She was quickly loaded with supplies, carefully selected by our supply officer, Victor Czegka, and with Edgar Cox, who takes care of our Gernsey cows, at the wheel and Fred Dustin handling the engine, the crowd reached shore and made a dash for Little America. Never in my life did I want to do anything as much as go on that first trip.

But there was almost a tragedy. Ralph Buckley, who was a great oarsman at my college, Harvard, was driving the dog team and fell into a snow covered crevasse. It was 60 feet deep, with water at the bottom. He was tied to the other men and luckily fell on an ice ledge and was hauled out. He was laughing but it was a very narrow escape.

And that Ross ice barrier! The most amazing sight that eyes can rest on. Miles and miles and miles of cliffs, like the Fallsades but white and green and shiny. I'll tell you more about this astonishing formation when I get time.

Admiral Byrd did not take that dangerous flight I mentioned last week. There was no need of it. I am glad. Tomorrow probably, when we find a suitable spot we shall put all of our four planes overboard on the ice and they will be flown two miles to Little America. Two miles? Yes, Little America is four miles nearer the Bay than it was two weeks ago because many square miles of ice have broken off of this cap and are floating out to Lord knows where. Isn't that an amazing thing? Hope Little America doesn't float out while we are here! So long. More next week.

(Persons of high school age or over are invited to join the Little America Aviation and Exploration Club, without cost, by sending a self-addressed stamped envelope to C. A. Abele, Jr., president, at the Hotel Lexington, 48th Street and Lexington Avenue, New York, N. Y., and receive a membership card and a working map of the South Polar regions.)

Formerly people worried about all the folks who never get a vacation and now they worry about all those who get one all the time.

The modern boy might consent to drive the cows to pasture same as his father did, provided he could have an automobile to do it in.

How did you come to lose your job?" asked a friend of the young man who had just been dismissed at a moment's notice from a big store.

"Simply by misplacing a label" was the reply.

"What do you mean by that?" "Well, I saw it on the floor, where it had fallen from a pile of ladies' blouses, and, without looking at it, I put it back on a bath tub."

"That doesn't seem to be a very big mistake. What was the label?" "How would you like to see your best girl in this for two dollars and fifty cents?" said the young man sadly.

Rest is said to be desirable after you attend a late party, but sometimes arrest will do more to promote the public peace after such occasions.

The world is said to move, but to make it do so here in North Carolina somebody has got to get out and push.

VERY LATEST

By Patricia Dow

Pattern, No. 8108: Designed in 5 Sizes: 1, 2, 3, 4, and 5. Size 3 requires 1 1/2 yard of 35 inch material. Without ruffles 1 1/4 yard. Sash requires 2 yards of ribbon or a strip of material 4 1/2 inches wide and 2 yards long.



Pattern, No. 8094: Designed in 9 Sizes: 36, 38, 40, 42, 44, 46, 48, 50 and 52. Size 44 requires 3 3/4 yards of 35 inch material, together with 3/4 yard of contrasting material for collar, vestee and cuffs. If made with long sleeves and without collar it requires 4 1/2 yards.



FOR TINY TOTS 8108. With or without ruffles, irresistibly pretty in either way—and so easy to make in soft batiste, dotted Swiss, or crepe. Also nice for velvet without the ruffles or for cotton prints. For taffeta, with or without ruffles.

The short waist portions are lengthened by full skirt portions that are finished with a ruffle. The arm ruffles are attached to the drop shoulders or materials ties in a nice bow at the back.

RIGHT AT HOME 8094—In a frock like this housework is almost a joy. The skirt has straight lines but enough width for comfort. A broad reverse collar outlines the deep V of the fronts, and a small vestee squares the neckline. There is a choice of sleeves—A long sleeve with a band cuff, and a short sleeve trimmed with an upturned cuff.

Cotton prints, rayon, pongee, tub silk or light weight woolen, also pique or linen may be used for this style.

For PATTERN, send 15 cents in coin (for each pattern desired), your NAME, ADDRESS, STYLE NUMBER and SIZE to Patricia Dow, The Carolina Watchman Pattern Dept., 115 Fifth Avenue, Brooklyn, N. Y.

The modern gangster is often a very good looking fellow, but to display his beauty properly, it should be framed by a good strong jail cell.

The world is said to move, but to make it do so here in North Carolina somebody has got to get out and push.

Radio's Feature Page



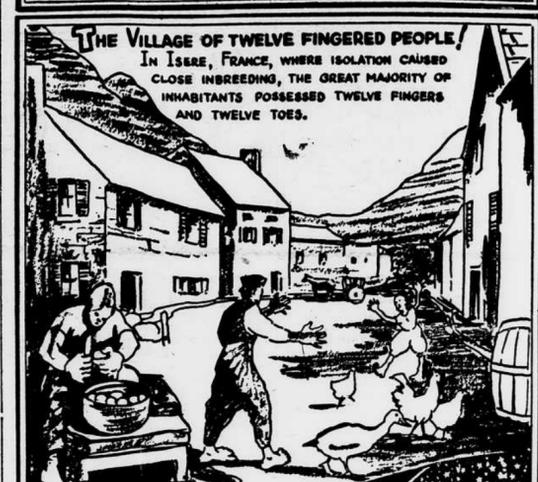
EDWIN C. HILL

IN addition to battling out a daily column on the "Human Side of the News" for a number of newspapers, Edwin C. Hill has increased his broadcasts to five days a week. Three nights a week he rebroadcasts for the west coast. Mr. Hill has the distinction of being an air commentator who is still active in newspaper work.

They tell us to preserve our mental balance, and it would help a lot toward that end if they would show us how to preserve our bank balance.

Among those opposed to child labor, is Junior, when asked to help clean up the back yard.

AMAZE A MINUTE SCIENTIFACTS BY ARNOLD



THE VILLAGE OF TWELVE FINGERED PEOPLE! In Isere, France, where isolation caused close inbreeding, the great majority of inhabitants possessed twelve fingers and twelve toes.

FISH THAT HATE WATER—THE WALKING-FISH OF THE AUSTRALIAN BARRIER REEF LIES ENTIRELY OUT OF WATER, OR SKITTERS LONG DISTANCES UPON THE SURFACE.

STARS UNSEEN! ALTHOUGH ONLY 6,000 STARS ARE VISIBLE TO THE UNAIDED EYE, THE CAMERA RECORDS MILLIONS AND MILLIONS.

UNUSUAL FACTS REVEALED by "Movie Spotlight"

A BLACK OR WHITE DOT YOU SEE IN THE UPPER RIGHT HAND CORNER OF THE SCREEN IS THE SIGNAL TO THE OPERATOR THAT THE REEL IS ALMOST ENDED.



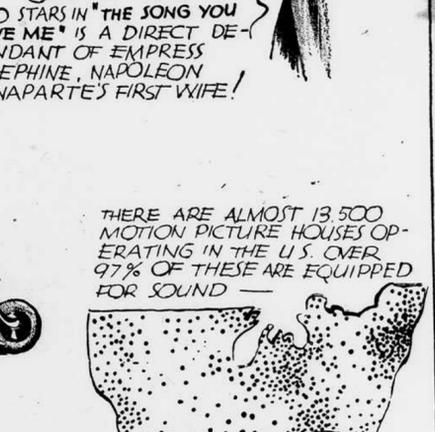
BEBE DANIELS WHO STARS IN "THE SONG YOU GAVE ME" IS A DIRECT DESCENDANT OF EMPRESS JOSEPHINE, NAPOLEON BONAPARTE'S FIRST WIFE!



A "DOLLY" IN THE COLUMBIA STUDIOS IS NOT A TOY, IT IS THE NAME GIVEN TO THE ROLLING PLATFORM ON WHICH THE CAMERA IS MOUNTED FOR MOVING SHOTS.



THERE ARE ALMOST 13,500 MOTION PICTURE HOUSES OPERATING IN THE U.S. OVER 97% OF THESE ARE EQUIPPED FOR SOUND.



Double-Quick Relief

Demand and Get



GENUINE BAYER ASPIRIN

BECAUSE of a unique process in manufacture, Genuine Bayer Aspirin Tablets are made to disintegrate—or dissolve—INSTANTLY you take them. Thus they start to work instantly. Start "taking hold" of even a severe headache, neuralgia, neuritis or rheumatic pain a few minutes after taking.

And they provide SAFE relief for Genuine BAYER ASPIRIN does not harm the heart. So if you want QUICK and SAFE relief see that you get the real Bayer article. Look for the Bayer cross on every tablet as shown above and for the words GENUINE BAYER ASPIRIN on every bottle or package you buy.

Member N.R.A. GENUINE BAYER ASPIRIN DOES NOT HARM THE HEART

MUTT AND JEFF—ANOTHER CASE OF INFLATION



THE FACT FINDERS—AND THEIR DISCOVERIES



BY ED KRESSY

