

### CHEVROLET PRICES INCREASING SALES

DETROIT, Mich., June 13—Although it is only a week since Chevrolet announced drastic price reductions on its entire line of passenger cars and trucks, sales throughout the country have already increased substantially, indicating that the company's objective—the prolonging of factory employment during the ordinarily quiet month of June—is likely to be attained.

The announcement was made today by W. E. Holler, general sales manager, based on dealer reports from all over the country. Concrete evidence of the effect of the reduction, Mr. Holler said, is the fact that Chevrolet's output projection for June is sharply increased over last year's June output, amounting to approximately 100,000 units, and there is every indication that June will exceed May in retail deliveries. Such a record for June is regarded as a distinct achievement, and is attributed largely to the new low price schedules, he said.

The effect of the price reduction, totalling as much as \$50 per unit, was probably accelerated by the fact that Chevrolet was in the public spotlight at the General Motors Exhibit just concluded in 61 principal cities. But the improvement in business cannot be accounted for on that basis alone, since the influx of new orders is not confined to the cities where showings were held. Dealers in almost all states report a quickening of interest, due to the fact that Chevrolet's patented knee-action is now available at the lowest price since the introduction of the 1934 line, and also the company's offering in the new Standard series, the world's lowest priced car of six or more cylinders.

"We have double cause to feel gratified," Mr. Holler said. "This prompt public reaction not only means much to Chevrolet but is also a decided boost for the national recovery program. The seasonal slump heretofore regarded as inevitable in the automotive industry, will be felt less severely than usual in the 21 Chevrolet plants. And equally important, though perhaps less apparent on the surface, the huge army of suppliers of Chevrolet's raw materials will also be more active this summer than in other years, and their buying power, like that represented in our own direct payroll, will make itself felt beneficially the length and breadth of the land."

### BLANTYRE BREEZES

(Mrs. Ada E. Reed)

Mrs. W. K. Duncan and children Celested and Wyatt spent Thursday afternoon in Brevard with relatives.

Mr. and Mrs. T. S. Hart and daughter Miss Barbara left Tuesday of last week for their home in Jacksonville, Fla., after spending a few days at their cottage here.

Mrs. Harry Johnson and daughters Misses Martha, Katherine and Margaret and son Harry Jr. left last week for their home in Atlanta, Ga., after spending some time at French Road Park.

Mr and Mrs. Earl Gray spent Saturday night with Mr. and Mrs. J. T. Justus.

Mr. Rahn of near Savannah, Ga., visited his brother P. A. Rahn and family here recently.

Charles Nesbit and John Reed attended an ordination service of deacons at Boylston Sunday.

Miss Frederica Maxwell visited her sister Mrs. Leroy Davis recently.

Rev. John Scott visited Mr. and Mrs. J. T. Justus here Sunday.

Mrs. Glenn and children are spending some time in our community.

Mrs. Charles Nesbit visited Miss Dixie Brewer recently, who is ill.

Mr. and Mrs. Earl Gray called on Mrs. Gray's parents, Mr. and Mrs. John Reed Sunday afternoon.

We are very sorry to report that M. C. McClain has a broken leg which is the result of his being kicked by a mule.

Mrs. Clarence Justus and sons Jack and Bruce were recent visitors of J. T. Justus.

Mrs. Virgil Duncan visited Mrs. Glenn last week.

W. L. Frady, W. K. Duncan and John Reed attended a business meeting at Brevard Baptist church Thursday of last week.

Mr. and Mrs. J. C. Salter and children returned to their home in Atlanta Saturday.

### QUEBEC NEWS

Mr. and Mrs. Leroy McCall called on Mr. and Mrs. Cecil Whitmire Saturday afternoon.

Mrs. B. T. Whitmire made a business trip to Brevard last Thursday.

Mr. and Mrs. Lonnie Banther and children, Mr. Athur Disham and Miss Ada Lee Anders called on Jim Anders of Gloucester last Saturday evening and enjoyed a feast of good music. A fine time for all was reported.

Mr. and Mrs. R. T. Golden and laughter and Mrs. S. H. Stalcup and baby of Belton, South Carolina, are visiting with Mr. and Mrs. J. D. Golden this week.

Mrs. Walter Whitmire spent last week with Mrs. Leroy McCall.

John Robinson visited J. D. Golden Sunday.

Miss Vera McCall and Glenna Jean and Miss Mildred McCall called on Mrs. B. T. Whitmire Thursday afternoon.

Miss Lucille Henderson, who is spending a while with Mrs. Charlie Reid of Sapphire, visited her parents, Mr. and Mrs. T. C. Henderson Sunday afternoon.

Walter Whitmire of Rosman called on M. O. McCall Saturday afternoon.

Messrs. Loonie and Lency Sanders called on Mr. and Mrs. Leroy McCall one day last week.

Mr. and Mrs. B. T. Whitmire and children, Ras and Roma, and Mrs. Hugh Guntharpe and children, Jerry, Betty Jean and Hugh Jr., made a business trip to Brevard last Friday.

Miss Carrie Owen spent Friday night with Mrs. Clarence Owen.

Arthur Dishman of Lake Toxaway spent Saturday night with Loonie Banther.

Miss Vera McCall and Glenna Jean spent Saturday night with Mrs. Noah Whitmire.

James Henderson, who has been working on the Moltz railroad, had the misfortune of being struck in the

forehead by the half of a tap which he had knocked from a bolt in taking up the steel on the railroad. The flying tap knocked him down, cutting an ugly gash in his forehead. He is being attended by Dr. Osborne of Rosman and thinks he will be able to be back at work some time this week.

Misses Ethel and Mae Banther and Miss Ada Lee Anders visited Mrs. John Robinson Sunday afternoon.

Misses Bertha and Ethel Golden and Mrs. S. H. Stalcup were guests in the home of Mr. and Mrs. Loonie Banther Sunday.

Mrs. W. J. Raines and Mrs. Henry McCall of Lake Toxaway visited their mother, Mrs. James Chapman, Sunday.

Misses Bertha Golden and Ethel Banther called on Mrs. Charlie Beck Saturday afternoon.

Oscar Henderson has been seriously ill for the past few days but is now much better and expects to be all right soon.

The people of this community were glad to have some pretty weather last week during which they were enabled to lessen the crop of weeds and grass and enable the corn, potatoes and other farm and garden crops to secure a little sunlight.

Some of the people here are wondering why the county, especially in its present distressful financial condition, must go to the extra expense of holding a special election at this particular time. It isn't worth it, either for the contestants or for the general public, especially since the county officials are going to have to "grow webbed feet" in order to be in position to get to and from the court house when Uncle Sam builds his big dam and "makes Brevard an island in an inland sea."

The county teachers were given their last pay check last week we understand. One teacher we saw was paying up his grocery bills. When he paid his last bill he said "No I have only three dollars left to pay my expenses from now until the first of October."

### FEDERAL LAND BANK MAKES MANY LOANS

A total of \$33,500 of Federal land bank and Land Bank Commissioner's farm mortgage loans was made in Transylvania county from June 1, 1933, to May 1, 1934, according to the Farm Credit Administration.

Of this total farmers in Transylvania county used approximately \$28,900, or 86.3 per cent, to refinance their indebtedness. By refinancing, farmers obtained new mortgage loans which they used to repay their old debts. They generally reduced their annual interest charges in doing so. In a number of cases, scale-downs of indebtedness occurred in connection with the new loans. These and other advantages benefited farmers primarily. Secondarily, creditors benefited from the receipt of cash or bonds in exchange for obligations they held.

Of the loan money used by farmers in Transylvania county for refinancing their debts about \$7,000, it was estimated, repaid their debts to banks; \$5,300 their taxes; \$16,000 their debts to "others" or creditors not separately classified, including private mortgage lenders, mortgage loan companies, retired farmers and many others to whom farmers were in debt.

A total of about \$4,600 of loans in the county was used for purposes other than refinancing of borrowers' debts. Of this sum \$4,000 was used for the purchase of land and equipment, the construction or improvement of buildings and for general agricultural uses, including the provision of capital, while \$66, the balance, was used for the purchase of stock in national farm loan associations, for loan fees, etc.

Times are so much better, they say some of the ex-technocrats have found jobs.

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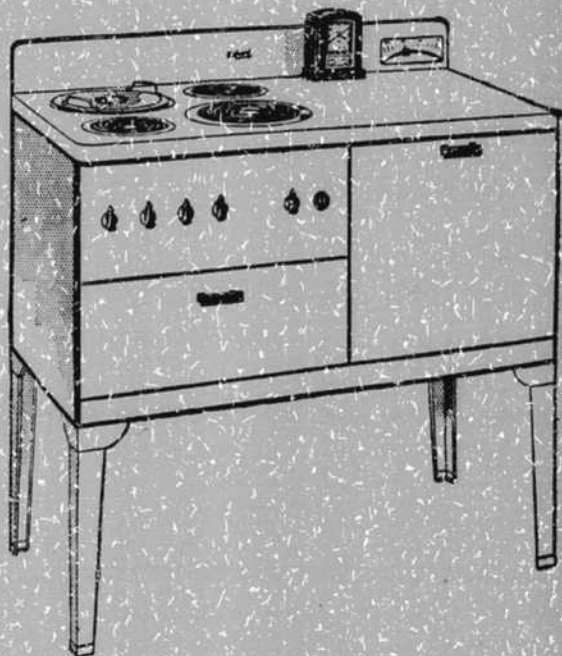
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