

History Of Chevrolet Automobile Prices

Chevrolet Motor Company gave a strong impression of leadership when in the face of high wages, high material costs, and a demand for their product far exceeding present production capacity, they made such extensive reductions in the prices of the Superior Chevrolet, announced September 1st.

The new prices f. o. b. Flint, Mich., are as follows: Roadster, \$490; Touring, \$495; Utility Coupe, \$640; Sedan, \$795; Commercial Chassis, \$395; Light Delivery, \$495; Utility Express Truck Chassis, \$550.

"The price reduction is directly in line with the policy of the Chevrolet Motor Company to furnish the utmost in economical transportation," says Mr. J. L. Gilmer, of The Motor Company at Winston-Salem.

"Many people marvel at our ability to furnish so much automobile for so little money", continues Mr. Gilmer, "and do not see where we can make anything with the present scale of low prices. The answer to that is simple: With increased plant facilities and production capacity, with increased purchasing power, and with the last word in production equipment, our factories are able to make the SUPERIOR Chevrolet better and at the same time for less cost. This saving is of course passed on to the public, in line with policy mentioned before."

"The newspapers and magazines are full of articles about the low purchasing power of today's dollar—that present high wages are more than offset by the high prices of general commodities. They tell us that a dollar today is only worth 64 cents compared to the pre-war dollar.

"Farmers in particular have been demanding a more equitable trading basis for their products in comparison with manufactured products."

"Chevrolet has been able to meet this situation by improving production methods and reducing the cost of the car, even though under the handicap of present high cost of materials and high wages. The big point is that Chevrolet took the initiative towards providing more economical transportation.

"And now people no longer have to pay high prices to get modern, high quality automobiles. Those of modest purses, who must give cost first consideration, are bound to select Chevrolet, because now more than ever before Chevrolet throughout the life of the car averages the lowest cost per mile in transportation, price carrying charges and upkeep considered."

"Chevrolet has style enough for the well-to-do. Chevrolet has plenty of room. Chevrolet retains its shape and good appearance. Chevrolet has very low purchase prices. Chevrolet averages lowest operating costs. Chevrolet service is obtainable practically everywhere, and although service costs are already low, they are continually going lower. Chevrolet has low insurance rating. Chevrolet increased manufacturing facilities are designed to catch up with and keep pace with the demand, from November on.

"Never before in the history

of the automobile business," says Mr. Gilmer, "has so much automobile value been offered per dollar of price."

Prices from beginning: "It is interesting," Mr. Gilmer continues, "to trace Chevrolet automobile prices from the beginning. The very first Chevrolet in the year 1913 was listed at \$2,500. The first '400' touring car introduced in 1915 carried a list price of \$180. High prices of labor and materials brought on by the world war made it impossible to continue selling the car for so little, so the price was increased to \$550 in 1916, \$635 in 1917, \$795 in 1918, \$795 in 1920, and later in the year to \$820. This was the peak, and from that time on Chevrolet has maintained a steady pace of reducing price and increasing quality.

"The price of the touring model was first dropped to \$645 in 1921, and later that year to \$625; 1922 saw the price reach the low level of \$525. This is the price at which the present Superior model was introduced during the late fall of 1922, and was the lowest price at which the car could be sold until added plant facilities made the latest price of \$495 possible."

Mr. Gilmer adds, "The fact that we have gone into such a large production on the present model is convincing evidence

SALE OF REAL ESTATE UNDER DEED IN TRUST.

By virtue of the power of sale contained in a certain deed in trust, executed by Tulla Goolsby, to the undersigned trustee, to secure the payment of a debt of \$1900.00, and interest, to J. D. Humphreys, which deed in trust bears date of Oct. 11, 1921, and is recorded in the office of the Register of Deeds of Stokes county, N. C., in Book No. 66, Page 417, and also another deed in trust from the same parties to same parties, to secure a debt to said J. D. Humphreys of \$146.59, bearing date of December 10, 1921, and recorded in said book in said office at page 468, and default having been in the payment of both debts, and the same being due and unpaid, and request having been duly made for that purpose by the said J. D. Humphreys, the holder of said deed in trust, I will sell at public auction to the highest bidder for cash on the premises on—

OCTOBER 31, 1923.

At the hour of one o'clock, P. M., the lands conveyed in said deed in trust, which are described as follows:

A certain tract of land lying and being in Stokes county, N. C., and more particularly defined and described as follows: Beginning at a post oak, T. J. Taylor's corner, running North on his line 17 chains to pointers on side of road leading to railroad bridge, thence North 79 degrees east 2 chains to a stake, thence North 53 degrees East 7 chains to a post oak, side of public road, thence South 23 degrees East 9 1-2 chains to pointers, thence South 32 degrees East 4 3-4 chains to a white oak, Sarah Marshall's corner, thence West with her line 27 chains to the beginning, containing 68 acres, more or less, this being a part of the Withers land received by E. S. Withers in the division of the estate of William Withers. See Book No. 20, Page 115, in the year 1867, in the office of the Register of Deeds of Stokes county, N. C., and it being the second tract in a deed executed by Bony Anderson to Charles W. Goolsby, bearing date of January 5, 1907, recorded in the office of the Register of Deeds of Stokes county, N. C., in Book No. 48, Page 538. See same for description.

This Sept. 15, 1923.

IRA R. HUMPHREYS, Trustee.

that it will be continued. A trip through our new Buffalo plant alone, leaving out of consideration entirely the other nine large manufacturing and assembling plants in the United States, will bring home louder than words the fact that Chevrolet is "all set" for big production and big sales of the present SUPERIOR model, which offers the utmost in "economical transportation."

"The starting Chevrolet price reduction leaves only one thing to be said: WATCH CHEVROLET LEAD!"

Sowing Wheat.

When tobacco is high, farmers neglect the grain crops while rushing the weed to the market. When tobacco is low they hold back from the market, and take time to insure a bread supply next summer. Such is the case now. Heavy sales of fertilizer are being made for grain crops. I have on hand a full line of reliable brands of wheat fertilizer.

N. E. PEPPER.

FOR SALE OR RENT.

Valuable tobacco land, good roads, good schools. Write J. M. REYNOLDS, Queen, N. C., Montgomery county. 10oct2w

Neal and Tuttle sell Kurfess' Paint, Walnut Cove.

NOTICE OF RE-SALE OF VERY VALUABLE REAL ESTATE.

By virtue of the will of Elkany Moran, deceased, and a decree of the Superior Court of Stokes county, rendered by A. J. Fagg, C. S. C., in the special proceedings entitled Austin Moran, executor of the estate of William Elkany Moran, deceased, vs. Fraud Moran, et al, appointing the undersigned to make sale of the hereinafter described lands, I, Austin Moran, executor of the estate of William Elkany Moran, deceased, will offer for sale at public auction to the highest bidder, for cash, on the premises, on—

SATURDAY, NOV., 24, 1923.

At the hour of 2 o'clock, P. M., the following described lands, to-wit: Two certain tracts or parcels of land in Quaker Gap township, Stokes county, North Carolina, lying and being on the waters of South Double creek, and adjoining the lands of P. R. Nelson, James Moran, J. W. Barwell, and others, being the two tracts of land that William Elkany Moran owned at the time of his death, and willed by him to his six children, and also being the two tracts of land conveyed by deed to William Elkany Moran by Z. T. Smith and wife. One tract containing 51 acres, the other tract containing 52 2-5 acres, making in all 103 2-5 acres. The said tracts adjoin each other. The deeds to the above described lands are recorded in the office of the Register of Deeds of Stokes county, N. C., in Book 52, page 322, and Book 41, page 89, respectively, to which reference is hereunto made for metes and bounds and for a fuller and more complete description of said lands.

There is situated upon the above described land one frame two-story dwelling house with nine rooms, one frame feed barn and four tobacco barns.

There is about fifty acres of the above described land in cultivation. The remainder of the land is in timber.

The land described above is adapted to the growth of tobacco, corn and wheat, and the said tracts of land are on the State highway leading from Winston-Salem, N. C., to Mount Airy, N. C., by the way of Gap postoffice.

Ten per cent of the purchase price of said lands to be paid by the purchaser on day of sale. Balance of purchase price to be paid when the sale is confirmed. Sale subject to the confirmation of the court.

This 12th day of Oct. 1923.

AUSTIN MORAN, Executor of the estate of William Elkany Moran, dec'd. J. W. Hall, Atty. for Executor.

SEED WHEAT FOR SALE.

I have for sale a nice lot of seed wheat. Apply to— W. D. GLENN, Mgr. Old Town Farm, 19sept1w Walnut Cove, N. C.

NOTICE OF SALE UNDER EXECUTION.

North Carolina, Stokes County, In the Superior Court, BANK OF STOKES COUNTY, VS. E. O. CAUDLE and NANNIE L. SMITH.

NOTICE OF EXECUTION SALE.

By virtue of an execution directed to the undersigned from the Superior Court of Stokes county, in the above entitled action, I will on—

MONDAY, OCT. 22, 1923

at the hour of 2 o'clock, P. M., at the court house door of said county, sell to the highest bidder for cash, to satisfy said execution, all the right, title and interest which the said Nannie L. Smith, the defendant, has in the following described real estate, to-wit:

Save and except 20 acres around dwelling house allotted to her as her homestead.

Beginning at a black gum on A. J. Fair's corner, runs North 85 1-2 degrees W. 25 3-4 chains to a pine stump on West side of Clear Spring road, thence S. 41-2 degrees N. 28 1-2 chains to a rock in lower line, thence South, 35 1-2 degrees East 24 chains to pointers on line of lot No. 5, thence N. 13 degrees E. 5 chains to pointers, corner of lot No. 5, thence North 81 degrees E. on line of lot No. 5, 25 chains to pointers, A. J. Fair's corner, thence North 62 degrees W. 26 1-2 chains on said Fair's line to the beginning, containing 80 acres, more or less. The same being lot No. 4 of the partition of the lands of R. D. East and allotted to Nannie L. Smith. See Book No. 6, at Page 57, record of orders and decrees, Stokes county, N. C.

This 8th day of Sept., 1923.

J. FRANK DUNLAP, Sheriff.

Sale Notice.

Notice is hereby given that by virtue of authority contained in a certain deed of trust executed to the undersigned trustee by R. D. Flippin on the 23rd day of Sept., 1922, said deed of trust being recorded in book 66 at page 731 in the office of the Register of Deeds for Stokes county, North Carolina, default having been made in the payment of the note secured by said deed of trust and at the request of the holders thereof, I will on Saturday the 10th day of November, 1923 at 12 o'clock A. M. at the Court House door in Danbury, N. C. expose to sale to the highest bidder, for cash, the following described lands:

Beginning at division corner runs S. 84 degrees W. 7.84 chains to a walnut tree, S. 85 degrees W. 6.43 chains to a rock, S. 60 degrees W. 3.25 chains to pointers at branch; thence up the branch as it meanders as follows: S. 47 degrees W. 1.50 chains to a stake, S. 38 1/2 degrees W. 1.96 chains, S. 40 degrees W. 1.50 chains, S. 41 degrees W. 1.60 chains, S. 24 degrees W. 1.70 chains, S. 40 degrees W. 2.18 chains, S. 60 degrees W. 1.80 chains, S. 41 degrees W. 1.60 to —N. 39 1/2 degrees W. 4 chains to a rock; S. 133 degrees W. 10.78 to a rock; S. 25 degrees E. 7.50 chains to pointers at creek; S. 84 degrees E. 3.30 to a stake on North side of said creek; thence crossing said creek S. 37 links to water oak; S. 76 degrees E. 5.60 chains to horn beam where formerly stood a double poplar tree; S. 2 1/2 degrees W. 12.75 chains to a stake on Pierce's line; E. on Pierce's line 17 chains to a division line 40.35 chains to the beginning and containing 86.24 acres. This is lot No. 2 and being the West side of the whole tract of the Laura S. McKinney lands.

This Oct. 6th. 1923.

W. READE JOHNSON, Trustee

Best Paints and Oils are sold by Neal & Tuttle, Walnut Cove.

NOTICE OF RE-SALE OF LAND UNDER DEED OF TRUST.

By virtue of the power of sale contained in a deed of trust executed to the undersigned on the 29th day of Oct. 1919, by Joseph A. Hensdale, and recorded in the office of Register of Deeds for Stokes County, N. C., in Book No. 61, Page 325, to which reference is hereunto made to secure the payment of a note therein recited for \$550.00 made to Solomon Burrow, and which has been negotiated to the Rural Hall Bank & Trust Co., who are now the owners of said note, default having been made in the payment of said note and interest, and the holder of same applied to me to sell the lands conveyed in said deed of trust, I will expose to public sale to the highest bidder, for cash, on the premises in Yadkin Township, on Rural Hall, N. C., R. F. D. No. 2, about 3 miles north of Rural Hall, N. C., on—

NOVEMBER 3, 1923.

At 2 o'clock, P. M., on the lands conveyed in said deed of trust, bounded and described as follows:

Beginning at the South-East corner of lot No. 2, and runs south 4.65 chains to a stake and pointers in Wm. Edward's line, thence West on his line 22.5 chains to a maple, Edward's corner, thence south 5 chains to a stake and pointers, thence West 4.50 chains to a stake in bank of the road, thence north 40 degrees west 2.33 chains to a persimmon tree on the west bank of said road, thence West 3.66 chains to a sourwood stump in Burrow's line, thence north 7.75 chains to a stake S. W. corner of lot No. 2, thence south 87 degrees east with No. 2, 32.35 chains to the beginning, containing 25 acres, more or less. The same being lot No. 3 in the division of the lands of Jos. B. Jones, deceased, and reference is hereby made to the commissioner's report in said division.

Sale to start at bid of \$898.80. This Oct. 1, 1923.

CHAS. R. HELSABECK, Trustee.

NOTICE OF RE-SALE OF REAL ESTATE UNDER DEED IN TRUST.

By virtue of the power of sale contained in a deed in trust executed to me on the 22 day of April, 1922, by J. D. Watts, which is recorded in the Register's office of Stokes Co., N. C., in Book No. 66, page 635, to which reference is hereunto made, to secure the payment of a debt therein recited, in the sum of \$4,000.00, due to Stokes Real Estate Exchange, Inc., default having been made in the payment of the debt at maturity, and the holder of the note secured by said trust having applied to me to foreclose the trust for the satisfaction of the debt, I will expose to public sale, to the highest bidder, for cash, at the court house door in Danbury, N. C., on—

SATURDAY, OCT. 20, 1923.

At the hour of one o'clock, P. M., the land conveyed in the said trust deed, to-wit:

"A tract of land in Stokes county, N. C., adjoining the lands of J. J. Denny, J. W. Wall, (formerly), Dalton, and others, and bounded as follows, viz:

Beginning at pointers in Stanley branch, runs North 4 1-2 degrees East, 20 chains and 30 links to a stake; thence East with Lewis Miller's (deceased), line, 10.53 chains to a hickory; thence North 4 degrees East, 26.63 chains to pointers; thence West, 1.75 chains to the Danbury road; thence with said road 30.15 chains to a stake in J. W. Wall's line, (J. W. Wall deceased); thence 3 1-2 degrees West, 32.50 chains to a stake; thence South, 80 degrees East, 11.16 chains to an apple tree; thence South, 13 degrees West, with the branch, 5.67 chains to Stanley branch; thence up said branch as it meanders to the beginning, containing 108.5 acres, more or less."

This 27th day of Sept., 1923.

N. O. PETREE, Trustee.

NOTICE.

North Carolina, Stokes County.

IN THE SUPERIOR COURT, BYRD C. SMITH, VS. VELNA V. SMITH.

NOTICE OF SERVICE BY PUBLICATION.

The defendant above named will take notice that an action entitled as above has been commenced in the Superior Court of Stokes county, North Carolina, to obtain an absolute divorce, and the said defendant will further take notice that she is required to appear before the clerk of said court on the 17th day of November, 1923, at the court house of said county in Danbury, N. C., and answer or demur to the complaint in said action, or the plaintiff will apply to the court for the relief demanded in said complaint.

This 15th day of October, 1923.

A. J. FAGG, Clerk Superior Court. W. Reade Johnson, Attorney for plaintiff.

FOR QUICK SALE!

125 3-4 acres land on good road two miles of Summerfield high school and churches and hard-surface road. Price only \$8,000. For further information see O. M. BENNETT, Summerfield R. 2. 19sept1w

NOTICE!

Bids will be received 'till October 24, 1923, at 2 o'clock, P. M., for draining, grading, grubbing, and surfacing the following public roads in Stokes county, to-wit:

One and one-half miles on Piney Grove road. Seven miles between Campbell and State Highway near Francisco.

Plans, specifications and profiles may be seen at home of our engineer, N. S. Mullican, at Walnut Cove, N. C., R. F. D. No. 1.

The right is reserved to reject any and all bids.

This Oct. 1, 1923. STOKES COUNTY HIGHWAY COMMISSION. 3oct3w DANBURY, N. C.

FOR RENT.

Large farm in Sampson county, suitable for cotton, tobacco or most any crop. Write for particulars.

"THE PINES," 3oct2w OVERHILLS, N. C.

GOOD FARM FOR RENT.

The excellent farm of M. I. & J. C. Stewart, lying in the Box Mt. section, near Germanton, is for rent. This is a fine place for a good 2 horse renter, has 3 tobacco barns, re-ordering house, good table, and is well watered. Fine tobacco land and plenty of good corn land. Two good dwelling houses. Write at once or see J. C. Stewart, 215 W. 4th street, Winston-Salem, N. C. 3octttf

EXECUTOR'S NOTICE.

Having qualified as executor of the last will and testament of John W. Mitchell, dec'd, late of Stokes county, N. C., all persons owing his estate are requested to come forward and make immediate settlement, and all persons holding claims against said estate are hereby notified to present the same duly authenticated, to the undersigned, for payment on or before the 20th day of Sept. 1924, or this notice will be pleaded in bar of their payment.

Madison N. C., R. F. D. No. 3, Sept. 15 1923.

WILLIE MITCHELL, Executor of John W. Mitchell, dec'd. J. D. Humphreys Atty. for Ex.

Blank Deeds, Blank Deeds In Trust and Blank Chattel Mortgages For Sale.

Deeds 50c. per dozen, deeds in trusts 50c. per dozen, chatte mortgages 25c. per dozen. Send us your order. We pay postage on all blanks.

DANBURY REPORTER, Danbury, N. C.