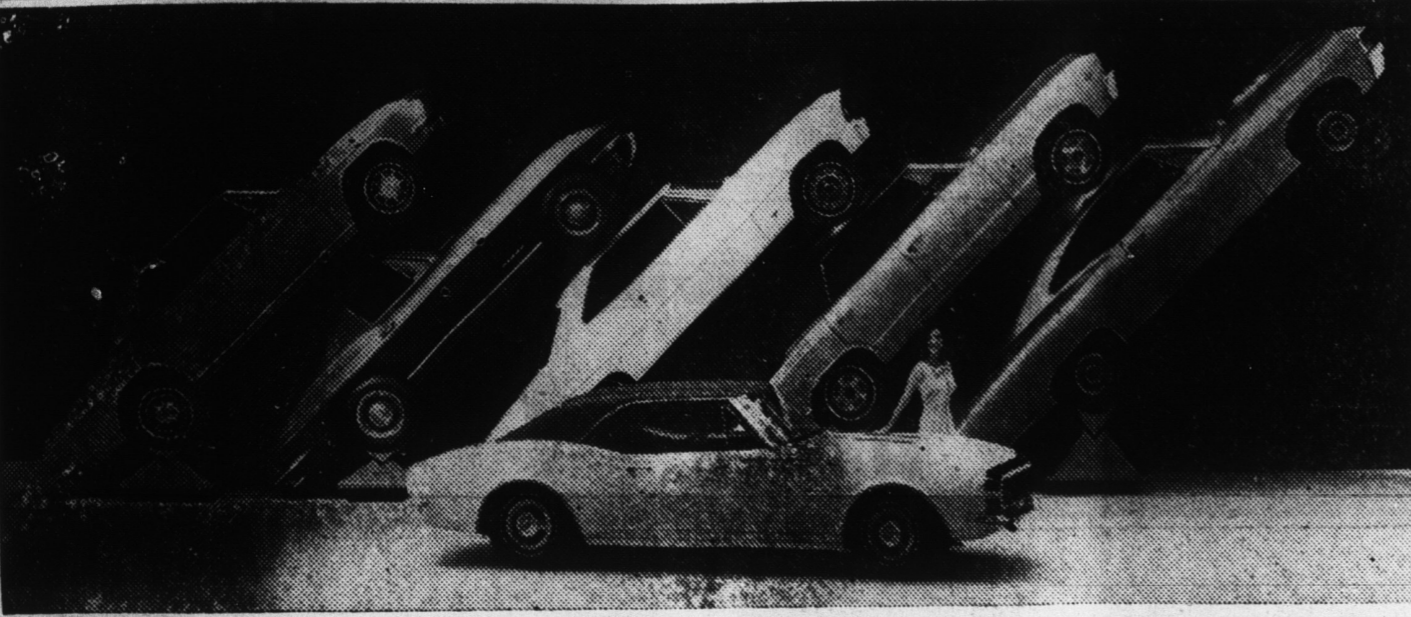


Chevrolet For '67 Stresses Choice

New Camaro makes

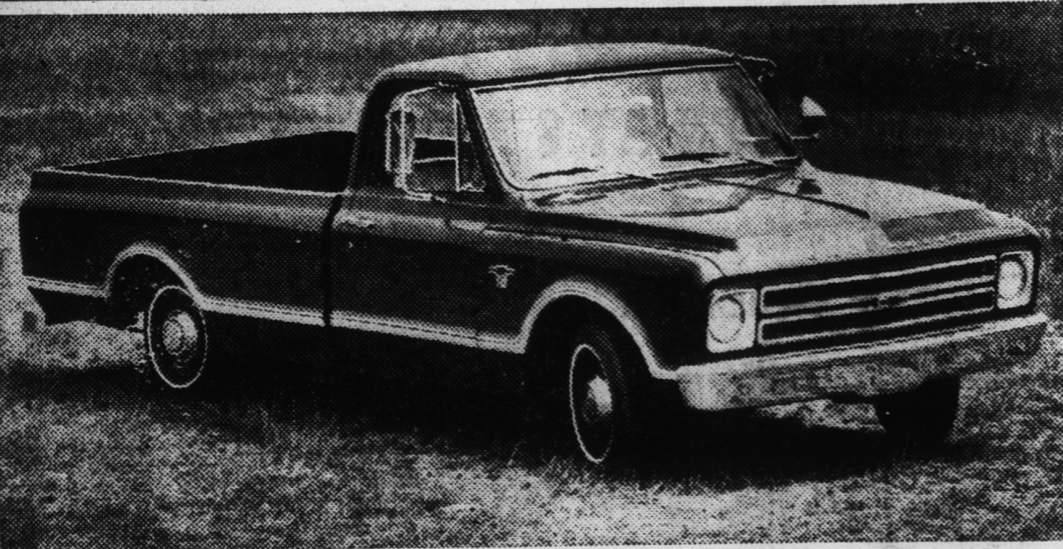
Six Distinct Car Lines for Chevrolet in 1967



Five 1967 Chevrolet models appear to be standing at attention as the CAMARO, newest member of the family, makes its introductory bow to the public (foreground, CAMARO Super Sport). While each Chevrolet model has distinctive styling motifs, the all new CAMARO features a new approach to the "long hood-short deck" design so successfully introduced to U.S. buyers by the Corvette. All Chevrolet-built passenger cars go on public display at dealers' September 29.

Many Improvements In

Restyled 1967 Chevrolet Truck Line



Clean, trim practical styling that gives a low, fleet look to this Fleetside pickup is only one of many advances in the 1967 Chevrolet truck line. Vision, cab comfort, and corrosion-resistance are improved. Other new features in the line include longer bodies and more power for Chevy-Vans, a redesigned, lower four-wheel-drive series, and diesels in forward-control delivery vans. In some larger models, a new shorter cab and front sheet metal design give a shorter wheelbase for improved maneuverability with no loss in load space.

Camaro Line Is Newest Chevy Model

DETROIT — For the 1967 car buyer, Chevrolet stresses choice with a capital "C." E. M. Estes, general manager, said today.

"Introduction of the Camaro as Chevrolet's sixth line of cars matches the American public's growing preference for individualized transportation," he declared.

Estes said the 48 new models of Chevrolet, Chevelle, Chevy II, Corvair, Corvette and Camaro offer an "unparalleled variety of sizes, body styles, options and safety features." They go on sale Thursday, September 29.

Two models of the personal-size Camaro — a coupe and a convertible that Estes terms "four-passenger packages of excitement" — are built on a 108-inch wheelbase.

"Camaro offers the greatest choice of engines, trims, options and accessories Chevrolet has ever introduced with a new line of cars," Estes said. "The buyer can literally tailor his own auto-

mobile." Also new for 1967 is a top-of-the-line Chevelle station wagon named "Concours" which has wood-grain exterior trim.

Many important new safety-related product improvements are standard equipment on all 1967 Chevrolets. They range from an energy-absorbing steering column and dual master cylinder brake system with warning light to passenger-guard door locks and a four-way hazard warning flasher.

Heading a list of more than 400 options and accessories is a new stereo tape system, an improved cruise control and a new air conditioning unit which can be dealer installed on all new Chevrolets except Corvair and on all 1964 through 1966 models of Chevrolet, Chevelle and Chevy II.

Front disc brakes are available as options on regular Chevrolet, Chevelle, Chevy II and Camaro models. Four-wheel disc brakes are continued as standard on Corvettes.

Here are the highlights of the six Chevrolet lines for 1967: **Regular Chevrolet** — The industry's top selling automobile has a longer, lower "big car" look to its 19 models in five se-

ries on a 119-inch wheelbase. A wraparound grille includes front fender identification lamps standard on luxury Caprice models, optional on all other series.

Long body lines carry to the tip of the rear fender. Rear fender skirts are available for added body smoothness. Twin horizontal tail lamps above the bumper are recessed into the rear panel.

Caprice and Impala sport sedans have a new roofline that ends in a larger, more sloping back window. An exclusive new roofline on Impala sport coupes stresses fastback styling with the rear window blending into the deck.

Extensive refinements in steering, rear suspension and body mounting give improved ride, handling and roadability. Base tires are larger for most models and a larger 24 gallon fuel tank is standard on all models.

A distinctive SS 427 package stressing use of the 427 engine is added for the Super Sport coupe and convertible. Simulated air intakes on the hood, heavy-duty chassis components and red-line tires are included. A 250-cubic-inch six cylinder engine and four V-8's up to the 427 satisfy every power requirement, offering a horsepower range from 155 to 385.

Offered are five transmissions. Turbo Hydra-Matic is available with all 396 and 427 cubic-inch engine installations and, for the first time, with the popular 327 engine on Impala SS and Caprice models.

Camaro — The industry's new-

construction gives Camaro maximum roadability and passenger comfort. Front suspension is independent with coil springs. Mono-plate leaf springs are used at the rear. Wheels are 14 inches. Large drum-type brakes are self adjusting.

Camaro's base engines are the 230 cubic-inch six and a special 2-barrel carburetor version of the 327 cubic-inch V-8. Optional is a larger six and two other V-8's including the all-new 350. Horsepower ranges from 140 to 295.

Three-speed and four-speed manual transmissions are available plus Powerglide automatic. Floor-mounted shift controls, center console and special instrumentation are optional.

Chevelle — The volume leader in the fast growing intermediate car market increases its selection to 13 models in five series with the addition of the luxury Concours station wagon. Wheelbase continues at 115 inches.

There is a look of motion to the forward thrust of the restyled front fenders which give a family resemblance to the regular Chevrolet.

The simulated hood louvers identifying SS 396 models are redesigned. Bold horizontal bars highlight the new full-width grille. Wraparound taillights are a major 1967 styling feature.

Chevelle's base six cylinder engine is increased to 230 cubic inches. Two sixes and five V-8's are offered with a horsepower range from 140 to 325.

Turbo Hydra-Matic transmission is offered for the first time with the two Chevelle 396 cubic-inch engines. Four other transmissions are available.

Chevy II — The clean restyle that helped Chevy II take second place among all small car sales in 1966 is refined for 1967. Seven models are offered in three series on a 110-inch wheelbase.

Larger headlamp bezels, together with a redesigned extruded aluminum grille, give a broader, "big car" look to the front end. All models have 14-inch wheels and tires.

An improved starting motor and new battery provide greater efficiency and even more dependable service on Chevy II for 1967, as well as on all other Chevrolet lines.

Five engines — a four, two sixes and two V-8's — give a broad power choice. Horsepower range is from 90 to 275. There are three transmissions.

Corvair — Chevrolet's distinctive rear-engine car will be offered in five models in two series for 1967 on a 108-inch wheelbase.

Principal design and mechanical features which have won Corvair an enthusiastic owner body totaling more than 1.5 million are continued with styling

refinements. New Strato bucket seats are standard in Monza models.

Corvette — America's only sports car carries into its 15th year on the market all the features which made 1966 its most successful model year in history. A sport coupe and convertible are again offered on a 98-inch wheelbase.

Styling refinements include redesign of fender side louvers and a new rear end panel incorporating a wide, centrally located back-up lamp.

Three additional all-vinyl trims increase the interior selection.

Five V-8 engines are available including two new triple-carburetor versions of the 427 cubic-inch engine. Horsepower ranges from 300 to 435. There are three transmissions.

All Chevrolet models have redesigned interiors featuring a fresh variety of vinyls and fabrics. Fifteen exterior colors — 11 of them new — are offered for 1967 with up to 7 two-tone combinations available. "Pronounced 'ca-mair-o'"

Tom Kroll Agency

"Trot To Trot For Insurance"

Insurance For Every Need

Phone 739-2407

Social Security Benefits Pupils

Students benefits under Social Security have made it possible for many young people in Cleveland County to return to school this fall, according to Lex G. Barkley, District Manager. Without help many of these students could not have continued in school past their eighteenth birthday. There are many other young people, ages 18 to 22, in the county who could qualify for these benefits but have not contacted their Social Security office. He invites them to contact his office now if they plan to go to school this fall.

Before 1965 children whose parents were receiving old-age or

disability benefits or whose parents had died could not receive checks past their eighteenth birthday. Now, if the child is a full time student he can continue to get checks until his 22nd birthday. Benefits are not paid to married students.

Full time attendance in almost any school counts. The school may be a high school, college, vocational or trade school.

Full time attendance means the student goes "uring the regular term each year and takes a normal number of courses. He does not have to go to summer school. His checks will continue through the summer months if he intends to go back to school in the fall.

The Daily Tar Heel, student newspaper at the University of North Carolina at Chapel Hill has been publishing for 70 years.

BUY BARBECUE TICKETS FROM A JAYCEE

Advanced Tickets Only \$1

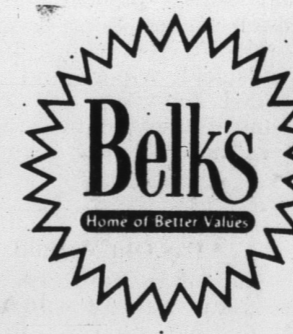
- Kings Mountain Jaycees will have for sale and will deliver barbecue plates during the October Celebration of the Battle of Kings Mountain.
- Reserve your plates now by mailing this coupon along with \$1 for each plate to KM Jaycees, Box 303.

Please deliver barbecue plates to:

Name

Address

AT ALL BELK OR LEGGETT STORES



NINE DAYS ONLY
SEPT. 15 THRU 24

"HEIRESS"
KID
LEATHER
PUMPS...

SO PERFECTLY
IN STEP WITH
ALL OCCASIONS

SALE!

8.88

Usually 11.99

Heiress

Wear this lovely classic to the office, on shopping sprees, after 5. Goes everywhere so smartly—that's what you'll like about Scandal. Heels scaled to a most comfortable high-lo. Toes gently tapered. And, because you appreciate quality workmanship so, we use only select soft kid leathers... leather linings... leather soles. Marvels of softness, flattery. Start with black—but we promise, you'll be back for all the other lovely colors! Sizes 4-10, AAA to B widths.

if your heat goes UP
YOUR FUEL
BILLS GO UP!

SIEGLER OIL HOME HEATERS
force the heat down
and fuel bills go down

Ordinary heaters pile the heat up on the ceiling until some of it finally steps down to the living level. If you own an ordinary heater, you know how costly and uncomfortable that system is! Siegler does just the opposite... your floor gets heated first. Heat is not wasted on the ceiling and out the chimney. Don't close off rooms this winter and pay high fuel bills to boot... order your new Siegler now.

IT PAYS FOR ITSELF WITH THE FUEL IT SAVES

McGINNIS FURNITURE

309 S. BATTLEGROUND PHONE 739-4706

C. E. WARLICK INSURANCE AGENCY
Insurance Protection

- Business
- Auto
- Home

Dial 739-3671

110 W. Mountain St.

4:28-tfn



BEER—A big boost to the economy

The brewing industry each year contributes over 1.4 billion dollars in federal, state and local excise taxes. Wages and salaries in the brewing industry account for almost 500 million dollars, and the purchase of packaging materials from other industries runs over 550 million. So next time you enjoy a cool, refreshing brew after hard work or play, remember—BEER is good in more ways than one!

UNITED STATES BREWERS ASSOCIATION, INC.
Branch Bank and Trust Company Building
Suite 902
Raleigh, North Carolina