

Quality Is Keynote Of Chevy's 1972 Product; New Styling

DETROIT. — Quality is the keynote of the Chevrolet Motor Division's 1972 product program. John Z. DeLorean, general manager, pledged that the 1972 models scheduled for public introduction September 23 will be the best in Chevrolet's history.

"From the luxury Caprice to the economy Vega," DeLorean said, "we have limited the changes in our 1972 models to refinements and product improvements, while we concentrate on building each car better than ever before."

"Every one of our car lines is designed to meet the consumer emphasis on maximum value and quality in an automotive purchase."

"By providing, with our 1972 models a better, more trouble-free way to see America, we hope to stimulate new public awareness of the individual freedom for enjoyable family travel offered by the automobile."

He said new styling and assembly and quality audit procedures and motivational programs to stimulate added pride of workmanship among Chevrolet's 100,000 employees are among steps toward improved quality.

DeLorean also said the division is implementing new programs to guide Chevrolet dealers in giving improved customer service.

The full-sized Chevrolet for 1972 has new front and rear styling. It also has heavier, stronger bumpers that extend farther away from the body sheet metal as part of the improved bumper impact protection.

Chevelle, Monte Carlo and Camaro have front end styling refinements and all car lines including station wagons, Nova and Corvete have engine, chassis and durability improvements. An anti-theft warning system becomes standard on Corvete.

Chevrolet's newest car—the top selling Vega—keeps its promise of styling continuity. Improvements include addition of a glove box and the availability during the model year of an optional Turbo Hydramatic three-speed automatic transmission.

Chevrolet continues to offer the industry's widest assortment of station wagons in 1972. Big Chevrolet-styled wagons have the glide-away disappearing tailgate; the mid-size Chevelle-styled wagons have dual-action gates and the small Vega Kammback has a one-piece rear window-gate that swings up for easy accessibility.

All Chevrolet engines for 1972 have improved exhaust emission controls. As was the case in 1971, all engines have been designed to operate efficiently and with lower exhaust emissions on regular, low-lead or no-lead gasoline.

Chevrolet for 1972 publishes net or as-installed horsepower ratings. The net test method follows the recommended procedure

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Distaff DEEDS

By Jan Christensen

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By JANICE R. CHRISTENSEN

(News items this week from Rowan, Johnston and Vance counties).

When Jane Cline, a Rowan County 4-H'er, was named state winner in the home improvement project, she didn't stop working.

Instead she teamed up with Extension Home Economics Agent Edith Hinshaw to make a display of accessories any homemaker could make from items she would normally throw away.

Highlight of the exhibit was a planter Jane designed from an old cast iron laundry heater. Jane found the old heater in a scrap metal pile. Her father took it apart so she could work on it with more ease.

After she got the quarter inch of rust sand blasted away, Jane put a coat of rust preventative paint on the heater. Then she added two coats of black flat paint.

Jane placed a large arrangement of permanent greenery and a red bird in the old heater. The result: a unique, eye-catching room accessory.

REPLACES MACHINE
A treadle sewing machine did not slow down Debbie and Lin-

da Dale, two Johnston County 4-H'ers. Both girls have won county sewing awards for years.

But this summer Debbie was awarded a new zigzag sewing machine for her prize winning clothing demonstration at State 4-H Congress.

The whole family was excited about the award. Mrs. Dot Brown, home economics extension agent, notes.

They are anxious to try out all the new stitches and features that weren't available on the "old reliable" treadle machine, she adds.

CANS FOOD
A young, partially blind homemaker from Vance County, has spent part of her summer learning how to can and freeze garden-fresh produce.

The girls, who take care of her mother and three brothers, has been working closely with Mrs. Sally Watkins, extension nutrition program aide, to learn food preparation and food conservation.

Cpl. Lightsey Wins Promotion
SANTA ANA, Calif.—Marine Lance Corporal William R. Lightsey, son of Mr. and Mrs. Noel W. Lightsey of Kings Mountain, N. C., was promoted to his present rank while serving with the Third Marine Air Wing at the El Toro Marine Corps Air Station, Santa Ana, Calif.

He is a 1970 graduate of Kings Mountain high school.

DURABLE PRESS
The secret in helping durable press fabrics maintain their easy-care characteristics is to follow good laundry and drying methods. For best results, use an automatic washer with a short short "wash and wear" cycle. A dryer with wash and wear controls is also helpful, according to extension home economics specialists, North Carolina State University. Take clothes from washer and dryer immediately after the cycle is finished to prevent wrinkles from forming.

Fiber Promotes T. J. Burns
Thurman J. Burns has been promoted to maintenance supervisor at the Shelby plant of Fiber Industries, Inc. He joined Fiber as a mechanic in 1964 after working as a machine fixer in a family-owned hosiery business.

Burns is a native of Kings Mountain and attended Kings Mountain high school. He and his wife, Jewell, live on Westover street here and are members of Westover Baptist church. They have three children, Charlotte, Tracy and Kimberly.

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Know Meats To Assure Best Buys

RALEIGH.—Chances are meat accounts for one-third of your family food dollar. So it figures that you'll do well to become a wise meat shopper.

One way to stretch that meat dollar is to know meat cuts and the different names they may be packaged under, believes Mrs. Ruby Uzzle, extension consumer marketing economist, North Carolina State University.

For example, Swiss steak, pot roast and London broil are not the names of meat cuts. They are clues to the way you should cook the meat.

Cuts labeled Swiss steak usually come from the beef round or arm chuck. Cuts labeled pot roast generally come from the blade chuck and heel of the round.

London broil may be cut from the sirloin tip, top round or flank.

All these meats—Swiss steak, pot roast and London broil—come from the less tender parts of the animals. That means they must be cooked by moist heat, such as braising or stewing, to become juicy and tender.

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Every 1972 Chevrolet has extensive safety features for occupant protection, accident prevention and anti-theft protection.

Chevrolet offers 15 Magic Mirror colors for 1972, of which 10 are new. There are six two-tone color combinations. New for 1972 are a "sweet look" appearance of the five vinyl roof colors and a single, wider white stripe on optional whitewall tires.

Here are details by car line:

CHEVROLET: The industry's top selling car line has a new tailored look to the most luxurious car Chevrolet has ever built. The hood is squared off and the low-set grille is flanked by individualized twin headlights and recessed front fender lights. Mounting of the license plate on the right front of the car gives the grill a more open look.

The increased front and rear bumper protection on Chevrolets for 1972 is provided by a bumper within-a-bumper design. Heavy gauge beams reinforce the bumper or are firmly attached to the frame. Important clearances are increased between the bumper and body sheet metal.

Turn signals are built into the front bumper and traditional Chevrolet triple taillight units are built into the rear bumper. A horizontal resilient strip to cushion slight impacts is standard on Caprice bumpers and optional on others.

The nine Caprice, Impala, Bel Air and Biscayne models feature rounded glass and body contours with emphasis upon passenger visibility and interior roominess.

There is added body insulation in 1972 to reduce interior sound level for a quieter ride. The power flow-through ventilation system has outlets built into door pillars for more accurate control of air flow.

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VINTAGE CARS

- 1928 Mercedes Benz
- 1926 Bugatti
- 1926 Bentley
- 1930 Lancia Delambda

AIRPLANES

- 1917 Albatros
- 1917 Sopwith
- 1918 Fokker
- 1917 Avro

LOCOMOTIVES

- London & Southwestern Railway
- London Brighton & South Coast Railway
- Great Eastern Railway
- Midland Railway

SHIPS

- American Whaler
- Swedish Barque
- German Topsail
- Dutch Ship Pennace

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