

L. C. Taylor Tells Interesting Features Of New Dodge

Announcement of the 1937 Dodge line—regarding which more than the usual crop of pre-season rumor has circulated—reveals an array of interesting features and a singularly impressive combination of eye-filling beauty and mechanical perfection.

The new models are now on display in the showrooms of Pierce-Alen Motor Co., at 112 South Riverside, Medford, and L. C. Taylor, owner and manager, has extended a cordial invitation to the public to inspect the 1937 line. The Pierce-Alen showrooms have been attractively decorated for this showing under personal supervision of Miss Dee Scheffel, a member of the company's staff.

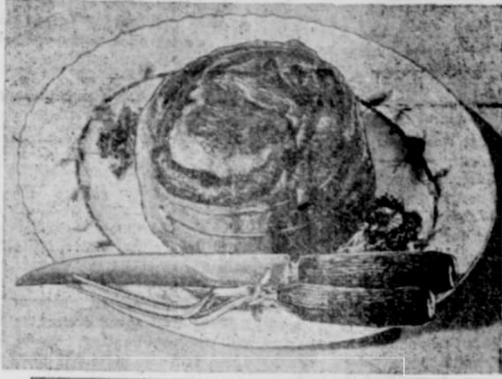
The bodies of the 1937 Dodge line are entirely new; they are of all-steel construction, including the roofs which are integral with the remainder of the bodies. Not overly conspicuous yet sure to be appreciated in rainy weather are drip moldings sweeping over door and window openings.

Viewing the car ensemble from the front, one is impressed with the windstream effect that has been achieved. The "facial expression" or head-on appearance is beautified by a grille in which a vertical section is symmetrically flanked by horizontal chromium-plated bars. The fenders, wider than formerly, are attractively rounded, with high crowns and pronounced flares. Forward and rear lines of the bodies have been given new modern treatment, and doors have been dimensioned with evident regard for passenger comfort. The interiors are so roomy as to provide rear seats 48½ inches wide and front seats 47 inches in width—thus giving ample room for at least six passengers.

Among other new improvements are an exceptionally fine method of trim and upholstery; safety in the new features of the instrument panel; a decidedly novel body mounting method; brakes of the genuine hydraulic type.

Dodge engineers are emphatic in the statement that the operating economy of the company's latest product is fully equal, perhaps superior, to the economy which has distinguished Dodge automobiles in the past.

America's Back To Roast Beef



PROSPEROUS days are here again and that means America's favorite—roast beef—appears more often on the family table. Do you know how to roast the meat to achieve the utmost in fine flavor and appetizing juiciness? Season the meat and place fat side up in an uncovered pan without a drop of moisture. Set the dial of your modern automatic gas range to 500 degrees Fahrenheit and preheat the oven; sear the meat at this temperature for 20 minutes, then reduce the heat to 350 degrees and finish the roasting. Or, you can roast the beef at a constant low temperature of 350 degrees for the entire period. Either way, you will have the most delicious roast beef you ever tasted.

some time ago by Mr. Hansen, a prominent orchardist of the Rogue River Valley from the Medford Hardware company, one of the oldest business houses in Southern Oregon. The store is in charge of Mr. Elmer Wilson, who was in the employ of the old company for the past 27 years. The company was originally known as the Nicholson Hardware Company and in later years became known as the Medford Furniture & Hardware Co. This company built the building now known as the Medford Building in 1911 and occupied the first two floors with an immense stock of hardware and furniture. Later they sold the building and built their present one. A few years ago they decided to drop the furniture end of the business and rented that part of the building to the Cupp Furniture Co. Mr. Elmer Wilson, manager, states that the store now carries a very complete stock of builder's hardware, tools, crockery and glassware. The immense show room floor is completely covered with tables loaded with all manner of articles. If you are looking for anything in

Reflections

By LYMAN A. FRITZ

Everytime I see myself
In the looking glass,
I find some imperfection,
I haven't any "class".
My hair needs the barber,
I ought to have a shave,
And I should have a brand new shirt
But what's the use to rave.
I thought I had a dollar saved
(I hoped that it would grow)
I loved that dollar dearly,
But at last it had to go.
And that's the way with everything,
My dreams come out amiss.
My girl gave me a hearty slap,
When I thought I'd got a kiss.

Hansen Hardware Has Complete Stocks In All Lines

One of the most complete stocks of hardware and dishes to be found in Southern Oregon is that of the Hansen Hardware Co. whose store is located on North Bartlett street in Medford. The store was purchased

hardware or glassware be sure to call at this store. Courteous and prompt service is assured at all times.

"If the People Win, Who Can Lose?"

By RAYMOND PITCAIRN

National Chairman
Sentinels of the Republic

"Nothing will ruin this country if the people themselves will undertake its safety; and nothing can save it if they leave that safety in any hands but their own."—Daniel Webster.

As this is written, citizens throughout the nation are preparing to exercise that individual responsibility for the safety of their country which election day entails.

It is an immense responsibility. In national affairs alone, it involves the selection not only of a Chief Executive, but of Senators from many states and Representatives from all.

How will America meet it? Pre-election forecasts promise the heaviest vote in our history. That is encouraging, because the decisions then recorded affect not only the safety and security of our Republic, but our personal lives as well.

It means something to every American—whatever his years, his job, or his daily activities. It extends to every citizen of voting age the opportunity to express what he or she may think.

Does youth, for example, desire the free opportunity for productive toil and its rewards that elder generations enjoyed?

Do the farmer, the wage-earner and the business man desire personal independence and the right to manage their own affairs and enjoy the fruits of their labor?

Do the housewives of America want government, whether Federal, State or Local, to hold down living costs by the exercise of a reasonable economy?

Do Americans, as a nation, want to strengthen and safeguard their constitutional form of government, with its effective guaranties of a voice in government and freedom of religion and speech and action?

The ballot gives them all opportunity to say so.

For voting in America—as contrasted to elections in many nations abroad—is not merely an expression of loyalty to individual men. It is, instead, an effective method of recording public opinion. It is the greatest opportunity ever offered for registering the collective judgment of the people.

And so long as the people exercise that judgment with sincerity, independence and intelligence, America is safe.

Mr. E. C. Faber reports that all but one sack of the flour given away Saturday was given away and his wife took the last one home. He reports that he served Medford shoppers Saturday as a result of his ad in The American.

In Memoriam

The following poem was submitted by Mrs. Laura E. Dias in memory of her sister, Louisa Penney, who recently passed away:

Sister, thou wert mild and lovely,
Gentle as the summer breeze,
Pleasant as the air of evening,
When it floats among the trees.

Peaceful be thy silent slumber,
Peaceful in the grave so low,
Thou no more will join our number,
Thou no more our sorrows know.

Dearest sister thou hast left us,
Here thy loss we deeply feel;
But 'tis God that hath bereft us,
He can all our sorrows heal.

Yet again we hope to meet thee,
When the day of life is fled;
Then in heaven with joy to greet thee,
Where no farewell tears are shed.

Rev. Baird Resigns Medford Pastorate; Moves to Modesto

At the close of the church service Sunday evening in Medford, Rev. W. R. Baird resigned as pastor of the First Christian church of Medford, announcing that he had accepted a call to the First Christian church of Modesto, California.

Reverend Baird has been with the Medford church for six years and his resignation was quite a shock to his large congregation.

Rev. Baird has many friends in

Central Point who will regret his going. Rev. Baird has brought many a smile and hearty laugh to the children and their parents with his humorous readings.

Mr. Baird also has given several commencement addresses here in Central Point.



Sat. Only
HOOT GIBSON
HARRY CAREY

"The Last Outlaw"
Episode 7 "ROARING WEST"

Sun.-Mon.
Joe E. Brown
"SONS O' GUNS"

Tue.-Wed.
Loretta Young - Franchot Tone

"The Unguarded Hour"
Wed. Nite is Cash Nite

Thurs., Fri.
SPENCER TRACY
SYLVIA SIDNEY
"FURY"

Clarence Pankey

Democratic Candidate For



Clerk
of Jackson County

I pledge an efficient and
Courteous Administration

Election Nov. 3, 1936

Paid Adv.

A WORD TO THE WISE--

The Central Point American

IS THE COUNTY'S FASTEST GROWING WEEKLY NEWSPAPER AND HAS THE LARGEST CIRCULATION OF ANY WEEKLY IN SOUTHERN OREGON.

To Our Advertisers

The American has more than 5000 readers each week. An advertisement in our columns is sure to reach a large number of prospective buyers. Covering, as we do, the northern part of Jackson County, (like the dust in Kansas) our advertisements reach and are used by a large and constantly growing clientele with a mighty potential buying power.

CHRISTMAS CARDS

This year we have ordered a beautiful assortment of the finest Christmas Cards obtainable. We have a new religious assortment that must be seen to be appreciated.

We also have a special assortment of cards to be engraved with your name.

Hold your order until you see these cards. Our representative will call on you in the near future.

Commercial Printing

We do all manner of Commercial printing.

- Letterheads
- Envelopes
- Statements
- Cards
- Dodgers
- Office Forms

Let us give you an estimate on your next job. Our prices are reasonable.