

Rogue River Chevrolet Inc. Celebrating Second Anniversary This Month

THREE BUILDINGS USED BY MEDFORD CHEVROLET FIRM

C. M. Hurd is General Manager — H. D. Byington Treasurer — 21 On Staff — Sales Reach New High

Rogue River Chevrolet, Inc., dealers for Chevrolet automobiles and trucks in the Medford area, are celebrating their second anniversary in this city this month. With recent sales for 1936 models reaching a new high record, the anniversary this month is a genuine celebration as far as Rogue River Chevrolet are concerned.

The history of this well-known Medford organization, extending over the past two years, has been marked by numerous expansions, evidencing the steadily increasing business of Rogue River Chevrolet, Inc. This firm was established in Medford on March 4, 1934, at 32 North Riverside. This building, with 2500 square feet of floor space, which formerly housed the entire operations of the company, is now devoted to the service and truck departments only. Three buildings, with a total floor space of approximately 12,000 square feet and a used car lot are now used by Rogue River Chevrolet, Inc.

Attractive new showrooms in the Sparta building at Main and Riverside have recently been opened by the Chevrolet dealers here. The mezzanine floor of this location is devoted to offices. Rogue River Chevrolet, Inc., also maintain a warehouse at Eighth and Bartlett streets

Smart Models Featured by Chevrolet for 1936



Here is Chevrolet's bid for America's volume-car preference—two new complete lines of cars in two price ranges—the 1936 Master Deluxe and the 1936 Standard. Both models are equipped with perfected hydraulic brakes among many other identical chassis improvements. Both have Turret Top Body by Fisher. Top left: New standard four-door sedan with built-in trunk. Top right: New Master Deluxe Town Sedan. Bottom left: Built-in luggage and tire compartment in Master Deluxe Town Sedan. Bottom right: New Master Deluxe Coupe.

and a used car lot at 25 South Riverside.

Twenty-one people are directly associated with Rogue River Chevrolet, Inc. In this city, according to an announcement today by C. M. Hurd, secretary and general manager of the company. H. D. Byington is treasurer of the company and the entire stock is held within these two families.

William Hamilton, credit manager and Charles C. Darnell, sales manager, have been with the company since its establishment here two years ago. Nick Rindt presides over the used car lot, while Frank Cooper is manager of the service department. Factory trained mechanics are employed exclusively, Mr. Hurd announced. All members of the Medford organization have availed themselves of the General Motors insurance plan, in line with the widespread policy of the Chevrolet Motor company.

The Rogue River Chevrolet company features the G. M. A. C. plan

of 6 percent financing, officials said today. With a wide range of body styles and models in Standard and Master Chevrolets, the dealers here are making immediate deliveries of cars from their showroom floor. Previously the company was handicapped in securing sufficient cars, due to production difficulties in the east.

"We are gratified with the public acceptance of the 1936 Chevrolet models," C. M. Hurd said today. "We are sincerely appreciative of the generous patronage accorded our company by the people of southern Oregon during the past two years. It has been our aim to expand our operations and facilities as rapidly as possible and now, with a staff of 21 people, three buildings and a used car lot, we feel that we are well equipped to offer the very finest of service to past and prospective Chevrolet owners."

Record Sales For Chevrolet Set By New 1936 Models

Nowhere in Chevrolet history is there a record of public acceptance to compare with the enthusiastic welcome which the American public has extended to the 1936 Chevrolets since their announcement November 2.

Comparison of the sales figures for the 90 days following the announcement, with corresponding figures for all previous years, shows that all records fell before the sales onslaught which Chevrolet dealers and salesmen have staged since the new line came out.

Sales of new cars and trucks, and sales of used cars, eclipsed all previous totals for the three-months following a new car announcement, and gave Chevrolet a flying start toward its goal—a record-breaking year.

New car and truck sales were 247,666, and used car sales 400,717, making a grand total of 648,383 units handled at retail between November and February 1. There is nothing in any corresponding period in the past to compare with this achievement.

Phone 942. We'll haul away your refuse. City Sanitary Service.

This Is A— Chevrolet Year!



Here Is A Partial List of



Chevrolet Purchasers In Medford and Vicinity!

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| <p>Medford, Oregon</p> <ul style="list-style-type: none"> • LAWRENCE ARCHER • WALTER BERGMAN • A. A. SNYDER • W. O. CHAPMAN • MILO COREIN • MAURICE TEDROW • CALIFORNIA OREGON POWER CO. • ARTHUR L. COOK • RALPH W. COATES • CHAS. L. DEVINE • ROSENBERG BROS. • SEBASTIAN APOLLO • B. F. FINCH • FLOYD K. LAWSON • RAYMOND H. COOK • HUBBARD BROS. • E. L. CHILDERS • RAY A. BOLZ • R. P. WANDREY • L. M. BODIN • C. H. WILLIAMS • C. RALPH CLARK • LARRY WESTERWELLER • CLATOUS McCREDIE • JACK MARSHALL • WM. J. WARNER • MISS LUCILE ABBOTT • G. M. FORSLUND • BECK'S BAKERY • MEDFORD DOMESTIC LAUNDRY • HARRY A. YOUNG • WILSIE PRUITT • FOSTER & KLEISER CO. • DALTON BROS. • WM. H. VOISS • MONARCH SEED & FEED CO. | <p>Crater Lake</p> <ul style="list-style-type: none"> • ED NELSON <p>Eagle Point</p> <ul style="list-style-type: none"> • MRS. MYRTLE ROADARME • LYLE VANS COY • F. D. WALKER <p>Lakeview</p> <ul style="list-style-type: none"> • J. R. BROOKS <p>Trail</p> <ul style="list-style-type: none"> • MISS ZELLA TULLIS • FRED WARNER • A. F. SWINGLE <p>Hornbrook</p> <ul style="list-style-type: none"> • H. C. KURT <p>Prospect</p> <ul style="list-style-type: none"> • CARL KLUDT • BERT A. NASON <p>Phoenix</p> <ul style="list-style-type: none"> • MRS. IDA M. LOCKHART <p>Gold Hill</p> <ul style="list-style-type: none"> • PAUL C. THOMPSON <p>Central Point</p> <ul style="list-style-type: none"> • CHAS. JANTZER • ROLAND HOVER • H. W. HEAD <p>Rogue River</p> <ul style="list-style-type: none"> • SCHOOL DISTRICT NO. 62 <p>Bremerton, Washington</p> <ul style="list-style-type: none"> • W. W. CALVERT <p>Jacksonville</p> <ul style="list-style-type: none"> • MRS. GRACE BROWNLEE • FRANK CAMERON • ARTHUR FARRA <p>Talent</p> <ul style="list-style-type: none"> • MARTIN G. PAULSON |
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Anniversary Showing of Chevrolet Models All This Month

Thanks A Million—

We sincerely appreciate the generous patronage of southern Oregon people that has made possible a record start for 1936. Never before has Chevrolet offered such smartness, such genuine value and economy. Never before has finer service been available to Chevrolet owners of this section of Oregon. We cordially invite southern Oregon people to visit our showrooms in the very heart of Medford—corner of Main and Riverside—and inspect the new Chevrolet models that are making automobile history everywhere in 1936!

C. M. HURD, Manager.

Be comfortable!



... in the only car in the lower price range with the **FAMOUS KNEE-ACTION RIDE***

CHEVROLET It is important to go places comfortably, just as it is important to go swiftly, safely and economically. . . . And Chevrolet for 1936 maintains its title of the only complete low-priced car by being the only car in its price range with the famous Knee-Action Gliding Ride*—the smoothest and most comfortable known.

It is also the only low-priced car with New Perfected Hydraulic Brakes. Solid

NEW PERFECTED HYDRAULIC BRAKES
(Double-Acting, Self-Adjusting)
the safest and smoothest ever developed

SOLID STEEL one-piece TURRET TOP
a crown of beauty, a fortress of safety

HIGH-COMPRESSION VALVE-IN-HEAD ENGINE
giving even better performance with even less gas and oil

IMPROVED GLIDING KNEE-ACTION RIDE*
the smoothest, safest ride of all

GENUINE FISHER NO DRAFT VENTILATION IN NEW TURRET TOP BODIES
the most beautiful and comfortable bodies ever created for a low-priced car

SHOCKPROOF STEERING*
making driving easier and safer than ever before

Steel one-piece Turret Top, High-Compression Valve-in-Head Engine, and other vital features.

May we suggest that you take a ride in the new Chevrolet for 1936—today? You will find a car waiting at your Chevrolet dealer's, and he will be glad to have you drive it without any obligation. CHEVROLET MOTOR COMPANY, DETROIT, MICH.

ALL THESE FEATURES AT **\$495** CHEVROLET'S LOW PRICES

6% New Money-Saving G. M. A. C. TIME PAYMENT PLAN

AND UP. List price of New Standard Coupe at Flint, Michigan. With bumpers, spare tire and tire lock. \$511.00 price is \$20 additional. *Knee-Action on Master Models only. \$20 additional. Prices quoted in this advertisement are list at Flint, Michigan, and subject to change without notice. © General Motors 1936.

The only complete low-priced cars

CHEVROLET

ROGUE RIVER CHEVROLET, Inc.

Office and Sales Room Sparta Bldg. CHEVROLET SALES AND SERVICE PHONE 188 Shop and Service Dept. 32 N. Riverside

ROGUE RIVER CHEVROLET, Inc.
CHEVROLET SALES AND SERVICE
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