

# 1937 CHEVROLET MODELS DISPLAY SATURDAY EVENT

Medford and vicinity will get their first view, tomorrow, of the new 1937 Chevrolet. It will go on public display at Rogue River Chevrolet, Inc., at 8:00 a. m. immediately after the breakfast which Mr. Darnell, sales manager, is holding at Valentine's cafe in honor of his sales organization.

The breakfast is one of some 10-15 similar affairs being held throughout the country just before the new models go on view. It was arranged in acknowledgement of the unusual cooperation displayed by Chevrolet dealer employees this past year. Their emphasis on owner satisfaction, Mr. Hurd asserted, has been an important factor, not only in the year's sales record, but in the unparalleled bank of advance orders received for 1937 models. An exceptionally large bank of such orders is on file this year, he said, as a result of the public's experience with the 1936 Chevrolet.

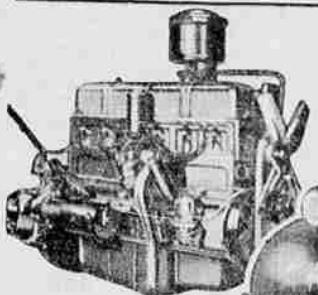
Immediately after the breakfast, the salesroom will be thrown open, and an open house atmosphere will prevail all day. Cars will be delivered to purchasers in the rotation in which the orders are received. Mr. Hurd said, adding that production in the 30 Chevrolet assembly plants is now going on at a rate which assures prompt delivery on all orders.

## JUDGES NAMED IN WARD CONTEST OF HOME WOOD WORK

Names of the three judges in the Montgomery Ward Power-Kraft wood-working contest, which extends from October 1 to December 3, were announced today by H. L. Brown, Ward store manager, who has just completed their selection. The judges will be Mayor George Porter, C. D. Bean, president of the retail trade division of the Jackson County Chamber of Commerce and Herb Grey, advertising manager of The Mail Tribune.

"The interest of these men in the contest proves a point which we who sell woodworking tools have known for a long time," said Mr. Brown in commenting on their selection. "This point is that, while working with tools for personal pleasure is primarily an interest of boys, the 'boy' in a man never really dies, and there are large numbers of business and professional men as well as craftsmen who find an interesting form of relaxation in the work of making things with tools." "It is because of this," he continued

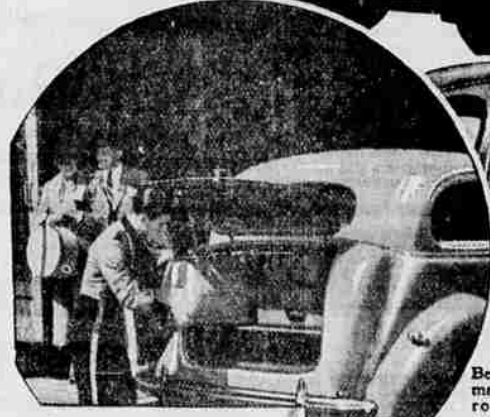
## Performance, Beauty and Safety Mark Chevrolet's Completely New Cars



Chevrolet's 1937 engine is completely new, but adheres closely to time-proved Chevrolet engineering principles. It is of six-cylinder valve-in-head type, smoother, more powerful, more economical, and lighter.



A representative model from Chevrolet's new line, typifying its beauty and grace—the Master De Luxe Sport Sedan with trunk. Note the distinctive "speed line" extending back from the side of the hood.



Luggage capacity in Chevrolet's new trunk models has been greatly increased, as has interior luggage space in other models.

Beauty and utility mark the new Chevrolet instrument panel. The windshield is of greater area, with narrow corner posts, affording better vision.



Unisteel construction joins the floor, cowl assembly, panels, and Turret Top of Chevrolet's all-silent, all-steel body, to form one integral structure, welded in all joints, and reinforced and braced for permanent silence and safety.

New power, economy, durability, safety and comfort, coupled with striking new beauty, characterize Chevrolet's new models for 1937. They are offered in two series, Master and Master De Luxe, virtually identical in appearance.

Chevrolet's fully-enclosed Knee-Action is furnished at no extra cost on the Master De Luxe models; and new Syncro-Mesh transmission, and safety plate glass all around at no extra cost. feature all models of both series.

"that we have decided this year to open the competition to men as well as boys, establishing a class for contestants 17 years of age and older. This interest in woodworking has, by the way, the endorsement of physicians and psychologists as an exceptionally satisfactory hobby. Women and girls, too, have not been excluded this year as we find that a number of them enjoy competing with men along these lines."

Prizes for the contest are: Class A, \$15 merchandise order; Class B, \$10 merchandise order. The only requirements are that contestants secure an entry blank at the Ward store, 117 So. Central, that the work be done exclusively by the contestant and during the period of the contest. Any type of article may be made with any type of woodworking tools. Winning exhibits will be shown in Ward store windows at the end of the contest.

### Silk Is Essential In Milling Flour Of Finest Texture

A baby's skin and the petal of a flower are often described as "smooth as silk." We have never heard flour

described in that way but it wouldn't be inconsistent. Flours of good quality not only are as smooth as silk but also owe their smoothness to silk.

Silk bolting cloth has been indispensable in milling flour for many years. During the 19th century, Switzerland had a virtual monopoly on silk weaving and the weavers reached a perfection which was and still is remarkable. Children start weaving the coarsest screens and as they advance in age their work becomes finer and finer. So closely are the weavers associated with their profession that they almost lose their identities; John Smith becomes "IOXX" Smith to indicate his skill.

The silk used in sifting Fisher's Blend flour runs from one to two hundred mesh to the inch. (Think of this many pencil dots on an inch long line). The resulting fine granulation helps to make this flour as good for cakes and pastry as for bread.

### FIRE CREWS REDUCED IN COQUILLE REGION

COQUILLE, Nov. 6.—(P)—With the fire danger virtually over in south-

western Oregon, three companies of CCC youths departed for their home camps. Two hundred and nine men are still stationed on the fire front in Coos and Curry counties.

SACRAMENTO, Nov. 6.—(AP)—Churning cream butterfat: first grade 39¢; second grade 38¢.

### The Grange

Gold Hill Grange, Gold Hill Grange is sponsoring a benefit festival, Monday evening, November 9, for the purpose of repairing the Grange hall roof. There will be fun for everyone, a fish pond, fortune telling and other

concessions, also candy and refreshments to be sold. Many valuable prizes are to be given during the evening. Everyone is invited. No admission charge.

Weather Northern California: Fair and mild tonight and Saturday, light to moderate northwest wind off coast. Oregon: Fair tonight and Saturday, but local valley fogs; colder east portion tonight; moderate east to northeast wind off coast.

**Caught a Cold?**  
To help end it sooner, rub throat and chest with **VICKS VAPORUB**

## PRUNELLA CAKE!

A new and finer Prune Cake with a delicious tasting frosting

Home Style Pumpkin Pies **25c**  
Special - Butterhorns **6 for 25c**

**30c and 55c**

**MODEL BAKERY** 203 West Main St.

**UNBELIEVABLE Remodeling Repairing**  
Women find it hard to believe that our Fur experts can create new, smart Furs, from older style garments. Wait till we show what can be done by Remodelling your out-moded Furs!

**Remodeling ARISTA "Furs of Distinction"**

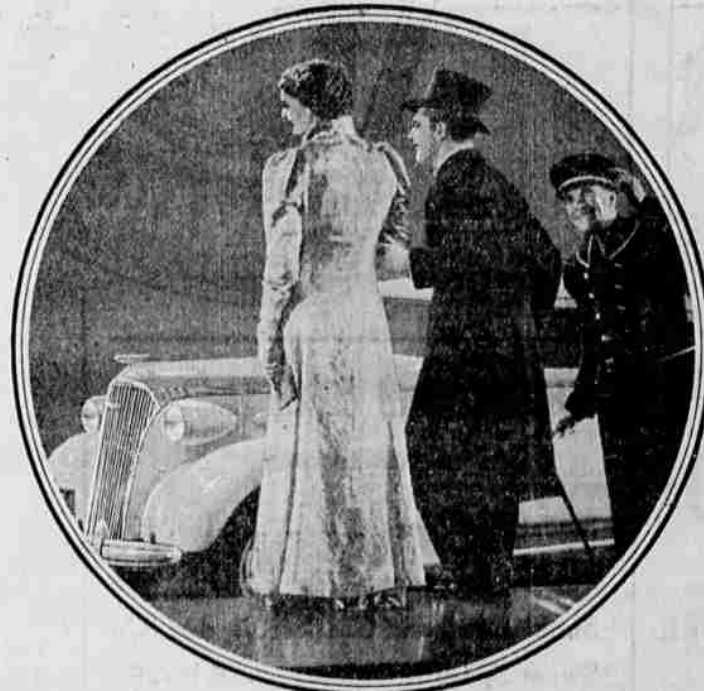
**Dollar Day Special Glazing.....\$1.00**

228 W. 6th. Holly Theatre Bldg. Phone 684

# New CHEVROLET 1937

## The Complete Car - Completely New

ON DISPLAY TOMORROW



- NEW ALL-SILENT, ALL-STEEL BODIES**  
(With UNISTEEL Turret Top Construction)  
Wider, roomier, more luxurious, and the first all-steel bodies combining silence with safety.
- NEW DIAMOND CROWN SPEEDLINE STYLING**  
Making this new 1937 Chevrolet the smartest and most distinctive of all low-priced cars.
- IMPROVED GLIDING KNEE-ACTION RIDE\***  
(at no extra cost)  
Proved by more than two million Knee-Action users to be the world's safest, smoothest ride.
- NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE**  
Much more powerful, much more spirited, and the thrift king of its price class.

It's the newest of all low-priced cars... new in every feature, fitting and fabric... also the most thoroughly safe, the most thoroughly proved, the most thoroughly dependable.

TOMORROW, Chevrolet will present the brilliant successor to the only complete low-priced car—Chevrolet for 1937, the complete car—completely new. You'll want to see it, for it reveals an even greater measure of superiority over its field than the fine car which in 1936 set a new all-time high in Chevrolet sales. Chevrolet for 1937 is new all through... new in the unequalled beauty of its Diamond Crown Speedline Styling... new in the unmatched comfort and safety of its All-Silent, All-Steel Body... and most excitingly new in the greatly increased power and acceleration of its High-Compression Valve-in-Head Engine. Then, too, this thrilling motor car is proved all through. It embodies all the extra-valued features which have made Chevrolet dependable and complete beyond any other car in its price range.

See and drive the complete car—completely new. Let your own good judgment tell you that it's the outstanding value of 1937! CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

ALL THESE FEATURES AT CHEVROLET'S LOW PRICES  
\*Knee-Action and Shockproof Steering on Master De Luxe models only. General Motors Installment Plan—monthly payments to suit your purse.

FOR ECONOMICAL TRANSPORTATION **CHEVROLET** A GENERAL MOTORS VALUE

- SAFETY PLATE GLASS ALL AROUND**  
(at no extra cost)  
The finest quality, clearest-vision safety plate glass, included as standard equipment.
- GENUINE FISHER NO DRAFT VENTILATION**  
Eliminating drafts, smoke, windshield clouding—promoting health, comfort, safety.
- SUPER-SAFE SHOCKPROOF STEERING\***  
(at no extra cost)  
Steering so true and vibrationless that driving is almost effortless.
- PERFECTED HYDRAULIC BRAKES**  
(With Double-Articulated Brake Shoe Linkage)  
Recognized everywhere as the safest, smoothest, most dependable brakes ever built.



# BIG COMBINATION SALE

ONLY A FEW DAYS LEFT!

**THOR WASHER WRINGER IRONER**  
ALL 3 FOR **\$69.95**

WASHER ALONE **\$59.95**

3 machines for the price of 1!

A COMPLETE LAUNDRY UNIT  
At the Price of a Washer Alone!



Come in and find out how you may have this beautiful set of Laundry Trays to match your Washer at NO EXTRA COST!

## PEOPLE'S ELECTRIC STORE

214 West Main St.

Phone 252

## ROGUE RIVER CHEVROLET, Inc.

Office and Salesroom  
Sparta Bldg.

CHEVROLET SALES AND SERVICE  
Phone 188

Shop and Service Dept.  
32 N. Riverside