

# Smart 1939 Chevrolet Models to Make Their Debut in Medford Saturday

### BIGGER CARS TO BE FEATURED AT REDUCED PRICES

Rogue River Chevrolet to Introduce Models at 8 A. M. Tomorrow—Open House All Day.

First showing of the new 1939 Chevrolet will be made tomorrow in the showroom of the Rogue River Chevrolet, in conjunction with the initial national-wide display of this popular low priced car.

In commenting upon the 1939 Chevrolet sales slogan which reads "Only Chevrolet Gives So Much For So Little," C. M. Hurd, general manager of the Rogue River Chevrolet, remarked, "Car buyers everywhere are going to get a real surprise when they see this new Chevrolet. Chevrolet is offering an almost unbelievable value—a bigger car and the most beautiful low priced car ever designed."

"We cordially invite everybody in Medford and vicinity to come in and see this remarkable new Chevrolet. From every desirable motor car quality, including beauty, performance, economy of operation and safety, the careful automobile buyer will find that this car is entirely to his liking," concluded Mr. Hurd.

Rogue River Chevrolet's showroom, specially decorated for their announcement day showing, will be open tomorrow from 8 a. m. until 8 p. m.

The two new Chevrolet series, designed as the Master DeLuxe and the Master 85, are offered as embodying not only distinctive style but an even finer aggregate of performance, safety and comfort characteristics than that which made their predecessors sales leaders in 1938. The two models . . . a Master DeLuxe four passenger coupe with many distinctive features, and a Master 85 business coupe available on both chassis are added for 1939, the sport coupe and cabriolet being discontinued.

The major mechanical improvements for 1939 are the new vacuum gearshift with steering column control, optional on both series at nominal extra cost, and the new Perfect Kneecap riding system on the Master DeLuxe. This improvement includes an entirely new Kneecap mechanism, triple-tested, precision-built, and tailored as a unit to the car, to assure maximum riding comfort over all roads.

The powerplant in both series is the time-proven Chevrolet 85-horsepower high-compression six-cylinder valve-in-head engine, in which refinements introduced in 1938 are continued, and additional refinements resulting in greater economy, durability, and ease of servicing, incorporated for 1939. Improvements have been made in the ignition and oiling systems, the carburetor, the intake manifold thermostatic control, the harmonic balancer, which is now floated in rubber, and the cooling system, which now has self-adjusting permanently-lubricated ball-bearing water pump.

The diaphragm-type Tip-toe-matic Clutch introduced for 1938 is continued with improvements, chief of which is new provision for ventilation.

Outwardly, the new Chevrolet is longer and lower in appearance. This is accomplished by the new design of fenders, wheels, running boards, and hood, as well as by a new window treatment. The lower corners of the latter appear practically square, thus effecting a continuous straight-line appearance at the bottom of the side windows.

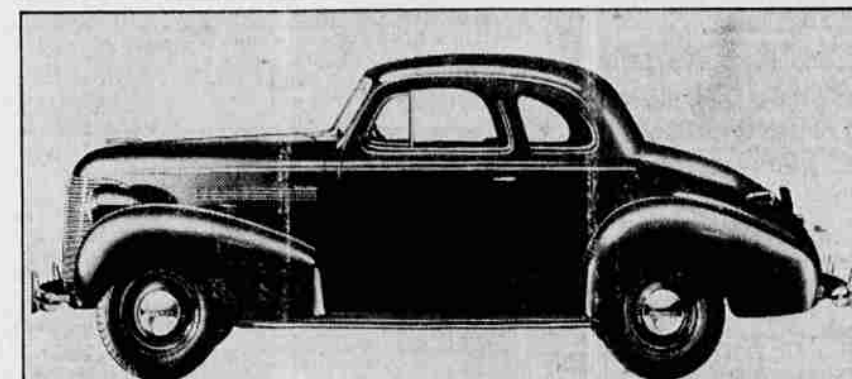
The hood extends forward from the cowl in a smooth, unbroken surface, curving down gracefully at the front to meet the new radiator grille. The new construction of the top and side

## Chevrolet Master De Luxe Sedan



Restyled and streamlined, the new 1939 Chevrolets also introduce major mechanical improvements contributing to safety, comfort, and operating ease. They are on display today in Chevrolet Dealers' salesrooms throughout the United States.

## New Chevrolet Four-Passenger Coupe



Chevrolet's new models, making their public bow today, feature this new body style which combines utility and beauty. Hinged to the rear-quarter wall behind the front seats are two opera seats which may be used for passengers or folded against the wall to make room for luggage. There is also a commodious rear deck.

panels, from a single piece of sheet steel without hinged or riveted joint, accentuates its clean-cut sleekness.

New and larger headlamps are credited in the valleys between fender crowns and hood, being mounted directly to the pads embossed in the fenders themselves. The lamps are longer, larger in diameter, farther apart and closer to the ground than in 1938, and their new lenses light more of the road. The new mounting makes them less vulnerable to damage, and reduces service costs in the event of excessive damage to fenders. Horizontal and vertical adjustment of the beam is simple and positive, being accomplished from outside, above the fender.

The 1939 wheels are new. They have four wide spokes instead of eight narrower ones, as in 1938, and their design is flatter. There is 5-8 inch less distance between the tire wall and the hub cap crown, a feature which not only accentuates the flatness of the wheel but protects the hub caps from flying gravel and from matting against high curbs. The cap is easier to remove, too, its lock springs being more flexible.

### ORDERS FOR LUMBER SHOW JUMP IN WEEK

PORTLAND, Ore., Oct. 21.—(AP)—Reports from 123 mills showed last week's new business of 64,955,000 board feet of lumber was 5 per cent more than the previous week, the Western Pine association said today.

Shipments of 68,829,000 feet represented a decline of about 3,000,000 feet. Production dropped from 81,083,000 to 77,347,000 feet. Orders were about ten million feet ahead of the corresponding week a year ago, but shipments and production were slightly less.

To date orders are 17 per cent less than in 1937.

Lens Shows Up Mars

OAKLAND, Calif.—(UP)—Alfred Leach, president of the East Bay Astronomical association, has built a telescope in his garage with a nine-inch Newtonian reflector that has permitted him to make observations of Mars that have convinced him the planet has life on it.

### Women Reduce This Safe Way

Thousands of women are taking off fat safely . . . without dieting or exercising . . . with LAXRID Fat-Reducing Treatment. It is removing fat from them just as it did from Lawrence Mack, when he lost 122 pounds in 12 months, while taking it. These women find that LAXRID is absolutely safe to take. It does not contain Diuretics, Thyrinoid or Phenol in any form. All the ingredients in LAXRID Treatment have been used by Physicians for 50 years. Try it on our Money Back Guarantee. Get LAXRID today, from your drug or department store.

Walscott's East Side Pharmacy

### Cool Fire Fought

WAYNOKA, Okla.—(UP)—Firemen fought a summer blaze under ideal conditions here. The fire was in the storage room of the Railways Ice company. Sub-freezing temperatures in the ammonia pipes and chilled air from 2,000 tons of ice offset high outdoor temperatures and the heat of combustion.

### Wheel Chair Tourist

PALESTINE, Texas.—(P)—Jim Britton, 54, is gaining a reputation as the "wheel chair tourist." Recently he made a trip from Palestine to Houston and return, a distance of 800 miles. He averaged 30 miles a day and his best day's "run" was 40 miles.

### Surface Nugget Found

FORBES TOWN, Cal.—(UP)—A gold nugget valued at \$200 and one of the largest found in the old California gold fields for years was picked up by Earl Nicholson, W. W. McRoberts and James Hamilton while placer mining on Slate creek.

### Burning Mountain Reported

SYDNEY, Australia.—(UP)—Returning tourists from off-beaten routes of the interior report the finding of a mountain of coal that for centuries past has been burning. The mountain is now so hot that coal mining operations probably will never be possible.

### Wife Collects Buttons

CHARLOTTE, Mich.—(UP) If buttons are missing on W. R. Brott's shirts here, it is no because his wife has run out of them. Mrs. Brott, whose hobby is collecting them, has more than 1,500 buttons. One is from a Civil War uniform.

### WAGE HOUR LAW SEEN IMPOSSIBLE BARRIER TO SAW MILL PROFIT

EARLE, Ark., Oct. 21.—(AP)—Luther Wallin, operator of saw mills here and at Columbus, Miss., said today lumber plants cannot operate profitably under the wage-hour law and that he is suspending operations at both places tomorrow night.

The mill here is Earle's only industry, except cotton gins. It has been operated 20 years. Wallin's Columbus mill started about two years ago.

Wallin said about 100 men will be affected here. They receive from 15 to 75 cents an hour and work about 60 hours a week while the wage-hour act fixes a 28-cent wage minimum and 44-hour maximum.

"Saw mill operators will go bankrupt in a short time if they try to comply with the wage and hour law," Wallin asserted. "My lumber mill can't operate successfully without chiseling. I prefer shutting down to chiseling."

### WINDOW GLASS—We sell window glass and will replace your broken windows reasonably. Thowbridge Cabinet Works.

# New CHEVROLET 1939

## On Display Tomorrow

### PERFECTED VACUUM GEAR-SHIFT

"The Magic Finger That Shifts Gears"

A small lever, or "mechanical finger," located on the steering column, enables you to shift back and forth to all gears, swiftly and effortlessly, making gear-shifting as simple and easy as dialing a telephone . . . making compartment . . . and adding to motoring safety. Available on all models at slight extra cost.

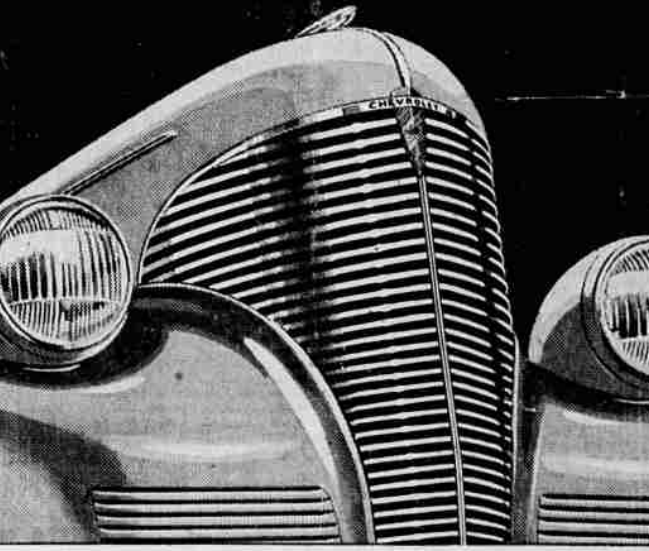
### New Aero-Stream Styling

New Bodies by Fisher

The smartest expression of the newest style-trend . . . imparting an entirely new appearance of greater length, loveliness, luxury.

### NEW LONGER RIDING-BASE

Greatly increased riding comfort of added inches alone, but the result, not merely of added inches alone, . . . Chevrolet gives the ride-results of cars several inches longer in actual dimensions!



## Here's Big News!

# ALL CHEVROLET PRICES REDUCED

some models as much as \$45

Come in tomorrow. See this marvelous new Chevrolet for 1939 . . . The highest quality motor car ever offered in the entire history of low-cost motoring . . . with all these sensational new features making it the outstanding car for all-round satisfaction as well as the biggest buy in motordom. SEE IT—DRIVE IT! BUY A CHEVROLET AND BE SATISFIED

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Service Dept. 32 North Riverside

Used Car Lot 234 North Riverside, Foot of 4th St.

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