

# 1939 AUTOMOBILE SHOW EDITION 1939

## STYLE WATCHWORD OF MOTORISTS IS CLAIM NASH HEAD

Style is the watchword of today's motorists. Not only are America's discriminating car buyers demanding flashing performance, mechanical excellence, economy of operation and luxurious comfort, but they are insisting upon beauty of design and grace of line in the automobiles of their selection.

That's why much accent has been placed on style in all the new cars this year, according to George W. Walker, consulting designer of Nash-Kelvinator corporation.

In keeping with the trend toward more truly modern lines, the 1939 Nash has been restyled from stem to stern, declared Walker, who collaborated with the company's engineers in giving the new car its streamlined appearance. "We sought, in designing the car, to establish a feeling of swift transition," he said, "and we strove to keep the exterior lines clean and unembellished, in keeping with the best principles of aerodynamics. We kept before us at all times the well-known principle that true beauty can be found only in utter simplicity of design."

"The principles of aerodynamic streamlining, which give the modern airliner its bold, breath-taking beauty, were closely followed in the designing of the new Nash. Not only does this type of designing result in beauty and grace of contour, but it serves a functional purpose. It makes for a far quieter highway ride."

Aerodynamic design, Walker explained, causes a body to slip through the air with a minimum of wind resistance. There are scarcely any projections to mar the flowing lines and to set up additional wind resistance and nerve-wracking wind roar.

"In the new Nash, for instance, the headlight has been designed as an integral part of the massive front fender," he continued. "There is no projection whatever. The upper front door hinge is a concealed one—and thus the cause of operating quietness is again served. Even the taillights have been sunk smoothly into the rear fenders."

"It can readily be seen that the elimination of these and other projections, besides contributing to quietness of operation, accents the smooth and flowing lines of the car, bringing out their true aerodynamic characteristics."

There are 4,685 producing oil wells in Webb, Duval, Kim Hoeg and Zapata, Star, Brooks and Hidalgo counties of Texas. Since 1921 the area has produced 127,750,087 barrels of oil.

Cotton bales wrapped in cotton instead of jute is gaining favor throughout the cotton belt.

## Twenty-Two Models in 1939 Nash Line



Four series of cars, 22 models in all, will comprise the 1939 Nash line, according to Walter W. Abbey, Nash dealer here.

All have been completely restyled from bumper to bumper, and in design follow a new conception of the modern streamline motif. W. A. Bles, general sales manager, reported. The new body and hood lines, and the slenderizing treatment of the front-end give them a longer, lower, wider and racier appearance.

Many new features will be seen in the new models, Bles announced. One of the foremost new features, Bles said, is the "Weather Eye" conditioned air system for winter driving. This is an advancement of the car comfort system pioneered in 1938 by Nash, and makes car conditioning automatic all winter long.

Another important advance is the "Hurricane Power" engine of the Nash LaFayette, or low priced, series of cars. It is described as the most simple gasoline engine yet designed, and has many parts less than conventional automobile power plants. It is made up of two major parts—engine block and engine head. The manifold is cast into the engine block. It is an L-head type motor, and dual jet carburetion is used.

## BRILLIANT ARRAY 1939 CARS AWAIT AUTO SHOW CROWD

(continued from page two)

be utilized by the Lions in carrying forward their charitable work.

Altogether, the funds will be used for purchasing radios, Braille literature, and standard red-tipped canes for the blind, radios for aged couples unable



to buy their own and milk for under-privileged children in the city schools.

The club has a milk project in cooperation with the Lady Lions. For the past two years these organizations have provided half a pint of milk daily for each of the needy school children.

In addition to this the Lady Lions co-operate with city firemen in distributing toys to poor children at Christmas, old and discarded toys being converted into new playthings by the firemen. The Lady Lions add a number of new toys and proceeds from their booths at the auto show will be used for this purpose. Both affiliated Lions clubs will also provide needy families with baskets of food at Christmas.

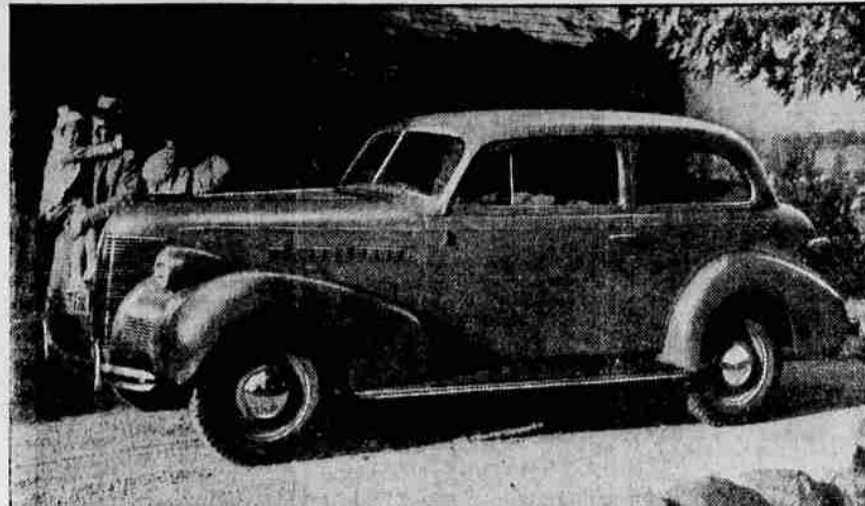
Opens at 7 Friday. The big auto show will open at 7 p.m. tomorrow and will continue from 7 p.m. to midnight Saturday.

Motorcar dealers who have arranged exhibits are Walter W. Abbey, Inc., Nash and Lafayette; Chapman-Cooksey Motor Company, Hudson; P. T. "Jerry" Young, Pontiac; Sanderson Motor Company, Studebaker; Medford Garage, Oldsmobile; Skinner's Garage, Buick; Briggs-Humphrey Motor Company, De Soto and Plymouth; Hahn Motors, Chrysler and Plymouth, and Perry L. Ashcraft, Packard.

The widely-heralded "Reactorometer," sponsored by the Aetna Casualty and Surety Company, has been secured by George Henselman, local representative, for the local show.

The fine, two-day program prepared for the auto show, with Monte Brooks as master of ceremonies, is as follows: Friday, December 9—8:00 p.m. Male quartette, Geo. Maddox, Marmie Olson, Grant Bean, John Nagley. Dancing Act, Juana and Cortez of

## Chevrolet Scoring Hit With '39 Models



New 1939 Chevrolet Master De Luxe Town Sedan

Portland. Trants shrunken Indian head, shown by Dr. R. E. Poston. Black face comedian, George W. Liebman. Banjo novelty number, Glen "Buss" Sanger. South Sea dance, Bumpsey Beck. What's the answer?, by Slavinsky. Skating act, Collier and Deschner of Portland.

Saturday, December 10—9:00 p.m. Southern Oregon accordion band, led by Mrs. Eva Prentice. Male quartette, George Maddox, Marmie Olson, Grant Bean, John Nagley; dancing act, Juana and Cortez of Portland.

Trants, shrunken Indian head, shown by Dr. R. E. Poston. Black face comedian, George W. Liebman. Banjo novelty number, Glen "Buss" Sanger. South Sea dance, Bumpsey Beck. What's the answer?, by Slavinsky. Skating act, Collier and Deschner of Portland. Auto show dance, music by Whipple's orchestra. The dance will follow the program.

The following Lions club committees have been working diligently to make this the biggest auto show ever held here.

General chairman, Ray Marti. Dealers committee, Grant Bean, chairman; Earl Miller, Dr. C. L. Perkins, Carl Blomark.

Decorations, Frank Runtz, chairman; R. M. Schino, Clay Konkel, Ed Mann, L. G. Northland. Finance, Eston Humphrey, chairman; Chas. Pritchett, Leland Knox. Advertising, Harold Jenkins, chairman; Oscar Anderson, Arthur Bender, Fred Landers.

Reception, Leland Brophy, chairman; R. M. Coleman, H. W. Conger, Clatus McCredie, G. W. Newberry. Program, Clyde Williamson, chairman; Mike Beck, Jack Marshall.

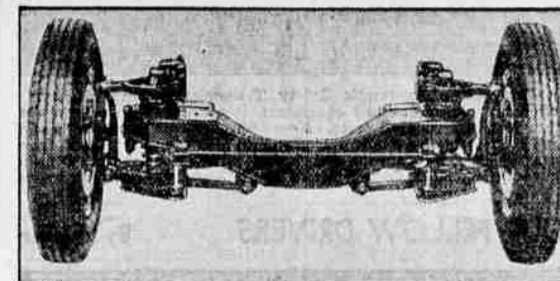
Entertainment, Marmie Olson, chairman; Dr. Wm. F. Roney, W. P. Brooks, Chas. Reames. Tickets, Lyle Thurman, chairman; Walter Abbey, J. P. Haws, Henry Zachariassen, Roy Elliott. Hall arrangement, E. R. White, chairman; Carol Parker, Allen R. Smith.

## CHEVROLET 1939 MODELS ACHIEVE SALES INCREASE

Complete sales returns from this area indicate approximately 28 percent more Chevrolets were ordered during the first 20 days of the 1939 announcement, as compared with the 1938 presentation, declared C. M. Hurd, head of Rogue River Chevrolet. "Since the announcement of the new 1939 Chevrolet late in October we have been giving demonstrations constantly and we think this public interest in the new car presages a year of very good sales," continued Hurd. "Because of the surge of business the Chevrolet factory was unable to produce cars enough to take care of the first month's demand but by the addition of men to the payroll in the Pacific coast plant at Oakland back orders have been filled and we can now make immediate deliveries."

"The public is particularly interested in the Chevrolet new vacuum gear shift," continued Hurd. "More than 90 per cent of the cars ordered will have the vacuum gear shift. We interpret this to mean that the public, first, regards the vacuum gear shift as a necessity on any modern car; second, that the public is convinced that our type of vacuum gear shift is mechanically sound, foolproof and will be an integral part of every automobile by 1940. Women, particularly, like the vacuum gear shift because of its ease of operation. We are finding many people who believe the new gear shift is the sole reason for Chevrolet's amazing magic carpet ride and ease of handling. Chevrolet's new Knee-Action assembly, a Master De Luxe feature. It comprises frame front crossmember, new short-and-long arm "wishbone" type knee-action, new ride stabilizer and double-acting end-to-end discharge hydraulic shock absorbers."

(Continued on Page Seven)



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## 1939 CHEVROLET

Only Chevrolet brings you all these essential features of a modern, up-to-date, pride-worthy car at Chevrolet's new lower prices!

ALL PRICES REDUCED some models as much as \$45

Only low-priced car with PERFECTED VACUUM GEARSHIFT. Exclusive to Chevrolet in Its Price Range. VACUUM BOOSTER SUPPLIES 80% OF THE SHIFTING EFFORT.

Only low-priced car with CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX. For Thrills and Thrill!

Only low-priced car with AERO-STREAM STYLING NEW BODIES BY FISHER. The Smartest Design for '39.

Only low-priced car combining NEW "OBSERVATION CAR" VISIBILITY PERFECTED HYDRAULIC BRAKES NEW LONGER RIDING-BASE. Chevrolet—First in every way!

Only low-priced car with PERFECTED KNEE-ACTION RIDING SYSTEM and Shockproof Steering. Comfort based comfort! Available on Master De Luxe models only.

Only low-priced car with TIPTOE-MATIC CLUTCH. Greatest Clutch Advancement in Years!

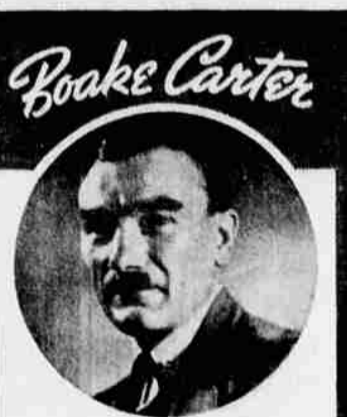
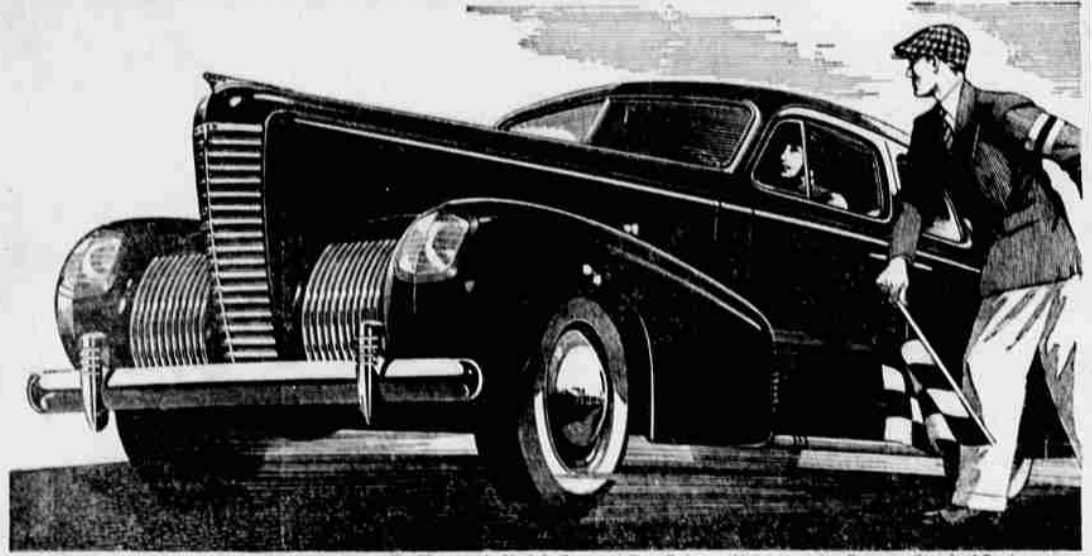
**"CHEVROLET'S THE CHOICE"**

SEE YOUR LOCAL CHEVROLET DEALER

### ROGUE RIVER CHEVROLET

Office and Salesroom Sparta Bldg. Service Dept. 32 North Riverside Used Car Lot 234 North Riverside, Foot of 4th St.

# "IT BORES THROUGH SPACE LIKE A SILVER BULLET!... says Boake Carter



You have never seen or felt anything like it—this hurricane of power in the new 1939 Nash! "It's headline news for Nash again... with an amazing new engine development! I've never felt anything like it—sensationally fast, smooth pick-up. Even in the ten lowest priced models, you flash from 15 to 50 MPH in thirteen seconds flat—in high gear—and I've never seen any other car do that!"

## It's that New NASH

HELLO, EVERYONE. Boake Carter speaking. The automobile world is calling the 1939 Nash "Fire on four wheels!" That's exactly it, and it beats last year's Nash on economy by 10%. "More news! I set a dial" on the instrument panel—and tuned in Spring! "Conditioned air" now automatic. "I shifted gears a new, quick way... (from the steering post)"... discovered Fourth Speed Forward\* that adds thrills, saves gasoline... ex-

## AMAZING NASH "WEATHER EYE" GIVES YOU AUTOMATIC COMFORT



New Nash Conditioned Air System has the new "Weather Eye"™. Lets you choose your winter comfort—keeps it level despite outside changes.

periened a new ride with Super Shock Absorbers! There's even a bed in the car. "These new Nashes are 'hot' as they look! And they're presented at new lower prices. Drive one today!"

FOUR SERIES OF GREAT CARS \$770

WALTER W. ABBEY, Inc. 9th and Bartlett Phone 303