

FOR

1942

A NEW, BETTER CHEVROLET

"It's the car for you in '42!"

We'll Stake Our Reputation on the Fact That IT IS A BETTER CAR THAN ANY THAT HAVE PRECEDED IT!

Better in EVERY WAY--With Time-proven CHEVROLET Quality and Dependability Throughout--PLUS Thrilling New Styling! Value Unsurpassed in the Low Price Field!

ON DISPLAY TOMORROW

THE FINEST CHEVROLET OF ALL TIME



FOR THE SERVICE OF AMERICA

A CORDIAL INVITATION

A NEW and truly FINER Chevrolet for 1942 makes its debut TOMORROW at our showrooms--and YOU and your family are cordially invited to have the first glimpse. We don't pretend to pose as authorities for the whole automotive industry, but we DO know a lot about CHEVROLET--that's why we unhesitatingly make this statement--IT'S THE FINEST IN HISTORY. In every detail it's a BETTER car--where substitutions have been made in a few instances they have been IMPROVEMENTS--not imitations--and we can PROVE THAT! . . . We'd like to have YOU see this new car, check every single detail of its construction, drive it yourself! . . . Due to Chevrolet's participation in national defense, we won't receive as many 1942 model Chevrolets as we can sell--a word to the wise should be sufficient. Won't you visit us--TOMORROW?

CLAUDE M. HURD.

**SUPERB
BEAUTY**

**SUPERIOR
QUALITY**

CHEVROLET AIDS NATIONAL DEFENSE



Here's the highest-quality motor car Chevrolet has ever offered to the motoring public . . . with fleet, modern, aerodynamic lines and Fisher Body beauty which create "the new style that will stay new" . . . with a powerful, thoroughly proved Valve-in-Head "Victory" Engine, built of quality materials and designed to lead in combined performance and economy . . . with all the fine comfort, convenience and safety features which have made Chevrolet the nation's leading motor car for ten of the last eleven years:

DESIGNED TO LEAD IN STYLING

Chevrolet alone of all low-priced cars has new "Leader Line" Styling, sleek new fender caps, Body by Fisher with No Draft Ventilation.

DESIGNED TO LEAD IN PERFORMANCE

Chevrolet alone combines a powerful, thoroughly proved Valve-in-Head "Victory" Engine, Safe-T-Special Hydraulic Brakes, Unitized Knee-Action Ride, and Extra-Easy Vacuum-Power Shift at no extra cost.

DESIGNED TO LEAD IN ECONOMY

Chevrolet is the most economical of all largest-selling low-priced cars from the all-round standpoint of gas, oil, tires and upkeep.

**IT PAYS TO BUY THE LEADER
AND GET THE LEADING BUY**

ROGUE RIVER CHEVROLET

OFFICE--SALESROOM--SERVICE DEPT.

USED CAR LOT--NINTH AND BARTLETT STS.

