

Visitors To Auto Show Amazed At Beautiful Models

Spacious First Floor of New Shoe Factory Building Of- fers Efficient Handling of Large Crowds

Huge crowds attended the display of the latest 1937 models of cars, and trucks and other exhibits at the third annual automobile show of Merrill automobile dealers, held on the first floor of the new shoe factory building in conjunction with the "J. C. C. Shoe-Bang" festival, Saturday and Sunday.

The display was an unusually attractive one and the exhibits drew many exclamations of praise and admiration from the many interested spectators. The large floor space—13,500 square feet—permitted an efficient handling of the crowd and gave everyone an opportunity to make a thorough inspection of the cars and other exhibits.

Lined along the north and south sides of the building, the new cars representing the latest word in automotive engineering and design, shone sleek and glossy, as members of the concerns handling the cars explained to the visitors the various features of the new models.

Dealers and cars represented were: Seidell Motor Co., Harry Seidell, Pontiac-Buick General Motors Truck; Zimbal Bros., Garage, Herb and Walt Zimbal, Dodge, Plymouth; Merrill Motor Sales, W. H. Nohr, Chevrolet; Knudson-Du Teau Sales Corp., N. E. Knudson, E. J. DuTeau, Ford; Alft Garage Co., Clement and Lawrence Alft, Chrysler-Plymouth; DeSoto - Plymouth Garage, Fred Peterson, De Soto-Plymouth; Merrill Motor Sales, John Petzka, Jr., Oldsmobile; and International Truck, August Kamke & Sons.

The George Alft exhibit included the Zenith radio, Kelvinator refrigerator and Thor washing machine and ironer. Shell oil, Globe batteries and U. S. tires were featured in the exhibit of the Merrill Oil Company. Furniture and major electrical appliances, featuring the 13 tube combination movie and telephone dial Airline radio, were in the Montgomery Ward exhibit.

In the Peterman's exhibit were found the Fairbanks-Norse washing machine, Frigidaire refrigerator and the Stromberg Carlson radio. The feature of this exhibit was a ten-tube Stromberg Carlson radio with automatic phonograph combination and of unusual design. The Wisconsin Public Service Corporation exhibited A. B. C. washing machines, Westinghouse roaster and mixer, Clark water heater and Hotpoint and Monarch ranges. The Westinghouse roaster was demonstrated by actual baking at the show and samples of cookies were passed out. The kitchen furniture in this exhibit was furnished by Schram's. A large number of the latest Philco radios, with automatic and lever tuning control that feature these sets, were displayed by Mead's.