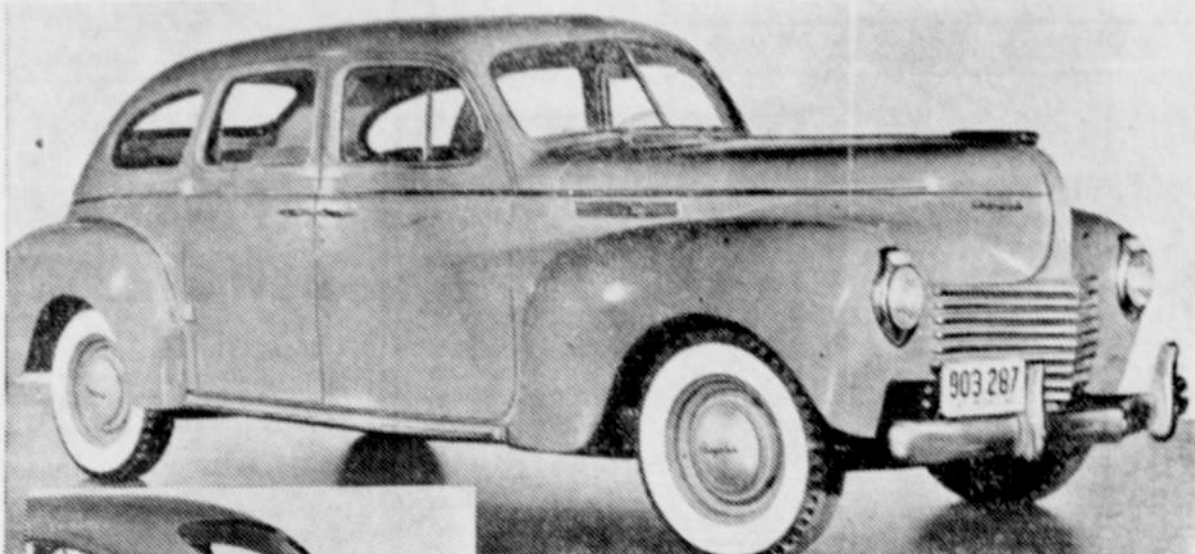


Beauty is Paramount in the 1940 Chrysler Line

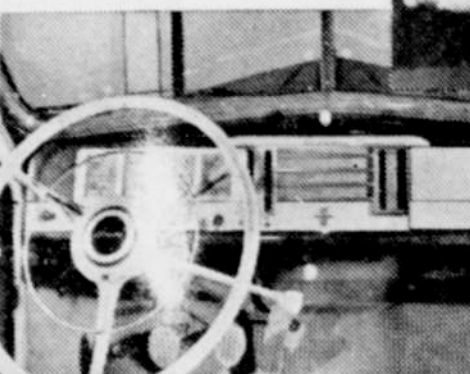


The "Beautiful Chrysler for 1940". This picture shows the Royal 6-passenger sedan, destined to be one of the most popular models in the line. This car has a wheelbase of 122 1/2 inches, 3 1/2 inches more than the corresponding model of 1939, and 108 horsepower, as against 100 horsepower in 1939.



Rear view of the "Beautiful Chrysler for 1940", 6-passenger sedan. Note the completely redesigned rear lines, ending with a stone deflector. The rear window has been increased 15 percent in size, and is made of curved plate glass.

The Chrysler Royal coupe, notable for its graceful lines and exceptional roominess. Coupes come in three and six passenger body styles. In the Windsor New Yorker models a six-passenger convertible coupe is available.



The instrument panel of the 1940 Chrysler is a combination of beauty and utility. Light colored plastics are used to fine effect.

Striking front view of the "Beautiful Chrysler for 1940", 6-passenger sedan. Note the longer hood, cleaner lines and attractive radiator grille with horizontal chrome molding.

Completely redesigned and restyled, the Chrysler line for 1940 represents what the company considers its outstanding achievement in beauty. It is, in fact, an entirely new line with beauty so definitely the motif that in all its advertising and sales promotion efforts the company refers to the cars as the "Beautiful Chrysler for 1940". Along with its improved appearance, the car has been bettered mechanically in many respects. The result is that it has an improved performance, added comfort, greater safety and superlative riding qualities to match its eye appeal.

Six models, comprising a total of 26 body styles, are offered. These are designated as the Royal, Windsor, Traveler, New Yorker, Saratoga and Crown Imperial.

The Royal is offered in the Three-passenger coupe, Six-passenger coupe, Six-passenger Victoria, Six-passenger sedan, Eight-passenger sedan and Eight-passenger sedan-limousine. The Windsor has all these body styles, plus a Six-passenger convertible coupe. Body styles in the Traveler are the Three-passenger coupe, Six-passenger coupe, Six-passenger Victoria, and Six-passenger sedan. In the New Yorker all these may be had plus a Six-passenger convertible coupe. The Saratoga comes in but one body style, a Six-passenger sport formal, with combination leather and cloth trim. The Crown Imperial, corresponding to last year's Custom Imperial, lists a Six-passenger sedan, Eight-passenger sedan and Eight-passenger sedan-limousine.

Chrysler's "Cruise and Climb" transmission (overdrive) is offered as extra equipment at added cost in all models save the Royal and Traveler and is standard in the Crown Imperial. The famous Fluid Drive, introduced with such marked success last year in the Custom Imperial and later made available in the Imperial models, is offered in the New Yorker and Saratoga as extra equipment at added cost and is standard in the Crown Imperial. In all cases where Fluid Drive is used, overdrive is essential.

All models are similar in appearance, differing only in size and the quality and variety of trim and equipment.

The front end has been simplified

and made more beautiful by a thoroughly modernistic treatment. The hood is longer than those of the 1939 cars. The radiator grille, with horizontal rustless steel moldings, gives the car massive but at the same time thoroughly artistic appearance.

The rear-end graceful, distinctive lines are entirely new, ending in a stone deflector or bumper panel that cleans up the appearance of this part of the car. The tail lights have been raised for additional protection and the rear window in the sedans is an undivided sheet of curved plate glass, for greater vision and the avoidance of reflections. The cars can be had either with or without running boards, as preferred, at no extra cost.

The wheelbase of the Royal and Windsor has been increased 3 1/2 inches, now measuring 122 1/2 inches. Three and a half inches also have been added to the wheelbase of the Traveler, New Yorker and Saratoga, bringing it up to 126 1/2 inches. In the Crown sedan the wheelbase is now 145 1/2 inches, an increase of 1 1/2 inches over last year.

This increased wheelbase naturally helps the riding qualities of the car but an even more important advance in this respect is the improved weight distribution. The rear axle has been moved back 7 1/2 inches and the engine advanced 4 inches in relation to the front wheels. This increases the "cradled" area between the axles in which the passengers ride, where, obviously, they are less affected by the jolts and jars incident to road irregularities.

Both front and rear seat have been widened, giving the cars actually greater seat width than most of the famous Airflows, which set new standards in this respect. Leg room has been increased three inches in the rear compartment.

Another Airflow feature is the use of full width doors to the rear compartment. The rear edge of these doors drops in a straight line, instead of having the usual "dog's leg" design. This means that entrance and exit are facilitated and that women do not risk soiling or musing their costumes in the doorways. It also permits the rear door window-glass to be lowered completely out of sight. Rubber seals have been placed around all doors, to keep out drafts and dust.

Interiors have been restyled and made more beautiful, comfortable and convenient. Pillow-type Air Foam cushions, made of spun rubber, are used to supplement the conventional wire cushion springs.

The instrument panel has been improved in design with a wider use of plastics, safety signals are incorporated in the speedometer and all gauges. These gauges show a warning in case of low fuel supply, low oil pressure, high temperature of cooling water or excessive discharge on the ammeter.

Steering has been improved, through changes in the steering geometry and through the fact that the increased percentage of weight in the front end of the car naturally inclines it to keep going in a straight line.

Power plants have been improved for the complete line. Horsepower in the Royal and Windsor has been increased from 100 to 108. With premium fuel, the horsepower is raised to 110, and with a special aluminum head, to 115. This is developed at 3600 r.p.m. by an engine of 3 3/4 bore and 4 1/2 inches stroke, with 6.5 to 1 compression ratio. The piston displacement is 241.5 cubic inches. A new high-lift camshaft contributes to increased power and performance.

The engines in the Traveler, New Yorker, Saratoga and Crown Imperial are of 3 1/2 inch bore, 4 3/4 inches stroke and 6.8 to 1 compression ratio, with a piston displacement of 323.5 cubic inches. They develop 135 horsepower at 3400 r.p.m. In the Crown Imperial an aluminum head is standard, giving 137 horsepower.

The Superfinished aluminum alloy pistons of all engines are given a tin plating that resists scuffing and contributes to long life. This is a new development in the 1940 models. Each piston has four rings.

Practically all working engine parts and some chassis parts are Superfinished. By this exclusive process, developed by Chrysler, bearing surfaces of virtually perfect smoothness are achieved. By means of these Superfinished parts, Chrysler engines maintain their original close tolerances a much longer time and are insured of long wear and efficient operation. The "breaking-in" period is reduced to a minimum.

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BORDEN'S EAGLE BRAND MILK—Sweetened	20c
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SWIFT'S PREMIUM BACON—1/2-Pound Pkg.	18c
CATSUP—S & W, 14-Ounce Bottle	15c
FOLGER'S COFFEE—Drip or Percolator, Pound	26c
CLABBER GIRL BAKING POWDER—Lge 22c, Sm 8c	
JAR RUBBERS—Three Dozen	10c
FELS NAPHTHA LAUNDRY SOAP—Per Bar	5c
WONDER CLEANER—Per Can	19c
JUICE ORANGES—Per Dozen	10c
FLIT FLY SPRAY—Quarts 35c, Pints 19c	
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About People You Know!

Mr. and Mrs. George Kent are visiting the fair in San Francisco this week.

Mr. and Mrs. J. W. Frazier of Grants Pass visited here Sunday at the home of Mr. and Mrs. Roy Frazier.

Leslie Broili left Sunday for Eugene where he will attend the University of Oregon.

Wyatt Padgett of Klamath Falls visited here with friends last week-end.

Mr. and Mrs. F. E. Thompson visited with relatives in Prineville last week-end.

Mr. and Mrs. Ted Schopf and daughter Judy visited here last week-end at the home of Mrs. Ida Crandall.

W. C. Elam and W. C. Brown attended a baseball game in Grants Pass Sunday.

June and Bob Davis left Sunday for Corvallis where they will attend Oregon State college.

Lee O'Hara returned Sunday from Portland where he has been visiting for two weeks.

Mr. and Mrs. Ben Anderson and Mr. and Mrs. R. W. Newhouse visited with friends in Tulelake, Calif., Sunday.

Mr. and Mrs. W. M. Briggs made a business trip to Portland early this week.

Mrs. Vance Rowe and daughter Jessa returned Sunday from an extended visit with relatives in Montrose, Calif.

Effie Sweet of Kerby visited here last week-end with friends.

Bernard Applegate of Happy Camp, Calif., visited in Ashland last week-end with relatives and friends.

Jack Petersen left early this week for Corvallis where he is a student at OSC.

Mrs. W. D. Jackson and Mrs. Mark True made a trip to Montague last week-end for a visit with relatives and friends.

Mr. and Mrs. E. A. Chindlund of Los Angeles visited here for several days this week at the home of Mr. and Mrs. W. A. Snider.

Mr. and Mrs. William Wallace visited the exposition in San Francisco this week.

Mr. and Mrs. Everett McGee left Tuesday for Eugene where they will attend a Bible college.

Dr. E. B. Angell returned Wednesday from a two weeks visit in the northern part of the state.

Mr. and Mrs. Bob Hardy left

Wednesday for Eugene where they will attend the University of Oregon.

Mrs. Merrick Thornton and Dick Thornton and Mrs. G. A. Andrews returned Tuesday from a visit with friends and relatives in Corvallis.

James Voss left Thursday for U of O in Eugene.

Mrs. Ben Anderson visited with relatives in Keno Wednesday.

Ruth Hardy left Tuesday for Eugene where she attends U of O.

Dr. Pearl Hall and Mrs. Dora Cooper returned to Long Beach, Calif., Tuesday evening after visiting here for several days with

Dr. Hall's son and daughter-in-law, Mr. and Mrs. Leonard Hall.

HERVEY-ASHCRAFT

Miss Beulah Hervey and Kent Norman Ashcraft, both of Ashland, were united in marriage Sunday, Sept. 24, at the home of the bride's sister, Mrs. Gordon V. Pefley in Portland, with Dr. Thompson L. Shannon of the First Christian church officiating. The couple are making their home in the Kaegi apartments in Ashland.

CAESAREAN TWINS BORN

Twin daughters, each weighing slightly over four pounds, were born by caesarean operation Saturday in Community hospital to Mr. and Mrs. Virgil Davis. They, with their mother, were in good health.

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