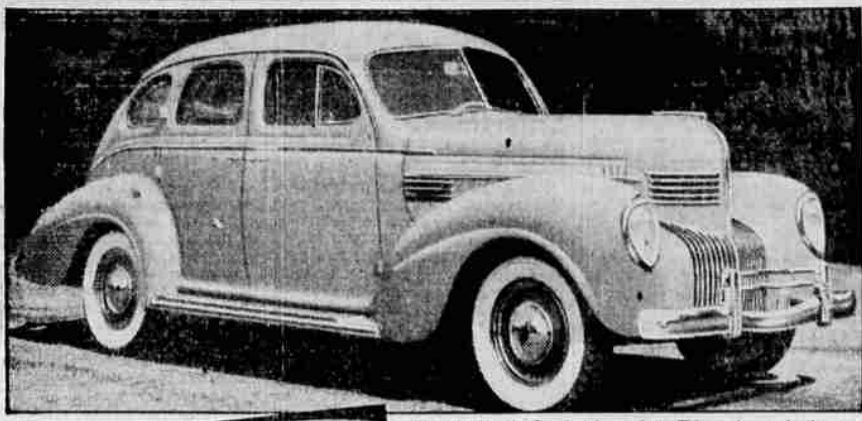


MORE POWER, MORE ROOM, MORE REFINEMENTS IN 1939 CHRYSLERS



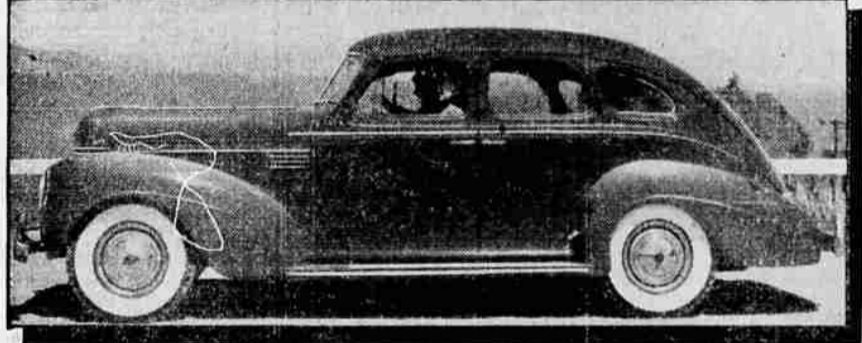
The 1939 Chrysler Royal, 4-door sedan. This car has a wheelbase of 119 inches and 100 horsepower. The parallel is placed on the steering wheel column in this and all Chrysler of the new series.



The rear end of the 1939 Chrysler is the newest development in the Airflow principle, as evidenced by Chrysler Corporation engineers. The trunk has disappeared in favor of an enclosed luggage space of great capacity.



The imposing front end of the 1939 Chrysler. Note the chrome bumper and the massive bumper and the cascade of chrome bars guard and the hood into the fenders.



The 1939 Chrysler Imperial. The wheelbase is 125 inches and the 8-cylinder engine develops 130 horsepower. The "New Yorker" and "Saratoga" are built on this same chassis.

Increased horsepower, thoroughly modern appearance, an entirely new transmission, a steering column gear-shift, added roominess and a large number of refinements that contribute to performance, safety, comfort, handling ease and roadability feature the Chrysler line for 1939. Chrysler again offers three lines, the Royal, the Imperial and the Custom Imperial, with a total of 13 body styles.

One of the most important advances in the 1939 line is the introduction of an improved type of transmission, known as the "Cruise and Climb." In general principle this transmission is similar to the overdrive previously used in Chrysler cars but it is vastly more valuable to the average driver in that it cuts in at speeds of from 23 to 25 miles an hour, instead of above 40.

Instead of a horizontal plane. The hand brake has been moved to the left side of the driver under the dash, leaving the front compartment with a level and unobstructed floor that makes it possible for three persons to ride on the front seat in comfort.

The Royal, on a wheelbase of 119 inches, and the Imperial, of 125 inches, come in four body styles, namely, four-door sedan, two-door sedan or brougham, coupe and victoria coupe, the latter seating four persons. The Custom Imperial has a wheelbase of 144 inches and is built in five-passenger sedan, seven-passenger sedan and sedan-limousine body styles. In addition to the standard Royal, Chrysler has introduced a "Royal Windsor" on the same chassis, with two-tone upholstery, refinements in trim and various items of extra equipment. The Royal is available also to those requiring an exceptionally commodious car in a seven-passenger sedan and sedan-limousine on a 136-inch chassis. The standard Imperial line is supplemented by the "New Yorker," an improved version of the popular 1938 "New York Special," and the "Saratoga," a car designed especially for women and upholstered in leather and Bedford Cord. No convertible models are listed in the 1939 Chrysler line.

ACCELERATION IS BETTER. It is further improved by an entirely new solenoid device which causes overdrive to cut out and conventional high gear to cut in when the driver pushes the accelerator to the floor. This feature gives the car a pick-up that is impossible in the lower gear ratio of overdrive and is invaluable in overtaking cars on hills or at a smart traffic speed. When pressure on the pedal is released, the overdrive again cuts in. This transmission is standard on the Custom Imperials and extra equipment at slight added cost on the Royal and Imperial.

The design of the 1939 Chrysler is a development of the Airflow principle so successfully pioneered by this company. The front end cannot be described in terms of any previous conception of automobile design. For about half its depth, the rounded nose of the radiator shell is set off by horizontal vents protected by chrome bars. This gives way to a cascade of vertical chrome bars projecting several inches from the front of the shell proper and filling in the space between the front fenders. A massive bumper, with ornamental protective grille surmounting it, completes a front end effect that is startlingly modern.

HORSEPOWER IS INCREASED. Horsepower of the Royal has been raised to 100 by means of an increase in compression ratio from 6.2 to 6.5 and an improvement in manifold and carburetion. Bore and stroke remain the same as last year, 3 1/2 by 4 1/2, with a piston displacement of 241.5 cubic inches. This engine not only gives additional horsepower but delivers it with more smoothness and flexibility than ever before.

NEW TYPE OF SPEEDOMETER. A new type of safety speedometer will contribute to driving safety. The indicator is illuminated when the instrument lights are on. From a standstill to 30 miles an hour—the legal speed in most city driving—the light shows green. From 30 to 50 miles it is amber and at 50 it changes to a brilliant red. Thus the driver is constantly reminded of the speed at which he is traveling and warned when he reaches a dangerous pace.

NEW ENAMEL FINISH USED. A new synthetic enamel finish is now used on all Chrysler cars. This enamel is harder and more durable and holds its color and lustre longer than any other paint ever offered by this company.

Exhaustive tests conducted by Chrysler Corporation engineers during the summer established that both the Royal and Imperial engines produce increased top speeds, greatly improved acceleration and a marked decrease in fuel consumption. This holds true both in conventional

drive and overdrive. One of the most important advances in the 1939 line is the introduction of an improved type of transmission, known as the "Cruise and Climb." In general principle this transmission is similar to the overdrive previously used in Chrysler cars but it is vastly more valuable to the average driver in that it cuts in at speeds of from 23 to 25 miles an hour, instead of above 40.

Interior have been refined and improved in many ways. The instrument panel is of entirely new and modernistic design, done in chrome and ivory plastic. On the extreme left the instruments are grouped in an ornamental dial.

GATES DESCRIBES LINCOLN-ZEPHYRS FOR 1939 SEASON

"There's no question about it. Lincoln-Zephyr is the style leader of the industry."

This is the remark of George Gates, official of the C. E. Gates Auto company, Ford and Lincoln-Zephyr dealers, upon his return to Medford from Portland where he attended a preview of the 1939 line of Lincoln-Zephyr cars. Dealers and newspapermen assembled for the first glimpse of the new, smarter, more streamlined models which promise to become the talk of the industry. The local showing will be held before the first of the month, simultaneous with other public displays in Oregon, Mr. Gates said.

Bendix hydraulic brakes become standard equipment of Lincoln-Zephyr cars, George Gates announced upon his return here. Bodies will be smarter than ever with higher front of hood and vertical instead of horizontal radiator grill. Added steps have been taken to eliminate all motor noise and vibration through rubber insulation.

Lincoln-Zephyr feature the only unit body and frame construction found in the industry. George Gates pointed out. This type of rigid construction assures greater strength.

New colors will be offered to Lincoln-Zephyr buyers for the coming year with upholstery, head-lining, door panel and floor mats in colors to match if desired. An innovation in body styling provides a skirt as part of the doors which cover and protect the running boards, assuring dry, safe steps into the luxurious interiors.

ASHCRAFT SHOWS PACKARD FOR '39

A 1939 Packard was placed on display yesterday at the Perry L. Ashcraft showroom, many improvements which Mr. Ashcraft says are of longer life, economy and beauty are listed in descriptions of the new cars.

As in the preceding models there are the Six, the One Twenty, or Eight as it is also known, the Super Eight and the Twelve, occupying price groups in this same order from the so-called medium low price class, as represented by the six, to the high priced classification in the industry, as represented by the twelve, "flagship" of the Packard fleet.

The super eight, while retaining its big 130 horsepower engine and luxurious refinements of its predecessor, is a completely new car with which Packard hopes to broaden its market in the fine car field through a considerably lower pricing than that of the 1938 super eight.

All of the 1939 models are characterized by a new, more modern appearance, carrying, basically, the well known hood and radiator lines. Outstanding in a long list of mechanical improvements, standard equipment on all four lines of cars, is a new system of shifting gears. Speed changes are made with a small lever conveniently placed on the steering column just under the steering wheel. Packard has given this system the name, "Handshift."

A new simplified fourth speed, or overdrive, called "Econo-Drive," automatically actuated by simply depressing and releasing the accelerator pedal, is available at low extra cost on the six, one-twenty and super eight. Chief advantage claimed for Econo-Drive is that it reduces engine revolutions 27.8 percent, saving greatly in motor wear and increasing fuel economy as much as 20 percent. Oil economy is said to be improved to an even greater extent.

Engineers explain that a button on the dash can make Econo-Drive available for operation or lock it out of service. A newly developed control feature, they also point out, permits changing instantly to third speed gear for quick acceleration or hill climbing by simply depressing the accelerator pedal.

Packard this year introduces a fifth shock absorber, something new to motor cars on the six, one-twenty and super eight. Its purpose is the suppression of sidewise or transverse road shocks.

The well known Safe-T-Flex system of independently springing the front wheels is continued on all four lines with a number of important improvements. Safe-T-Flex rear spring suspension is also continued on the six, one-twenty and super eight. One of the important improvements found on these cars lies in the addition of what has been called a transverse shock eliminator incorporated in the front suspension linkage. This is said to further damp any road vibrations.

throughout this section of the country are very enthusiastic about prospects for the coming year. "The general feeling expressed at the meeting," Mr. Humphrey said, "was that business, steadily on the upgrade for the past few months, will continue to get better.

"The automobile dealers represented believed that people in general have more confidence in the future now and are more willing to spend than at any time during the last 12 months.

"The automobile buying trend that has been so marked during the past few years—that of graduating to cars in the price class just above the lowest—should be even greater this year. DeSoto, with its beautiful 1939 car, soon to be announced, is prepared to take full advantage of this growing market.

"When prices of the new De Soto models are announced, American motorists will readily see what the industry has accomplished this year in creating greater values than ever before. As a direct stimulus to new car sales, auto manufacturers have gone to unusual expense to provide greater 'eye' appeal and important new engineering features for more comfort and luxury.

"The 1939 De Soto offers an outstanding example of this. The car is completely new from bumper to bumper and packed with a large number of unusual improvements and features."

Find Lost Ship. ASTORIA, Ore., Oct. 15.—(AP)—A coast guard airplane pilot said today the missing Portland halibut schooner Enterprise, located yesterday southwest of Cape Mearns, was headed for Astoria.

Clatsop Land Sales. ASTORIA, Ore., Oct. 15.—(AP)—The county land agent said yesterday Clatsop county land sales from January to October netted \$54,901, returning \$118,667 in assessed valuation to the tax rolls and bringing total sales since 1933 to \$221,163.

FOR SALE—Hardie pressure washer, 1-beam, with chain block, drill press, sink, toilet, 6 steel lockers, battery breakdown tester, Tuner battery charger, light tester, h.p. electric motor, work benches and other miscellaneous garage equipment. Firestone Auto Supp., 141 S. Holly.

MAN with new equipment wants job plowing or disk. Tel. 371-R-2.

CUT PRICE BARGAINS BUILDING MATERIALS MUST REDUCE PUR STOCK Split-shakes, Smithing Coal, Doors, Windows, Sash, Insulating Wall-Boards, Paints, Varnish. Good dry lumber—in 2x, ship-lap, timbers Roofings—roll and shingles. SUPPLY YOUR NEEDS NOW Save Money.

FREE—Plans, Service, Long Term Finance. THE MEDFORD LUMBER CO. At 3rd and Pine Phone 629.

WILL THE LADY who purchased the lace tablecloth Saturday at the Daughters of Nile Rummage Sale, please return same to Pantorium, and receive refund, as it was the property of the Pantorium.

FOR RENT—Sleeping rooms at 182 Almond; heat, telephone and bath.

FOR SALE—Terrier puppies, beautiful marked; one, two and three dollars each. 741 McAndrews road, W. Main.

HOME-COOKED FOODS AND CANDY. Welfare Sale of S.D.A. Church, Tuesday, Oct. 18, at Central Market.

'38 PLYMOUTH 4-door sedan; low mileage. A sacrifice by owner, \$695. Phone 1290-R.

LOST—Pair black oxfords at Junior high tennis court. Please return to 207 Haven before noon Sunday.

FOR RENT—2 rooms suitable for light housekeeping, or will rent rooms separate. 16 Laura.

FARM PRODUCE, Merchandise and Fancywork, Welfare Sale, Tuesday, Oct. 18, All-day Auction Sale, 9 p. m. Next to Pantorium on Holly.

FOR RENT—5-room modern house, 10 acres pasture with or without adjoining 10 acres pear. Take first turn left after passing Fire Patrol on Midway road, then first turn right, drive 1/2 mile to white house at end of road.

FOR RENT—Furnished house, 25 Quince. See Mrs. Trent, 128 1/2 S. Holly.

1936 PLYMOUTH de luxe sedan; looks and runs like new. Must be sold Sunday. Only \$495; low bank terms. PIERCE-ALLEN MOTOR CO., Dodge & Plymouth Distributors.

ENTER YOUR 4 or 5-year-old child in Happy Hour Kindergarten for preschool work. Next month starting Monday, 420 So. Grape, Tel. 904-R.

FOR SALE—3 acres excellent garden land; new house, plenty of water for irrigation, with pump and engine; 1 mile from city limits in Medford. Also have 3 quartz mining claims, about 20 acres in each, in Yreka Co., Cal. located on Elliott creek on new road to Oregon Caves from Medford. Excellent for cabin sites. Will sell for \$80 each. Elledge Gardens, Rt. 2, Box 30, Medford. Phone 463-Y.

MEDFORD BARGAIN HOUSE. Another shipment of No. 1 Red Cedar Shingles. Get our prices. Roofing Paper, Building Paper, Roof Paint, Stain, Sheeting Paper at less than market prices.

Heatrols, New and Used Heaters, Cook Stoves and Ranges at considerably reduced prices.

Another shipment of those Boots, Shoes, Army Blankets, Gloves, Rain-Coats, Slickers, Coats and Tin Pants Axes, Wedges, Sledges, Crosscut Saws, Tools and Implements at prices that mean savings to our customers.

Bargain prices to reduce our large stock of barb wire, stock fencing and chicken netting.

Paint, all colors, at \$1.35 per gallon. Linseed Oil and Turpentine. Bed Springs, Mattresses, Coils and Cot Pads. 50 new Mattresses remain at \$4.75 special price.

Pipe, Pipe Fittings, Cable, Belting, Pulleys and Sheave Boxes. Special heavy gauge Stovepipe and elbows. See each price list.

We cordially invite inspection and comparison of our merchandise and prices. MEDFORD BARGAIN HOUSE 27-31 North Grape St. Phone 1062

\$2950 Very substantial 3-bedroom modern home; basement, fine shade, paved street, excellent location, garage; \$300 down, balance monthly.

\$1900 sleeping porch, fireplace, double garage, very good location, paved street.

\$10,000 160 acres, 40 acres free water, 7-room modern bungalow, 2 barns, running stream, 2 miles to market. Take part trade. THE REAL ESTATE EXCHANGE No. 7 N. Hartlett.

GUARANTEED USED CARS 1936 CHRYSLER Sedan; low mileage; radio and heater. Special \$645. 1937 CHEV. Master Deluxe Coupe. Lots of extras; 12,500 miles \$895. 1936 TERRAPLANE Coupe; motor overhauled. \$545. 1935 BUICK Special Sedan; new paint; motor 2000. \$525.

1930 HUDSON Sedan; fine shape; \$ 95. 1936 CHEV. 1 1/2-ton Truck; new tires; overhauled. \$535. 1938 GMC Pickup; used as demo; 1300 miles. \$700. SKINNER'S GARAGE Buick, GMC, Trucks.

FOR RENT—Small furnished house, in rear. Elderly adults. No dogs. 410 Hamilton.

UNINCUMBERED lot near Interstate Ave., Portland, for cabin site near stream. Box 1305, Tribune.

FOR SALE OR TRADE—2 lots, cheap if taken at once. Good location. Phone 1277-R, Sunday, or write Box 1784, Tribune.

80c 4-sew Painted Handle. 95c Decorated Metal. BROOMS. Nothing But Bargains. 39c. 49c.

15c Bamboo. \$1.00 No. 8 Polished. LAWN RAKES. CAST IRON SKILLET. Going Fast 9c. A Real Buy at 69c.

\$1.50 Cone Type. \$1.00 Blue Enamelled. MOP & PAIL SET. ROASTER. Our Loss Is Your Gain 98c. On Sale 79c.

\$2.00 Large Size Fine Quality Coco Door MATS. Reduced \$1.49 To Only. \$1.00 Inside Mortise LOCK SETS. Replace Don't Repair Your Old Locks 69c.

Here Is a Steal. Some Heath-Milligan. KALSOMINE. House PAINT. Today's Reg. Price 10c lb. On Sale 3c. Formerly Sold \$3.25 Gal. 98c.



PRICES DRASTICALLY CUT on every item in this mammoth stock of Hardware, Paints, Homewares, Toys, Wheel Goods and Games. Buy now and bank the difference during this

QUITTING BUSINESS SALE

NOW IN FULL SWING

Spring type \$1.25 No. 2 Willow CLOTHES PINS. CLOTHES BASKETS. Per Dozen 4c. To Close Out at 79c.

\$1.19 12x48 Folding IRONING BOARD. \$1.25 Upright Folding Clothes DRYING RACKS. Must Go at 79c. 33 Feet Line Space 79c.

60c 4-sew Painted Handle. 95c Decorated Metal. BROOMS. Nothing But Bargains. 39c. 49c.

15c Bamboo. \$1.00 No. 8 Polished. LAWN RAKES. CAST IRON SKILLET. Going Fast 9c. A Real Buy at 69c.

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Here Is a Steal. Some Heath-Milligan. KALSOMINE. House PAINT. Today's Reg. Price 10c lb. On Sale 3c. Formerly Sold \$3.25 Gal. 98c.

Here are 14 reasons you should attend this Close-Out Sale, and remember, everything goes, nothing reserved. So ask for what you don't see, we guarantee it will be a bargain.

LAMPOR'S HARDWARE Medford Ore. 230 E. Main

MANY CHANGES IN NEW 1939 BUICK

Buick enters the 1939 season with the full momentum of an outstanding business year for 1938 and four new eight-cylinder cars styled in an entirely new and striking beauty, according to E. A. Skinner of Skinner's Garage, Local Buick dealer.

The four models are respectively the Series 40 Special, on 120-inch wheelbase; Series 60 Century, with a wheelbase of 126 inches; Series 80 Roadmaster with 133-inch wheelbase and Series 90 Limited, with 140 inches.

An innovation which contributes to the striking appearance of the cars and which also has important engineering advantages is the adoption of "cast-walk cooling" employed extensively on European racing cars. With this construction the grilles are set low, in rakish contour, in the cat-walk section between hood and fender. This not only results in better streamlining while emphasizing the low lines of the car, but also provides a narrower hood, with consequent improved vision and better cooling, because air is admitted under greater pressure.

Series 40 and 60 and on the two-door touring sedan on Series 40, is the sunshade turret top. This is the first production car in this country to be provided with the sunshade roof which has been growing in popularity in Europe.

The rumble seat has been replaced by interior opera seats on both standard and convertible coupe models, giving inside seating space for all passengers and more baggage room under the rear deck.

BOSTON, Oct. 15.—(AP)—Trading in fine western gown wools in original bags was fairly active in Boston during the past week, and established further advances in prices.

DEALER PREDICTS INDUSTRY UPTURN

Confidence that the automobile industry will experience a definite upswing in business during 1939 was expressed here today by Frank Humphrey of the Briggs-Humphrey Motor company, local De Soto dealers.

Mr. Humphrey, who has just returned from a trip to Portland where he presided at the new 1939 De Soto, stated that De Soto dealers

Ore and Bullion Purchased WILDBERG BROS. SMELTING & REFINING CO. 25 SOUTH RIVERSIDE