

SHORT TRIPS ADD ZEST TO AUTUMN

Many One, Two and Three Day Motor Loops to Year-round Beauty

PORTLAND, Ore., Sept. 28.—Summer's passing should not be allowed to dull northwest motorists into the belief that touring time has passed, according to the Oregon State Motor association, which points out that although the return of the busy business period has brought an end to most prospects for long trips, it has not diminished the opportunity for short, healthful, restful journeys to the year-around beauty spots of the state.

Oregon is noted for its one, two and three day loop trips, some of the better known being the Mount Hood Loop, Astoria-Tillamook-Portland loop, the Hedo-Newport-Corvallis loop, the Bend-Eugene-The Dalles loop and the Willows highway.

"The passing of summer usually means the return of professional and business men, the skilled and unskilled worker to the grind of office or shop," say members of the motor association's touring department. "The tendency is to throw oneself into the old routine with an intensity that soon means a mental or physical exhaustion that will only be relieved by utilizing one's spare time in the delights of motor travel."

"These trips, of course, will not be so long as those of summer but they may be more varied and will offer sufficient change of scenery to enable one to return to work afterward in entirely new and better frame of mind. Fall weather is crisp and in many ways superior to that of summer for touring. There is zest about gliding through a country that is rich in autumn coloring."

The motor association calls attention, however, to highway construction and betterment work that now is in progress and advises those who plan even short trips to secure reliable, last-minute road data.

Car Design Is Influenced By Good Highways

"With the increased building of good roads in all portions of the country, and with motorists more and more extending the range of their automobile riding, many new problems in design and construction are presented to automobile engineers," according to A. van der Zee, general sales manager of the Plymouth Motor corporation.

"In the early days of the automobile when it was still a novelty, the question asked by the prospective purchaser was 'will it run?' he says. "The real problem that confronted the automobile engineers then, was to build the car so that it would run. Such features as comfort, economy of operation, dependability, stamina, speed and road ability were not thought of as qualities to be desired in an automobile. The public was skeptical and the engineers had to build their cars so that they would operate at least sufficiently to prove to the public that it could be done."

"Each new step in the development of the automobile throughout the years to the present time, however, has brought new realization to the motoring public that the automobile is no longer in the experimental stage. In mechanical construction it has been developed remarkably in its comparatively short existence, and new features and new qualities to be desired have been added from time to time until now, throughout the world, the automobile is considered a necessity."

"In the last few years, with practically every state in the union improving its roads and a great system of national highways coming into being, the motorist is more and more realizing the enjoyment to be derived from long tours through the country. The further people drive, the more the automobile engineer must look to comfort in his product and the result is that comfort in an automobile is one of the prime factors upon which automobiles are built and sold."

"To be comfortable, an automobile must be roomy. There must

be plenty of leg room and head room. The seats must be wide, well padded, and placed at the proper angles. The body must be well balanced on good springs so that sideway will be reduced to a minimum.

"In the full-size Plymouth," Mr. van der Zee continued, "all these things have been taken into consideration. All the space that could be used to make roomier interiors has been utilized. Hundreds of tests have been made to determine the proper amount of space necessary for each individual and the proper angles at which to place the seats."

Olds And Viking Co - Operate In Lock-Car Drive

Through the co-operation of Oldsmobile-Viking dealers in the west, the Lock-your-car campaign which is being conducted in the cities of the west during the month of September, was illustrated pictorially last week under the supervision of W. E. Schoppe, Pacific Coast manager of the National Automobile Theft bureau.

An Oldsmobile coupe was used and while hundreds gathered to watch the photographer at work, special officers detailed to handle the staging of the presentation explained the reasons for the Lock-your-car month campaign. The stolen car evil will be practically eliminated, declare police officials, if all motorists co-operate with the police department and listen to the advice, "Lock your car always when it is parked."

In a general proclamation issued in all cities, the motoring public is asked to enter wholeheartedly into the spirit of "Lock-your-car month" and aid the police in solving this perplexing problem.

"Innumerable accidents are laid to stolen cars operated recklessly by irresponsible persons or out-and-out crooks," declared Schoppe in the proclamation. "The police ask that greater care be exercised by automobile drivers in locking their cars at all times, no matter what the parking neighborhood, with the hope of lessening the number of thefts and accidents to the unlocked car."

The campaign will spread itself all over the Pacific states. Strenuous efforts will be made to educate the owner of an automobile that it is not safe to leave his vehicle unlocked and that many hit-run fatalities are directly traceable to the unlocked car. It is pointed out that the one who "borrows" a car is not as careful as he should be.

"This campaign is designated as a Lock-your-car campaign," said Mr. Schoppe. "The purpose of it is to bring forcibly to the minds of citizens, and more especially to the minds of the owners and drivers of automobiles, the necessity of locking their cars while they are parked on the public streets, or in other public places, or where cars are accessible to anyone who may have designs of a criminal nature upon them."

THREE KILLED IN CAR WRECKS IN EACH HOUR

Three people are killed in automobile accidents every hour and an average of 82 every day, according to a report just received by the Oregon State Motor association from the National Safety council.

The report indicates that automobile deaths in the United States are steadily increasing and estimate a total of 15,999 motor vehicle deaths for the first 7 months of 1929, as compared with 14,999 for 1928, or an increase of about six per cent.

July 1929 automobile fatalities, according to this report surpasses the automobile fatalities of any other month of this year. Also, the July automobile fatalities of this year surpasses by about 3 per cent the fatalities for July last year.

These facts seem to indicate that our 1929 automobile fatalities will be considerably greater than our 27,500 auto fatalities for last year.

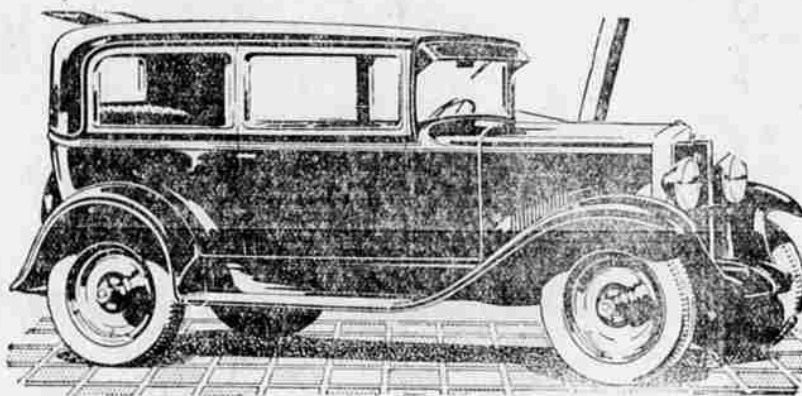
In Terms of Bridge

At cards when you are dealt the ace, king, queen, the two, three and four spot, you discard the two spot, three spot and four spot. But when the Lord deals you the same sort of a hand you probably discard the ace, king and queen.—Woman's Home Companion.

Put The Chevrolet 6 Alongside Any Other Car

-- THEN ANALYZE BOTH OF THEM POINT BY POINT --
-- COMPARE APPEARANCE, INTERIOR FINISH, SPEED AND GET-AWAY, STAMINA AND POWER --
-- COMPARE SMOOTHNESS AND RIDING EASE --
CHECK ALL THESE FACTORS THOROUGHLY

Then Consider the Price!



Look at the Chevrolet Six on the street, parked at the curb—note its style, its roominess, its finish—compare its upholstery, its interior fittings—put it alongside any other car and look at them both, inside and out, from every angle. Then think of the low price of the Chevrolet!

Look at the Chevrolet Six on the highway, on the hills—watch it flash by others on the road, up the grades with a reserve of power—compare its speed, its get-away, its hour-after-hour performance. Then think of the low price of the Chevrolet!

Look at the Chevrolet Six on the cost sheets of any owner—see his record of more than twenty miles to the gallon of gas—look at the re-sale values in comparison with any other car—check every item of economical operation. Then think of the low price of the Chevrolet!

Do these things—ride in it—drive it—and you'll wonder with thousands of others how Chevrolet can possibly give such an automobile, such six-cylinder transportation, in the price range of a four! Own this wonderful car now! Enjoy its beauty, its comfort, its superior performance to the utmost.

NO CAR CAN GIVE MORE—WHY BE CONTENT WITH LESS THAN A CHEVROLET "6"?

The Coach
Delivered

\$769

Completely
Equipped

Larison Chevrolet Company

G. L. Larison, Mgr.

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Remarkable Six-Cylinder Engine

Chevrolet's remarkable six-cylinder engine impresses you most vividly by its sensationally smooth performance. At every speed you enjoy that silent, velvet-like flow of power which is characteristic of the truly fine automobile!



Beautiful Fisher Bodies

With their low, graceful, sweeping lines and smart silhouette, their ample room for passengers and their sparkling color combinations and rich upholstery—the new Fisher bodies on the Chevrolet Six represent one of Fisher's greatest achievements!



Outstanding Economy

The new Chevrolet Six is an unusually economical car to operate. Not only does it deliver better than twenty miles to the gallon of gasoline, but its oil economy is equal to, if not actually greater than, that of its famous four-cylinder predecessor!



Remarkable Dependability

In order to appreciate what outstanding value the Chevrolet Six represents, it is necessary to remember that it is built to the world's highest standards. In design, in materials and in workmanship, it is every inch a quality car!

Amazing Low Prices

An achievement no less remarkable than the Chevrolet Six itself is the fact that it is sold at prices so amazingly low! Furthermore, Chevrolet delivered prices include the lowest financing and handling charges available!

WE ARE TWO NOW

Heasty's Filling Station

J. F. Heasty takes pleasure in announcing that his brother, H. M. Heasty, is now associated with him in the ownership and operation of the big filling station which has long been known as the place where personal service was a real fact.

Just a reminder—it might be well to have us drain the summer oil out of your car and re-fill with Texaco of the right grade.

Heasty's Filling Station

Corner 2nd & Adams