

NEW CHEVROLETS ARE DESCRIBED

Scores of Improvements Made in 1930 Line, Local Dealer Declares

Scores of distinct improvements have been made in the 1930 Chevrolet line, according to the Larison Chevrolet garage here. Greater beauty, added safety factors, improved riding comfort and better all-around performance with added power, and faster acceleration are announced as features of the new line.

Brakes are of the internal expanding "articulated shoe type" both front and rear, those on the front wheels having two shoes while those on the rear have four. These brakes, also, are fully enclosed giving perfect protection against water and dirt.

The brakes represent an innova-

tion not only in the Chevrolet line but in the entire passenger car field. The length of service that these linings give in the new design Chevrolet brakes is second to none.

The six cylinder valve-in-head engine introduced a year ago, after four years of research and development, has been further improved and refined. Since the introduction of the six year ago, test cars have run up more than a million miles of driving at the General Motors proving ground in the working out and the justifying of the improvements found in the 1930 car. All the resources of the General Motors research laboratories and the Chevrolet experimental laboratory were placed at the disposal of the Chevrolet engineering staff in this work.

Working with Chevrolet's chief engineer, were General Motors engineers and proving ground engineers, with 18 Chevrolet engineers assisting their chief in supervising the development and refinement of the improved six cylinder motor found in "the greatest Chevrolet."

The result of the efforts of this engineering talent is a smoother, quieter, more powerful motor. The new engine, fully enclosed, with a high compression non-detonating head, develops 50 horsepower.

The brake horsepower has been increased over the entire speed range. At 1000 revolutions per minute 24.5 horsepower is developed and the maximum of 50 horsepower is attained at 2,600 revolutions per minute. This increase in power insures a marked improvement in acceleration and hill climbing ability. At normal driving speed the new engine develops many times the power required to drive the car. Specifically the rear axle has been redesigned while the differential unit has been strengthened and its oiling system redesigned to insure long life and quiet operation.

Smoother Operation
Smoother operation of the engine and longer life are assured through the use of light weight pistons. Steel-backed crankshaft bearings have been adopted because they are more durable.

The oil pump has been increased in capacity and improved in efficiency, while the carburetor has been improved in respect to both its acceleration pump and jet size. The acceleration pump has been increased in length and reduced in diameter. This improvement also helps the acceleration performance by increasing the duration of the spray.

The same sturdy 45 pound crankshaft which proved so satisfying during 1929 has been retained in the new car and a further contribution has been made by the new intake and exhaust manifolds of the heated design.

The air cleaner has been improved by reversing the position of the intake slots and providing for a less restricted flow of air.

The clutch on the new car has been improved by the adoption of an integral disc, made in one piece of high carbon steel. This will give the 1930 cars smoother and easier clutch action, with quieter operation and longer service.

Easier Riding
Easier riding and greater quietness are accomplished through a new type of self-adjusting spring shackle in which bushings in the spring eyes and brackets are eliminated, thus doing away with wear. Hardened and ground tubular pins, with tapered ends, are pressed into the springs and brackets while oil forced into them forms a large reservoir, making frequent lubrication unnecessary.

The position of the steering wheel in relation to the seat has been changed, making the driver's position much more comfortable. The horn button in the center of the wheel has been made more accessible and easier to operate by increasing the height of the crown and improving the design of the rubber bellows.

Appearance and riding qualities of the car have been improved through a change in the tire size from a 4.50-20 to 4.75-19. The rim diameter has been reduced one inch.

Disc wheels are provided as standard equipment on all models except the sport roadster and sport coupe. The wire wheels on these models are equipped with drop center rims and are demountable at the hub.

Any possibility of the hood rattling has been eliminated through the addition of a rubber bumper mounted on the upturned flange of the fender skirt, against which the hood bears.

The instrument panel design and arrangement this year is entirely new. The instruments are all mounted on a single carrier plate which is assembled from the rear. This permits the removal of individual instruments for service. Spark and throttle controls as well as choke are located on the instrument panel, which is indirectly lighted.

NAU FOUND IN EGG
BEAUMONT, Tex. (AP)—Mrs. G. E. Taylor, owner of a grocery here, found a nail in a hen egg which was normal otherwise.

Snake River One Hope of Farmer

May Play Vital Part in Bringing Relief and Development to Idaho.

LEWISTON, Ida. (AP)—The mighty Snake river may play a vital part in bringing agricultural relief and development to central Idaho farmers if plans for navigation, which have been approved by the Lewiston chamber of commerce are carried out. Directors of the new Central Idaho cooperative association made steamer and barge navigation of the river a leading objective of their program for 1930.

The transportation of wheat to the coast by water would put approximately \$400,000 a year more into the pockets of the farmers in the Lewiston region, figures compiled by local open river backers showed. The average wheat crop, exclusive of barley in Nez Perce, Lewis, Idaho and Clearwater counties, and in Asotin county on the Washington side of the river is 2,800,000 bushels, most of which flows through Lewiston. Farmers now pay a minimum of 14.4 cents to ship this wheat by railroad to Portland, Ore., terminals. To ship it by water is possible for 7 cents

highways and the new laws permitting the formation of port districts to build terminals and docks will do away with this handicap. All of these factors are expected to hasten the restoration of navigation along with the program of the Hoover administration for extensive improvement of inland waterways.

The local river committee has already called for plans and estimates for a light draft type of steamer and barge. The grain growers' cooperatives are expected to boost the movement by asking that all new elevators and storage terminals be constructed along the river banks where they will be accessible to railroad carriers and also to the river boats—when they are put in operation.

FINES HEAVY
PENDLETON, Ore. (AP)—Liquor fines enriched Umatilla county's general fund \$3,115 during 1929. Violators of the law paid in \$9,899 for transportation, sale and possession during the year. Part went to the state, \$3,115 to the county and two new cars were purchased by the sheriff's force.

NORBLAD BUYS FIRST BOOK OF STATE STAMPS
SALEM, Ore., Jan. 10 (AP)—Governor Norblad Friday became the first purchaser of a book of

Oregon advertising stamps, which will be attached to all letters going from the executive office to distant points, informing the world of Oregon's resources. At the same time the governor approved a plan of the state chamber of commerce, which proposes to sell about 5,750,000 of these stamps to the people of the state, to be attached to envelopes carrying their correspondence.

According to W. G. Ide, manager of the state chamber, officials of that organization believe \$400,000 worth of the stamps can be sold. They will be sold at \$1 a sheet. From the money returned by the sales \$224,540 will be used to wage a publicity campaign and \$175,000 for national advertising.

Industrial, climatic, scenic, recreational and all other advantages of the state will be advertised by the stamps. Mrs. Ide said that nearly all chambers of commerce and similar organizations in the state have endorsed the sale of the stamps.

Goes To Portland Due To Illness
By Mrs. C. M. Hale (Observer Correspondent)
IMBER, Ore. (Special)—Mrs. Cap Tuttle was called to Portland the first of the week by the serious illness of her father, James Andrews. Her brother Haskell Andrews, of La Grande, accompanied

draws is caring for the Tuttle home during Mrs. Tuttle's absence. Mr. and Mrs. James Andrews have made their home in Imber for more than 20 years but decided to spend the winter in a milder climate so went to Portland last fall where a son, Alvadore, makes his home. Mrs. Andrews has been an invalid for years, being confined to a wheel chair. Mr. Andrews' health had been failing of late but his friends were surprised to hear that his condition was serious.

The M. A. Thompson family moved from town Wednesday into the Dry Creek neighborhood. The two children who attended school here will now be enrolled in the Dry Creek school.

Educator tells the scientists at Des Moines that youth begins to "revolt" at the age of 12. If that man had ever tried to get a bowl of spinach down a three-year-old who didn't want it, he'd know it began a lot earlier than that.

The Union Pacific railroad is to cancel its carload rates on beer shipments, "because there is no longer any movement of such traffic." Oh well, maybe they can pick up those rates and use them on the Detroit river.

Many a man who prides himself on being a liberal thinker is pretty slow in reaching for the dinner check.

WHO PAYS?



For The CRUMPLED BODY

Skiddy streets, careless drivers, snow and rain... is it any wonder that winter takes a tremendous toll in smashed auto bodies?

But no need to worry when you are in a smash-up—our auto insurance will pay for the damage to your own car, to the other fellows property and for any personal injury.

Investigate our liberal installment plan of paying for complete coverage... Your protection starts at once and you can pay while you ride.

UNITED STATES INVESTMENT CO.

O. W. Warnock, Mgr. 113 Depot St.

IT'S HERE!

THE DYNAMIC

New Erskine

70 HORSE POWER
114-INCH WHEEL BASE

M. J. GOSS

Check these features in the sensational new CHEVROLET SIX

The sensational value of the Greatest Chevrolet in Chevrolet History is based on definite points of superiority—which you can easily check for yourself. From its improved 50-horsepower six-cylinder valve-in-head engine, to its beautiful new bodies by Fisher—it sets a new standard of quality for the low-price field.

A few of Chevrolet's extra-value features are listed on this page. Check them over carefully. Then come in and drive this car. Learn what these new features mean in terms of finer performance—greater comfort—greater handling ease—and increased safety. It will take you only a few minutes to find out why this car is causing more comment and winning more praise than any Chevrolet we have ever shown. For it is a finer Six in every way—yet it sells—

AT GREATLY REDUCED PRICES!

The ROADSTER	\$495
The SPORT ROADSTER	\$525
The PHAETON	\$495
The COACH	\$565
The COUPE	\$565
The SPORT COUPE	\$625
The CLUB SEDAN	\$625
The SEDAN	\$675
The SEDAN DELIVERY	\$595
1½ TON CHASSIS with cab	\$625
LIGHT DELIVERY CHASSIS	\$365
1½ TON CHASSIS	\$520

All prices F.O.B. factory, Flint, Mich.

A SIX IN THE PRICE RANGE OF THE FOUR



The COACH

HYDRAULIC SHOCK ABSORBERS
Four Delco-Lovejoy hydraulic shock absorbers on all models eliminate road shocks and increase comfort.

50-HORSEPOWER MOTOR
A great six-cylinder motor with capacity increased to 50 horsepower gives smoother, quieter operation, with increased power.

BRONZE-BUSHED PISTONS
The stronger, lighter pistons are bushed with high-grade bronze to provide smoother operation and longer life.

NEW HOT-SPOT MANIFOLD
A larger hot-spot manifold insures complete vaporization of fuel—improving performance and efficiency.

STRONGER REAR AXLE
Larger and stronger rear axle gears—made of the finest nickel steel—add to durability and long life.

NEW ACCELERATION PUMP
A new automatic acceleration pump provides the flashing acceleration which modern traffic necessitates.

WEATHER-PROOF BRAKES
Fully enclosed, internal-expanding, weather-proof brakes assure positive brake action at all times.

GASOLINE GAUGE ON DASH
The instrument panel carries a new grouping of the driving controls—including a gasoline gauge.

NON-GLARE WINDSHIELD
The new Fisher body non-glare windshield deflects the glare of approaching headlights.

LARGER BALLOON TIRES
New, larger, full-balloon tires with smaller wheels improve roadability, comfort and appearance.

TWO-BEAM HEADLAMPS
Two-beam headlights controlled by a foot button permit courtesy, without dimming the lights.

ADJUSTABLE DRIVER'S SEAT
All closed models have an adjustable driver's seat—a turn of the regulator gives the proper position.

LARISON CHEVROLET CO.

1414 ADAMS AVE.

A SMOOTHER, FASTER, BETTER SIX