Tourist Service Innovation Will Be Inaugurated

PORTLAND, Feb. 13 (Special)—A new innovation in tourist service is being inaugurated by the Oregon state chamber of commerce in 1930 through the formation of "Oregon Circle Tours" calculated to induce state visitors to stay longer and see more of Oregon in touring the state, B. F. Hamilton, president of the organization announced here today. The circle tour service is a part of the State Chamber's 1930 program of "Build Oregon."

Twelve different circle tour routings covering all of the outstanding points of interest in Oregon are being worked out and will be published in folder form and in colors. Each routing will carry a log of the tour and be profusely illustrated with photographs of the state's scenic spots.

"The tours will be complete in covering every part and section of Oregon and we have much to gain in encouraging the tourists visiting Oregon to stay longer and to see more of our great state," Hamilton said.

"If we can double the time tourists stay in Oregon it will mean just that much more to us from a business standpoint.

"Most of the tours can be made in two or three days so the busier sisters of Oregonians will want to take advantage of the trips on weekend drives."

The illustrated circle tours will be available through the local chamber of commerce, hotels, tourist camps and other stations where tourists stop for information. The first tours are expected to be ready for announcement in the next few weeks.

A few-min salesman rushed up to the home of a doctor in a small village about 2 a. m. and asked him to come at once to a distant town.

The doctor crawled his Ford and they drove furiously to their destination.

Upon their arrival the salesman asked, "How much is your fee, doctor?"

"Three dollars," said the physician in surprise.

"Here you are," said the salesman, handing over the money; "the blamed garage keeper wanted $15 to drive me over when I missed my train."

Little Miss Muffet
Thought she could duck it
By crossing when traffic was dense;
Along came a speeder
He couldn't have seen her—
Miss Muffet also has gone hence.

"I want to be gesmashinated at de new center," said the negro passenger.

"You want to be what?" demanded the conductor.

"Don't bee your tongue. I had to look in de dictionary myself before I found out dat 'gesmashinate' means 'put up.'"

Chevrolet Officials Direct Conference

At the Chevrolet Motor Company's annual spring dealer meeting in Portland, February 3-7, the following officials directed the series of meetings. Left to right, K. W. Fuhr, Pacific Coast regional manager; D. E. Hudson, assistant general sales manager, Chevrolet Motor Company; and W. J. Richmond, Portland zone manager.

Highly elated over business prospects in the Pacific Northwest for 1930 G. L. Larison, local Chevrolet dealer has returned here after attending the annual Chevrolet Motor company spring dealer meeting held in Portland. More than 400 dealers, salesmen and their backers attended the convention which covered a ten day period.

The conferences were directed by D. E. Hudson, assistant general sales manager, Chevrolet Motor company, who is leading a party of executives touring the Pacific Northwest region. An additional highlight at the convention was the presence of W. S. Knudsen, president of Chevrolet Motor company, who was an interested spectator at the meetings.

Another feature of the convention, according to Mr. Larison, was the tribute paid by Mr. Hudson to the members of the Hundred Club, club composed of Chevrolet salesmen in the Portland zone who sold five or more cars during 1929.

"My business relationships have been most delightful during the past year," said Mr. Larison. "We feel that we have contributed our ability to cope with the developing Pacific Northwest market, and felt sure that the Hundred Car club men and dealers would remember the trade potentialities in this territory for 1930."

Mr. Larison also said that talking pictures were used to illustrate new methods of servicing and facilitating automobiles. Playlets and skits, located in favorable towns, were also used to much advantage and enhance the proper procedure in handling their sales and business problems.

The business meeting was held at the Parlors Theater Thursday afternoon. A banquet was held at the Multnomah hotel Thursday evening. The speakers at the banquet were Mr. Hudson, Mr. Knudsen, W. G. Lovejoy, general sales promotion manager, K. W. Fuhr, Pacific coast regional manager and W. J. Richmond, Portland zone manager.

Friday was devoted to a tour of Portland, which included an inspection of the Portland zone office, and conferences with Portland bankers. The party left Friday night for Seattle.

BEFORE the MIKE

SUNDAY PROGRAMS

The National Broadcasting company program for Sunday follows: 1 to 2, Dr. K. Parlee Chalmers; 2:30 to 3:30, concert; 3:30 to 4:30, Musical Masterpieces; 4:30 to 5, concert; 5 to 5:15, Melodies; 5:15 to 5:45, transcontinental program; 6:30 to 7:15, concert; 7:15 to 7:45, popular concert; 8 to 8:30, Sequoia program; 9:30 to 10, Reader's guide; 10 to 11, Guy Chadwick.

The Columbia Broadcasting system program for Sunday follows: 2:30 to 4, Wayne King and orchestra; 5 to 7, Thomas of the Times; 7 to 7:30, poet of organ; 9 to 11, dance music.

Tacoma

KTW (Tacoma)—Sunday, 3:30 Sacred program; 4, Our Redeemed Kindred; 6:45, World Business Cycle, Julius Kleiner; 8, concert; 9:15 to 9, chimes; 9, CBS, 11 to 2, organ.

Portland

KGW (Portland)—9, church services; 1, NBC, 10, Bible symphony.

Los Angeles

KNX (Hollywood)—6, Dr. Hillmer, 6:30, Dr. Abel; 8, Professional chorus; 9, Lutherland city.

KFI (Hollywood)—2:15, NBC program and musical features.

KHJ (Hollywood)—3:30 to 7:30, CBS, 7:30, musical features.

San Francisco

KPO (Hollywood)—3:30, CBS, 7:30, Sunday program; 9 to 12, dance music.

KGO (Oakland)—3:30, NBC, 7:30, Sunday features.

Oakland

KLX (Oakland)—Silent night.

KGO (Oakland)—Game of Drums; 4, news; 4:15, middle-light selections; 6:45, Bible symphony; 7:15, NBC; 7:45, Sunday at Sets Parlors; 8:15, The Pilgrims; 8, NBC.

MONDAY PROGRAMS

NBC—8, Morning Times; 10:30, Woman's Magazine; 2:30 to 3:30, Pacific Vagabonds; 3:30 to 4, school of air; 4 to 4:30, E. D. E. Schenlade (free and organ); 4:45 to 5, Washington news; 6, Moment Musicale; 7, gradecasters; 7:30, Kingsley Builders; 8, symphonette; 8:30, Anne and Andy; 9:45, Ole and the Gulls; 8, concert; 10, Hour of Rhythm; 10:30, Music box.

CBS, 4:30 to 5, Valeos from Flatbush; 8 to 10, Blue Monday Jamboree from KFRC; 10 to 12, dance music.

Tacoma

KTW—4:30, CBS; 5, concert; 5:15 to 6, chimes; 6, CBS; 10, Co-Eds; 11, songs; 11:15 to 12, CBS; 12 to 2, organ.

Portland

KGW—9 a. m. to 12 midnight, NBC programs and musical features.

Los Angeles

KNX—5:15, dinning hour; 6, organ; 6:30, ensemble; 7:30, concert play; 8 talk; 8:15, Lutherland; 10, Sandman; 10 to 1, dance music.

KFI—6, musical programs; 8, CBS; 10, Bowl hour; dance music; 12 to 2, organ.

KHJ—4:30, NBC; 5, concerts; 11, news.

Salt Lake City

KSL—8, NBC; 11, midnight hour.

Oakland

KLX—6, concert; 6:30, 7, news; 7:30, musical features; 10, dance music.

KGO—7:45, news; 8, NBC; 8, Out of the West; 9:30, NBC; 11 to 12, dance music.

San Francisco

KPO—6, concert; 7, popular music; 8, Sequoia; 10 to 12, dance music.

KPO—6, musical program; 8, Blue Monday Jamboree; 10 to 1, dance music.

The first time a gentleman used that old if a gat station he threw his first time.

"This is the finest car that I ever owned."

"But do you it sounds like a boiler factory in full blast."

"That's just the point. I can't hear my wife in the back seat."

The confusion of price tags are taking about "Goodly" extend to security and that effects does it?

Parent: Dear John we arrive in this country but what is world be same. Think of the awful results if a pages of medical jaws should break out.

OFFICE CAT

By Junius

"It was where a great deal the better are read with good interest by many people."

"Have he with numerous articles?"

"No—some cards."

* * *

"Which is correct, Bell or Bellows?"

"I would say that Bellows is correct."

"How would you say there goes a Bellows-tailed dog?"

* * *

BIG LAST NOTICE—Then there was the absent-minded Chicago bandit who after holding a bank turned the money away.

* * *

Young Bride: Lettie first quarrel: "I shelled Arthur, and now I've discovered that he has lost of chic."

Lettie: Dear, "Never mind, dear, I need to have the same trouble with your uncle. Make him wipe them when he comes in out of the garden."

* * *

There are many people who could get along very well without food and raiment if they were provided with plenty of excitement.

* * *

Yes, America has a presidential. It's the class that carelessly wads ten and twenties in its pants pocket.

* * *

It was a cheap vaudeville house. An Oriental act had just been concluded and thunder filled the house.

"Cohen," complained the pompous man in the aisle seat, "I smell punk."

"That's all right," whispered the other confidentially, "just sit where you are and I won't put anyone near you."

* * *

One very warm afternoon, an old lady who was visiting London went in one of the swagger cinemas.

It was exceedingly stuffy inside, and the old lady beckoned one of the attendants and asked:

"Can I have one of your fans for a short while?"

Discoverer Unknown

The individual who was the first European discoverer of the Bay of Guanabara, upon which the city of Rio de Janeiro is now situated, is in doubt. The bay was probably discovered in 1502 or early in 1503 by an expedition headed by Amerigo Vespucci.

Good Brand

Robert does the marketing of the corner grocery for his mother, who demands foods of a reputable brand. One day he returned with a skinny, unknown dog and, asked whether he might keep the dog said: "I know he is a good brand because the grocer said he wished I would take the cur home with me."

Early Tariff Bill

The preamble of a tariff bill passed by congress in 1789 stated that it was "necessary for the support of the government, for the discharge of the debts of the United States, and the encouragement and protection of manufactures, that duties be laid on goods, wares and merchandise imported."

Naughty Old Master

Among world-famed men who were not modest boys was Haydn, renowned Austrian composer. He played so many pranks in school that he was finally expelled.—American Magazine.

Try a GOODYEAR for a Change!

All the latest Goodyears are here at Low 1930 Prices:
Double Eagle
New Heavy Duty
Standard All-Weather
and
the low-priced, big value, New Style Pathfinder

Christopher Columbus, Benjamin Franklin, Robert Fulton—they took a chance and found something better. And there's no telling what you're miseing in tires until you make comparisons. Doesn't a tire that has proved itself EXTRA-good enough to lead in popularity for 15 years, at least deserve a try? Put on a Goodyear next time—get the low-down on this question of which kind is best!

29 x 4.40
$5.79

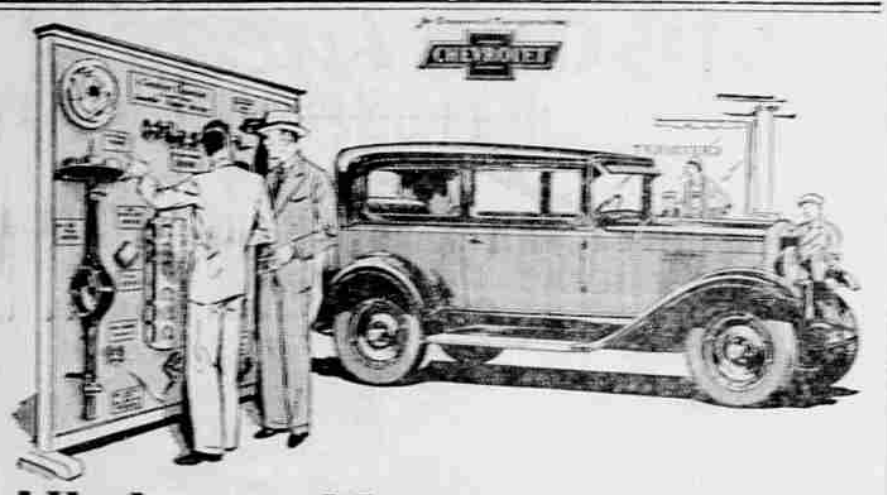
Full Oversize—a quality possible because of the low costs Goodyear enjoys by building more than ¼ of all tires sold in America. Fresh 1930 "firsts"—carefully mounted—lifetime guaranteed—backed by our year round service.

Tubes also low priced

We'll Gladly Inspect Your Tires Free—and Inflate Them. Drive In.

Playle Oil Co.

Guaranteed Tire Repairing—Estimates Free



All these added improvements —yet *prices greatly reduced!*

The new Chevrolet Six is enjoying the greatest public reception ever given a Chevrolet car. For it offers scores of new improvements and refinements that make it a finer car in every way. *Yet it sells at greatly reduced prices!*

Consider a few of the extra-value features that Chevrolet has incorporated in this greatest of all Chevrolets—a smoother, flashier six-cylinder valve-in-head motor, with its capacity increased to 50 horsepower!

—a stronger, more durable rear axle, with increased gear ratio!

—four Lovejoy hydraulic shock absorbers—assuring a smooth, even, comfortable ride over any road!

—weather-proof internal-expanding four-wheel brakes, with front and rear drums tightly enclosed!

—larger full-balloon tires, a new clutch and a stronger transmission!

—quieter, stronger, more beautiful Fisher bodies—with richer upholsteries, more distinctive colors, and wider, deeper seats!

Every factor has been considered that would add to the safety, comfort and convenience of the Chevrolet owner.

Come in today. See this greatest of all Chevrolets! Check over its new features. Drive it. You'll find quality you never thought possible—at such greatly reduced prices!

The Roadster	$495	The Coupe	$565	The 4-door Sedan	$595
The Phaeton	$495	The Sport Coupe	$655	Coach Lady Chassis	$365
The Sport Roadster	$555	The Cabriolet	$625	The Chassis	$520
The Coach	$565	The Sedan	$675	The Chassis with Cab	$625

All prices f. o. b. factory, Flint, Michigan

LARISON CHEVROLET CO.
G. L. Larison, Mgr. — Next to Observer Office

A SIX IN THE PRICE RANGE OF THE FOUR

RICHFIELD
for ECONOMICAL MILEAGE . . . MORE POWER . . . FASTER PICKUP