

# NEW CHEVROLET MODELS

## MATCHED COLOR SCHEME

MAINT IMPROVEMENTS INCORPORATED IN NEW LINE TO SELL AT REDUCED PRICE

The Chevrolet Motor company announces an entirely new line of automobiles, heralded as the most beautiful in Chevrolet history. Embodied in the new line, are hosts of improvements, many of which are found only in more costly cars. Economies of volume production have made possible the changes, according to a factory statement.

Coincident with the introduction of a new line of cars, the company announces a price reduction, effective immediately. On the closed car line, the reductions range from \$20 to \$50. The new open car price is \$525, with balloon tires and disc wheels as standard equipment, whereas the former open car price was \$510 without balloon tires and disc wheels.

New and old prices of Chevrolet cars are as follows:

Model	New	Old
Coach	\$595	\$645
Coupe	625	645
Sedan	695	735
Landau	745	765
Touring or roadster	\$525	\$510

\*With balloons and disc wheels.  
†Without balloons.  
‡With balloons.  
A seventh model, the sport cabriolet, equipped with a rumble seat and added to the line this year, is listed at \$715. The half-ton truck price is now \$395. Last year, without balloon tires and other improvements made this year, the one-half-ton truck price was \$375. The one-ton truck price remains unchanged at \$495. All prices are f. o. b. Flint, Mich. The new truck line incorporates the same improvements embodied in the passenger car line, including the addition of an air cleaner and an oil filter.  
The new cars are said to be me-

chanically finer, entirely new in body lines, smarter in appearance, complete in equipment and outstanding in the display of colors. Some of the standard features on the new models are: AC air cleaner, AC oil filter, balloon tires, bullet-type head lamps and cowl lamps, newly designed radiator shell, one piece full-crown fenders, heavier running boards, larger steering wheel, new instrument panel, new tire carrier assembly and coincidental ignition and steering lock.  
All closed bodies are by Fisher and finished in Duco. The seven models are finished in five color combinations, with contrasting color stripes emphasizing the body head. "Fish-tailing," a crowning achievement of the designer's art, employed on more expensive cars, lends a striking appearance to the rear deck of the coupe, sport cabriolet and roadster. A reduction in the "over-all" height of the cars without sacrificing head room makes for a more racy contour.

**New Radiator Design**  
The radiator of polished airplane metal follows a new design. It is longer and larger and with the centrifugal water pump provides for high cooling efficiency. Sweeping one-piece full crown fenders are topped off by bullet-type head lamps with cowl to match. Steel disc wheels in colors are standard equipment. Natural wood wheels are optional at additional cost.

The motor has been improved by the use of an improved oil pump. Another advance is the use of an AC air cleaner. Greater mileage, fewer oil changes and a minimum of motor wear is promised as a result of the adoption of an AC oil filter which removes impurities and dirt from the oil supply.  
A larger steering wheel, 17 inches in diameter, provides for easier handling and adds to the appearance of the car. The new tire carrier is mounted on the frame, entirely free from the body, and is braced in a vertical position by heavy steel brackets. A new gasoline gauge and a combination stop and tail light are standard equipment.

On closed models new and narrower windshield pillars improve the vision permitting. Doors are equipped with remote control handles.

**Coincidental Lock**  
The new instrument panel includes a coincidental lock that automatically locks both steering gear and ignition. Speedometer, oil gauge, ammeter, car-

petor choke and dash light are also placed on the panel. The windshield is of full vision, one-piece VV Fisher design with automatic wiper and rear vision mirror standard equipment on all closed model.

The sport cabriolet, added this year, has a four-passenger carrying capacity, with a spacious rumble seat. It has a tan whip-cord top and tan upholstery of grain leather. The body is finished in royal oak green Duco. The landau is finished in biege brown Duco on the body, window moldings and wheels, with chrome yellow striping on the streamline moulding. The interior is upholstered in brown plush. Oval plate glass windows in the rear may be opened.

**Colors Matched**  
The sedan is finished in marine blue Duco with gold stripings on the body moulding. The interior is upholstered in blue corduroy. The two doors are unusually wide, providing for easy entrance and exit.

"Fish-tail" modeling, emphasizing the streamline effect, is also used on the two passenger coupe. The body, window moldings and steel disc wheels of the coupe are finished in biege brown Duco with light chrome yellow striping. Blue corduroy upholstery harmonizes with the exterior finish. A ledge is provided behind the seat for carrying small parcels. The rear deck is arranged into a compartment large enough to carry a full-size steamer trunk.

An equally generous compartment space is available on the roadster on which the "fish-tailing" effect is also emphasized. Finished in Falmouth gray Duco, with streamline moulding and French gray striping it discloses an interesting advance over the preceding model. The new one-piece full crown fenders and bullet head lamps give the touring car a distinct appearance of newness. Like the roadster it is finished in Falmouth gray Duco.

The Chevrolet factories are now in production on the new models, with record shipments leaving every day for various parts of the country.

A shipment of Oregon strawberry plants was recently made to Cambridge, England, which indicates that the berries grown in Oregon have become sufficiently well-known to warrant production in other countries.

We can be thankful shoes are not like auto tires so we would have to sit down when we got a hole in them.

### HIGHWAY 'STOPS' BACKED

State Highway Department Has Expressed Approval of Road Proposal

Extension of the "stop street" idea to the arterial highways of the state was favored by the Oregon Automobile conference at a meeting held in Portland last week. This proposal will be presented along with a number of other code amendments to the state motor code to the legislature when it convenes at Salem next Monday.

The practical effect of the amendment would be to require vehicles approaching arterial highways from a side road to come to a complete stop before entering the lane of travel. Two years ago a law requiring vehicles to slow down to five miles an hour was enacted, but its practical operations have failed to attain the degree of safety that had been anticipated.

The state highway department thru Roy Klein, highway engineer, has already expressed approval of the idea. Cities through which arterial highways pass have already been asked by the commission to make streets along which the roadway extends "stop" streets.

In line with its action favoring the principles of the Hoover uniform safety code, the conference instructed its attorney to draft a number of amendments intended to make Oregon motor laws conform closely to this traffic plan, which is being adopted elsewhere.

According to a court ruling, motorists have no legal right upon a "stop" street unless a stop is made before entering the "stop" street. After this stop has been made by a motorist entering a "stop" street, he has right of way over any motorists coming from the right hand direction.

Ninety thousand poles support the new northern transcontinental telephone circuit of the Pacific Telephone & Telegraph company to be formally dedicated to regular service from the Pacific northwest to the east some time in January about the middle of the month, if not before. The new line crosses Idaho, Montana, North Dakota, Minnesota and Wisconsin. At Chicago it connects with circuits for New York. A train of 1200 cars would be needed to transport the poles at one time that are used in the construction of the line.

### THE OLD OREGON TRAIL

The United States government has placed its stamp of approval and has given official recognition to the perpetuation of the memory of the Old Oregon Trail. This is as it should be. In the enactment by congress of a measure authorizing the minting of 6,000,000 half-dollar Oregon Trail coins, both obverse and reverse designs being emblematic of the history of the Old West, it gives impetus to the program of the Oregon Trail association, headed by Ezra Meeker, the venerable pioneer, as president, and with him on its official board some of the most noted men of America.

Every foot of that historic old trail will be marked and suitable monuments and shrines built as a tribute to the thousands of pioneer men, women and children who trekked heroically to the great west and brought civilization to a vast wilderness.

Banks in all parts of the country have undertaken to sell the coins at one dollar each, one-half going to the United States treasury and the other half to be used for carrying out the purposes of the association.

Every true and loyal American citizen can take pride in the possession of one of these coins, now available to the public, ordering through either their bank or from the Oregon Trail memorial association, 18 Old Slip, New York. It is a project worthy of the complete support of every citizen.

### SCENERY AN ASSET

New Tuberculosis Hospital Site Carefully Selected

The site chosen for the new eastern Oregon tuberculosis hospital is unexcelled by any site in the United States, according to Mr. Jamieson Marshall, who left Portland last Thursday evening for Denver, Colorado. Mr. Marshall spent nearly three weeks in Oregon assisting the Oregon board of control in the choice of a site for the new sanatorium. The choice was left by the board of control in the hands of Dr. G. C. Bellinger, superintendent of the present tuberculosis hospital at Salem, and Mr. Marshall, architect and institutional advisor for the National Tuberculosis association. Marshall's home is in New York city.

"Not even the Cragnor Sanatorium in Colorado Springs or the Trudeau Sanatorium at Saranac Lake, N. Y. can boast a better location from the standpoint of scenery, climate, or accessibility," said Marshall in an interview at Portland Thursday afternoon. "Every convenience is to be had at The Dalles in the way of transportation, water supply, electric current, sanitary facilities, markets, labor supply, recreation and special medical services. A view of unexcelled beauty may be had of the Columbia river. It is especially necessary for an Oregon hospital to be located amid scenes of natural beauty because Oregon patients are accustomed to beautiful scenery and would not be contented without it."

As the time drew near for his departure from Oregon, Mr. Marshall admitted that the charms of Oregon had taken a powerful hold on him. "I hope to see the day," said Marshall, "when I can come to Oregon and stay here the rest of my life."

### WHY NOT SAFETY

Has your home every modern convenience? The average home owner would say, "Yes, we have running water, electric lights, modern plumbing, furnace heat, a gas or electric stove, a washing machine, telephone, radio," and so on, through the list of articles which make the American home the most pleasant, comfortable and sanitary in the world.

There is one big thing, however, which, the average home owner overlooks. After providing for all the comforts of his family and himself, he fails to provide safeguards against fire which is an ever-present menace to life and property.

The average home is not built with any thought of fire protection. There will be openings in the walls and between the floors, which offer a perfect draft for a fire when it is started. Chimneys will be constructed in the cheapest and most flimsy manner and after once built, will never be inspected or cleaned. Furnace and hot water pipes will be set close to inflammable wooden partitions. Rubbish of all kinds will be allowed to accumulate in basements and attics, and thereby form a veritable fire trap. Fuel will be piled against a furnace or hot steam pipes in such a way that the marvel is that there are not more fires than there are.

On top of all this carelessness, very few persons will ever have a faucet or hose so arranged that it can be used for fire protection if occasion demands. The commonest kind of fire fighting appliances and fire prevention practices are conspicuous by their absence, in the "model" American home which has "every modern convenience."

Many lives and much property would be saved if simple fire prevention measures would be adopted by American home owners.

Reports from Pendleton say that grain men there are informed that federation wheat seeded last fall has been hurt by cold weather, particularly in the Prescott section, and that much of it will have to be replanted.

# 2 Big Shows 2

Saturday January 8th  
Douglas Maclean in  
"THAT'S MY BABY"

TWO SHOWS Starts 7:30 SOME COMEDY  
Admission 10 cents and 30 cents

Sunday January 9th  
Norman Kerry in  
"UNDER WESTERN SKIES"

WESTERN ROMANCE COMEDY NEWS  
Admission 10 cents and 30 cents

## WASCO THEATRE

Direction of Newton Crosfield  
"ALWAYS GOOD PICTURES"

### THE WILL TO HELP

This is the most important element in rendering service. That organization which is imbued with the whole-hearted desire to help will perform innumerable little acts of service that are invaluable. This is the spirit of our organization. Everyone in it has that ever-present desire to help smooth out the burdens — the heartaches — which are the lot of the bereaved ones.

The Crandall Undertaking Company  
The Dalles, Oregon. Phone 35-J. Lady Assistants.

## Ginn, Coleman & Co. MORO, OREGON

HARDWARE IMPLEMENTS FURNITURE  
— FEATURING —  
A LARGE STOCK OF  
AXMINSTER RUGS  
CONGOLEUM AND LINOLEUM  
LEATHER CHAIRS AND FIBER SUITES  
CEDAR AND WALNUT CHESTS  
MAJESTIC RANGES  
MEADOWS POWER WASHER  
The Machine with the Least Machinery Possible to do its work well  
SELLS ON ITS MERITS  
Ask For a Try Out. It Costs You Nothing.  
AUTONA CIRCULATOR STOVES  
WILL HEAT FOUR TO FIVE ROOMS

## READ & GALLOWAY GENERAL MACHINE SHOP

Repairing Trucks, Tractors, Automobiles, Caterpillars, and Combine Motors, Cylinder Grinding, Oxy-acetylene and Electric Welding  
The Dalles, Ore.  
615 East Second St. Phone Main 4001

## Lone Rock Dairy

O. R. Hulse, Proprietor  
Fresh Milk and Cream at all times.  
DELIVERY TWICE DAILY  
Leave orders at Moro Pharmacy

A "WANT" ad in THE MORO OBSERVER will reach more people in Sherman County than by any other medium available.

Announcing —  
**CHEVROLET**  
for Economical Transportation  
**Beautiful CHEVROLET**  
in Chevrolet History

TRULY the most beautiful Chevrolet in Chevrolet history! Truly an achievement which must immediately change all existing ideas as to what the buyer of a low priced car has a right to expect for his money!

Here is the irresistible appeal of new Duco colors, fashionably striped — of that flawless silhouette associated with custom-built creations.

Here are score after score of advancements in design, literally too numerous to list completely — but typified by one-piece full-crown fenders, bullet-type lamps, coincidental steering and ignition lock and large 17-inch steering wheel.

Here is definite assurance of longer life — for all models are equipped with a new AC oil filter and an improved AC air cleaner!

The spectacular growth of Chevrolet popularity has sent Chevrolet production to tremendous volume. This, and only this, makes possible the manufacture of so fine a car to sell at Chevrolet's low prices.

We urge you to come in for a personal inspection.

**A host of improvements including:**

- New AC Air Cleaner
- New AC Oil Filter
- New Coincidental Lock
- Combination Ignition and Steering Lock
- New Duco Colors
- New Gasoline Gauge
- New Radiator
- New Bodies by Fisher
- New large 17-inch Steering Wheel
- New Heavy One-piece Full-crown Fenders
- New Remote Control Door Handles
- New Tire Carrier
- New Bullet-Type Head Lamps
- New Windshield on Open Models
- New Hardware
- New Running Boards

## With These Amazing Price Reductions

The COACH \$595 Former price \$645	The COUPE \$625 Former price \$645	The SEDAN \$695 Former price \$735	The LANDAU \$745 Former price \$765
The Touring-Car \$525 Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.	The Roadster \$525 Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.	The Sport Cabriolet \$715 Entirely new model with rumble seat.	1-Ton Truck (Chassis Only) \$495 1/2-Ton Truck (Chassis Only) \$395

All prices f. o. b. Flint, Mich., effective January 1st, 1927

Balloon tires now standard on all models  
TIPTON AND MANCHESTER  
The Dalles, Oregon  
DEALERS

Foss and Company, Moro, Associate Dealers  
Sherman Garage, Wasco, Associate Dealers