

Highway and Auto Dope

# AUTOMOBILE NEWS

Tourist Traffic and News

## NEW CAR LAW IN EFFECT

### Certificates of Ownership Required by Secretary of State in Issuing Licenses.

The law providing for the issuing of certificates of title for motor vehicles became effective July 1, 1925. Its purpose is among other things, to regulate the purchase, sale of, or other transfer of ownership of motor vehicles, facilitate the recovery of motor vehicles stolen or otherwise unlawfully taken and to provide for the regulation and licensing thereof. It also provides that after July 1, 1925, no motor vehicle shall be registered and licensed by the Secretary of State unless application is at the same time made for a certificate of title and such certificate issued by the secretary of state, or satisfactory evidence furnished the secretary of state that a certificate of title covering such motor vehicle has been previously issued to the applicant. The law requires that applications for certificates of title shall be upon blank forms furnished by the secretary of state, and shall contain a full description of the motor vehicle, including

## Public In Favor of Traffic Enforcement

"The public wants vigorous and effective enforcement of the traffic laws and regulations," according to Col. A. B. Barber, Director of the National Conference on Street and Highway Safety in an address to the International Association of Chiefs of Police at Indianapolis. "There may be a few here and there who object when it comes home to them personally," Col. Barber declared, "but they are insignificant in comparison with the great mass of the people who, more than anything else, are demanding rigid enforcement in the interest of safety of the streets and highways."

A leading police official, Colonel Barber said, in opening a recent conference for the solution of traffic problems stated that "the matter of highway transportation with safety has become a veritable nightmare to police executives. Traffic in many forms or other has come to claim the major portion of the police commander's time and it is altogether appropriate that a conference of serious-minded persons should assemble from time to time to discuss traffic conditions and by study and interchange of views reach constructive remedies through which the growing evils resulting from the rapidly increasing traffic may be met and eliminated or at least be minimized."

"This statement," declared Col. Barber, "seems to me not only a fair recognition of the solemn responsibility resting upon the public authorities for the safety of their people on the streets and highways, but also it points the way to a practical method through state and local legislatures of developing widespread cooperation as the part of all concerned. Secretary of Commerce Hoover took the lead in this when he called more than a year ago the first National Conference on Street and Highway Safety. The second of these conferences will be held in Washington late this fall."

Police chiefs, city magistrates, and other municipal officials were associated in this first conference with state highway officials and motor vehicle administrators, with the railroads, with the street railways, with the automobile manufacturers, with chambers of commerce, trade associations and firms, with safety committees in business companies, women's organizations and educational associations, national welfare associations, automobile clubs and taxi-cab owners.

"These groups of directly interested persons constitute a very large proportion of our total population. I have recited them to show you what a very large interest in addition to the general public itself is working with you to reduce the great number of traffic casualties and lesser traffic accidents."

Col. Barber gave an interesting example of what can be done in reducing traffic hazards by citing the record of the railroads in safety work. About 1920, he said, there were each year about 500 deaths to passengers on steam trains. During the last two or three years there were about 200 each year. The railroads are still working, he declared, to reduce this number. Expressing these results in terms of passenger miles traveled on steam trains and in the same terms regarding motor vehicles, Col. Barber said that the average person traveling on a steam vehicle is about ten times as safe as the average person traveling in a motor vehicle.

"If those average figures look bad for the automobile," Col. Barber declared, "we can find some hope from the fact which I believe investigation shows that a large portion of the accidents are caused by a very small percentage of reckless and incompetent drivers. It may be expected in the course of the year to reduce to reduce this number. Expressing these results in terms of passenger miles traveled on steam trains and in the same terms regarding motor vehicles, Col. Barber said that the average person traveling on a steam vehicle is about ten times as safe as the average person traveling in a motor vehicle."

In the limited administration of this law it is found that many owners of motor vehicles have no evidence whatever of the source of their title. They buy motor vehicles new and second-hand, from dealers and others without requiring the person from whom they purchased it shall give them a bill of sale or other evidence of the purchase of such car.

## RUBBER USED IN BATTERIES

The greatest advance in storage battery construction in recent years has been brought about by the use of rubber instead of wood. In Willard batteries, especially, rubber has been adapted to use almost to the total exclusion of wood. In a single 6 volt Willard battery, rubber is used in five forms totaling from 25 to 35 pieces, according to the size of the battery. These five forms are jars, covers, vent plugs, gaskets and insulation. Where hard rubber is used for the battery case—a most recent development which is becoming more popular—the jars are not needed as the automobile case forms its own jars.

The use of rubber for jars, plugs, covers and gaskets has been common to the battery trade for a long time. The hard rubber case, however, is a comparatively new development. In the use of rubber for cases, widespread system of education of all classes involved. This is a large program but some such program must be carried through."

## There were many difficulties to overcome and Willard pioneered the way.

The battery encased in hard rubber is decidedly better looking and is better able to withstand vibration and acid.

The greatest value rubber has to the battery industry, however, lies in insulating the positive plates from the negative plates. Here again, Willard was the pioneer and developed the famous Threaded Rubber Insulation, a patented product to be had only in Willard batteries.

With Threaded Rubber Insulation, Willard Battery manufacturers were able to take two more advances steps toward the goal of a perfect storage battery. These were, bone dry and charged bone dry batteries.

The first step enabled handling of batteries for storage and shipment without acid. Absence of acid prevented the plates from being damaged by "shrink wear" which occurs whenever moisture in the battery combines with the material in the plates.

Charged bone dry batteries were formed and charged. Willard batteries are sold in La Grande by the Willard Battery station, Dale Cox, manager.

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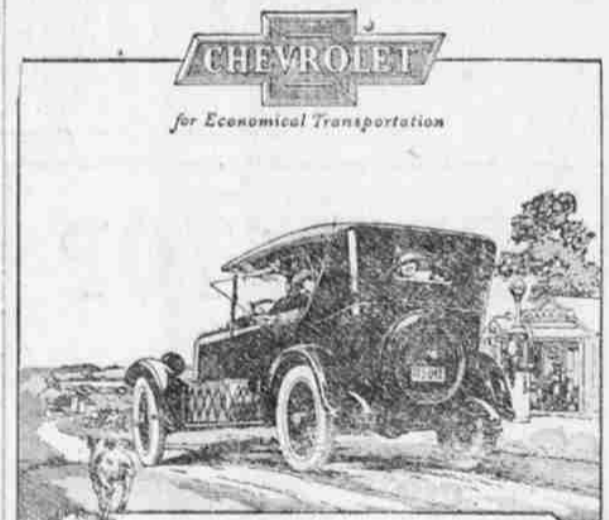
Save Your Tires and Bearings!  
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- 1-1925 FORD COUPE  
Motometer, cut-out, electric windshield wiper, dash light. Run only 2500 miles. 6 good tires. Just like a new car.
- 1-1923 STAR TOURING  
In A-1 mechanical condition. Priced to sell at once.
- 1-1919 MITCHELL-SIX  
Top and upholstery in good shape. Mechanically ready for the road. 3 new tires with spare on rear.

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Touring	\$657
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QUALITY AT LOW COST

There were many difficulties to overcome and Willard pioneered the way. The battery encased in hard rubber is decidedly better looking and is better able to withstand vibration and acid. The greatest value rubber has to the battery industry, however, lies in insulating the positive plates from the negative plates. Here again, Willard was the pioneer and developed the famous Threaded Rubber Insulation, a patented product to be had only in Willard batteries. With Threaded Rubber Insulation, Willard Battery manufacturers were able to take two more advances steps toward the goal of a perfect storage battery. These were, bone dry and charged bone dry batteries. The first step enabled handling of batteries for storage and shipment without acid. Absence of acid prevented the plates from being damaged by "shrink wear" which occurs whenever moisture in the battery combines with the material in the plates. Charged bone dry batteries were formed and charged. Willard batteries are sold in La Grande by the Willard Battery station, Dale Cox, manager.

## Diamond Tires

TIRES HAVE TAKEN ANOTHER ADVANCE!  
FOR A LIMITED TIME WE WILL SELL AT THE OLD PRICES

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364 miles in high gear, all the way, regardless of the almost impossible grades, through traffic, sandy and muddy roads, the Million Dollar Motor has scored a smashing victory—never before accomplished carrying passenger, irrespective of size or price.

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TODAY TOMORROW'S CAR

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