

Highway and Auto Dope

Traffic and Tourist News

# AUTOMOBILE NEWS

## PRICES ARE CUT AGAIN

### Overland and Willys Cars Take Another Drop This Week, the Toledo Factory Announces.

Announcement is made from Willys Overland Inc., Toledo, Ohio, of sweeping price reductions on all models effective at once and covering both six and four cylinder models in the Overland and the Willys Knight lines.

The cuts on the six cylinder Willys Knight models range from \$25 on the open models to \$200 on the Sedan and the Brougham; on the four cylinder Willys Knight line the cuts are \$100 on all models with the exception of the Sedan which has dropped \$125.

The new low prices on the Overland Six were announced two weeks ago.

On the Overland Four, the cut on the Deluxe Sedan is \$45 and on the Standard Sedan and the Coupe, \$25. Prices on the Touring car remain the same in the past.

The pronounced drops on the six cylinder models in both the Overland and the Willys Knight lines come as a distinct surprise after the low prices named on these models when they were introduced.

The newest prices on the Over-

## WOMEN ARE SAFER PILOTS

### Researches Recently Conducted Tend to Explode Theory That Men Are Better Drivers Than Women.

From the standpoint of safety, the advent of millions of women drivers must be regarded as an encouraging factor for the reason that actual tests conducted under scientific observations have proven that women drivers are every bit as competent, if not more competent than men, according to a statement issued from the national headquarters of the American Automobile association.

The A. A. A. statement, which is a direct challenge to the popular belief that a woman at the wheel of an automobile is less dependable than a man, is based on a series of tests recently carried out here by scientists and physiologists. So far as the facts have gone, the women have secured a higher average as regards driver's qualification in a good driver.

The tests themselves were conducted by Dr. F. A. Moss of the Institute of government research who is one of the leading psychologists of the country. Dr. Moss was assisted by H. H. Allen, another expert, who is attached to the mechanical engineering department of Bureau of standards.

Two of the tests in which the women outscored the men are of particular importance because they are among the primary factors that constitute driving ability. These are:

First, speed with which the driver reacts to danger and takes steps to avert it, such as applying the brakes.

Second, the consistency with which the driver responds in such a situation.

Not only did the women show a quicker reaction time but they were also less variable. The groups tested consisted of men and women selected from the students of George Washington university who had come from all over the country. Provisions were taken so that they averaged about the same as far as previous experience in driving was concerned.

## FORD FIREMEN HAVE PLENTY OF WORK TO DO

### DETROIT, Mich.—A change in the policy of Henry Ford's publication, the Dearborn Independent, was announced today. Advertising will be accepted beginning with the October 3, 1925 issue of the magazine.

The Dearborn Independent has not carried a line of paid advertising since it has been the property of Mr. Ford and the change in policy reflects a growing feeling on the part of the public to expect as a buying guide to a certain amount of advertising in magazines of its choice.

However, advertising in The Dearborn Independent is to be kept within certain definite limits. Under the new policy the magazine is to be increased in size from 22 pages to 48 pages, but the amount of space available in each issue will be only thirty-three and a third per cent of the total space inside, or, in the 48-page magazine only 16 pages will carry advertisements exclusive of covers. This rule is said to be unique in the publishing field. Other requirements are imposed relative to the kind and nature of advertising which will be acceptable.

The Dearborn Independent, then a small country weekly newspaper, was acquired by Mr. Ford in 1918. All paid advertising was dropped and the paper changed to a six-column magazine in May of last year, with the installation of new presses, the magazine was increased to 22 pages of standard size. The Dearborn Independent, since becoming a Ford property, has become one of the most widely discussed publications in the world. It is distributed to over 600,000 paid subscribers.

## LICENSES IN BIG DEMAND

### WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Although the law of the 1923 session of the legislature, requiring all owners of motor vehicles in the state of Oregon to make application for and receive a certificate of the title to his vehicle from the Secretary of State, went into effect and progress was seriously impeded thereby, in other states, where similar statutes are in operation, from six months to a year was allowed for preparation. The purpose of the law is to protect the motorist and every motor vehicle owner in the state who has not already made application for his certificate of title should do so immediately.

At the end of 1924 there were 152,000 licensed motor vehicles in the state. At the present time over 200,000 licenses have been issued for the year 1925 and it is estimated that, if the same ratio of increase is maintained during the balance of the year over the 1924 registrations as exists at present, there will be between 210,000 and 235,000 licenses issued. Circular letters accompanied by applications forms, have been mailed to the owner of record of every motor vehicle in the state. Returns are coming in at the rate of between 3,000 and 5,000 per day and, to date, approximately 80,000 applications have been received. To date 4,200 certificates of title have been issued and mailed.

From the fact that approximately one-third of the applications received have to be returned for correction and missing essential data it is apparent that all recipients fill out the simple forms and the necessitates much additional labor, delay and expense of administration, further more since the law provides that no transfer of title can be made unless certificate of title be taken out by the owner of the vehicle on July 1, 1925, over 7,500 applications each certificate of title will be held up pending establishment of ownership and authority to transfer as of that date.

Some motor vehicle owners are inclined to ignore the operation of the law and refuse or neglect to make application for certificate of title. Since, however, no transfer of title can be made and a renewal of license for the year 1926 cannot be procured without first obtaining certificate of title, it is obvious that much trouble and annoyance in the future will be avoided by immediate attention to the requirements of the law as the mandatory provisions are inescapable. It is expected that the law will be put in full operation December 1, 1925.

## TIME IMPORTANT ELEMENT WITH FORD FACTORY

### DETROIT, Mich.—In every great industry the element of time plays a most important part, but it would be difficult to find any institution where it requires such attention as in the Ford organization.

Not only does the Ford organization keep a corps of clock men busy seeing that some hundreds of clocks tick the time to the second, this element of time radiates into every division of the Ford industry, regulating the hour when lumber reaches the mills, when coal is loaded, when the ore reaches the blast furnaces, when molten metal is poured, when motor cars are completed, when Ford ships move, Ford ships sail, Ford airplanes wing their way into space and when Ford employees come to work and quit.

Today a Ford ship, sailing for home after carrying the name of Ford across the Atlantic to Europe, is proceeding on its way with clocks that were checked and regulated in the Ford engineering laboratories at Dearborn, Mich., where precision in everything is the watchword. Another Ford ship, plying the Atlantic coast, likewise carries clocks regulated in these laboratories, the same as the giant Ford steel freighters which ply the Great Lakes carrying coal and iron ore.

It is the business of a watchmaker, whose workshop is in a bright little room at the Dearborn laboratories, to see that the ships' clocks are in perfect time. He also keeps check on the watches used by trainmen on the Detroit, Toledo & Ironton railroad, the Ford railway, and this alone is an important job.

Incidentally, the D. T. & I. is the only railroad in America which supplies watches to its trainmen. Some 200 watches are constantly in use, with 50 "loaners" in the watchmaker's room ready to go out whenever the occasion requires. No employee of the railroad is permitted to either set or attempt to regulate the watch he carries. Any timepiece that is of standard time even a minute must be turned in for a "loaner" until it is repaired and regulated.

Four chronometers and two master clocks, checked daily by radio, are standard used for regulating all railroad watches and stopwatches.

In the great Highland Park and River Rouge plants of the Ford Motor company more than 10,000 employees register in and out every day. Their time is checked on cards by more than 420 clocks and a special staff of men is maintained to see that every clock registers time day in and day out, working impartially the workers and the company alike in the great scheme of manufacture, for it is essential in order to maintain proper production costs and efficiency throughout the organization that everything proceeds in exact order and upon the minute so that people through the world who are using and desire Ford products may be served.

## FLORENCE TO CELEBRATE

### EUGENE, Ore.—The people of Florence are planning a big celebration later this year, according to Henry L. Bergman, banker of that city, who was here.

The occasion of the celebration will be the awarding of first contract in Lane county on the Roosevelt highway.

The bureau of public roads has advertised for bids on the construction of seven miles of the highway leading up the coast from Florence. They will be opened in Portland August 17 and it is expected that the contract will be let soon afterward.

## UNIVERSITY PRESS

### THE UNIVERSITY OF OREGON

Eugene, Ore.—Bids for the construction of the new press building on the University of Oregon campus will be opened August 15, according to Robert Hall, head of

actual opening date is still pending. The new building when completed will house the university press and all university publications including the Oregon Daily Emerald, student newspaper.

Terrific news from Paris. Men are wearing wrist watches. Does it mean they are ready for another war? Love laughs at locksmiths and cusses bill collectors.

LET FRED—  
The Battery Man

## Save Your Springs

By Installing a Set of Gabriel Snubbers  
25% DISCOUNT  
For Ten Days Only!

### FRED T. BURGESS

1308 Jefferson Ave.

## We Have Installed A Beeler Auto Axle Gauge

This machine eliminates guess-work in straightening axles. You can now have perfect wheel alignment as specified by the manufacturer. This is especially important to owners of cars with four-wheel brakes.

Save Your Tires and Bearings!

### La Grande Irons Works

## All That Glitters Is Not Gold

—BUT THE BRIGHT, SNAPPY GOLDEN COLOR OF

# Veltex MOTOR OILS

ARE GOLDEN IN QUALITY

More motorists in Union County are proving this to their own satisfaction daily. Look for the sign before you buy oil or gasoline. YOUR dealer should carry it.

### FLETCHER OIL COMPANY

T. R. MAXWELL, Mgr.—A HOME COMPANY

Veltex

## NUMBER 200,000 ISSUED BY STATE AUTO LICENSES

SALEM, Ore.—For the first time an Oregon automobile is carrying license number 200,000. The distinction of having that number has fallen to C. W. Nelson of Bend. This, however, does not mean that the actual number of passenger cars has yet reached that number, since the numbers from 80,000 to 99,999 have been reserved for trucks. The actual total licenses issued is 187,097.

They are the lowest ever reached in the history of the organization. We are more than ever in a position of being able to serve the price demand better than 90 per cent of the entire car buying public from one organization with one basic source of responsibility.

"This will add to the strength of our position and at the present time we rank as the third largest and strongest motor car manufacturing company in the world."

The cars are now being sold at the new prices by Gettings and Hanks.

## Guaranteed Used Cars

1924 Coupe	Has Bumpers, front and rear, Dash Light, Rear View Mirror; newly painted. Price.....	\$375.00
1923 Touring	Overhauled and newly painted. Price.....	\$235.00
1923 Roadster	Newly painted, engine, transmission, etc., completely overhauled. Has Delivery Box on rear. Price.....	\$250.00
1922 Roadster	A New Tires, Spare, Box on Rear; completely overhauled. Price.....	\$175.00

### Other Good Buys

1920—SEDAN	Sun Visor, Motorometer. Price.....	\$125.00
1921—TOURING	Has Hassler Shock Absorbers, Starter, Battery, etc. Price.....	\$100.00
1919—TOURING	Demountable Rims, License. Priced.....	\$95.00
1915—TOURING	Battery Lights, License. Price.....	\$45.00
1918—ROADSTER	Has Delivery Box on rear. Price.....	\$75.00
1916—MAXWELL TOURING	Starter, Battery, License. Price.....	\$50.00

## PERKINS MOTOR CO.

4th and Adams