

ALL SPEED MARKS BROKEN ON WATER

Average of 50.78 Miles an Hour Is Made for 24 Hours Duration

"The feat of Commodore Harry B. Greening, of Hamilton, Ont., in averaging 50.78 miles an hour for 24 hours with his motor boat, Rainbow IV, October 3, breaking all world's speed records on the water, is one that would have been impossible three years ago," says M. C. Dewitt, vice-president of the Champion Spark Plug company. Whose spark plugs were used to make the previous and the new records.

materials, including the use of sillimanite in our product, made this new record possible. "Nearly three hours before the end of the 24-hour run, on Lake Rosseau, one of the Muskoka group, north of Toronto, Commodore Greening's little boat had surpassed the previous record of 1064 miles, made by Rainbow III. This time, due to the smoothness and power shown by his engine and spark plugs, he exceeded his own optimistic estimate by more than 30 miles, covering 1218.879 miles. "The run was convincing to anyone who doubts the sturdiness of a motor speed boat and the ability of engine and spark plugs to withstand such gruelling punishment as was inflicted upon them," continued Mr. Dewitt. "With an average of 50.78 miles an hour, Commodore Greening's Liberty 12 cylinder engine is estimated to have turned over 1840 revolutions a minute. Less than three gallons of oil were consumed. The boat's

best lap was 54.98 miles an hour over the 19.5-mile course, illustrating the remarkable train-like certainty of speed consistently maintained. Several stops for gasoline were, of course, necessary. "We put the spark plugs in the engine two days before the run started, and never looked at them again until it was all over," Commodore Greening informed the Champion company. "They performed perfectly every minute."

COUNTY NEWS IN BRIEF

clubs held at Hubbard last Friday. The bazaar, which the Woman's club is sponsoring is for the benefit of the whole community, so let everyone contribute something and try to make it a success. Remember the date is November 17. The committee in charge of the bazaar is Mrs. Roy Ohmart, Mrs. Tuck and Mrs. William Dorman. Please let them know what you will contribute. Articles asked for are aprons, household linens of any kind, children's clothes, potted plants, and everything else that would be suitable.

Rosedale

A number of young people attended the birthday party for Ormal and Carl Trick last Saturday evening. Mrs. Pemberton of Salem, has been visiting her daughter Mrs. Cole. Mrs. Emily Adair of Salem, was the week end guest at the home of her brother T. D. Trick. Mrs. R. D. Teter has been quite ill with pneumonia. Mr. and Mrs. D. C. Bloom, Mrs. Irwin, Miss Lillian Bloom, Miss Lela Cook and Milford Cook went to West Timber recently.

RYDELL GETS DEER

Walter Rydell, manager of the Salem store of the Western Auto and Supply company, returned during the week from a hunting trip near Roseburg with a nice 125-pound buck. Mr. Rydell was accompanied by J. A. Shaulis of Seattle.

"Senator" Schultz



When "Senator" Schultz, dialectician, gets warmed up in his discourse through the Crosley WLW microphone, he starts to emphasize his points by holding onto the "mike." He is scheduled to talk about the current political situation, Election Night, Tuesday, November 2, at 8:15 o'clock.

TRAFFIC PROBLEMS TAKEN TO COLLEGE

Department of Street Traffic Research Is Aided by Studebaker Firm

The first comprehensive modernized traffic ordinance adopted in an American city was given to Los Angeles, Cal., by its traffic commission, of which Paul G. Hoffman was president and Dr. Miller McClintock was expert. When Mr. Hoffman went to South Bend, Ind., as vice president of the Studebaker Corporation of America, he interested A. R. Erskine, president of that corporation, in the problem of relieving traffic congestion and lessening automobile fatalities. Mr. Erskine sent for Dr. McClintock and went over the expert's researches.

As a result, the University of California has announced the creation of the Albert Russel Erskine bureau for Street Traffic Research established through a grant of the Studebaker corporation. In offering to the university this bureau, Mr. Hoffman wrote: "The Studebaker Corporation of America, realizing the pressing character of the street traffic problem and the need for collection of scientific information on the subject, desires to offer funds for the creation of a research bureau and graduate fellowships in the University of California."

Mr. Erskine commented on the offer. "Much of the failure of American cities to deal effectively with street traffic may be attributed to lack of technical information. Traffic is an engineering problem. It can be controlled satisfactorily only by sound engineering methods. "With this principle in mind, we have offered to cooperate with a great university, to make a constructive contribution to a problem vitally affecting the utility and safety of automotive transportation."

The bureau will be in charge of Dr. McClintock, who formerly was connected with the government research bureau in Harvard university, and who is known widely as a traffic engineer. He is author of "Street Traffic Control" and "The Los Angeles Traffic Code." Located in the southern branch of the University of California, at Los Angeles, the bureau will limit its study to urban traffic difficulties and their correction. Pedestrian control, conflicts between street cars and motor cars, parking methods, speed, street design, grade separation, signalling devices, uniform regulations and allied subjects will be studied. Its reports will be available for all American cities. The two fellowships created will pay \$1,000 a year each to graduate engineering students of the university, to encourage traffic control as an engineering profession and to develop intensive research.

END OF TRAIL REACHED DIXIE HIGHWAY MOTORCADE DRIVERS ARE ELATED

"The tenth anniversary tour of the Dixie highway is over, but its benefits will continue for years." These were the words of Capt. W. S. Gilbreath, grand marshal, as he alighted from his Chrysler six pilot car in Jacksonville, Fla., after a 10-day drive from Saulte Ste. Marie.

"Judging from the enthusiastic receptions extended us all the way from the Soo," continued Captain Gilbreath, "this tour has awakened undying interest in the Dixie highway, the first improved, through motor route from the north to the south."

A fine tribute was also paid to the Chrysler six roadster. To quote Captain Gilbreath, "The car performed wonderfully. As leader of the caravan it set the pace and none passed it. It was the center of attraction everywhere, and elicited thousands of inquiries. I could not ask for better performance from any car. The trip was a constant grind but driving was a delight."

In Chattanooga, the national headquarters of the Dixie Highway association the motorcade was welcomed by 10,000 people and escorted into the city by city officials, the fire and police departments and a detachment of U. S. cavalry. In the evening a mammoth banquet was held in honor of the event. Similar celebrations were held in Rome, Atlanta and Mason.

NEW DEALERS
Following is a list of new Star and Durant dealers in Oregon: Brown & Deulen, Lents; Otto Erickson & Co., Forest Grove; E. E. Case, Gold Beach; Milkauwie Auto Storage, Milwaukie; Tigard Garage, Tigard.

RACES TODAY
Auto races today will be held at McMinnville Speedway, sponsored by Northwestern Auto-Racing association. Races will start at 2 p. m. sharp. McMinnville Speedway has been recon-ditioned and those in charge claim there will be absolutely no dust.

TIRE SHOP DECORATED
Walter Zosel of Zosel's Tire Shop, has an attractive window displaying Seiberling tires. The decorations and background are yellow and black to give the Hal-low'en effect.

How the Schools Are Teaching Children to Avoid Accidents

1. Telling in Civics, how traffic operates.
2. Training Scout groups to look after younger children.
3. Teaching traffic games.
4. Dramatizing accident prevention work.
5. Talks by police officers.
6. Including safety in each subject as it applies.
7. Incorporating safety training in physical education courses.
8. Organizing Junior Safety clubs.

NEW SIGN ORDERED

The Western Auto and Supply will have an electric sign at the corner of their store building. A large reproduction of Saving Sam is at one side of the sign. The sign will be hung and connected by Hallik & Eoff, local electricians.

Surveys by independent concerns indicate that more than 70 per cent of all the spark plugs bought are Champions.

FALLS CITY NEWS THE PAST WEEK

lies will remain in Falls City to keep their children in school here.

New Sidewalks?

Last week there was published in The Enterprise a letter from the office of Oscar Haxter giving an opinion as to the legal proceedings necessary to enforce sidewalk building and repair. This was

done at the request of the Falls City Commercial club, for the information of the public, so they may take whatever action they desire toward enforcing the repair of sidewalks, or repairing or building upon their own property, without compelling action on the part of the city. There is much said about the poor walks. Getting them fixed is an expensive proposition. Of course the city can do these things, but at the expense of several months' time and the expenditure of considerable public money, and possibly, at the end, placing the entire burden upon the city where the owners of property not very valuable let it go and force the city to acquire title in the end. This is absolutely up to the taxpayers. If they demand action of this nature the city can act. If so, will the taxpayers be satisfied with this use of their taxes? "They," when we use the word in the sense it is generally used in referring to these things means "us" instead, for whatever "they" do with public funds is paid for by each one of us just in proportion as we pay taxes. The next city election is not far off. Do the people want a referendum on this and express themselves at the polls? That is where an expression can be counted, not in street corner talk.

Studying in Portland

Miss Romelia Howell has gone to Portland where she has enrolled as a student in Behrke-Walker Business college, where she plans to take a full commercial course. Miss Romelia is working her own way through school.

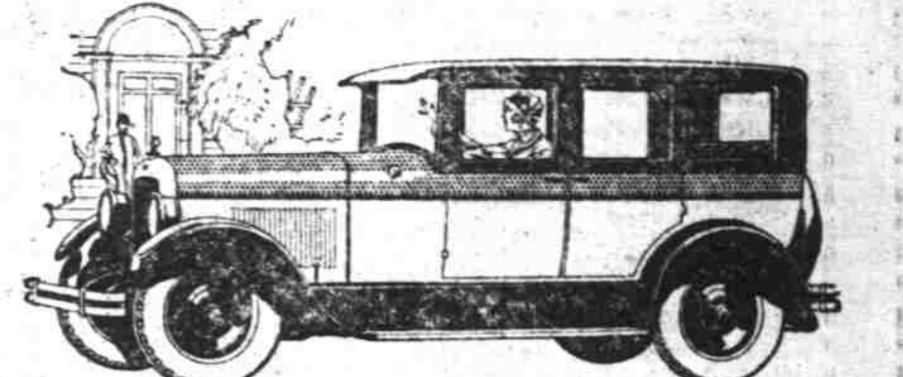
having earned the money this summer to pay the tuition, and her parents and friends are pleased that she has made the wise decision to continue studying rather than be satisfied with having finished the high school course. Miss Choral Howell, her sister, is also in Portland and is financing herself through employment at the Shriners' hospital to continue her musical studies.

Falls City Man Honored

Among the 57 university students named to handle the publication of the Oregon Daily Emerald, student newspaper published at the University of Oregon, the name of Calvin P. Horn, Jr., appears as one of the advertising managers. Mr. Horn was connected with the advertising staff of the Emerald last year, and his many friends are pleased with this recognition of the good work he did. Mr. Horn is the son of Dr. and Mrs. C. P. Horn.

The appointments were made following a three weeks tryout, which was participated in by more than 100 students.

Comfortable—Able —Beautiful

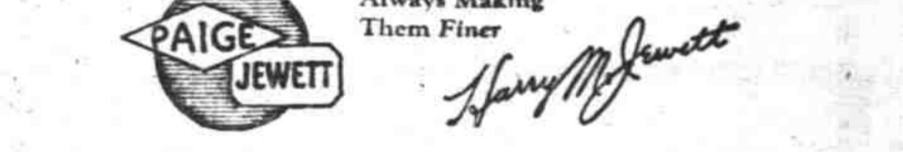


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TOURING CAR	\$1280.00	\$1298.00	\$410.00
COACH	\$1295.00	\$1367.75	\$432.00
LANDAU COUPE	\$1335.00	\$1409.00	\$445.00
SEDAN	\$1410.00	\$1487.75	\$470.00
LANDAU SEDAN	\$1515.00	\$1599.75	\$505.00

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