

## HIGH AVERAGE CAR SPEED EXPLAINED

Engineers Say Speed Due To Fine System of Air-Cooling In Franklin

"A noticeable feature of new car designs among the users of water-cooled motors is the increase in size of radiators," says E. S. Marks, chief engineer of the Franklin Automobile company. "Engineers are frank to admit that the increase in the average rate of speed allowed by various states throughout the country and a steadily increasing desire on the part of automobile owners to possess a car which can be driven for hours at high rates of speed, have necessitated an increase in radiation capacity.

"Increased radiation brings with it the necessity for greater car weight on account of larger radiators and the necessity for carrying more water. This is likely to bring about increasingly rigid construction in the water-cooled cars. "The Franklin air-cooled motor is unaffected in its cooling efficiency by increasing demands for greater speed on the part of the driver.

"The radiating area of the cooling fins and the air moving capacity of the fan keyed direct to the fly-wheel, are so co-ordinated that any increase in motor speed automatically brings about an increased cooling capacity, for the volume of air flowing over the cooling fins increases with the increase of motor speed.

"The relative cooling efficiency of the air remains the same. The increase in the rate of flow of the air brings with it ability to take care of the increasing amount of heat in the power plant.

"The Franklin cooling system is entirely adequate at any rate of speed at which the motor is operating and is independent of the direction in which the car is moving.

"The water-cooled motor will overheat if the car is driven in reverse for any great distance. On warm days with the wind behind the car, the water-cooled motor will overheat if it is driven for any great distance at high speed simply because the cooling system depends upon a rush of air greater than that produced by the fan over the radiator cooling surfaces.

"A Franklin air-cooled motor may be run in an enclosed room at full load for hours at a time without any decrease in the efficiency of the cooling system. It can be run steadily at its point of highest power efficiency with the same result.

"All computations used in determining the rate of flow and volume of flow of air over the cooling fins are based on conditions of greater than maximum outside temperatures.

"Increases in top speeds allowed by state laws, increase in the average rate of speed at which the car owner wants to travel, do not cause any necessity for reconstruction of such an important element of a motor as the cooling system."

### Information Service For Housewives In Berlin

BERLIN—(AP)—Rationalization, the slogan of the day in Germany, has now been extended to household management.

A newly formed league of housewives in Berlin proposed to simplify housekeeping, reduce house labor and run the home on a business basis by an advisory information service.

Seeing that there are about 15,000,000 households in Germany which are run by women through whose hands passes 60% of the nation's earnings, it has seemed worthwhile to the promoters of the league to see what can be done to ensure that harassed housewives shall get their money's worth in all cases.

There are no household problems which the executive of the league cannot solve. All women are welcome to advice from a trained staff on the most economic ways to cook, bake, wash and clean and how to keep household bills down.

### "Royal Schoolhouse" New Name Given for Paris

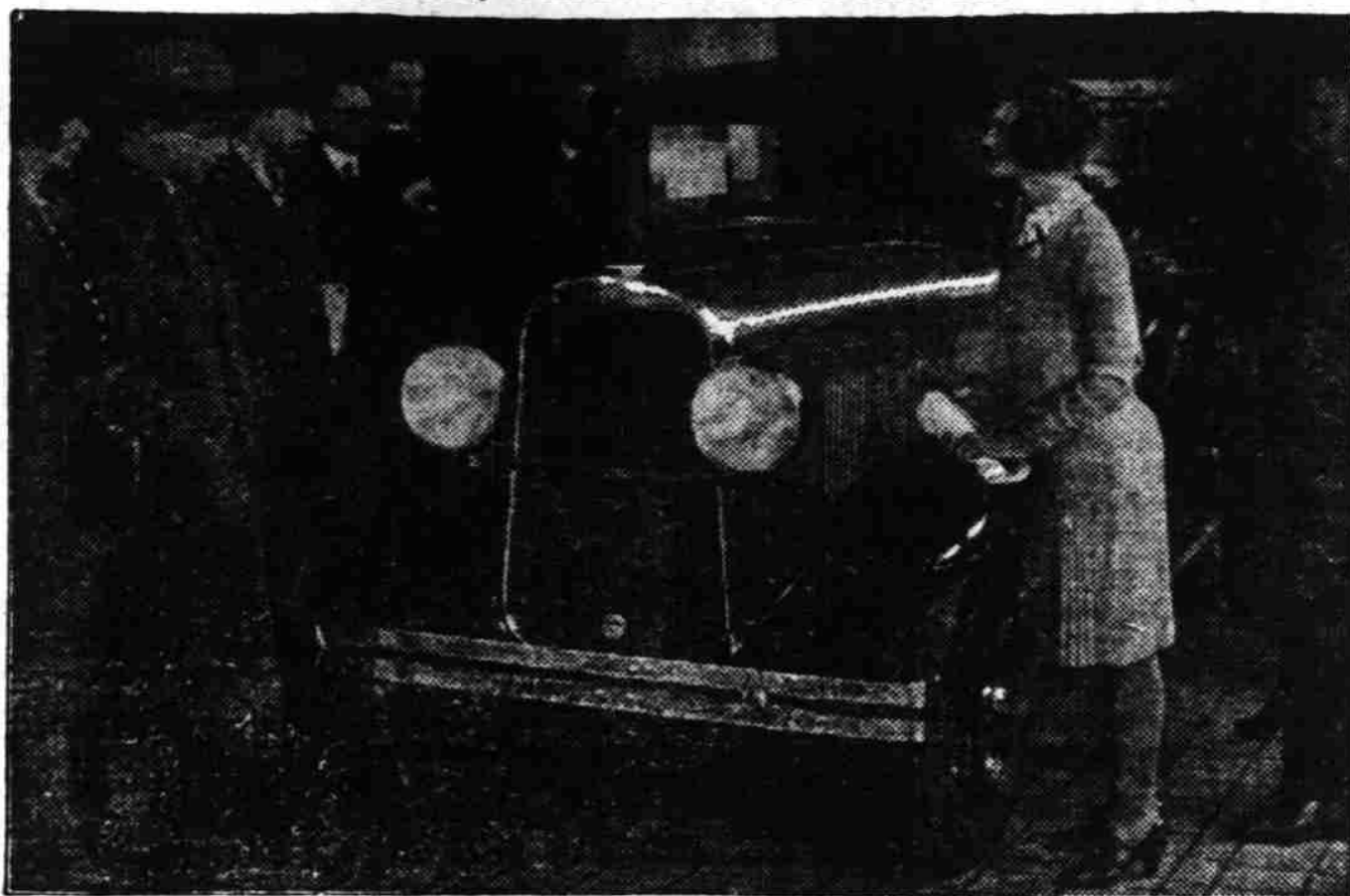
PARIS—(AP)—This is a "royal schoolhouse" Parisians are reminded, through the discovery of another heir apparent wearing out the hard benches of a lycee. The French welcome these distinguished students, hoping they will spread the fame of France.

Prince Hedayat Ollah, son of Amanullah, king of Afghanistan, was found to be a student here when his royal father and mother recently visited France. He like other future sovereigns of many countries will then go to St. Cyr, the West Point of France, and learn all about war.

Vinh Thuy, young king of Annam, is still in school here. He went back to mount the throne after the death of his father two years ago but has resumed his studies.

The late King Peter of Serbia was one of the most brilliant students of the French army school. Prince Monivong, who became King of Cambodia last August, was educated in France, studied at St. Cyr and became an officer in the famous Foreign Legion, in Africa, to get practical military experience.

## YOUTH, BEAUTY IN BUSINESS



Miss Edna W. Schuller, who manages an Oldsmobile retail establishment in Chicago

Enjoy meeting people. Know your product. Be of service. It is more than likely that Miss Edna W. Schuller has patterned her 21 years of life on the above maxims, for the substance of the statements have in no small way contributed to her success as assistant manager of the A. D. Schuller Motor Sales establishment at 3324 Montrose Avenue, Chicago.

Miss Schuller enjoys meeting people, and, therefore, a sale is half made when she meets a prospect. Happy to meet them, this attitude makes them happy to meet her and thus a goodly portion of the initial sales resistance is abolished. We all know how easy it is to say "yes" to a pleasing personality.

Miss Schuller is the daughter of A. D. Schuller, who has an Oldsmobile sales headquarters both at the Montrose Avenue address and at 4049 Fullerton Avenue, Chicago. He is also interested in real estate.

While Miss Schuller was attending high school and the University of Illinois she frequently assisted her father in his realty transactions. On her graduation last June with a B. A. degree she decided to master the automobile business. First she took charge of the books and accounting with an occasional flyer into selling and then, early this year, she was made assistant manager of the Montrose Avenue store. It was a promotion predicated on past performance and ability to produce in the future.

Miss Schuller finds her youth in sex no barrier in selling Oldsmobiles. "She has studied her work thoroughly and can discuss Motor Cars intelligently.

Men, she says, usually like to talk in a learned manner regarding the mechanics of an automobile, and are surprised to meet a young lady who can discuss the many merits of the new Oldsmobile.

On the other hand women are impressed with the beauty, style, comfort and safety of an automobile and can be sold if these features are properly brought to their attention, says Miss Schuller.

Miss Schuller's success during her recent Chicago Automobile Show attracted considerable attention in automobile circles.

If you think women better qualified than men to pick the best candidates, look what they marry. —Memphis News-Scimitar.

### AUTOMOBILE SHOW TO ATTRACT MANY

(Continued from page 12)

aid in showing off the attractive cars are being arranged. Up to Friday night when the automobile section of The Statesman went to press, a complete list of the entries was not available. Later entries will be mentioned in the main news section of this issue or in Tuesday morning's paper.

The list up to Friday night was as follows: Capitol Motors Inc., Oldsmobile and Packard. Salem Automobile Co., Durant and Star.

Sky Ball Piston Co. Fitzgerald-Sherwin Motor Co., Chrysler. Trumm Motor Co., Graham-Paige.

Marion Garage Co., Erskine and Studebaker. Newton Motor Co., Hudson and Essex.

Alfred-Billingsley Motor Co., Willys-Knight, Whippet-Overland, manuscripts.

Douglas McKay Motor Co., Chevrolet. Bonesteele Motor Co., Dodge. Vick Bros., Oakland and Pontiac.

### Paris Creates Museum of "Word and Gesture"

PARIS—(AP)—Slang and colloquialisms, good language and bad, and the gestures that go with the words, are to be permanently preserved in the Museum of Words and Gesture.

This queer sounding place just founded by the city will be under the tutelage of the Sorbonne. French as she is spoken—and written—will be saved for students of the future. A laboratory of phonetics will be installed and all possible data on the language from the earliest times will be on tap for philologically inclined inquirers.

Just exactly what material is to be kept remains to be decided but doubtless phonograph records will take their place along with ancient manuscripts.

## IS YOUR BATTERY ON IT'S LAST LEG?

Then bring it to us! If there is a chance to save it we'll do it—tell you before hand what it will cost and guarantee our work. That's USL Golden Rule Service.



We Service All Makes of Batteries, Starter Motors, and Generators

USL

Auto Electricians VICK BROTHERS High St. at Trade Salem, Oregon

# FORCED TO SELL!

WE NEED THE MONEY 25 USED CARS MUST BE SOLD AT ONCE DON'T WALK, NOW YOU CAN RIDE - YOU WIN, WE LOSE

- SAVE MONEY ON THESE
- |                      |                                      |
|----------------------|--------------------------------------|
| CADILLAC SEDAN       | 2 CHEVROLET TOURINGS 2               |
| PEERLESS SEDAN       | FORD COUPE                           |
| MARMON BIG 6 COUPE   | 66 WILLYS-KNIGHT COUPE SEDAN         |
| HUDSON SEDAN         | LOCOMOBILE JUNIOR EIGHT SEDAN        |
| HUDSON COACH         | MARMON BIG SIX SEVEN PASSENGER SEDAN |
| OVERLAND SEDAN       |                                      |
| 3 HUDSON ROADSTERS 3 |                                      |
| 2 BUICK TOURINGS 2   |                                      |
- Many Other Makes and Models to Choose From

TERMS GIVEN

R. N. MacDONALD

Cottage and Ferry Sts.

Phone 409

## WILLYS-OVERLAND DIRECTOR NAMED

Northup, Outstanding Designer, Takes Charge of Art Work On Cars

TOLEDO, O.—(Special)—Appointment of Amos E. Northup as art director and chief designer for Willys-Overland has been announced here by officials of the company. This appointment brings to Willys-Overland one of the outstanding designers of the entire automobile industry with perhaps more individual achievements to his credit, in an art way, than any other designer.

In his new connection with Willys-Overland, builders of Whippet and Willys-Knight motor cars Mr. Northup will have complete supervision and direction of all designing. This will include body styles, color combinations, upholstery, decorative work, appointments, etc. He comes to the Toledo manufacturer from the Murray corporation of America, body builders, where he was chief designer.

Identified with automobile designing and art work for many years, Mr. Northup has had a wide range of experience in both custom and production jobs, this range embracing designing of the highest priced luxury cars down to the lowest priced cars in the four cylinder field.

Prior to 1923 Mr. Northup devoted most of his efforts to designing of custom cars. Since that time he has been prominently identified with both custom work as well as production jobs. He is the originator of the town-car or cadet type of automobile front, this design now being employed by approximately 90 percent of the car manufacturers today. He is credited with being the first designer to place bright color combinations in production. The design making the windshield integral with the body also is credited to the new Willys-Overland art director. He was also the first to introduce metal roof quarters; the close coupled 4-passenger coupe; first to place in production the 4-passenger blind quarter sedan and the continuous reveal above the belt moulding. Other numerous innovations which are now in vogue also are credited to Mr. Northup.

In discussing automobile designing, Mr. Northup expressed his idea that the present day automobile buyer demands both style and comfort and that these two factors

must be embraced in a car if it is to have a wide appeal to the buying public.

Mr. Northup already has

launched into his work with Willys-Overland and with his family has taken up a permanent residence in Toledo.

There is the kind of man who thinks it a typographical error if the dictionary doesn't spell the word his way.—Toledo Blade.

# EXTRAORDINARY SALE!

Our Entire Stock of Dodge Brothers Four Cylinder Passenger Cars Must be Cleaned Out At Once to Make Room For Sixes

These are the astounding values we offer, beginning today, on a limited stock of brand new Fours—"The Fastest Fours in America!"

	FORMER DELIVERED PRICE	REDUCED TO
COUPE - - -	\$1050	\$865
SEDAN - - -	\$1075	\$895
DeLUXE SEDAN	\$1155	\$950
CABRIOLET - -	\$1155	\$950
SPORT ROADSTER	\$1175	\$895

The enormous demand for the brilliant Senior and the sensational new Victory compels Dodge Brothers, Inc., to devote more facilities to the production of Sixes—and compels us to give you these extraordinary offerings to clear the decks for all the Sixes we can get.

These fast Fours will go in a hurry. Only 3 Sedans, 3 Coupes, and 1 Cabriolet. Come—before all are sold.

BONESTEELE MOTOR CO.

474 South Commercial Street

Phone 423

# STAMINA

To go on working mile on mile, day after day, capacity loads, all roads, all weathers . . . to do this with sunrise certainty year upon year requires unusual stamina.

That sort of stamina in Graham Brothers Trucks and Commercial Cars --- all sizes --- is being proved constantly on the highways of the world by just such performance.

And with this stamina --- power, speed, operating economy, low prices, service.

Let us show you the right type --- body and chassis---for your business.

### Prices

- ¾-Ton Commercial - \$670
- 1-Ton G-Boy - - - 895
- 1½-Ton - - - 1245
- 2-Ton (6-cylinder) - 1595
- 2-Ton Dump (6-cylinder) - - 1645 (Chassis prices f. o. b. Detroit)
- ½-Ton Panel Delivery Car (Complete) - \$770 (f. o. b. Detroit)

Bonesteele Motor Co.

TELEPHONE 423

474 S. COMMERCIAL

# GRAHAM BROTHERS TRUCKS

Sold and Serviced by Dodge Brothers Dealers Everywhere

Built by Truck Division of Dodge Brothers, Inc.