

### New Federal-Knight Speedy Truck

The wonderful development of the motor truck industry has brought about many conveniences and economies in the transportation of merchandise.

Motor vehicles are now used on short hauls by 157 railroads. This is an increase of about 300% in one year, according to figures published by the National Automobile Chamber of Commerce.

The Post Office Department, at Washington, D. C., employs 4,424 motor trucks, and one large manufacturing concern now has a fleet of more than 12,000 trucks of various sizes.

In an interview with Mr. M. L. Fulcher, President of the Federal Motor Truck Co., of Detroit, he stated his belief that "the potential truck market offers a field of great opportunity. Every man in business today is looking for the most economical transportation possible, and the motor truck is the answer to this problem."

"As the motor truck industry

continues to develop, new uses for trucks will be discovered," Mr. Fulcher said. "New types of bodies will be developed, which will enable every merchant, in every line of business, to extend the limits of his delivery system and increase his profits, while lowering his delivery costs and reducing his prices to the consumer."

"In support of this belief, Federal has spent hundreds of thousands of dollars in anticipating the needs of truck users. The latest addition to the very complete Federal line of motor trucks is the new Federal-Knight, which has been enthusiastically received and loudly praised by users in every conceivable vocation from farmer to manufacturer."

"This new Federal is everywhere regarded as the greatest achievement in the Federal career of 15 years in building motor trucks exclusively. It is a light-weight, speedy delivery truck of from 1500 to 2000 lbs. capacity, which exactly meets the needs of the 80% mar-

ket which exists today for trucks of a capacity of 1 ton and under. It is powered by the world-famous Willys-Knight motor, the only motor in the world that actually improves with use, growing quieter, smoother and more powerful mile after mile and season after season.

"The design of this motor is such that it will stand greater strains and take more punishment over a longer period of service than any other type of motor built. It is most economical in gasoline and oil consumption, and amazingly free from any necessity of engine repair or adjustment."

"Because every man's transportation problem is different, the determination of the right size and capacity of truck to use is a vital matter, and, to truck users in finding a proper solution to their hauling and delivery problems, we maintain at the Federal plant in Detroit, a staff of experienced engineers who are always ready to give truck users the benefit of their experience, without obligation."

### GREATER DEMAND FOR CLOSED CARS

Oldsmobile Factory Estimate That at Least 70 Per Cent of Cars Will Be Closed

Indications that an even greater percentage of closed cars will be sold during the remainder of this year than ever before were apparent in the re-orders received from Oldsmobile dealers. Factory officials estimate that at least 70 per cent of the production from now until January 1 will be closed models. In several centers the demand now, in mid-summer ranges as high as 85 per cent closed cars. Points as far south as Atlanta, Ga., are placing large orders for the two and four passenger coupes, the sedan and the de luxe sedan.

Already this year the Olds Motor works has broken all previous retail sales records for any twelve-month period. From present indications as exemplified by the flood of orders, 1924 not only will be the greatest year in the history of this company, which is the oldest in the automotive industry, but also may double the best previous year. This outlook is particularly pleasing to factory officials inasmuch as new records will have been made during a period of supposed depression in the industry.

### New Mexico Would Save Vanishing Art of Indian

SANTA FE, N. M., Aug. 30.—Danger of losing to the world the priceless heritage of distinctive Indian art and handicraft gave the impulse for the Southwest Indian Fair and Industrial Arts and Crafts Exhibition, to be held here in connection with the annual Santa Fe Fiesta Sept. 1, 2 and 3. This will be the 212th anniversary of the fiesta and the second annual Southwest Indian Fair.

Here in the cradle of Indian lore, in the oldest territorial capital of the United States, an effort is being made to keep alive the ancient artistic and poetic culture of the peoples from whom the continent was wrested.

Encouragement of native arts and crafts among the Indians; revival of old arts and retention of the distinctive features of the arts of each tribe and pueblo; the establishment of markets for the Indian products and the securing of reasonable prices; authentication of all handicraft offered for sale and protection to the Indian in

his business dealings, are objects of the movement.

That there is actual danger of losing this art of the Redman unless something is done to keep it alive is evidenced by the fact that for a good many years there has been a steady drift on the part of the Indians toward agriculture and mechanical arts, on account of better and quicker financial returns.

Besides their art work the Indians, many of whom live as did their forefathers in pueblos near Santa Fe, will contribute their ceremonial dances to the entertainment at the fiesta.

### FRED WELLS BUYS NEW FLINT 6-40

Local Fuel Man Buys First of the New Flint Models Sold in Salem

Friday the Salem Automobile company delivered to Fred Wells, local fuel man, the first of the new Flint model to be sold in Salem. The new car is a Flint six-forty and is designed to fulfill the need of a light six of character. Its equipment includes four wheel brakes, balloon tires, mounted on 20 inch disc wheels. It has lines following the beautiful molded curves of the Flint six 55, has a powerful, smooth and flexible engine, big and roomy. In design and construction the Flint six-forty would do credit to a far more expensive car.

The car is a beauty and Fred Wells can well be proud of his purchase.

### Patent Office May Auction Models of Old Inventions

WASHINGTON, Aug. 30.—What to do with all the old-time models, now in the custody of the Patent office, is awaiting solution, and efforts will be made at the coming session of congress to clarify the situation.

The demand for space in the patent office ousted the models from their exhibition cases at the end of the last century, but the government has had to continue paying space rental for them. A proposal now being considered is to have a commission appointed to sort out the models that might prove of historic interest, and perhaps sell the others at public auction.

The general requirement of having the inventor submit a model with his patent application was discontinued about 1880. Today the law directs that the commissioner of patents in his discretion may require a model furnished.

### German Lad Determined To Enter United States

BREMERHAVEN, Aug. 30.—Paul Krupp, 18 years old, is now in jail here for 10 weeks because of his persistent endeavors to reach the United States as a stow-away. Each one of 11 endeavors has resulted in failure. But Paul is not discouraged. He says he will next try to ship from Hamburg, where he is not so well

known. He prefers American ships for his ventures because the officers are easier on stowaways than men of other nationality. He is striving to reach Springfield, Ohio, where he claims to have friends.

Young Krupp is typical of scores of German youngsters who haunt the docks at Bremerhaven and seek an opportunity to slip into ships bound for the United States. Paul has been trying for three

years, and is well known to the emigration authorities at New York. They promptly send him back on the ship that brought him over. During his last trip back on the President Roosevelt, he painted all the machinery on the main deck.

Public opinion should be brought to bear upon those who have not enough courtesy to observe the rules of the road.

## Do You Know—

The new Star is not a cheap car, but it does pack more dollar for dollar value into its sturdy frame than any other car near its price. That's why Star owners say it's the Lowest Priced High Grade Car in the World—and it is. Any Star dealer can prove it.

See the 1925 Models



Salem Automobile Co.

F. G. Delano

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### Why You Should Own an Automobile

By G. L. Newton, of the Newton Chevrolet Company

The automobile is today an important factor in the life and activities—home and business and social—of thousands of women.

With the ever-increasing demands upon their time, they are realizing more and more that a

car for their personal use—their own car—is an actual, day-to-day necessity.

Bachelor maid or busy matron, city woman, country woman, business woman, professional woman, teacher—each has her own particular need, and we find that need most completely met.

UTILITY is the big appealing force.

The use of her own car to take her where and when she wants to go, and bring her back quickly,

comfortable and untired, provides the real solution of the problem of the busy woman who must find time somehow to accomplish the many things she has to do and keep herself happy and healthy in doing them.

The modern business woman, with the help of her car, finds that she not only saves time but is able to make that time more productive and profitable.

A car of PRACTICAL value saves time. It conserves energy. It is easy to buy, easy to own, and easy to operate. It is economical. It is dependable.

Artistic appearance, fine finish, riding comfort are characteristic of good cars.

Every desirable feature of a thoroughly good car should be considered. The woman who insists that her transportation unit shall measure up to a high standard of quality is completely satisfied.

Women are critical car buyers. They want an automobile that is beautiful in appearance and which they can use with pride. Mingled with their regard for appearance, however, is their appreciation of comfort, utility, ease of operation and capacity for dependable economical transportation.

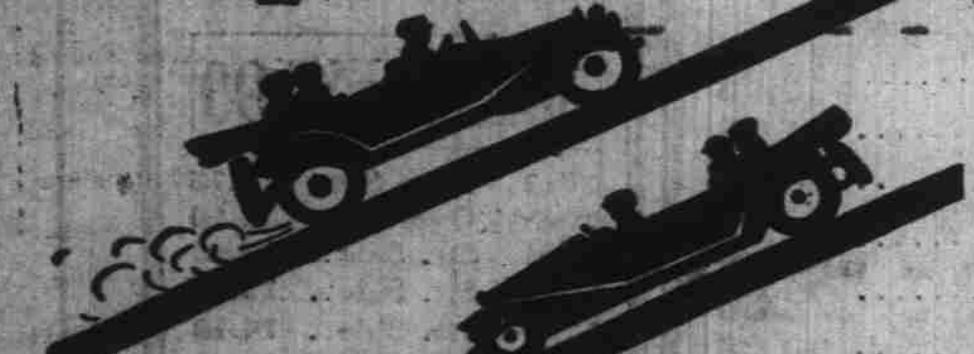
Mothers with one or two young children want a car with plenty of room to make them comfortable, yet keep them always in view.

**Personal Responsibility**  
The exercising of a little care, the refusal to take a chance will prevent many an accident. The best traffic regulations are unavailing if the engineer does not assume personal responsibility.

**More Playgrounds**  
The swarms of children in the city streets during the summer months emphasize the fact from the standpoint both of safety and healthful surroundings that more play spaces are needed.

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