

Highway and Auto Dope

# AUTOMOBILE NEWS

Traffic and Tourist News

## ESSEX OUTPUT HAS REACHED 100,000 MARK

### High Production Figure Reached Without the Introduction of a New Model.

Essex has passed the 100,000 mark for 1925—the first six cylinder car to attain the six figure milestone in production. This official word came this week from the Hudson Motor Car company which manufactures the Essex, with the additional information that this is 15 per cent more Essex cars than were built in the entire year 1924.

With production on a volume basis, it seems likely that the entire year of 1925 will see twice as many Essex cars built as in 1924—this despite the fact that 1924 established itself as a remarkably successful Essex year.

"This unusual measure of success," said E. L. Ledbetter, chief Essex dealer, "is all the more remarkable because no new model was introduced, and because more than 95 per cent of Essex business has been centered in the coach

## NEW MODELS ARE POPULAR

Local buyers are recognizing the increased value in the improved Jewett line with its full equipment and reduced prices, claims Harris Fitch, manager of local Paige and Jewett distributors.

Jewett salesmen are equipped with records showing that some of the price cuts effected recently by larger motor car manufacturers were made with the elimination of equipment. Jewett reduced prices, the figures show, were made by the company in line with its policy of passing on increased savings through increased sales to the public.

The five Jewett models all bear numerous improvements, representing the advance in the industry for the first part of 1925. Four of them are fully equipped with bumpers, spare tire, rear view mirror, heater in the enclosed models, nickel trimming, continuation stop and tail light, and automatic windshield wiper and steel wheels.

The improvements include among them an air cleaner, new paint colors, larger interiors in all bodies, new coincidental steering wheel and ignition lock, hidden wires on the lamps, strong lamp brackets, single bulb lights, indirect lighting on the dash and a luxuriant dash panel.

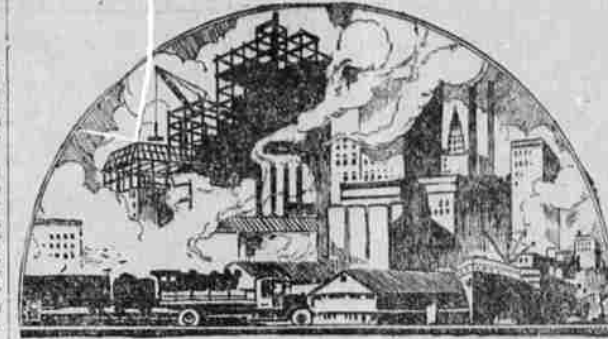
Luxurious upholstery as usual features all models of the improved Jewett line.

Despite its many improvements, the prices on all models have been substantially reduced.

Corvallis, special field inspector of the state land board, here, is thought to have reached the point where differences could be adjusted.

H. Krakman, Cascade Locks fisherman who was using shorelands near the locks for landing his nets, met with defiance Tuesday from a party of 15 men, who occupied the land, which was claimed by C. S. Fields, District Attorney Baker and Sheriff Edick, who visited the scene, expressed the belief the coming of the closed season at noon Tuesday probably prevented bloodshed. The mob, it was said by the officers, prevented Mr. Krakman, who has a state fishing license, from landing his seines by cutting the tug of his teams.

## Future Oil Supply Apparently Assured



Anyone who is concerned about the future security of the country, in peace or war, so far as the supply of petroleum products is concerned, will find material reassurance in a report which has just been published by a committee of eleven members of the Board of Directors of the American Petroleum Institute. The report indicates that there is cause for alarm.

Late in 1924 President Coolidge appointed the Federal Oil Conservation Board, consisting of four members of his cabinet, to make a study of the future supply of petroleum in the United States. In consequence of the president's action, the Board of Directors of the American Petroleum Institute appointed a committee to make report on the future supply of and demand for petroleum. The committee, including the co-operation of experts in oil and of numerous authorities outside the industry, conducted an investigation which has taken six months to complete. The report is probably the most thorough study of the oil industry that has ever been made.

Predictions of failure of the American supply of oil have been made almost from the beginning of the oil industry. All have proved fallacious. When the production of old fields has dropped off, the oil industry has found new fields.

Oil is a hidden resource. Without actual drilling there is no way of telling where it lies nor how much of it there is. It must be sought and discovered. There are, however, sound facts on which to base an estimate of how much oil existing fields will yield through present methods of pumping and flowing. The report fixes the figure at five billion, three hundred million barrels. And the estimate is made that after present fields cease to produce there will remain in the ground, unrecoverable by pumping or flowing, twenty-six billion barrels of oil, a large portion of which may be recovered through new, but known, methods, such as flooding with water, the use of air or gas pressure to force the oil out, or mining. Altogether this comprises a considerable quantity of oil "in sight." But the major reserves of the nation lie in an area of more than a billion unexplored acres of land in the United States which are geologically favorable to the presence of oil. Here new fields are to be discovered. There are new imports, particularly from South America, which will relieve the strain on the American reserves. And when, if ever, the supply of petroleum falls, the nation has huge deposits of oil shale, coal and lignite, from all of which liquid fuel and lubricants can be obtained in such vast quantities as to present an aspect of unlimited supply, which will be drawn upon as price of products justifies development.

The report draws particular attention to two impending developments of very great importance. One is the extension within the industry of "cracking" crude oil, a process which increases the yield of the all-important gasoline. The

of land mentioned above depends upon adequate incentives to the exploration which is in the past has given the nation a sufficient supply of petroleum, in peace and in war, throughout the history of the oil industry, from its inception in 1859.

There must be:

- (a) Security in the ownership of oil lands and of the right to lease.
- (b) Conditions of exploration and development by owners or lessees, permitting exercise of initiative, liberty of action, the play of competition and the free operation of the law of Supply and Demand.
- (c) Prices that will provide a return to producers, refiners, and distributors commensurate to the risks involved and the capital invested.
- (d) The supply of petroleum will

be made to go much further through more efficient utilization. Automotive experts state that the mileage of the motor car per gallon of gasoline may be doubled through structural mechanical changes, when price justifies such changes. Improved mechanics will also result in smaller consumption of lubricants.

12. Through improved methods, principally the process known as "cracking," the refining branch of the industry has already increased the yield of gasoline, now the major product of petroleum. Through further improvements and extensions, the supply of gasoline will be augmented still further by the "cracking" of fuel oil. In consequence the supply of fuel oil will correspondingly be diminished, thus eventually removing fuel oil

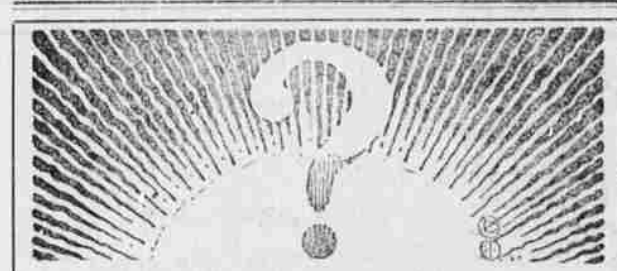
from competition with coal.

13. Waste in the production, transportation, refining and distribution of petroleum and its products is negligible.

Ex-Official, Sued, Makes Refund.

DALLAS, Ore. (Special.)—Ex-County Judge Robinson handed his check for \$512.70 to the county clerk after he had been made defendant in a suit by a taxpayer to recover mileage expenses drawn between 1919 and 1924. T. J. Graves, ex-county commissioner, has been sued for \$1748.50. The suits followed a decision by Judge Ramsey that members of the county court were entitled to mileage only to and from their monthly meetings.

## FISHING THE NEAR END



HOOD RIVER, Ore. (Special.)—The altercation between rival fishing interests at Cascade Locks, which brought James Stewart of

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## DODGE BROTHERS COMMERCIAL CAR

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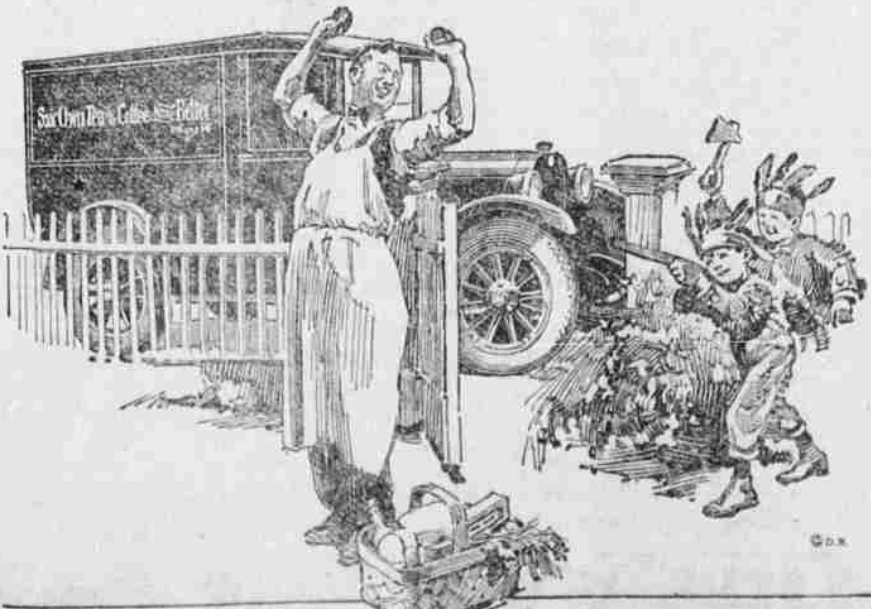
A closed cab is now provided, steel throughout, with a full-length and extra wide steel door. The windows, operating in noiseless runways, are raised and lowered as in passenger cars.

The seat is deeply cushioned and equipped with a spring back, hinged to fold forward, assuring exceptional riding comfort. The tire carrier is under the rear, freeing the full area of the side panels for display advertising.

Attractive and practical in design, this sturdy car offers the additional advantage of complete, year-round protection from rain and cold.

L. C. Smith

Panel Commercial Car \$895 f. o. b. Detroit; \$1055 delivered



other is a change in motor construction which, roughly speaking, will double the mileage of the automobile per gallon of gasoline. Herein is true conservation.

Altogether, the findings of the committee are reassuring. There may be passing periods of shortage of petroleum, but there is no danger in the situation. The committee's conclusions follow:

1. There is no imminent danger of the exhaustion of the petroleum reserves of the United States.
2. It is reasonable to assume that a sufficient supply of oil will be available for national defense and for essential uses in the United States beyond the time when science will limit the demand by developing more efficient use of, or substitutes for, oil, or will displace its use as a source of power by harnessing a natural energy.
3. Current supply and demand cannot stay in balance. Since the amount of both supply and demand are constantly changing. Generally, current supply will exceed or be less than current demand, creating surplus or shortage; either condition will be reflected in price, but price will in time correct either condition.
4. Petroleum recoverable by present methods of flowing and pumping from existing wells and average thus proven consists of five billion, three hundred million (5,300,000,000) barrels of crude oil, a considerable portion of which can be recovered by improved and known processes such as flooding with water, the introduction of air and gas pressure and mining, when price justifies.
5. Improved methods of deep drilling below oil sands now producing will disclose in many areas deposits not hitherto available, which will be tantamount to the discovery of new fields. Improved methods of producing have been perfected which will make possible recovery of oil from these lower levels. The limit of deep drilling has not been reached.
6. The major oil reserves of the United States lie in some 10 billion, on hundred million (1,000,000,000) acres of lands underlain by sedimentary rocks, and not fully explored, in which geology indicates oil is possible. With extended search new supplies will be found therein.
7. The nation has an additional reserve in the vast deposits of oil shale, coal and lignite, from all of which liquid fuel and lubricants may be extracted if and when the cost of recovery is justified by the price of these products. These deposits are so huge that they promise, under conservative estimates, an almost unlimited supply.
8. While this report is confined to the petroleum supply and demand within continental United States the importance of imports cannot be ignored. Countries to the south are known to have large petroleum resources, for the output of which the United States is a natural market and the supply therefrom must inevitably have its influence on the consumption of American resources.
9. The availability of future petroleum supplies from the vast area

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4-Door Sedan	5 Pass.	1345	1600
Touring	5 Pass.	1375	1620
Coupe	5 Pass.	1415	1660
4-Door Sedan	5 Pass.	1330	1595
Coupe	4 Pass.	1510	1795



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THE "FUN-MARKING GANG" of the American Legion, the "48 and Sons," in parade at the Tri-State American Legion reunion at Mt. Sterling, Ill. The organization gets its name from the box cars in France, which had a capacity for 48 men or eight "boys."