

HUDSON-ESSEX PRODUCTION UP

Rapid Rise Reported for Past Several Months, 1000 Per Day

With a production of 1,000 Hudson and Essex cars a day, the Hudson Motor Car company has advanced to a position of undisputed leadership among all six cylinder car manufacturers, according to Fred M. Powell, Hudson-Exsex dealer.

"For a period of several months," he said, "Hudson-Exsex has gained rapidly, and is at the present time making several hundred more six cylinder cars than anyone else in the business. This leadership is all the more striking because the Hudson-Exsex business is concentrated 90 per cent on the two coaches, and there are only six models in the whole Hudson-Exsex line, as against some twenty-odd in the lines made by other volume six builders.

"There is one open and one closed Essex type of car, and one Hudson open car, the coach, and two sedans, one in the five and the other in the seven-passenger size. It is this specialization that has enabled Hudson-Exsex to offer its coaches at actually lower than the open cars—the only such case in the industry.

"The present production of Hudson-Exsex cars, while at this unusually high figure, yet falls short of the current demand. In this city and elsewhere in the United States there is a consistent and most active demand. The present capacity production has been reached in the effort to make possible the prompt delivery of cars to buyers when they want them.

"The leadership is ordinarily considered to be due to the coach, but a closer study would bring out that it is rather the combination of Hudson-Exsex chassis principles with the coach idea. The super-six principle, which made the Hudson popular for 10 years, is now proving no less a source of satisfaction to Essex six owners. The smoothness, reliability and quick pick-up which result from this principle are indeed attractive features in a car selling at the Essex six price.

"While the present Hudson-Exsex business is at this unmatched level, there is no thought of stand-still. Hudson-Exsex is still a rapidly expanding business, and the popularity of the Hudson-Exsex cars is resulting in an addition to factory facilities which will make possible a still larger volume."

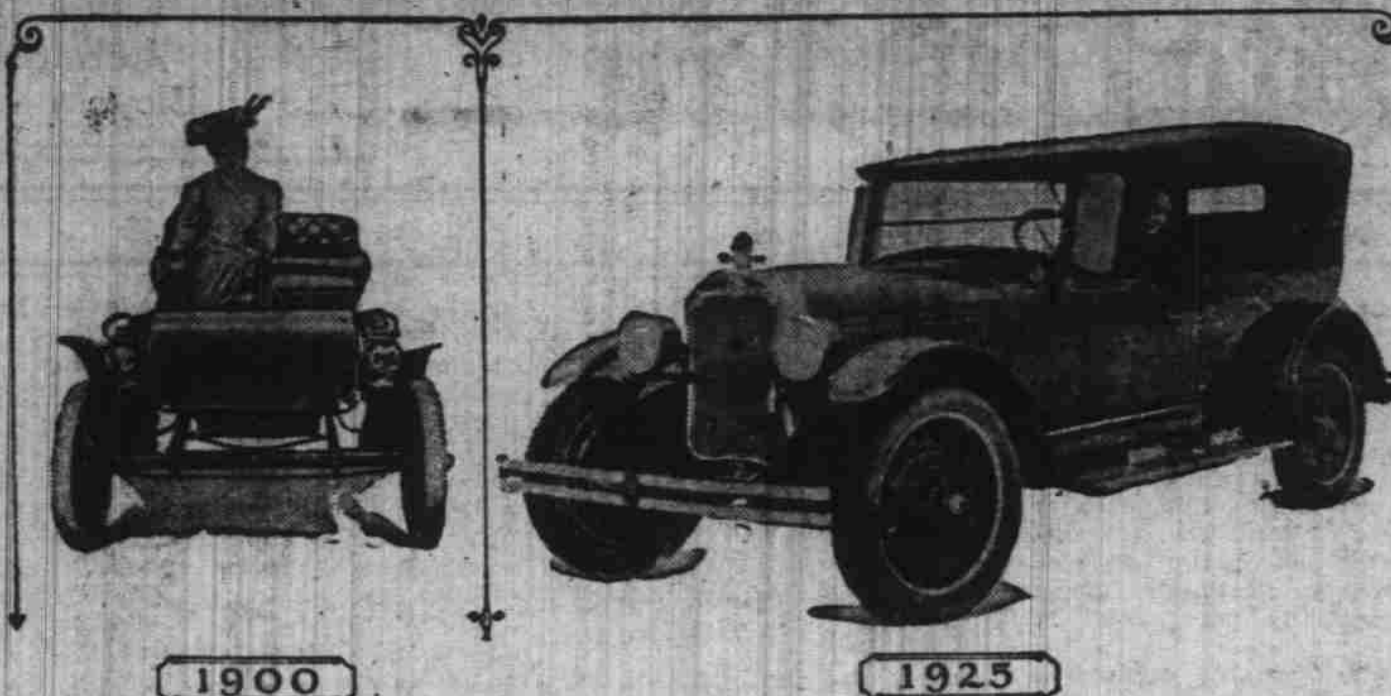
TRADE RECORD

(Continued from page 1)

more than two billion dollars since 1922, says the Trade Record of the National City Bank of New York, is about equally divided between imports and exports. Imports of the fiscal year 1925 will exceed those of 1922 by about one billion dollars and the exports will exceed those of 1922 by about \$1,200,000,000.

The excess of exports over imports or "favorable trade balance" as it is sometimes called, is likely to be about one and one third billion dollars against one billion in 1922 and more than half a billion in 1913, the year preceding the World War. Prior to the opening of the war the excess of

Time Brings Many Changes in Auto Models.



1900 Maud Adams, 1900-Betty Bronson, 1925-Stars of Peter Pan

Time brings many changes, and how great these are within the short span of a quarter of a century is shown by two large but unrelated industries—the automobile and the theater. In 1900 Maud Adams was acclaimed the brightest star on the speaking

stage through her wonderful presentation of Barrie's "Peter Pan." This year one of the hits of silent drama is being made by Betty Bronson in the same role in the Paramount motion picture production. When Miss Adams made her successes she drove one of the one-cylinder, curved dash Oldsmobiles. Miss Bronson also favors the Oldsmobile, as the above illustration shows. And there is as much difference in the Oldsmobile of the two epochs as there is between the spoken drama and its newer sister, the movies.

exports over imports never reached the billion dollar line, the largest pre-war "favorable balance," that of 1908, having been but \$666,000,000, or about one-half as much as the prospective "favorable balance" of the fiscal year which is about to end.

During the war, adds the Trade Record, when Europe was buying largely from us and sending us little merchandise in exchange, the excess of exports over imports or "favorable trade balance," ran into big figures, having been 3 1/2 billion dollars in the fiscal year 1917 and a little more than 4 billion in 1919 but made its highest pre-war record in the fiscal year 1908, \$666,431,654 and \$552,875,916 in 1913.

In fact it was only after the manufacturers of the country began their contributions to the export trade that the excess of exports began to make itself apparent in their foreign trade figures, and there have been only three cases in the past fifty years in which exports did not exceed imports.

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In studying the automobile motor, scientists have found that miles per gallon could be increased at least 20 percent if higher compression motors could be used and that such motors would be a possibility if "knocking" could be eliminated.

It was found that the best anti-knock material was unsatisfactory unless an organic compound of bromine were present. The products of combustion were not properly discharged with the exhaust gases but remained behind to cause sticking valves and other troubles. With even a small amount of bromine present these difficulties disappeared.

With some 17 million motors to be fed, figures reach astronomical proportions. While a little bromine has been made from seaweed, most of it has come from bittern, the mother liquor from which salt is crystallized, as a by-product from the potash mines of Germany, and from the wells of Michigan.

The sea had been considered a source, but it contained only .007 of one per cent and was ruled out as impossible.

But now the impossible seems about to come to pass. It has been shown in the laboratory that practically all of the .007 of one per cent can be obtained by a process which first freezes the bromine and then precipitates it as an insoluble compound which can be filtered off and when dried is ready for use in the motor fuel. How simple, now that it has been accomplished!

The next step is to be on a scale treating seven thousand gallons

of sea water per minute. The work is simplified if water free from contamination, etc., can be obtained; and so the novel scheme of investing in a ship factory instead of a land factory has been evolved.

The S. S. Ethyl, 4300 tons, is the floating factory. Once she was the Lake Harminis, of the United States Shipping Board. The Ethyl Gas Corporation has bought the ship and fitted her over, equipped, it is thought, to make 100,000 pounds of bromine a month.

The water needed will be secured with a minimum of pumping by placing the machinery below the water line. There will be no industrial waste-water problem, no question of fumes or air contamination, and presumably the operating force will always be on hand when the whistle blows.

By treating a cubic mile of water per year, the world's need of bromine will be kept in equilibrium, even allowing for a proper expansion in the anti-knock compound business.

Thus once more science has stepped in to help avoid a raw

material shortage and has demonstrated how when we discover ways for making available values occurring in traces, we can draw on great reserves of natural resources.

The automobile industry ranks first among the country's manufacturers, according to the Bureau of the Census, the rating being on the basis of wholesale value of

products. The steel industry is second and meat packing third.

48% of the motor cars in the U. S. are owned in communities having under 5,000 population, 65% are in communities under 25,000 population.

33 railroads in the U.S. and Canada are now using motor trucks as part of their shipping service.

LOOKS LIKE NEW

But it isn't— Just a New Top and New Upholstery

Put on by—

W. R. McALVIN 545 North Church Street



Sea Food for 18,000,000 Automobiles

By HARRISON E. HOWE

Editor, Journal of Industrial & Engineering Chemistry

Industry, backed by science, has turned to the ocean for raw material. A floating factory has put to sea to draw bromine from sea water so that the automobiles of the country may run with less gas.

There is plenty of wealth in sea water—that has been known for years—but the job has been to get it out at a price which would be profitable.

Sea water isn't the same in the amount of solid matter it contains but the make-up of this solid matter is strangely constant.

Bromine is one of the substances usually reported as a "trace" in an analysis of sea water. Seventeen hundred gallons contain about a pound. In other words, the average sea water carries .007 of a per cent of bromine, and heretofore the recovery of so small an amount has been considered economically impossible.

Why then this sudden interest

ACETYLENE WELDING

and Used Cars For Sale At

Barrett-Bros. GARAGE

1909 N. Capitol. Phone 520 Formerly Texas Garage

Back of Every Star Car

A \$50,000,000 Organization

THE 1925 Star Car is built by one of the three largest automobile organizations in the world.

Five huge plants located at strategic points throughout the country, representing millions of dollars in the most advanced precision machinery and equipment, daily are turning out Star Cars to meet the increasing public demand for low-cost transportation.

In the Oakland plant, which has taken the lead in production of Star Cars for the Coast—\$5,000,000 are invested in building the low-cost Star.

This vast organization with its acres of plants—its enormous resources—its control of raw

material, is dedicated and devoted to but one ideal—the production of the finest low-cost automobile it is possible to build—the Star Car.

Every Star Car represents the actual savings and efficiency of this organization, and these savings are passed on to you in the wonderful value of the new Star Car.

See the 1925 Star Car. In every detail it represents value plus value—from its Million Dollar Motor with its 20% increase in power, clear through every value feature. It is the greatest value buy in the world today.

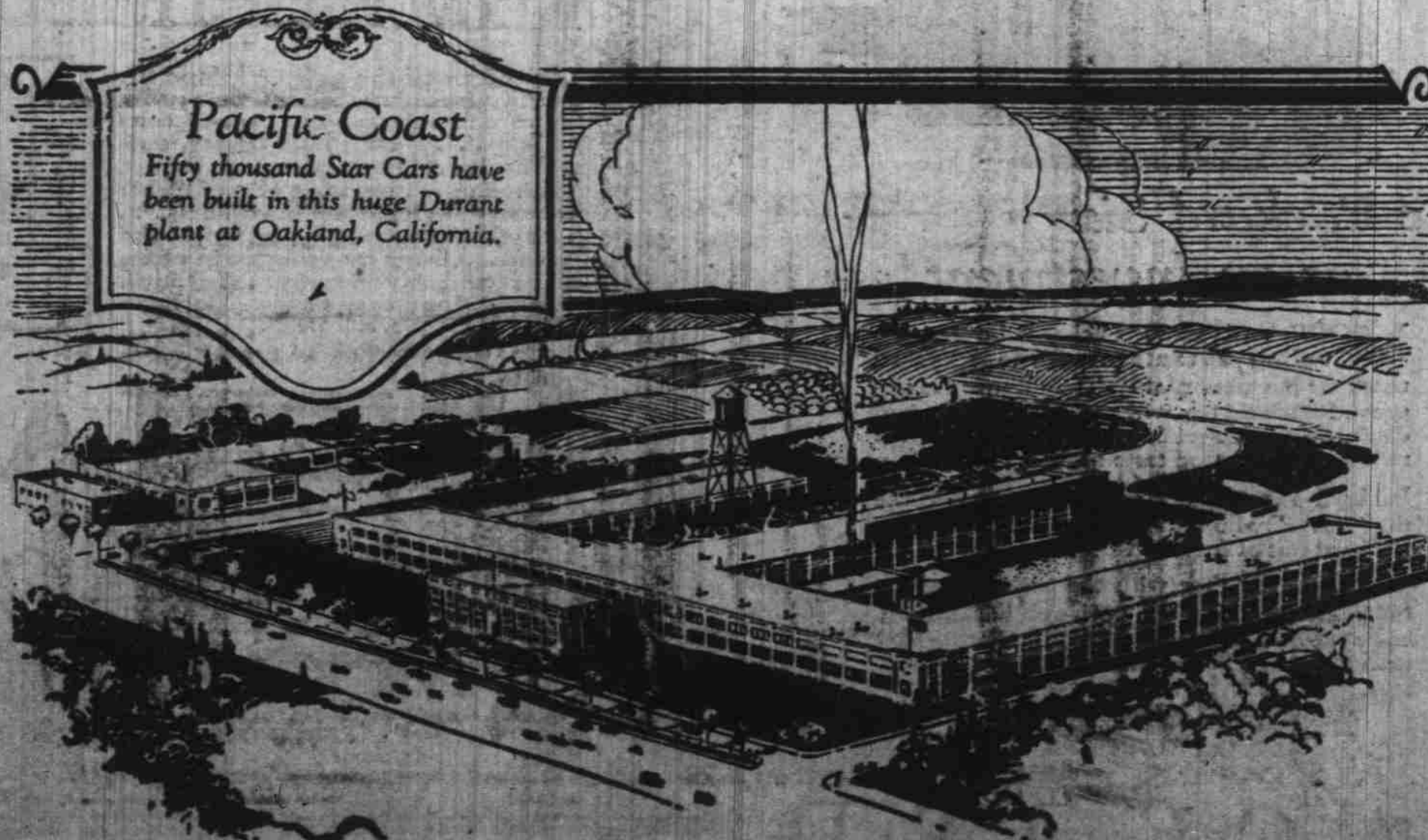


SALEM AUTOMOBILE CO.

151 North High Street. Phone 97

Pacific Coast

Fifty thousand Star Cars have been built in this huge Durant plant at Oakland, California.



Summer Fur

Some're fur'em None're agin'em

Those who are Fur'em are those who've used 'em.

Drive in and "Confur"



ZOSEL'S TIRE SHOP 128 South Commercial PHONE 471

Where Will You SPEND YOUR VACATION

Beginning Sunday, May 17

The Oregon Statesman Will Start Its 1925 Beach Section

This section will carry advertising from the various beaches in Tillamook and Clatsop counties and give complete information to the tourist and to those who are planning a vacation as to the distance to each beach resort, the condition of the roads they will have to travel and what they might expect to find when arriving at the beaches

Additional information will be compiled and filed at the Statesman office so that those who desire information about the resorts, hotels, restaurants etc., may obtain it by telephoning the Statesman

The resorts and beaches so far listed are:

Gearhart, Seaside, Cannon Beach, Neah-Kah-Nie, Manzanita, Manhattan, Lake Lytle, Rockaway, Saltare, Garabaldi, Oceanside, Happy Camp, Netarts, Pacific City, Neskowin, Delake and Newport

See The Oregon Statesman Sunday, May 17th, or each Sunday after that date for complete information