



AUTOMOBILE NEWS



ESSEX COACH STURDY AUTO

DETROIT, Aug. 21.—Any story of the new Essex all-steel coach is fundamentally the story of the \$10,000,000 body factory which produces the car. What the Hudson Motor Car Co. has done in the manufacture of Essex bodies is to make craftsmen of machines; this is literally the fact. Giant machines do in a fraction of a minute work that the most highly skilled artisan, craftsman or artist could never hope to equal from the standpoints of beauty and accuracy. The plant devoted to making the bodies expresses the industry's top mark in design and execution.

Machine Work Best
"Hand work" has long been a symbol of excellence of manufacture. Painstaking labor, directed by trained craft, has resulted in closest fit and smoothest finish. But "machine work" supplants it when the machine is designed and executed so as to perform quickly and surely operations that far excel the best of the hand craft. Essentially, the Essex body plant is an aggregation of pressing and stamping machines. Upon them are formed the component parts of the body, which are so accurately made that they fit without question. Their union into a rigid whole is accomplished with a speed and uniformity almost beyond belief. A cowl, a door, or the corner of a body is fashioned on a giant press. The whole cowl is brought into being with one apparently effortless motion of a press that is exerting a force of 400 tons every time its plunger descends. The machine and the dies may represent \$100,000 worth of ability to manufacture with speed and exactness—an investment made with the certainty that the completed plant would function with the greatest precision and the highest attainable speed.

Plant Unique
The Hudson officials say that the plant is unique in being the largest bodybuilding unit in the industry, without a single body builder employed in it. Strictly speaking, and using the word in the sense in which it is usually accepted, perhaps there are no human body-builders. But the machines certainly are body-builders in every sense of the word. For the first time in the history of American industry, bodybuilding has been made primarily a series of steel-stamping processes; for the first time, too, the bodies are being made on a 100 per cent progressive assembly system, already employed to such advantage in the manufacture of engines and chassis. Everything in connection with the plant and the other means of making bodies complete was laid out a year ago. On top of the \$10,000,000 in the plant proper, an investment of \$5,000,000 was made in bringing other departments to a capacity that would measure up to that of the new unit. The plan and the expansions were completed on schedule time, and on the precise day originally determined, a schedule of the new all-steel bodies, to the number of 150, was put through.

COMPULSORY CAR INSURANCE HELD UNFAIR SOLUTION

WASHINGTON, Aug. 21.—The American Automobile association has launched an offensive against the nation-wide agitation for compulsory automobile insurance, denying the claims of its sponsors that it would promote safety. "The national motorizing body claims that compulsory insurance is in no sense a safety measure, as there is no relation between prevention of accidents and compensation for accidents," claiming that all evidence points to the probability that such insurance would breed lawlessness rather than promote greater care. It is pointed out by the association that car owners in a mass would be subjected to a burden of \$200,000,000 in compulsory premiums in order to provide protection against a comparatively few motorists who are financially irresponsible. "It is generally admitted that less than 20 per cent of motorists carry insurance, leaving some 16,000,000 of the total of 20,000,000 motor vehicles without insurance," the A. A. A. statement declares. "Consequently if these compulsory insurance proposals became law in all the states, 16,000,000 vehicle owners would be compelled to purchase insurance, and on the basis of the ordinary premium for the amount of insurance carried, they would be required to pay more than \$200,000,000 to comply with the law. This would bring the total bill now something like \$100,000,000, to approximately \$300,000,000."

SHE WORE BUSTLES
ALBION, Conn.—Here's a modern society girl who wore bustles at her wedding when Miss Helen Jenkins became Mrs. Edward Calhoun Smith she had a gown of ivory ottoman silk with two butterfly bustles in the back and a circular train. It was the bridal attire of an aunt many years ago.

The Kansas state government cost \$6.21 per capita in 1925, as compared with \$22.47 in 1924, and \$5.55 in 1918.

Safety First



Chief H. D. Doucet, of the U. S. little fleet's air squadron at San Diego, has designed a 50-foot parachute for airplanes which, he believes, will let a disabled plane float low, easily and prevent crashes. A pilot will test it soon, stalling his motor 5000 feet up and giving the parachute a chance to do its stuff.

WALLOWA PERSONALS

WALLOWA, Ore. (Special)—Roy Gastin was a business visitor here the first of the week. Sam and G. C. Meek moved some cattle to the river for pasture recently. The Gastin and Smith threshing outfit started the season's run the latter part of the week. They are now threshing on the C. A. Hunter hill ranch. J. C. Filpen returned here recently from Mt. Airy, North Carolina, where he has been visiting relatives for the past several months. He states he is much improved in health since leaving here last fall. He expects to remain several weeks looking after his ranch and stock. N. J. Billings was a recent visitor in the Leap section. C. A. Hunter and a number of other farmers in the valley section have been busy recently putting up their cuttings of alfalfa. The second crop generally is much better than the first cuttings. Dan and Arthur Cassius of Leap, have been helping with the threshing at Gastin's. Mrs. Guy Wetzel, who has been visiting her parents Mr. and Mrs. Ed Bell, of Whiskey creek for the past few weeks, has come to La Grande to nurse at the hospital there. Miss Velma Shroed and Luella Wyatt, of Middle valley, were visiting their grand parents, Mr. and Mrs. F. W. Hossett, of Leap, Wednesday evening. Fred Hearing, a farmer in the Upper Leap section, reports an exceptionally good yield of wheat from his large acreage which he



EMILE DAESCHNER is one of the wearers of the high hat in Washington. This is a new picture of the French am-

harvested with a combine recently. One field of 50 acres is reported to have yielded 45 bushels an acre, while the balance of the farm yielded 35 bushels an acre. The majority of the winter wheat crops appear to be running from 15 to 25 bushels an acre. The yield of Hard Federation on many of the farms in the dry farming sections has been rather disappointing this year, running in some instances as

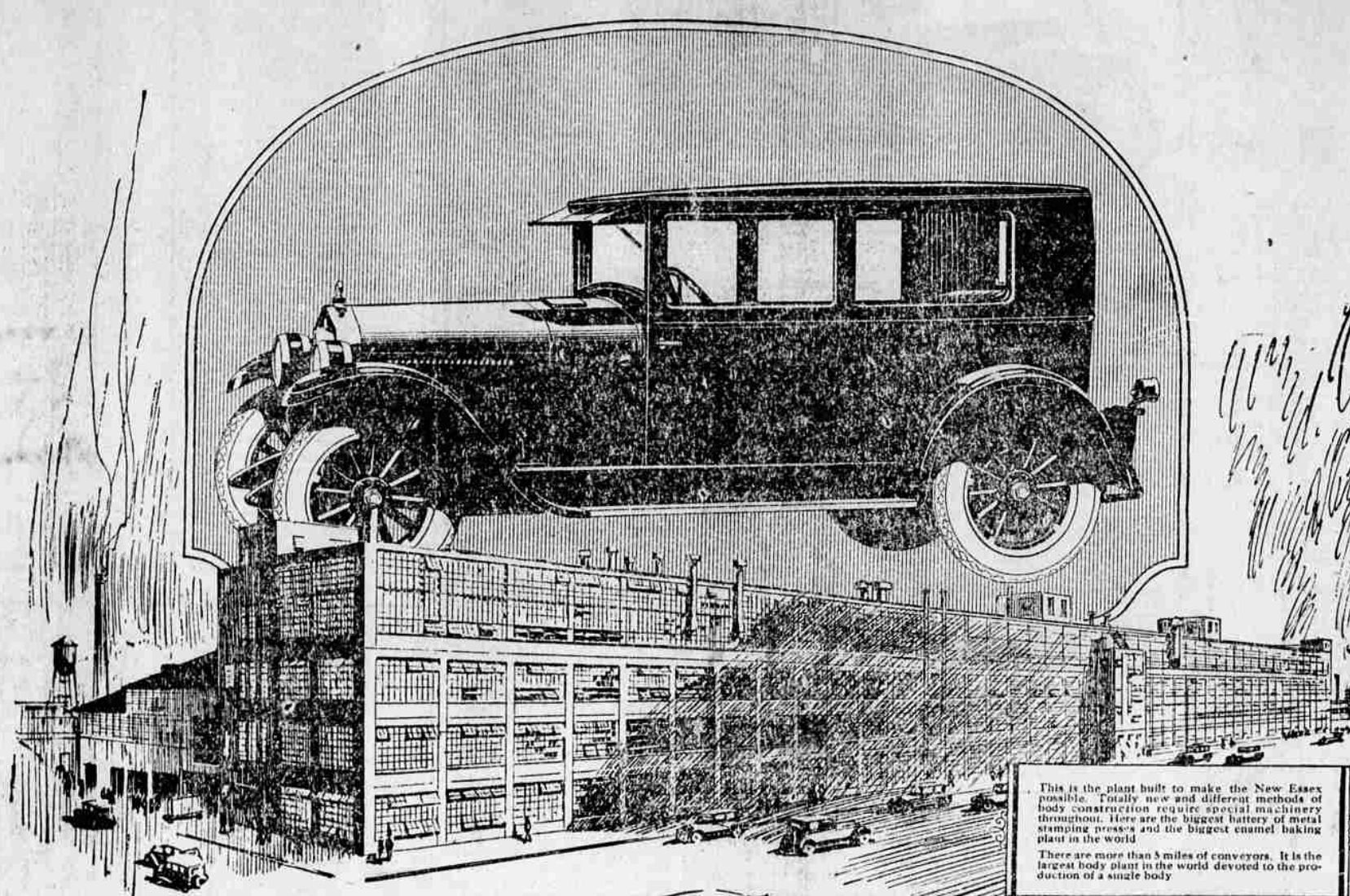
low as five and six bushels an acre. Mrs. John Couch, of Leap, was a visitor here the last of the week. Oscar Maxwell finished harvesting his large acreage of wheat at the U. G. Couch ranch in the hills recently. The yield of winter wheat at this farm is said to have been about 25 bushels an acre, while one 24-acre field of Hard Federation yielded slightly better than 30

bushels an acre. Bruce Fisher, of Leap, has been hauling wheat to the warehouse at Evans. Glen Powell is finishing his wheat hauling job for Oscar Maxwell. Glen Plasse has been hauling wheat for R. J. Conner. Many of the farmers in the hill sections are rapidly finishing their combining. L. V. Lathrop, F. A.

Downing, Harmon Bros. and others in the Leap section are getting well along with the cutting and expect to finish in a few days. Bruce Fisher has been hunting for some of his horses in the north woods. Some of the watering places in the timbered sections have dried up and stock have shifted around considerably in search of water. H. C. Beggs, of Lower Valley has

been helping with the threshing at Gastin's and Ed Bell's. The feed in dry pastures and on the ranges is becoming very short. Stock is not looking as good as a few weeks ago. C. F. Harmon, of Leap, was an Enterprise visitor the last of the week getting repairs for his combine. W. C. Gettings has been plowing a field which was needed to spring

grain. The grain was badly killed by the hard frozes, and has been used for pasture for the past several weeks. **MOIRE ABOUT KINGS** PARIS—How a king travels light and inconspicuous: How Ferdinand of Roumania has come from Vichy on one special train with one minister, one aide de camp and one valet.



This is the plant built to make the New Essex possible. Totally new and different methods of body construction require special machinery throughout. Here are the biggest battery of metal stamping presses and the biggest enamel baking plant in the world. There are more than 5 miles of conveyors. It is the largest body plant in the world devoted to the production of a single body.

The New ESSEX "6" COACH

We Built a \$10,000,000 Body Plant to Make This New Essex Possible

With All-Steel, Bolted and Riveted Clear Vision Body

\$975

"At Your Door"
Standard equipment includes:
Automatic Windshield Cleaner,
Rear View Mirror, Transmission
Lock (built-in), Radiator Shut-
ters, Moto-Meter, Combination
Stop and Tail Light.

Many of these advantages you will recognize at a glance. But you will have a higher appreciation of their meaning when you know that a plant of 18 acres which, with equipment, approximated a cost of \$10,000,000, was first built and that special machinery had to be designed, to make possible this New Coach now on display. Again Essex "6" offers in the design and construction of the New Coach as radical an improvement as was the original Coach itself.

And it is so designed and constructed as to permit the use in a totally new manner of a high baked enamel, most lustrous and lasting finish. This has made possible new combinations in finish that will please your eye.

There has been constant improvement in the chassis from the first Essex shipped. Every week has seen some betterment. But only by the accumulation of the resources, the information, experience, and the skill that have resulted from the purchase of 350,000 Essex "Sixes" in a short period of time, was it possible to erect the plants, to perfect the machinery, to create the designs that have resulted in this car which we ask you to inspect and to drive as the best looking, best value, best Essex ever built.

It is all steel, bolted and riveted, and so rigid that squeaks, rattles and distortions, are as unlikely as in a steel building. Doors are so hung that a man may hang on an open door while the car is being driven over rough roads, without springing it out of true.

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