STUDEBAKER OPENS LARGE NEW PLANT

The new $20,000,000 plant of the Studebaker Corporation at South Bend, Ind., in which the Studebaker Light Six will be produced complete, was opened last Sunday with a spectacular demonstration, according to information received by E. Wells, of Weaver-Wells Company.

Hundreds of men from all over the United States and foreign countries were in attendance. They included the heads of some of the largest financial institutions, together with prominent officials from leading automobile accessory manufacturers and representatives of the Automobile press. James F. Gurley represented the Chester N. Weaver Company at the gathering.

The out-of-town visitors were the guests at a banquet in the evening. At an amusement park the 7000 employees and their families participated in a great barbecue, athletic events and field day stunts, with a seven-act circus as an added attraction. Dancing in the afternoon and evening to the music of four massed bands, including the Studebaker band, with a supper sandwiched in between was a popular feature of the entertainment.

Ground was broken for the plant on March 19, 1919. Made up of ten major buildings the factory covers 85 acres and the buildings cover 3,000,000 square feet of active floor space.

The plant is of steel and concrete construction and is equipped with machinery of the very latest design. Everything that goes into the Studebaker Light Six will be manufactured in the new factory—bodies, axles, motors, transmissions, steering gears, springs, tops, fenders, upholstery and everything else.

When maximum production has been reached the plant will turn out 175 automobiles a day and will require 150 freight cars to handle incoming and outgoing material. A total of 16,000 persons will eventually find employment in the structure.

FAMOUS '999' TAKES LAST SPIN

The famous old Ford "999" racing car, which was the first car in the world to travel faster than a mile a minute, upon whose performances in the days of 1902-3-4 were based the future hopes of Henry Ford and Barney Oldfield, made its last appearance upon any race track when on the Los Angeles Speedway it made its final whirl around the bordered saucer.

This car will be sent to Henry Ford where it will undoubtedly be placed in a conspicuous spot and form part of a collection that will depict the origin of this vast concern.

The car is the property of William L. Hughson, head of the large Coastwise automobile concern bearing his name, who a few months ago resurrected it from a junk heap in Los Angeles. For many years this car eluded the searching parties of the two well known men who are endeavoring to locate it.

At the conclusion of the semi-annual branch managers' meeting of the William L. Hughson company the car was taken to the Los Angeles Speedway for its final bow to the racing public, being guided around the famous race course by Mr. Hughson and his branch managers.

Its performance after these many years of absence from the track, was a surprise to the privileged spectators who looked with awe upon the red demon, its motor belching out flames gaining momentum that carried it beyond the mile a minute mark.

MYSTERY MEET OF AUTO TRADE PLANS ADVANCE

Plans for the Mystery Meeting which will celebrate the sixth anniversary of the Alameda County Automobile Trade Association on the evening of July 15 are progressing rapidly, according to advices from the office of Robert W. Martland, secretary of the organization and also of the state association.

All members of the Alameda County Association will assemble at the Oakland city hall plaza at 7:30 the evening of the celebration, and anyone who is late is strictly out of luck, for no one will know where they are going until they actually arrive at their destination.

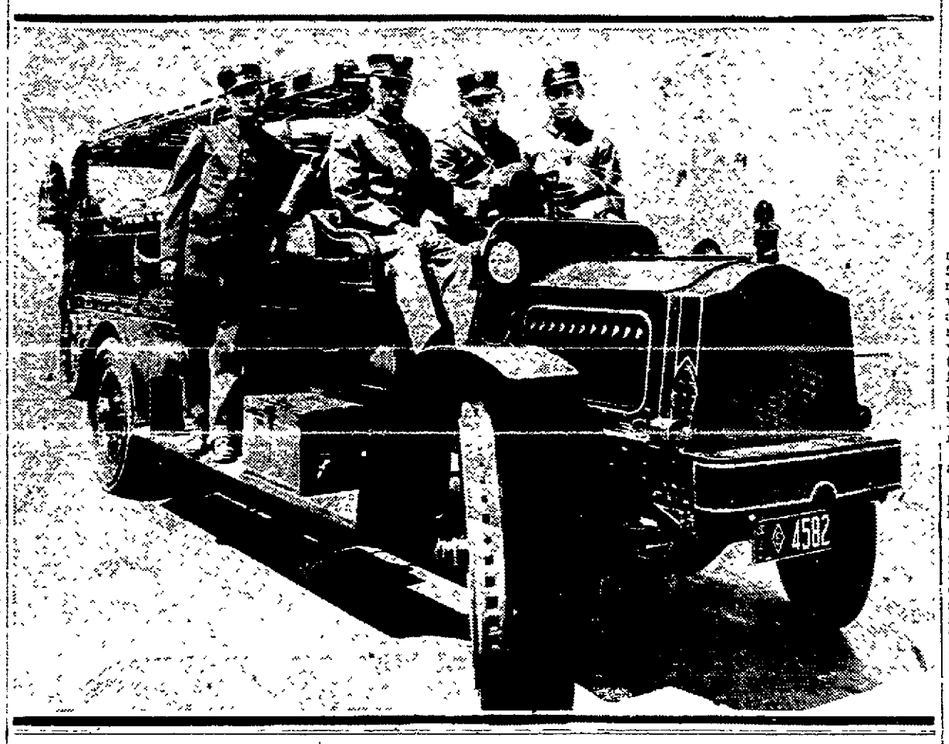
Each year sees a larger number of men taking part in the affairs of the Automobile Trade Association and from present indications this summer's annual meeting will be no exception.

Walter Crinnion, Martland's assistant, believes a far greater number of members will attend the party than at any previous meeting of the year.

A school of instruction has been established by the Fire Department in Baltimore, Md., for fire truck chauffeurs.

A motor hospital, which visits remote districts to treat patients, is operated by the Health Department in Chicago.

FOUR OF OAKLAND'S BRAVE FIRE LADDIES AND A PACKARD TRUCK RECENTLY fitted with Firestone cushion solid tires.



SAYS INDUSTRY MUST SLOW UP

Industry has hit too fast a pace and must slow down to let agriculture catch up with it if the country is to regain balance, H. S. Firestone, president of the Firestone Tire and Rubber Company of Akron told 600 of the company's factory foremen and executives at a recent assembly. Industry everywhere, he declared, is faced with a grave crisis, new problems regarding raw material, transportation and other of its elements presenting themselves daily.

"We have taken too many boys off the farms, thus reducing the number of food producers," said Firestone. "And we have brought them into the city to work without providing sufficient housing facilities. We seem to have lost our balance, and there will be no peace for us until we get the right proportions of industry, agriculture and religion into our daily lives."

It was announced at the meeting that the scope of the foremen's institute conducted by the company will be enlarged to include weekly meetings for the exchange of ideas and to hear practical talks by expert engineers and authorities in various other lines.

ANNUAL OUTING WILL BE TAKEN AT MT. DIABLO

The employees of the William L Hughson Company will hold their annual outing on Sunday, July 11 on Mount Diablo. Through the efforts of George Emmons they have obtained the lake and playgrounds just above the Mount Diablo Country Club, where a regular picnic will be staged.

Committees have been appointed to arrange games, races, refreshments, etc., in order that the day may be well filled with events and that every one may enjoy themselves. Swimming and rowing will be indulged in on the lake and dancing will be in order for those who choose.

The employees their families and friends will leave the salesroom of the William L Hughson Company, at Twenty-fourth and Broadway, at 9 o'clock on Sunday morning, all traveling in Ford cars. Games will be played in the forenoon and after lunch a baseball game will be staged. Each girl is instructed to bring a basket lunch.

There will be prizes for the race winners, the events including the three-legged race, potato race, sack race, 100-yard dash, married men's race, married women's race, fat men's race, etc.

The picnickers will leave for home about 5:30 p. m. All the employees are looking forward to a happy outing and are working to make it a huge success.

Rules of Road Tersely Framed
Benefit of Practice Proffered

"Don't" has been defined as the little word with the disagreeable sound, but the motorist who fails to pay attention to at least a few of the most essential "don'ts" of the road will find himself confronted with circumstances even more disagreeable.

Long experience at motoring ang at dealing with motorists has convinced Charlie Burman, agent for the Oakland Sensible Six, of the wisdom of observing the following set of "don'ts" which he passes on for the benefit of motordom in general.

Don't fail to give all other vehicles their share of the road under all conditions.

Don't fail to give the proper signals when you are stopping, turning, or changing the course of your machine.

Don't drive at night without lights.

Don't pass any vehicle at an intersection.

Don't pass street cars at a speed exceeding ten miles per hour.

Don't exceed speed limits.

Don't ever operate a car unless you have a driver's license in your possession.

Don't carry luggage so that it extends more than 12 inches to the left side.

Don't fail to have a tail light lamp at night.

Don't fail to have your headlights properly adjusted according to the law.

Don't use a spotlight that violates the law

Don't fail to give aid in case of accident

Shrewd Motorist Obtains Gas
This Driver Fills Tank Daily

An automobile drove up to Tenth and Clay streets and parked. The driver got out, walked a block to the gas station at Eleventh and Clay.

"Say boss, I'm stuck" said the walking motorist. "You got anything here that'll carry a gallon of gas?"

"Y'say you're stuck?"

"Yeah! Ain't got a drop I'll get pinched for leaving my car there in the street like that It's down the street about four blocks."

"Sure!" said the sympathetic vender of the precious fluid "I'll give you a couple o' gallon"

After a bit the motorist came back with the bucket. Then he drove to a station on Webster where he related the same tale of woe, and received aid He went to two other stations and repeated his performance. When he came back he had a full tank of gasoline He did this day after day

But a guilty conscience will tell on a fellow. The reporter who used these underhanded methods to obtain has decided to reform.

PARK BANDSTAND WAITS MATERIAL

Automobiles are not the only things held up by the freight car shortage. Municipal improvements are being seriously delayed for the same reason, according to officials of the board of public works. Motorists who have paid close attention to the progress of the James P. Edoff Memorial bandstand being erected in the park west of Lake Merritt have no doubt wondered at the slowness with which work on it has been progressing.

Several weeks ago material for the top of the structure arrived, but that for the sides is still "en route," the public works people say, and until it comes the top is not doing anybody any particular good.

Driving one of the Ferris Sixes through the park a few days ago, Charles Griffiths, Ferris distributor here, and A. Kalman, Oakland merchant, who has just purchased one of the new cars, drove down to the bandstand site and, more curious than most of the passing motorists, secured the above data as to the reason for the slow progress on this particular municipal improvement

Meanwhile, Griffiths reports, general improvement of the west end of the Lake Merritt park continues. The grounds are being graded leading up to the stand, and turf will soon cover the remaining bare portions of ground, while trees and other plants will be started to growing, thus making complete the scenic attractiveness of Oakland's own park.

SUNBEAM IS NEW CAR DUE HERE SOON

The Sunbeam, an English car of renown which came into American fame through its performance on the race track, and, during the war, into world fame because of the powerful aeroplane motors produced by its makers at Wolverhampton, England, will be sold on the Pacific coast by the Scripps-Booth Company of California, the organization which is headed by R. C. Durant. Durant has been named Pacific coast agent by Dario Resta, who controls the American distributing rights.

The first chassis is expected here about August 1.

The Sunbeam will be the highest priced car in the west, and, for that matter, in the United States.

Two chassis models are produced by the Sunbeam organization, one, a four cylinder having a bore of 3¼ inches and a 6 inch stroke, cylinders cast en bloc, a five bearing crankshaft, a chain driven camshaft and all valves on one side of the motor. The six cylinder engine has the same bore and stroke as the four cylinder, but the cylinders are cast in two blocks of three ach.

The advent of the Sunbeam on the Pacific coast will be the first of foreign make since the close of the war, and also the first since 1914.

The number alloted to Durant is limited.

PROPER GEAR IS NEED OF TRUCK

"Selection of proper gear ratio is one of the most important questions to be considered in the matter of transportation by truck," according to Frank O. Renstrom, distributor of Atterbury trucks. "Good hard roads with only normal grades require gearing which does not sacrifice speed for unnecessary power," Renstrom points out

"Conditions which present short stretches of heavy going or an infrequent steep grade should have gearing which provides a maximum high-gear speed with lower and reverse gears giving abnormal pulling power Load conditions which do not warrant a high speed, or a hilly country having good roads, require a gear ratio giving a lower high-gear speed than normal Special gearing should be specified where extreme conditions are encountered."

Motor Truck Home Nearing Completion

The work of construction of the new headquarters for the sales, service and part departments of the Moreland Motor Truck Company at Twenty-fourth and Main streets, Los Angeles, is nearing completion and it is expected that within two weeks it will be ready for business. When the removal of these departments from the old factory where they are now located, this will be operated as a direct factory branch.

The outer walls, the attractive white tiled brick front, the flooring and much of the interior work of the service department is completed and the finishing of the interior of the sales room, offices and parts department is now being expedited.

An interesting feature of the new branch headquarters will be the facilities provided for the handling of parts. Specially designed bins will be installed which will afford unusual accessibility to all of the stock and tend, in conjunction with the new system of handling, to speed up this important feature of truck service

In the automotive industry, the oil, tires, and gasoline trades are greater than the automobile business itself.

R. C. DURANT (top), who has taken the Pacific coast agency for the Sunbeam line, and HARRY McKNIGHT, manager of the Scripps-Booth Company of California, who will direct Sunbeam sales.

Crazy Quilt of Laws Is Claim of Police

According to the International Association of Police Chiefs which met recently at Detroit, Mich., to consider the regulation of automobile traffic, there is throughout the United States a "crazyquilt of laws" that would take a man a lifetime to master

Motor vehicles have been transported across the Delaware river, between Philadelphia, Pa., and Camden, N. J., at the rate of 640 an hour

Big Fire Factory Opened in South

After 328 days in the making, the new $20,000,000 factory of the Goodyear Tire & Rubber Company of California, which occupies part of the former Ascot Park tract at Los Angeles, has started manufacture of tires and is gradually approaching its alloted capacity production.

In less than eleven months the largest single industrial plant of the West has been erected, equipped with machinery and put into actual production under the direction of master minds skilled in every step connected with planning, financing building and equipping a plant of this magnitude. From a cabbage patch has risen the largest tire manufacturing plant west of Ohio.