

AUTOMOBILE SECTION

GOODYEAR TIRE FACTORY FOR BRAZIL

The Goodyear Tire & Rubber Company has completed arrangements with the Brazilian government for the erection of a South American factory to be located just outside of the city of Rio Janeiro.

Construction of the foundations has already begun and it is believed that the new factory will be completed within a year and a half. The factory group will consist of four buildings built to allow for adequate expansion. At first 1,000 employees, mostly Brazilians, will operate the plant, which will probably have a capacity of about 1,500 tires and tubes a day.

Training of the personnel that will be sent to Brazil from Akron as the skeleton organization will be started

within the next few weeks. In accordance with its policy, Goodyear will allow employees to make application for connection with the South American factory and those selected will be enrolled in classes for instruction in Portuguese, the language of the country.

The output of this concern will be pneumatic and solid tires, and also mechanical goods similar to the lines now manufactured in other Goodyear factories.

Negotiations for the purchase of a site were begun two years ago with the Brazilian government, but were broken off by the entrance of the United States into the World War. Difficulties in obtaining shipping facilities caused the postponement of negotiations until recently.

Acquisition of the South American factory marks another step in the expansion policy of the company, which already has plants in Akron, Los Angeles and Toronto, Canada.

Event Worth Remembering.

In 1838, on the twenty-fourth of January, Samuel F. B. Morse gave his first demonstration of the code of dots and dashes used in telegraphy and now known as the Morse code.

KAYBEE MILE-AWAY SPOTLIGHT



Kay Bee Concentrating Spotlights are the most powerful spotlights made. They give more concentrated light with less glare or diffusion of rays than can be had from any other spotlight. With our special bracket this spotlight can be put on any closed car on the inside and will not deflect from the windshield, due to our patent construction of lamp. Night driving frequently demands the use of a spotlight—why not have the best on the market?

The only Ignition House in Lake County that carries a complete line of Ignition Supplies.

Auto Electric Equipment Co.

QUINT BROS., Props.
EXPERTS ON MAGNETOS, GENERATORS AND STARTERS.
701 SO. HOHMAN ST. PHONE 2343. HAMMOND, IND.



THE MOST BEAUTIFUL CAR IN AMERICA

A Scientific Development

Your eyes alone will tell you that our new "Glenbrook" is one of the handsomest five-passenger cars that has ever been designed. But in order to really appreciate this model, you must take an actual demonstration on the road.

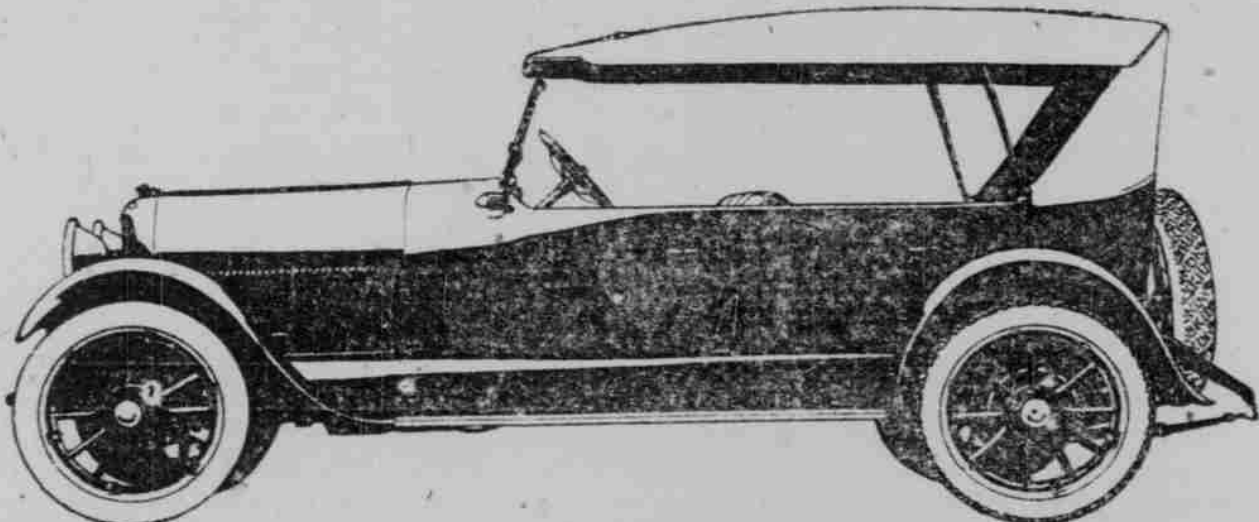
Then—and then only—will you understand what our engineers have accomplished in three years of patient experiment work and testing. Then—and then only—will you realize what giant strides have been made in motor and chassis development.

The "Glenbrook," you must remember, is a strictly modern car. It was developed during a period of world wide mechanical research and represents the last word in automotive science. It is actually and literally a motor car developed by the war.

Just what these new standards of engineering have accomplished will be quite evident in a single demonstration. It will prove a liberal education, we believe, if you will permit our dealer to arrange for an appointment.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT
Manufacturers of Motor Cars and Motor Trucks

O'NEIL AUTO SALES
671 Calumet Ave. Phone 82



Stop, Look, Listen! Watch Your Step!

Pedestrians can help to prevent accidents by following these rules adopted by the highways transport committee of the council of national defense:

Keep to the right on sidewalk, crosswalk, roadway and passageway but in highway without walk keep to the left, so as to have clear view of approaching traffic.

Observe traffic before stepping from curb and keep off roadway except when crossing.

Cross roadway at right angle (never diagonally) and if reasonably possible on a crosswalk.

Watch for traffic officer's signal and heed traffic signs and limit lines.

Stand on sidewalk or within safety zone while waiting for a street car or bus.

Face and step forward front of street car when alighting.

When necessary to pass behind a street car, watch out for traffic.

On alighting from a street car before moving.

Enter and leave a car-stop safety zone at crosswalk only.

Do not stand in the middle of a sidewalk, but on one side and out of the way of other persons.

Do not loiter on a crosswalk or before public entrance.

When sidewalks are narrow use the one on the right.

Do not walk more than two abreast on a crosswalk or congested sidewalk, nor more than three abreast on any part of any highway.

Hand or foot propelled conveyances and skaters must observe regulations for vehicles when on roadway, but directions for pedestrians when on sidewalk or crossing on crosswalks.

FLIVVER TIRES ARE BAND ROUND WORLD

"Daily production of 15,000 pneumatic tires of the rear-wheel driver size with nonskid tread, is a task set for one of the recently completed units of the Firestone factory at Akron, Ohio," says Mr. E. W. Cox, special representative of the Firestone factory in Hammond.

"The annual production will be approximately 1,500,000. If set up as boys rolling them from hops would set them up, these tires would form a band around the world."

"For the production of this number of tires, the Firestone Company has provided not only a separate factory building. It has provided also a special cotton mill and a special organization from offices to compounding rooms. During the working lay out, management and workers think nothing but three and one-half inch tires. The investment was \$7,000,000."

"More than half the 6,200,000 passenger cars now in operation in the United States are of the small car type. The Firestone directors decided that this great majority are deserving of special consideration. Therefore, even before the United States went into war with Germany, they decided upon this special factory unit."

"When the war came the big building had been erected, but Uncle Sam needed airplanes and it was given over to their manufacture. With the signing of the armistice it was turned back to its original purpose. Installation of machinery required many months and it reached major production only last month."

"With the idea of offering extreme values in small-sized tires, a quality with quantity ideal has governed in the organization of this tire making unit."

"Shuts Off Gas."

Above the frame of a new gas light fixture is a turbine that is whirled by the heated air, stopping and shutting off the flow of gas should the flame be blown out.



Your "Best Buy" in Motorcycle Tires

It isn't only the racing records, it's the everyday grind that tells Firestone performance.

Your "steed" will go better—ride more easily, live longer and cost you less when shod with Firestones.

Let us equip you and see the difference.

A. L. Walz
229 State St.
Hammond, Ind.

Firestone

Indian Bicycles

Pay as You Ride

SLIGER
BROS.

514-18 Hohman St.
Phone Ham. 122

A special permit is required for the operation of motor trains consisting of tractors and trailers not exceeding 100 feet in total length between 8 p. m. and 5 a. m. in Milwaukee, Wis.

Maybe You Know-- Maybe You Don't--

That C. W. Hubbard of Claude street, is riding in a new Essex Touring.

That Dr. Van Schaak is the owner of a Dort coupe delivered this week.

That Julius Kroman of Indiana Harbor, has taken a new Essex Touring.

That J. J. Brunner of Clinton street, is driving a new Dort Touring.

That Frank Schubag of Indiana Harbor, drove a new Dort away Saturday.

That H. G. Bogart and Richard Fletcher purchased good used cars of us last week.

That the strike has tied up all our factories and that new cars are impossible to get.

That one of our customers can only get 70 miles per hour out of his Essex, and he wants to go faster.

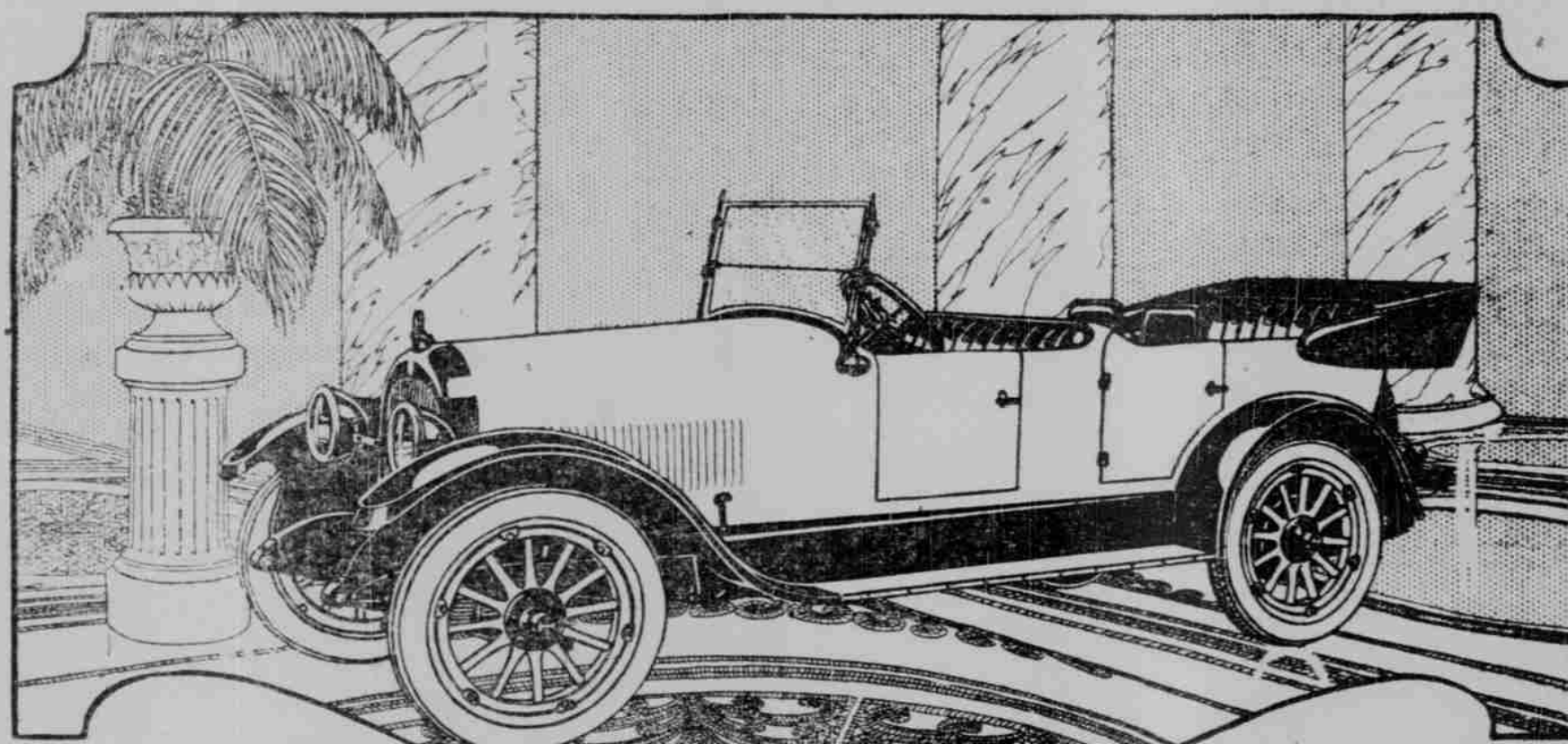
That Emil Huff is in charge of our service station.

That we have some good used cars for sale.

That Martin Reiss, Enar Sanderson and Roy Doty took delivery of Essex cars in Gary Saturday.

That we are still at Russell and Hohman street, and that our telephone numbers are 80 and 3444.

SOUTH SHORE AUTO CO.
Hammond, Gary, Valparaiso.



STEPHENS Salient Six

A Greater Value—A Greater Service

Both in One Motor Car

"That is Salient which is strikingly manifest, or which catches the attention at once."—Webster.

The Stephens is the Salient Car among Cars. By reason of outstanding excellence in all its qualities and features, as well as its acts of performance, the Stephens is a car of greater value and greater service.

In this one motor car, you can possess and take pride in Stephens hand-built bodies, which bear those salient car-marks of highest value.

—American style bodies, with colors that are rare and warm and a finish that is charming, rich and lasting;

—Enjoy also the service of the powerful and economical Stephens engine, S. A. E. rated at 25.3 Horse Power, yet develops 57—

the most powerful and economical for its size in passenger automobiles.

—An engine that is no respecter of the grades of gasoline you feed it,—that burns all the gas and the lowest grades without lessened performance;

—An engine with vast reserve power, that makes the Stephens a Salient, all-around, road-performer;

—Combining speed, endurance, flexibility, hill-climbing ability, smooth-riding and quietness at their maximum.

All combined in one motor car—the Stephens Salient Six,—to bring the height of satisfaction to you.

Arrange to see the Stephens Salient Six.

Fisk Cord Tires Regular Equipment on All Models.

Hammond Auto Sales Co.

Phone 375.

48-50 State St., Hammond.

A GREATER VALUE



A GREATER SERVICE