

Latest Models in Motordom at Fiesta Automobile Show

Chrysler Fours and Sixes To Be Seen at Auto Show Set up New Pace in Cars, Says Crane

"For four years Chrysler-created the four- and six-cylinder field," says John W. Crane, Chrysler products have been steadily forging forward to the very forefront of dealer in this territory, with head-

quarters at 350 North Camino Real, Redondo Beach. Chrysler Fours and Sixes are on display at the Fiesta.

"In the four years Chrysler engineering, Chrysler manufacturing quality and Chrysler value have been built up to a production of more than 13,000 cars per month," Crane goes on to say.

"Every step of that irresistible advance was part of the process of preparation for the building of the new Chrysler Four. Now the full Chrysler conception of what a four-cylinder car should be becomes an actuality.

"Briefly summed up, it is our conviction that this Chrysler Four delivers more power, speed, fuel mileage and charm of appearance than any other four in the world today. It can and does hold its own on the road with the highest-priced cars that are built, and it can and does leave the ordinary and the average car far to the rear. It will open any man's eyes at the way it fairly springs up and over long heavy hills.

"And with Chrysler hydraulic four-wheel brakes, which are optional at a small extra cost, it offers safety that has never before been present in cars of its price. In the fewest words," says Crane, "it puts a wholly new interpretation on four-cylinder ability and performance, on riding ease and complete and perfect roadability."

Power

"The new Chrysler Four engine has an official S. A. E. rating of 21.03 horsepower, yet it actually delivers 33.5 horsepower, 58 percent more power than its official rating. You can drive this car all day long under heavy load or at top speed and the engine will not overheat. The ample capacity of the cooling system and generous water-jacketing of the cylinder walls and valve ports are a sure safeguard.

"And for the engine lubrication the positive, full force feed is used, which sends a continuous flow of oil under pressure to all main bearings and through drilled passages in the crankshaft to the connecting rod bearings. Nowhere in the Chrysler Four engine is lubrication left to the uncertainty of the older splash method. For example, from the connecting rods oil is sprayed directly to the piston skirts and cylinder walls—a point which ordinarily is poorly lubricated by oil mist or splash from the crankcase. A special oil-proof ring on each piston serves to keep

oil out of the combustion chamber. All in all, the engine is far more efficiently lubricated, and there is no increase in oil consumption.

Perfect Balance

"In disposing of vibration, which many engineers have called the bugbear of the four-cylinder engine, all rotating parts and all reciprocating parts are perfectly balanced. The crankshaft is heavy and rigid. The pistons and connecting rods are light. The connecting rod and piston assemblies are matched to the hundredth part of an ounce, but Chrysler engineers do not stop there. They go full length to isolate even the slightest trace of vibration. They mount the front end of the engine on a floating platform spring. The usual rigid bolting of the engine to the chassis frame at the front end is entirely lacking. Then the fastenings of the rear engine arms to the chassis have rubber bushings and pads interposed so that there is no metal-to-metal contact, literally cushioning the engine on rubber at that point. These two unusual practices mean complete insulation against vibration of the engine in the chassis frame."

Third Conviction Will Take License From Road Demons

The new motor vehicle law signed by Gov. Richardson will automatically revoke the license of any automobile operator who is convicted three times within a year on charges of speeding or reckless driving. This is one of the most important changes in the motor law of the state. Failure to yield the right of way is also made a misdemeanor.

The law also provides for physical examination of an applicant for chauffeur's or operator's license whenever the State Motor Vehicle Department shall deem it necessary.

Chamber Exhibit Features Torrance Industrial Plants

A display showing the pertinent facts about the industries in Torrance will be the feature of the Torrance Chamber of Commerce booth at the Fiesta this week. Carl L. Hyde is arranging the booth.

Hudson-Essex Agents Will Give Away \$250 Award to Aid Legion In Attracting Crowd to Fiesta

To assist the Bert S. Crossland Post of the American Legion in attracting a record crowd to the Torrance Fiesta and Auto Show this week, the Zeller-Stiles Motors, Hudson and Essex dealers in this territory, announce that they will give away a due bill of \$250 to be applied on a Hudson or Essex car for the person who holds the lucky number.

Tickets will be presented throughout the week to everyone who registers at the Hudson and Essex exhibit in the big tent.

The offer was made by John F. Zeller, Charles W. Stiles and George L. Stiles after consultation with Bob Delinger, chairman of the Fiesta committee, and L. V. Babcock, commander of the Legion post.

"We want to help the boys get the crowd," said Mr. Zeller this morning. "And we are not only willing to give away \$250 on a Hudson or Essex, but all this week we will advertise that fact and the Fiesta extensively throughout the territory."

The Hudson fleet of red, white and blue motor cars, advertising the Fiesta and the offer of the Zeller-Stiles company, will tour the district daily during the week. Drawing for the \$250 award will be made Saturday night in the big tent.

The Hudson-Essex exhibit will feature a Hudson coach, a Hudson Special coach, a Hudson brougham, and an Essex coach.

Gardner Music Co Brunswick Outfit

An interesting Fiesta exhibit will be that of the Gardner Music Company. This Torrance music house will display a complete assortment of radio receiving sets, including one of the famous Brunswick Radiola combination phonograph and receiving sets. This instrument will be played and tuned in. The Gardner company will also exhibit musical instruments.

Willard Prices Reduced; Booth Shows Display

Batteries for Light Cars Are Down \$5, Says Guttenfelder

Substantial reductions in the price of Willard Storage Batteries have been announced by Harvel Guttenfelder of the Torrance Auto Electric. Mr. Guttenfelder is displaying a line of batteries and other automobile electrical devices, together with radio batteries, at his booth in the big Fiesta tent. The new Willard price list shows

a reduction of \$5 on batteries for Ford, Chevrolet, Stutz and other light cars. They formerly were priced at \$18.50. Now they may be purchased at \$13.50.

The Torrance Auto Electric is a member of the famous Willard Battery Men. Mr. Guttenfelder offers expert service on all makes of batteries. His shop is equipped with the latest and most modern apparatus for recharging and repair work.

Plenty of Music At This Exhibit

There will be music most of the time at the DeBra Radio booth, where a number of sets will be installed for inspection. Gene DeBra will be on hand with technical explanations for visitors.

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13-Plate, Rubber Case

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Torrance Auto Electric



Harvel Guttenfelder

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This Essex, in all ways, is the finest ever built.

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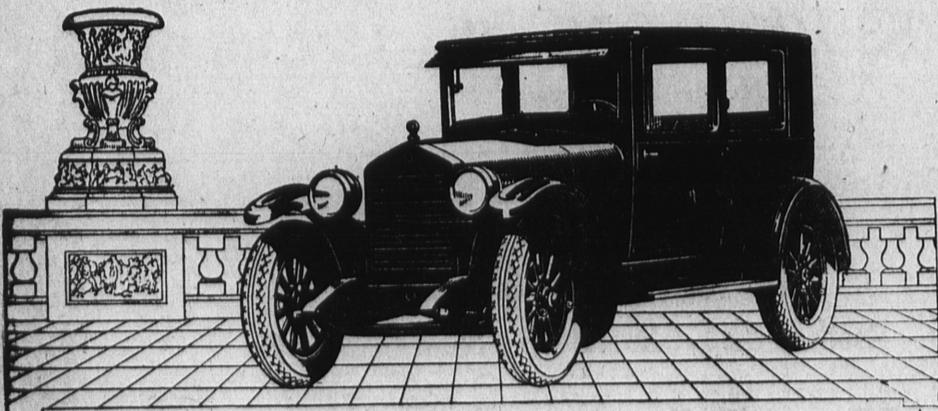
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- 31x4.40 Balloon (Fits 30x3 1/2 rim)
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- 33x4 Straight Side



- 32x4 1/2 Straight Side
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