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A QUESTION

After reading a few of Machiavelli's essays on chicanery, one wonders how long he would last as a modern used car dealer. It would give him a great laugh, we know, to see how conscientiously we recondition our Used Cars before offering them for sale. But the proof of a principle is in its success—and the laugh would be on him, after all.

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This is the famous line with the composition CORD soles—almost wear proof. All sizes and styles now in stock.

BUCKLER'S SHOE STORE

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Use Our Want Ads for Results!

Warren Denies Statements in San Pedro Publicity on Big Metropolitan Sewer Problem

From A. K. WARREN, Chief Engineer.
In its fight against the Metropolitan Outfall, the San Pedro Chamber of Commerce is sending out literature in favor of the plan of building an outfall into San Pedro Bay (Badger Avenue, as proposed by Professor Hyde of Berkeley. The cost figures included in this literature would make it appear that the figures on cost were those submitted by the engineers of the Los Angeles City Chamber of Commerce in a report recently made by that committee. However, a review of this latter report will show that the Badger Avenue Outfall will cost more than one million dollars more than any other plan proposed, instead of \$5,000,000 less,

as stated by the San Pedro Chamber. Figures Denied.
The figures submitted by the San Pedro Chamber of Commerce are on two different bases. The Breakwater outfall as estimated by the Committee of Engineers of the Los Angeles Chamber of Commerce while the Badger outfall is as estimated by Professor Hyde. The two estimates are on entirely different bases of computation and Mr. Hyde's estimates are considered far too low by the Los Angeles Chamber Committee. It is to be regretted that the San Pedro Chamber should wilfully submit erroneous information regarding the outfall and it appears that this data has been sent out to confuse the minds of the taxpayers regarding this most important project.

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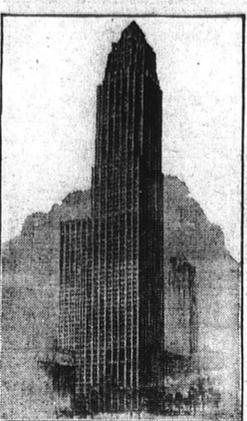
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FOR DETROIT



The Book Tower, being erected in Detroit, Mich., mounts 81 stories above the street, and four under. It eclipses the Woolworth building in New York as the world's tallest skyscraper.

Veteran in Auto Business Named to Oakland Post

Announcement is made of the appointment of W. R. Tracy as general sales manager of the Oakland Motor Car Co., succeeding C. W. Matheson, resigned.
"Mr. Tracy's appointment as general sales manager for the Oakland Motor Car Company is a recognition of his outstanding sales and executive ability," says H. N. Griffin, Torrance, Oakland and Pontiac dealer.
"Mr. Tracy is one of the 'old guard' in the automotive business. He has seen it grow from the 'horseless carriage' to the modern automobile. The trials and tribulations experienced in the early days were an important part of his sales experience. He has had ample opportunity to learn through the 'trial and error' method of the early days of the industry.

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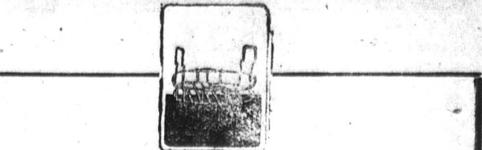
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is something you take for granted—a protection every property owner should have.
But don't take too much for granted. Don't think that you can take out Fire Insurance and forget it except when premiums are due. You must ask yourself every year if your protection is still adequate, if changing property values, improvements and additions in your property, new equipment, etc., have not affected the efficiency of existing policies.
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Insurance Leans

Much Insurance Capital Coming Into Southland

Big Companies Will Invest 30 Millions in L. A. District This Year

Heralding one of the southland's most active years from the standpoint of industrial and real estate development, five of the nation's greatest life insurance companies have completed plans for the investment of considerably more than \$30,000,000 in the territory immediately adjacent to Los Angeles during 1927, it was disclosed in official reports just made public.
The way for the record-breaking concentration of insurance capital was paved during 1926 when the same group placed a total of \$21,429,000 in real estate securities in Los Angeles county, or double the amount that found its way here from this source in the preceding year, it was revealed in a review of the investment activities of the concerns, prepared by the Title Insurance and Trust Co. of Los Angeles.
Unusual significance is attached to the announcement in view of the fact life insurance companies are investors of the most conservative type. This trend, business leaders contend, argues the faith of eastern financial circles that 1927 will witness the establishment of the Southland as the nation's outstanding "white spot."
Insurance investments by the five insurance companies last year were listed in the report as follows: Prudential Insurance Co., \$8,000,000; Metropolitan Life, \$5,186,000; Equitable Life, \$2,500,000; New York Life, \$2,913,000; Northwestern Mutual, \$2,780,000.

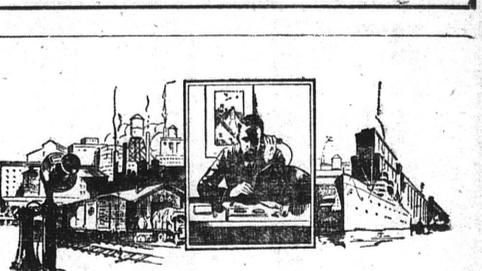


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Speaking of Proverbs

A fitting proverb of the business world today would be: "An immediate answer turns aside a multitude of business complications."

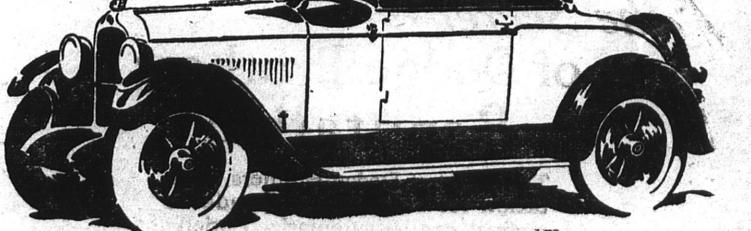
Modern business depends largely upon speed, accuracy, quick decisions, immediate information and close contact with customers for its efficient and successful operation.

When speed is a factor or when an immediate answer is necessary—Long Distance Telephone Service stands ready to carry your message to ANYONE, ANYWHERE, AT ANYTIME.

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Long Distance combines speed with economy

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The spectacular success of the Pontiac Six is as simple as A-B-C. When introduced it was a car such as no one had ever seen before—a six developed by General Motors, manufactured by Oakland and offering, at \$825, qualities of performance, comfort, beauty, economy and reliability entirely new in the field of low cost sixes.
Yet revolutionary as it then was, the Pontiac Six is even farther in advance of its field today. For not only is it still the lowest priced six with Body by Fisher—not only is its power plant still the largest used in any six selling up to \$1000—but the fundamental rightness of its entire design has been proved by actual service in the hands of over 60,000 owners!

Pontiac Six, \$825 to \$975. Oakland Six, companion to Pontiac Six, \$1025 to \$1295. All prices at factory. Bodies by Fisher. Easy to pay on the liberal General Motors Tim Payment Plan.

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