

Of Interest
to
Motorists

Concord Herald

AUTOMOTIVE SECTION

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FIFTEENTH YEAR—No. 20

TORRANCE, CALIF., THURSDAY, MAY 16, 1929

SECTION TWO

Speed Work on Big Ford Plant

WILMINGTON.—Raymond Concrete Company, sub-contractors on the \$10,000,000 Ford Motor Assembly plant, has put on three shifts of workers to speed up the pile driving for the building foundation, which it is expected will take from three to four months to complete. The company put their forces at work Monday and work is being pushed along at a rapid rate, at the site on Badger avenue. Several of the sub-contractors have been let and companies to whom they were let are getting ready to start work when preliminary work has been completed. Other contracts will be let later.

JOY RIDES
AVERAGE \$150
Although approximately 80 percent of the 300,000 cars stolen annually throughout the country are recovered, considerable losses ensue from depredation of them, it is noted in reports reaching the Automobile Club of Southern California.
According to a check by insurance men, it is found that the average loss on a car "just taken for a joy ride" and then returned is about \$150. It is pointed out by the motoring organization that it pays owners to keep their cars securely locked and protected from thieves, since even if the car is taken only by a joy rider, considerable loss through damage results.

All County Traffic Officers Now Under Direct State Control

SACRAMENTO, May 16 (Special)—Governor C. G. Young today has written a new chapter in traffic law enforcement history in California by signing Senate Bill No. 714, the new Motor Vehicle Act, creating the California Highway Patrol.

Declaring the bill one of the most important pieces of legislation enacted by the present legislature, Governor Young, by a stroke of the pen, placed all the officers now operating in the various county squads under direct state control, thereby eliminating the old system of "dual authority," and paying the way for uniform traffic enforcement throughout the state.
"It is not an untried experiment," said Governor Young. "Several states have adopted it and the results justify the belief that adequate enforcement may be secured and loss of life and property minimized only through a strong, centralized body of officers, operating under standardized and uniform rules and receiving their orders from one source only."

The new act was introduced by Senator Arthur H. Breed of Oakland and was the result of numerous conferences in which the Division of Motor Vehicles, the automobile clubs, safety and development bodies and other interested groups participated.
Under it, the officers now operating in county squads will become a part of a statewide patrol, headed by a superintendent appointed by the Director of the Department of Public Works and supervised by the Division of Motor Vehicles, a subsidiary unit of the Public Works Department.

Authority of members of the patrol will be confined entirely to an enforcement of the Motor Vehicle laws. The superintendent is given authority to divide the state into traffic divisions, establish training schools for the officers, and formulate standardized rules and practices to provide a maximum of efficiency.
The new act gives the Division of Motor Vehicles authority to establish night patrols throughout the state. Salaries and other expenses will be paid from registration fees collected by the division. Governor Young pointed out this would relieve the counties of the payment of an annual sum approximating \$400,000.

Governor Young declared there are many other features of the act that will relieve the motorist and taxpayer of expense. Chauffeurs

fees, he said, for example, will be reduced some \$235,000 for a new definition of the term chauffeur and a reduction of the annual license fee from \$2 to \$1. Weight fees on commercial vehicles will be reduced some \$305,000 and transfer fees some \$250,000 more.
Many technical changes, all looking toward a clarification of the present regulations and greater safety on the highways, have been made.
Adequate civil service protection will be assured to the officers by an amendment which Governor Young sponsored and which he will sign as soon as it reaches him.

Two-Week Trips to California Urged in East

All Year Club Advertises to Encourage Summer Vacationists

A new field of tourist business for Southern California will be tapped as a result of the current national advertising being placed by the All-Year club of Southern California throughout the East, graphically showing the millions who only have two weeks vacation annually how they, too, may enjoy a delightful and economical summer trip to California. It was announced today by W. E. Jeffries, chairman of the All-Year club's executive committee.

Commenting on the program, Chairman Jeffries said: "Prior to 1921 tourists had no desire to visit Southern California, for they felt our summers are unbearably hot. Seven years of national advertising by the All-Year club has brought several million tourists and the cumulative effect of the advertising has created a desire in the minds of countless others to make the trip."

"Of the many who now wish to visit California, millions only have two weeks vacation and feel that a month and a long purse are necessary. Therefore in the advertising now running in other parts of the nation, the All-Year Club is showing these vacationists just how, with the low summer fares, an enjoyable trip can be made here and back at reasonable cost within their two weeks, with seven to twelve days here to see principal points of interest."

"Arrangements can usually be made to start a vacation Friday evening. Leaving this, say Chicago, one arrives here Monday morning and has until Thursday of the following week, or ten days, for California sight-seeing, arriving back in Chicago Sunday night, ready to report for work Monday morning."

"A three year educational campaign will be necessary before volume results can reasonably be expected. It is conceivable, however, that this two weeks vacation class, intelligently and systematically sold, may become an important source of our summer tourist business."

Automobiles Are Safer Than Drivers

Survey Shows Few Accidents Due to Mechanical Faults

Automobiles have reached a high degree of efficiency and safety than have the persons who drive them, according to a safety conference recently held in the east. It was brought out that while the automobile manufacturer has been concentrating his energies toward safety, in the final analysis the safety problem today is up to the driver, according to reports reaching the Automobile Club of Southern California.

An analysis of accidents of the present day shows that only a very small percentage are due to mechanical faults. It is no longer an adventure to take weekend trips since the average car stands up mechanically under the proper treatment and will not be involved in accidents if the driver does his part as well as does the car.

Four wheel brakes, self starter, ballion tires, scientific headlights, steel body construction, and other improvements, including better roads put the whole problem of safety upon the driver. There is merit in the claim of dealers that cars are built safely, so it would appear that drivers have lagged behind their own machines as factors for safety.

ONE FOR EVERY THREE PEOPLE

California still has the most automobiles in proportion to population, with one car for every two and seven-eighths persons, according to the 1928 "Facts and Figures of the Automobile Industry" now being released by the National Automobile Chamber of Commerce. Arizona led the states in increase of motor vehicles with a gain of 16 percent.

Motor vehicle registration outside of the United States now totals 7,285,000, which compares with 7,535,000 registered in the United States on December 31, 1919.
Other facts presented in this compilation show that automotive products rank first in export of manufactured articles with a total value of well over \$500,000,000, and that motor vehicle taxes in 1928 amounted to \$808,000,000.
There were 36,000 miles of surfaced roads built in 1928, according to the record. With a total registration of 24,495,124 motor vehicles, it shows that pleasure cars comprise 21,379,125 of this total and motor truck registrations in the United States total 3,115,999.

Essex Dealer Challenges the Public in Test

Bert F. Gibbs, Redondo Dealer for This District, Invites Comparison

Bert F. Gibbs, Hudson and Essex dealer for this territory, is joining the manufacturers in challenging comparison of the new Essex. The Challenger, with any other car at any price.
"The best car," says Mr. Gibbs, "is plainly the car that gives most for what you pay. This big, luxurious, high-powered Essex Six challenges any car at any price, on the basis of value and in the degree of service, comfort, performance, brilliance and pride the buyer receives for every dollar invested."
"Get into this car and drive it," says Gibbs, "drive it in traffic, over ruts and cobbles, up the steepest hills. See for yourself what happens on the road when you wish to pass the car ahead."
Essex, the Challenger, is now available in a wide variety of colors at no extra cost. By this choice of color, each Essex expresses the individual taste of every purchaser, Mr. Gibbs pointed out.

Richfield Gets Big Contract to Supply Navy Fuel

Contracts to furnish the United States Navy with 4,665,000 barrels of fuel oil during the 12 months beginning July 1, 1929, have been awarded the Richfield Oil company of California, according to official notification just received by the company from Washington.

Richfield secured every award covering which it entered a bid and the barrelage includes delivery of 3,500,000 barrels at San Pedro, California; 1,000,000 barrels at San Francisco, California, 30,000 barrels at Portland, Oregon, 60,000 barrels at the Puget Sound, Washington, Navy Yard and 75,000 barrels to be delivered to Seattle. In addition, the Navy awarded contracts for delivery during the same period of 198,000 barrels to other Pacific Coast ports, on none of which Richfield bid.
Richfield's present current deliveries, and which will continue in addition to the Navy business, are averaging 1,250,000 barrels monthly; the great majority of which is on contracts, some still to run for 4 1/2 years. The company recently constructed additional bulk storage at Portland to handle increasing fuel business and is contemplating new tankage at Seattle.

Number of Plates Not So Essential as Kind of Them

The old, worn out, spavin-bound plug has the same number of bones and muscles as the sleek, haughty thoroughbred prize winner. Lots of batteries have thirteen plates—they all have battery solution, but what a difference in the way they perform!

Automobiles are often confused by the claims of battery dealers as regards the number of plates in their batteries. As a matter of fact, it is not so much the number of plates which determine its capacity as the thickness of the plates.
"We believe it is to the advantage of the user to have a battery with thick plates," says Mr. Guttenfelder of Harvel's, Willard dealers, "Emergencies arise and the car equipped with an oversize battery with thick plates is better prepared to meet them than the car with a standard battery of thin plate construction."
"This is so obvious that it is seldom questioned, and the slight additional cost for the bigger plate battery is more than covered by the additional life it contains. One horse pulling a two-horse load will not last long. Two horses on the same load will grow fat on the job and always have the reserve strength to meet emergencies. The same is true of batteries."

Packard

"The Safest Place To Buy a Used Car"

Biggest and best assortment to choose from. Lowest prices, easy terms. Reconditioned, guaranteed.

'xtra Special

'27 Packard Sedan \$1385
(Run 9000 Miles)

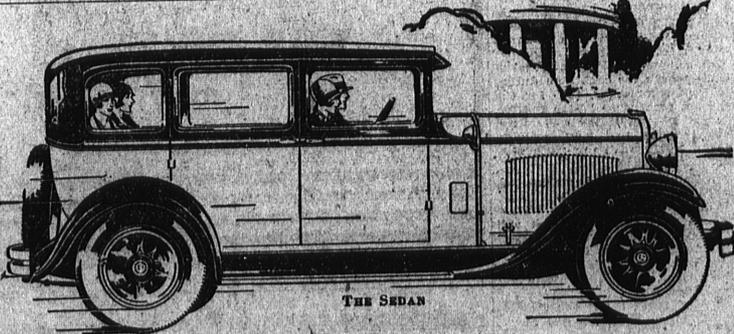
- '28 Packard sedan \$1675
- Packard sedan \$1075
- Packard 4 pass. coupe \$975
- 63 Cadillac phaeton \$575
- Nash brougham \$975
- Chrysler "70" sedan \$650
- Dodge sedan \$475
- Essex coupe \$450
- Oldsmobile touring \$50
- Dodge coupe \$150
- Buick roadster \$75

OPEN EVENINGS

Robert Tenan

298 N. Pacific

Phone 2721



THE SEDAN

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Authorities predict for the Future what DODGE BROTHERS OFFER TODAY

"The all-metal seamless body is the auto body of the future," George J. Mercer, consulting body engineer and chairman of the body division of the Society of Automotive Engineers, predicted at a meeting of the Cleveland Section of the S. A. E.—Automotive Daily News, February 12, 1929.

In the exclusive Mono-piece Body of the new Dodge Brothers Six, you find the identical type of design and construction to which leading automotive engineers point as "the body of the future."

Literally one-piece, the Mono-piece Body is positive proof against squeaks and rattles.

Even after thousands of miles of hardest usage it remains as tight, as firm and as noiseless as when new.

Providing an abundance of room with a new degree of grace, the Mono-piece Body is stylishly trim. Doors and windows are wide.

In fact, the Mono-piece Body, in every way, stamps the new Dodge Brothers Six as the herald of a new era of greater beauty, greater comfort and even greater dependability in motor car design and construction.

EXACT BODY STYLES, \$945 TO \$1065 F. O. B. DETROIT
Convenient Terms

NEW DODGE BROTHERS SIX

CHRYSLER MOTORS PRODUCT

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We Promise You This—

A lower price for a given QUALITY than you can get anywhere else!

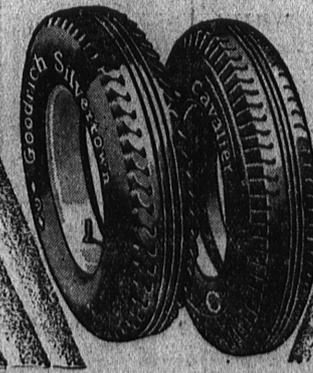
NOT only today but ALWAYS—our prices on Goodrich Silvertowns more than match any other tire prices, mile for mile of service. And the same is true of Goodrich Cavalier and Commander tires.

This doesn't necessarily mean in first cost. You always find some tire for "a little less." But when you buy Silvertowns we promise you greater mileage than from the tires you've been using—unless you've been using Silvertowns. Silvertowns back up that promise, and we back it up. In proportion to quality, you can be sure our prices are lower than you can get elsewhere. Whenever we find any proposition which offers better tire value, our prices will be reduced accordingly.

Look at the prices listed. Don't they say, "Now is the time to buy?"

SILVERTOWNS	
30x3 1/2	\$ 6.70
29x4.40	8.20
30x4.50	9.15
30x5.25	13.20
32x6.00	15.95
33x6.00	16.45
31x4	12.00
32x4	12.80
CAVALIERS	
30x3 1/2	\$ 5.40
29x4.40	6.60
30x4.50	7.35
30x5.25	10.90
32x6.00	13.15
33x6.00	13.55
31x4	9.90
32x4	10.55
COMMANDERS	
30x3 1/2	\$ 4.60
29x4.40	5.80
30x4.50	6.85

Goodrich Silvertowns



Dewey's Service

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