

THAT CAR OF YOURS

During hot weather greater comfort will result through covering the front seat with a straw seat mat. This necessary tends to resist the heat.

If your car develops a rattling, do not procrastinate. Have the machine checked by a mechanic immediately and locate the rattle. It may develop into something serious, and besides a rattle is very annoying.

Do not continue to drive your car when only part of the brakes are working, i.e. when use of the brakes swerves the car to one side or the other. Use of brakes out of adjustment increases wear on the brake lining that is doing all of the work, and causes undue

wear in spots on the tire that is doing the most work.

If the front tires show a slight uneven wear and you do not want to go to the expense of having the wheels checked up, it is advisable to change the tires around from one wheel to the other. More mileage will be obtained through this procedure.

When there is evidence of valve trouble, the motor car owner should know that the exhaust valves are to be suspected first. They suffer more wear than the intake valves because they operate at a very high temperature. This excessive heating reduces their ability to withstand the effects of pounding as well as causing pitting. It may be that these valves will be found to be warped as a result of this constant heating, but in these days of better valves little of this trouble is likely.

Of Interest To Motorists

New Zone Sales Chief Is Named for Chevrolet

W. H. Packer Succeeds Geo. H. Wallace Promoted to Factory Post

Announcement was made last week by E. W. Fuhr, Pacific Regional Manager of the Chevrolet Motor Company, of the appointment of William M. Packer as zone sales manager for the Southern Califor-



W. M. PACKER

nia territory effective immediately. Packer succeeds George H. Wallace, who because of the outstanding record made by himself in the Los Angeles district, has been appointed assistant general sales manager of the Buick Motor Company at Flint, Mich. Wallace is a nationally known figure in the industry and becomes through his new position one of the outstanding executives in the automobile business. His association with General Motors units extends over a period of some years.

Packer is succeeded in the position of city sales manager for Los Angeles by William G. Herring who has been regional sales promotion manager with offices at the Chevrolet Motor Factory at Oakland for the entire Pacific region. Herring was formerly sales promotion manager of the Seattle district and his new position is another step in the rapid progress he has made in the last few years.

Equip your car with a substantial trunk if you travel to any great extent and take overnight trips. The convenience will more than repay the cost.

Days of '49'



Much of the romance of California's Days of '49' is preserved in the historic Sutter's Fort—now a museum located in the Capitol grounds at Sacramento, California. The above photographs show the entrance with a Chevrolet Six-Cylinder Convertible Coupe in the driveway—and a copy of the old "Californian" with the appointment of Capt. Sutter as sub-agent for the Indians. Other views show an old anchor found in the river, an early drawing of Sutter's Mill and a modern maid in the costume of the pioneers.

Buick Invites Public To View Marquette Saturday

Buick dealers are preparing to entertain the largest crowds in their history next Saturday, June 1, when the Marquette, new six-cylinder automotive creation which Buick is introducing into the medium priced field, will go on display throughout the entire country.

Pleasing in appearance, masterful in performance, the Marquette is in every sense a quality product—designed, styled, and manufactured with the same care and precision that has typified Buick products during the 25 years of the company's existence.

There are six models in the Marquette line, the two-door sedan, four-door sedan, business coupe, special coupe, roadster and phaeton. They will be offered in exquisite color combinations which have been scientifically developed with a view to serviceability.

During this coming week Buick dealers throughout America will prepare their salesrooms for displaying the Marquette. Public interest in the new product has been so exceedingly keen and Buick officials therefore believe that all previous records will be shattered when the Marquette is shown to the motoring public for the first time next Saturday.

With the initial display of the Marquette many features, new to the automotive industry, will make their first appearance. The new line, built by Buick, will be priced within the reach of millions.

The Marquette, the new six-cylinder car produced by the Buick Motor Company will be offered to the public for the first time on Saturday, June 1st, by approximately four thousand Buick dealers throughout the country.

This new car is a tangible evidence that the field of automotive engineering is a dynamic one constantly striving to produce better transportation, to reduce owner operating costs and to create new standards of performance, speed and beauty.

During the long months of development, Marquette cars have been driven over hundreds of thousands of miles in all kinds of weather to test the car's performance. The General Motors Proving Ground presenting all sorts of rough and smooth roads with all kinds of driving conditions—concrete, macadam, gravel, dirt, hills, curves and straightways—was the scene of the grueling tests that prove the Marquette a car of brilliant performance.

The experiments with the car's ability as a hill climber will illustrate the severity of the tests to which the Buick engineers subjected their new product.

A five-tonner, four-door sedan carrying a total load of 450 pounds, was used to test the Marquette's hill climbing ability. This car was driven over a hill 1,400 feet long, one of the steepest on the Proving Ground—a hill presenting a climb more severe than the average cross-country motorist ordinarily encounters in a full season's driving.

The driver, under the critical supervision of the engineers, approached the foot of this grade at a crawling speed of five miles per hour. As the hill was actually encountered the engine was accelerated and, with a surge of power, the car swept upward at a rapidly increasing speed. As it creased over the summit of the grade, 1,400 feet from the bottom, the car was going 35 miles per hour and steadily picking up.

Further tests prove that the Marquette not only has a powerful capacity to climb the steepest hills, but it has that unusual combination of abilities so long sought after by all automotive engineers—quick get-away, flashing speed and rugged power. No one achievement has been sacrificed at the cost of the other.

Under actual tests the car has consistently accelerated on a straightaway from 5 to 25 miles per hour in 3.8 seconds; from 10 miles per hour to 25 miles per hour in 6.3 seconds; from 10 to 40 miles per hour in 13.1 seconds and from 10 to 60 miles per hour in 31 seconds.

The results of these tests, together with a proven road speed well in the seventies, Buick officials may create new standards of performance in a car of the weight and class of the Marquette.

Although priced within the reach of millions, only the finest proven materials have gone into the construction of this new car which is built to share in the prestige of the Buick Motor Company has been recorded for the last quarter of a century.

Public Acceptance Proves Need for Registered Tire

"There can be no question," says Mr. C. D. Sherwin of Mullin's Complete Auto Service, "of the need for a super tire. The acceptance of the Kelly REGISTERED Balloon has proved it. When this tire first came out a short while ago, I only stocked the sizes used by the high priced cars. That's where I was wrong."

"The motorist of today doesn't look upon changing tires on a rainy day as a necessary evil, something as inescapable as buying gas. And this attitude isn't business on his part, it is knowledge. Although it is easier to switch tires now than in the old days, he knows it is also unnecessary."

"The regular Kelly has earned the reputation of being a remarkably trouble-free tire, so when the Kelly REGISTERED Balloon was announced, experienced motorists figured it would be the last word in tire satisfaction. And they're right. All classes of car owners are anxious to equip with this new tire and our service station at Torrance is fully stocked to meet the demand."

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HOT and COLD SHOWERS NICE LIGHT AIRY ROOMS MODERN CONVENIENCE
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31x5.00 . \$9.75	31x5.25 \$11.20

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More than 150,000 new buyers—double the record of any other quality car—have placed the final stamp of endorsement on Buick performance leadership!

BUICK MOTOR COMPANY, FLINT, MICH.
Division of General Motors Corporation

	SERIES 116	SERIES 121	SERIES 129
Sedans	\$1220 to \$1320	\$1450 to \$1520	\$1875 to \$2145
Coupes	\$1195 to \$1250	\$1395 to \$1450	\$1865 to \$1875
Sport Cars	\$1225	\$1325	\$1525 to \$1550

These prices f. o. b. Buick Factory, special equipment extra. Buick delivered price includes only reasonable charges for delivery and financing. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan. Consider the delivered price as well as the list price when comparing automobile values.

R. S. Flaherty
BUICK SALES AND SERVICE
1316 Cabrillo Ave., Torrance Phone 65
When Better Automobiles Are Built . . . Buick Will Build Them

Giving our friends a run for their money

It's part of our business to see that you get full value from the tires we sell you.

We believe you should be safeguarded by us against any condition which might shorten the life of your

KELLY SPRINGFIELD TIRES

Let us therefore check your air pressure regularly and inspect your tires occasionally for signs which might indicate a wheel out of alignment or other condition which you yourself might not recognize but which might easily cut your tire service in half.

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Go to the owner of a New All-American for the facts about this car

If you want to know the real facts about the New Oakland All-American . . . and who doesn't, now that it is gaining such a name for style, performance and dependability . . . go to some one who owns one. Let him tell you what he thinks of the car. Then come in for our special demonstration. Let us show you what complete motoring satisfaction the New All-American holds for you.

Consider the delivered price as well as the list price when comparing automobile values . . . Oakland-Pontiac delivered prices include only reasonable charges for delivery and financing.

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The New OAKLAND ALL-AMERICAN SIX
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