

Of INTEREST TO MOTORISTS

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"Let Us Be Gay" Week at Mayan to Honor Shriners

An announcement comes from Mayor Cryer's office of Los Angeles to the effect that Shrine Convention week will be designated as "Let Us Be Gay Week." With 100,000 Shriners visiting Los Angeles, the spirit of gaiety should, and will prevail. It is a foregone conclusion, John Golden and Mayor James Walker of New York, bosom friend of the famous producer of "Let Us Be Gay," are assisting the Mayan Theatre in launching the idea of "Let Us Be Gay Week" by wiring Mayor Cryer requesting that a proclamation be issued declaring Shrine Week "Let Us Be Gay Week" and requesting the entire city to share in the gaiety with the Shriners.

U. P. Dedicates Eastside Depot and Motor Bus Service



George R. Bierman, general passenger agent, Union Pacific System, assists Miss Raquel Torres, special feature player, Metro Goldwyn-Mayer Studios into one of the new parlor motor coaches of the Union Pacific Stage Company which will operate from the Union Pacific East Los Angeles station which was dedicated last Wednesday.

The East Side and surrounding cities of Los Angeles leaped two steps forward last Wednesday, when the Union Pacific system dedicated its new East Los Angeles station and inaugurated the first actual combined rail and motor coach transportation system in Southern California.

More than 2000 persons witnessed the ceremonies which were presided over by George W. C. Baker, president of the East Side Organization.

The new station will serve the cities lying in the triangular area bounded by Glendale, Anaheim and East San Pedro. Passengers from cities in that area, under the newly inaugurated plan, will not be compelled to travel through metropolitan Los Angeles and congested traffic to the Central station but will board one of the new deluxe motor coaches of the Union Pacific Stage company which will make connections with every one of the Union Pacific's transcontinental trains at the East Los Angeles station. These motor coaches will likewise meet everyone of the westbound trains and carry passengers from the East Los Angeles station to their destination. The buses are not engaged in intra-city traffic, it was declared by Union Pacific officials.

"Bally Good, Don't You Know," Say British of Buick Design

That the new Buick, especially the new body style, has struck the popular fancy of the British public is evidenced by the many unqualified favorable comments that have appeared in the British press since the advent of the new car.

"The 1929 coachwork is probably amongst the finest which America has yet given us," says a writer in The New Statesman, a popular London review of politics and literature. "It is designed, throughout, with a practical eye on the probable demands of the owner, and embodies every conceivable convenience and gadget."

Buick cars for many years have been setting a pace in England which the British manufacturers have been unable to maintain. Buick's tremendous power and flashing speed, its dependability and beautiful body work has created a new standard for the English motorist.

Many British automotive writers frankly admit the Buick supremacy. Says the New Statesman: "More than this, the Buick has achieved such very large sales to buyers of this particular type, that in self-defense a great many of the British manufacturers have been forced to copy its general layout and specifications. And with the usual fate of mere copyists, they have by no means always produced copies as sound as the original."

This writer sums up the Buick from the English point of view: "We all know that when the seas were re-opened, (following the armistice) the Buick instantly became the favorite purchase of the man who is wealthy in a betwixt and between sense. It is not an ostentatious car. It is not really expensive. It will last for a good number of years if one dislikes an annual change of car.

"It is entirely reliable, in other words, when a practical man wants a car that is roomy and good, and needs it for use rather than to advertise his financial position, there is no reason why he should buy anything better than a Buick—and at the money he certainly cannot obtain anything better."

This high evaluation of the Buick is not confined to England. It is shared by the motorists of the continent, in France, Germany, Italy and the Scandinavian countries, and it justifies the optimistic predictions of factory officials that the 1929 export business will be the greatest in the history of the Buick organization.

New Cracking Process to Save Richfield Millions

A revolutionary process for treating cracked gasoline that will mean a saving of approximately a million dollars a year in refining costs has been announced by C. M. Fuller, president of the Richfield Oil Company of California. According to Mr. Fuller, the company's refining engineers and chemists have brought a new vapor phase process to commercial perfection. The process is the invention of Professor Arthur Lachman of the University of California, and more than three years of experimental work have been spent on its development. The company is starting construction of the first unit of this process, which will be an addition to its present cracking facilities. Five processes in handling cracked distillates will be eliminated and a saving of better than thirty cents a barrel in the manufacturing costs of gasoline will result.

It is expected that the plant additions will be completed within two months and the saving started. In addition to direct profit to be made by Richfield on the process, it is believed that it will very shortly bring considerable further income through licensing of patent rights to other users throughout the United States.

Watch Your Tires to Get Most Miles Says Chas. Sherwin

"The best way to get the maximum mileage from your tires is to have them inspected frequently and at regular intervals—and the present season is an excellent time to have this done," says Charles Sherwin, Goodyear tire dealer at Mullin's Complete Auto Service.

"It is the old case of an ounce of prevention and a pound of cure," he declared. "Tires that have been driven during the winter months have usually received little attention because they have not given trouble. Moreover, because motorists generally are more concerned about the mechanical parts of their cars, there is the possibility of slight injury to tires and if such is the case a little immediate attention may prevent a great deal of trouble later."

"Minor troubles may have developed in tires and yet not be apparent to the owner of a car. Sometimes a nail or a piece of metal has worked into the tread and shortly will get through to the tube and cause a puncture. Sometimes it is a misalignment of wheels so that the tire isn't running true and is rapidly wearing down the tread. Oftentimes it merely is a matter of wrong inflation, either too much air or not enough, both of which are sure enemies to long mileage.

"Inspection of tires can be taken care of quickly and easily and should be done regularly if the owner wants maximum mileage.

"Our force is glad to make this without charge for customers. Many of them have found that it has saved them a considerable amount of money in the course of a year to check for trouble and catch it before it has become serious."

Catalina Plans Gala Fiesta for Casino Opening

Two Million Dollar Casino Features Carnival of Sports

AVALON, Catalina Island, Calif., May 23—A gigantic "Ten Year Progress Fiesta" is to mark the official opening of the new \$2,000,000 Catalina Casino May 29th, according to the announcement given out by the officials of the Santa Catalina Island Company.

An extensive program of entertainment is being arranged. A big water carnival in which sea and amphibian planes, sailing and rebooner yachts, motor boats and canoes will participate, a marine fashion revue, the landing of a pirate ship and opening of a "Treasure Chest," a parade and flag raising on Sugar Loaf Point under the auspices of the American Legion will be among features of the afternoon program.

The South Pasadena Fire and Drum Corps will arrive on the island on the noon steamer and head the parade to the Casino decked in

their full regalia.

A Spanish Fiesta with native dances will be held in the new Mexican village which is a replica of the picturesque villages found in Spain, with patios and sparkling fountains suggestive of Barcelona.

May 29th has been declared a Catalina holiday by Mayor Fred Paulson, and Avalon school children will participate in the Fiesta and assist in entertaining the throngs who will be the island's guests.

The theatre auditorium will be opened at 7 p. m. with an organ prologue and all tattle program.

The world's largest dance floor overlooking Avalon Bay will be opened at 9 o'clock with a grand march. The public is invited to attend the ball as the guests of Mr. William Wright, Jr., owner of Catalina Island. Dancing in the new Casino is to continue to be free. Music will be furnished by the Catalina-El Patio orchestra under the direction of Maurice Menge. These is to be a special sailing of the S. S. Avalon from Wilmington Wednesday evening at 6:00 p. m., arriving at Catalina at 8:15, in time for the grand ball.

The gas tank on your car should be kept tight at all times for if it is allowed to move around, undue wear might result, causing leakage.

The front axle of your car should be checked at least twice a year for its tightness. It is surprising how axles can be bent by hitting small excavations in the streets or bumping curbs. Resultant wear on rubber is often thought due to poor tire quality, when in reality the trouble is due to a faulty axle.



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ON DISPLAY SATURDAY JUNE 1ST

A NEW SIX AT A PRICE WITHIN THE REACH OF MILLIONS

On Saturday, Buick will present the new Marquette—designed by Buick engineers and built in Buick factories. Marketed as an additional member of the Buick family, it will in no way affect Buick itself. Buick will continue to express the policies that made it the leader of the fine car field for the past quarter-century. In the smart, comfortable bodies of the Marquette you will recognize the fine hand of Fisher design. In its balance and poise you will see experienced engineering. And

in performance—that final standard by which all cars are judged—you will find the Marquette leading its price class by an impressive margin. Be on hand when this eventful new car is shown Saturday. See what a remarkable new automobile Buick has produced at a price within the reach of millions.

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