



Los Angeles Automobile Show Set for March 2-10, to Rank with New York and Chicago Exhibits

Announcement that the Los Angeles automobile show will be held this year from March 2nd to 10th at the corner of Washington and Hill streets was made yesterday from the headquarters of the Los Angeles Motor Car Dealers' association. With 152,000 square feet of floor space available in four huge tents, the Los Angeles show rates as one of the largest held in the United States, and due to the importance of the Southern California market for automobiles, an unusual degree of factory co-operation promises to make it rank in interest with the New York and Chicago shows.

More than 300 passenger cars, comprising an unusually complete display of practically every standard motor car made in America, will be included in the Los Angeles exhibit. Commercial cars too, will be well represented, with sixty different types, ranging from the heavy duty to the light delivery. Accessory exhibits, many of them of Southern California manufacture, will number more than sixty-five. As in past years, airplanes and motor boats will comprise the modern transportation picture which the show will present.

An unusually attractive scheme of decoration has been promised this year for the exhibit by the show committee. Tens of thousands of yards of colored sateen will completely transform the interior of the big tents, and the lighting scheme this year will bring out the utmost attraction in the colorful setting.

The forthcoming show is the sixteenth staged by the Los Angeles Motor Car Dealers' association. Due to the fact that it is held several weeks after the national shows, many chassis exhibits prepared especially for New York and Chicago will be seen at Los Angeles, in addition to the unusually complete showing of cars.

A dealer committee, consisting of Watt L. Moreland, chairman; Winslow B. Felix, J. M. Sterling, J. Benj. Fahy and Herbert E. Woodward, is in charge of arrangements. Burt Roberts, executive secretary of the dealer organization, is manager of the show.

Old Mexico Offers Plenty of Wild Life

Duck, brant, quail, deer and rabbits, and surf fishing, clam digging, lobster, abalone and mussels form the alluring picture for hunters and anglers brought back from Lower California, Mexico, by Coph Salisbury, manager and C. B. Harrison, his assistant, in the outing bureau of the Automobile Club of Southern California.

A report of an extensive motor trip extending to San Ignacio, more than 600 miles below the border is replete with information for the venturesome tourist or those who like to hunt or fish.

A log of this trip is now available for visiting motorists, and members of the club, and may be obtained at the outing bureau of the organization or at any of the 33 branch offices throughout Southern California.

Texaco Gasoline advertisement featuring a gas pump illustration and text: 'The new and better Texaco Gasoline gives you more miles per gallon. You will stop here less often for gas, but more regularly. That's why we sell Texaco—we want to serve you right along! THE NEW and BETTER TEXACO GASOLINE FORMS A DRY GAS. W. J. NEFF 100% TEXACO Arlington and Carson Sts. PHONE 470'

Ford Completes First Concrete Airport Runway

Also Built First Concrete Road 20 Years Ago

DETROIT, Mich., Feb. 20.—With the dedication of the first concrete airport runway in America at Ford airport here today, Henry Ford became a pioneer in highways for airplanes just as, twenty years ago, as a member of the original Wayne County Road Commission, he pioneered the first concrete highway for automobiles in this country.

The Ford Airport runway, half a mile long and 75 feet wide, is the first of several to be installed at that port, at which is located the factory where five and six ton airplanes are manufactured.

Today's dedication was a feature of the American Concrete Institute's annual convention. More than 200 engineer delegates from the entire country participated in the ceremonies during which short speeches were delivered by Wm. B. Stout, designer of the Ford-Stout airplanes, and Edward D. Boyer, president of the Concrete Institute.

"Increasing weight of large, passenger-carrying planes points definitely toward the general adoption of concrete runways," said Mr. Stout. "These big planes must have smooth, hard surfaces, especially to facilitate speedy and safe take-offs. Five and six tons of fast moving machinery cannot rely on ordinary field surfaces. Uniform smoothness and durability are essential. I confidently look forward to the general adoption of concrete runways in airports throughout the country."

Mr. Stout arrived by plane from Battle Creek, Mich., just before the ceremony. "It is natural that this new development in aviation should originate in Wayne County," said Mr. Boyer, "for it was here, in 1909, that the first mile of concrete (Continued on Page 4)

Splash!—And Regret!

Wet ignition is chiefly responsible for the greatly increased number of cars that have been stalled on the road during the recent winter months, it is shown in the report of the emergency road service department of the Automobile Club of Southern California.

During recent months the average number of calls for this service bureau of the club totaled well over 3,000 for each month. Fast driving through standing or flowing water resulting from heavy rains causes the wet ignition in most cases, and the fault lies almost entirely to the driver's carelessness. The wise motorist covers his distributor with part of an old rubber inner tubing if there is not a cover already on it as a precaution against water that splashes through the radiator, says the club, which also advises drivers to go slow through puddles. Very deep puddles can generally be negotiated by slow driving.

Pathe Picks Dodge Bros. Truck to Carry Sound Movie Equipment

The increasing popularity of so-called "talking" or "sound" motion pictures with the necessity for many scenes being made in the open, especially in the case of news reels, has brought up a new problem in motor transportation. The equipment used in recording sound on film, as used by the majority of companies, is not only very expensive, but of a very delicate character.

Microphones, radio amplification tubes, delicate wiring, all either easily broken or put out of working order, must be rapidly transported from place to place in order that big events may be photographed and their accompanying sounds recorded. In order that this equipment may be made a practical mobile unit, it must be housed in a truck which rides easily and operates with a minimum of vibration.

Ray Hall, editor of Pathe News Reel and the new Pathe Sound News, found this problem of transporting RCA Photophone sound recording equipment, valued at \$35,000 a unit, a difficult one to solve. In order to have big events of national and international importance "covered" in sound and picture it was necessary for Mr. Hall to plan for the placing of units in many localities in this country and in foreign lands. "Apparatus first sent out on the road simply went dead after a few fast trips in various types of trucks, and effects which never again could be obtained, were lost. "I immediately decided," said

Automobile Industry Buys More Cars Than It Manufactures

Richfield Shows Increased Profit for Stockholders

Sales Are 35 Per Cent Over Those of Previous Year

Net earnings of the Richfield Oil Company of California for the year ended December 31, 1928, after all charges including depreciation, depletion, provision for Federal income tax and preferred dividends totaled \$7,178,119 or \$4.65 per share on 1,548,771 common shares, the average number outstanding during the 12 months' period according to the annual report of the company just submitted to stockholders by President James A. Tubot. These earnings compare with a net of \$3,589,730 for 1927 or \$3.07 per share on 1,169,293 shares outstanding at the end of that year. Net profits for the fourth quarter of 1928, after all charges and preferred dividends were \$2,189,063, equal to \$1.16 per share on 1,887,123 shares of common stock outstanding on December 31, 1928, compared with 90 cents per share for the corresponding period of 1927 on 1,169,293 shares.

Gross earnings for the 12 months ended December 31, 1928, before providing for depletion, depreciation, intangible drilling expenses, interest, etc., federal income tax and preferred dividends totaled \$13,225,321 or an increase of \$5,705,331 over 1927. Net profits after all charges, but before preferred dividends, were \$7,818,076.

Richfield's total net sales for 1928 were \$52,021,192, an increase of 35 per cent or \$13,409,192 over the previous year. Gasoline sales were 276,306,000 gallons, an increase of 117,857,000 gallons or 75 percent over 1927, while the production of crude oil and casinghead gasoline for the year was 10,977,000 barrels compared with 6,440,000 barrels for 1927 and 4,500,000 (Continued on Page 2)

The automobile industry is the largest buyer of automobiles in the world. It actually buys more cars than it manufactures. The reason is that for every new machine sold the automobile industry enters into the purchase and sale of one and seven-tenths used cars. "It is almost astounding to know that the largest purchaser of automobiles in the world is the automobile industry itself," said R. E. Chamberlain, general sales manager of the Packard Motor Car company yesterday. "It is true, nevertheless, facts gathered by the National Automobile chamber of commerce prove.

"Before the industry was more than half its present age the Packard Motor Car company looked forward to just such a condition as now exists. Before the world war the Packard company went to work to see if it couldn't build cars which, through their simplicity, would give low operating and maintenance costs to their owners when they became used cars and at the same time have all and even more in performance, comfort, appearance and long life than the complicated cars it had been building.

"It was realized then by Packard executives that as automobiles generally were made better they would be sold two and even three times as used cars. Lower maintenance and operating costs go hand in hand with the simplification of any machinery and the Packard company knew also that the car which was the simplest in design would give its owner, whether the original purchaser or the second or third buyer, the lowest depreciation cost.

"Our cars embodying this new idea in design are about seven years old and have been sold in such rapidly accelerating volume that Packard now has a great number of owners. Early owners are beginning to 'sell' their cars back to Packard for new ones. The number will increase as more and more cars reach the age when their first owners will want to trade them for new ones, the increase mounting steadily in proportion to the growth of sales since they were introduced.

PACKARD REPUTATION

We do not risk it when selling a used car.

All Makes All Prices Easy Terms

Robert Tenan Motor Cars 298 NORTH PACIFIC AVE. Redondo Beach, Calif. PHONE 2721

MULLIN AND SON advertisement for Scientific Motor X-Ray, only \$300. Includes list of 12 services: 1. Adjust ignition, check timing. 2. Clean and adjust contact points. 3. Check valves for sticking or burnt condition. 4. Test ignition coil under compression. 5. Adjust generating charging rate. 6. Test each individual cylinder for compression and rings. 7. Clean motor and generator commutator. 8. Check all wiring for open and short circuits. 9. Clean and adjust spark plugs. 10. Check carburetor. 11. Test ammeter and ignition switch. 12. Fill battery and clean terminal. Text: 'Expert mechanical SERVICE, thorough ignition SERVICE, PROMPT and EFFICIENT garage SERVICE are all a part of each day's work here. Bring your car, for all its ills, right here to us. MULLIN & SON REDONDO BLVD. AT WESTERN AVE. Torrance Phone 320-J OFFICIAL HEADLIGHT ADJUSTING STATION NO. 223'

Torrance Auto Wrecking Co. advertisement for GOOD USED CARS AT LOW PRICES. Includes list of cars: 1923 CHEVROLET, touring, runs good... \$35 Full Price; 1923 CHEVROLET, touring, a steal... 55 Full Price; 1924 MAXWELL, touring... 50 Full Price; 1922 STUDEBAKER, Light '6" Roadster... 125 Full Price; 1924 STUDEBAKER, big '6" speedster... 135 Full Price; 1923 STUDEBAKER, Light '6" coupe... 185 Full Price; 1924 HUDSON, coach, all new tires... 195 Full Price; 1923 JEWETT, 4-door sedan... 225 Full Price; 1925 JEWETT, brougham, new tires... 295 Full Price. Text: 'WALK? Why certainly not! The very fact you can find a fine motor car here, at such a low price should cast aside all desire to keep on walking. They are GOOD USED CARS at LOW PRICES. We have just the car you want and the beauty of it is you can buy them practically on your own terms. HERE IS A PARTIAL LIST of Our Used Car Bargains. Any of the Cars May Be Purchased with a Very Small Down Payment. Torrance Auto Wrecking Company Western Avenue 1 Block East of P. E. Station—Phone 336'