

Eiffel Tower Endures Time For 50 Years

PARIS (U.P.) — The Eiffel Tower, which was derided by architects as a monstrosity at the time it was built but has since become the outstanding landmark of Paris, is 50 years old now.

On March 31, 1889, it was opened to the public as the chief attraction of the Universal Exposition. The work of Jean Eiffel, noted engineer who later had the misfortune to be involved in the Panama scandal, it was designed to demonstrate practically the use of steel for tall structures.

Father of Skyscrapers
Engineers predicted that it would buckle or topple over by breaking loose from its foundations, but Eiffel's confidence in its solidity has been more than vindicated in the past 50 years. The fact that the tower resisted wind and time did much to prove to the world the practicability of skyscrapers. Ironically enough, France never built any but allowed the United States to be the chief beneficiary of Eiffel's engineering genius.

The tower probably has been the most frequented point of attraction to tourists in the world during its half-century of existence. More than 18,000,000 people have viewed Paris from its topmost platform since it was built.

Serves Many Uses
Besides being a vantage point from which to view the city, the tower has had many uses. It has been used as an advertising sign for an automobile company; a gigantic thermometer in electric lights was built up one side, and it has also served as a clock. At various levels are a restaurant, a radio station, a meteorological observation post and an experimental laboratory for television.

Formal observance of the tower's 50th birthday will take place during the summer. On the Fourth of July it is planned to broadcast a "message of friendship" from the top of the tower to the Statue of Liberty, the iron skeleton of which also was designed by Eiffel. There will be a retrospective display of documents and photographs dealing with the tower on one of the platforms.

Failure of Bearings Traced to Clogging

"Burning out of automobile bearings, with resultant heavy expense and delays, frequently results from clogging of small oil holes with dirt, grit, metal particles and sludge that have collected in crankcase and gear boxes through the neglect," declares Glenn Maupin at his service station corner of El Prado and Carson. "In the long run the motorist practices economy by having lubricants flushed out at the recommended intervals and replaced with fresh, new products of the correct grade for the season. Inspection is essential before spring and summer touring starts."

Really Get a Lot When Buying Autos

When you purchase an average automobile you buy a ton and a third of steel, 33 pounds of copper and brass, two pounds of tin, 27 pounds of lead, 144 pounds of cast pig iron, 110 pounds of rubber, a tenth of a bale of cotton, 13 square yards of upholstery fabric, 2.5 gallons of spraying lacquer, 37 pounds of paper and fiber board and 18 square feet of glass.

Queer Names Given Our Earlier Cars

During the 40-odd years of automobile making in the United States about 1,000 companies have built cars at one time or another. Such names as the Red Bug, Auto-go, Dewabout, Zip, Gammobile, and Bugmobile were found on the products during the infant days of the industry.

Decrease Shown In Traffic Fatalities

Traffic fatalities in 131 major cities in the United States during the first 10 weeks of 1939 totaled 1,361 as compared with 1,562 for the same period in 1938. This represents a decrease of 13 percent.

Fort Snelling Peaceful During 120-Year Span

ST. PAUL, Minn. (U.P.)—Fort Snelling, in its 120 years as a U. S. military garrison, has made a rather unusual record—no battles ever have been fought within its province, its cannon have fired at no foe, and no enemy has invaded its portals.

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Our progressive Mobilgas dealers offer you a thorough and conscientious service.

This Summer-ize inspection is your safeguard against possible breakdowns, delays and unnecessary expense on your car during the hot-weather motoring days ahead.

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Post and Sartori,
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Wholesale Agent for General Petroleum Corporation
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LOOK FOR THE SIGN OF THE FLYING RED HORSE

• Drive Into Any General Petroleum Service Station This Month For Free "Summerizing" Service. Courteous, Friendly Attendants Will Be Glad to Serve You!

Mobilgas Dealers Open Season

New Safety Tire Introduced To Avoid Accident

When the thermometer goes UP, tires go DOWN.

That, in short, is the story revealed by a comprehensive survey into summer tire failure made by U. S. tire engineers who today joined the General Petroleum Corporation in urging motorists to have their tires carefully inspected before summer temperature and hot pavements take their toll.

Simultaneous with publication of its findings on summer tire troubles, U. S. Tire Dealers Corporation announced the introduction of a new safety tire with a basically different tread design which is said to ensure far quicker stopping power. The new tire, now on display at General Petroleum stations and leading dealers, is known as the U. S. Royal Deluxe, according to C. W. Ort division manager of the tire concern.

"The outstanding safety feature of the new tire," Ort said, "is its entirely new, quick-stopping, double-action tread. This, in reality, is a tread within a tread. First, it has a perfect, six-row nonskid block design, and secondly, it has an entirely new quick-stopping device which places on the ground more than 2500 extra, sharp-gripping edges, which greatly increase the stopping power. The instant car brakes are applied, these 'grippers' go into play, bite through slippery road film and bring the car to a quick and safe, straight-line stop. Drivers of the test cars promptly named it the tire with the 'brake action' tread."

Carbon Is Trouble In Gear Housings

"Motorists desiring to 'play safe' should have lubricants in the transmissions and differentials of their cars watched carefully," says Ed Thompson, who offered Mobilization at 1600 Cabrillo. Carbon, grit and small metal particles found in gear

Perils of Peggy Putoff

DOROTHY MOORE, FEATURED IN COLUMBIA PRODUCTION "BLONDIE," PORTRAYS HARD LIFE OF A MOTORIST WHO NEGLECTED TO HAVE HER CAR SUMMERIZED



"See! It's the spark plugs now! What a life!"



"Gee! Why didn't I have the tires examined?"



"Now what? Battery's too weak to turn her over."



"Fan belt must be slipping, or maybe the radiator's clogged up." (?)



"Light's out, lady. You should have them inspected."



"Gears broken, and bearing burned out? Why didn't I have the grease and oil checked?"

housings are warnings of trouble ahead. These housings should be promptly flushed to avoid breakdown and expensive repair bills. Free inspections of these car parts constitute an important part of Summerizing."

OFFICIAL DECLARES ARREST FACES CARELESS CAR OWNER

Arrest and imprisonment faces the man careless enough to neglect inspection of his car, and thus allow some mechanical fault to develop which causes the injury or death of an innocent person.

This is a strong statement, but it is made on the authority of motor vehicle codes in several states, and the national trend toward uniformity of laws relating to safety, according to Police Chief John H. Stroth.

The laws of California and Washington, for instance, provide that no person shall operate a motor vehicle on any highway unless the vehicle is in such safe mechanical condition as not to endanger the driver or any person on the highway.

"There is now a trend toward similar laws in all states," Stroth says, "because the national uniformity of laws relating to safety, according to Police Chief John H. Stroth."

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Bicycle Fatalities Double In 8 Years

Bicycle accidents have doubled in the United States since 1932. Last year approximately 700 bicyclists were killed and 85,000 were injured.

Saving of Money

"Saving money on one's car," points out Mobilgas Expert Glenn Maupin of the General Petroleum Service station at El Prado and Carson, "is accomplished by avoiding expensive repair bills. Repairs are avoided by careful examination and lubrication at regular intervals. That's why we say Summerizing inspection service makes automobiles run smoother, last longer and cost less for upkeep. 'Man's best friend is his car. It shouldn't be neglected. It is entitled to regular checkup by the 'automobile doctor,' who helps to keep it in good operating condition and free from danger."

Plan Is Tribute To The Power of Newspaper Ads

Once again this newspaper has been selected to carry an important message to the motoring public through display advertising. The Summerize advertisements of General Petroleum Corporation, U. S. Tire Dealers Corporation, and their Mobilgas dealers in this area, which appear in the columns of this paper today, stand as a tribute to the educational value and pulling power of display space in a leading newspaper.

"You may consider the publication of this feature as a real endorsement of your newspaper," says W. C. Campbell, wholesaler for General Petroleum Corporation, "because once again our company has bought newspaper space to offer motorists the safety and advantages gained through semi-annual inspection of their cars."

HEADLINE



CARS WASH

Have your car washed and waxed. We do expert work. FEATURING U. S. ROYAL CATION SERVICE.

GLEN MAUPIN

El Prado & Carson HEADQUARTERS

Summerizing NOW



Says B. C. BUXTON, TORRANCE REALTOR, ABOUT THE

Summerizing job

WE DID ON HIS CAR

Well, sir, we are just as proud of the job as you are. And because we want to be proud of every job we turn out we take unusual pains to see that every service we give will earn that kind of praise. That's the reason why you will see us fussing around over some little detail that others might regard as unimportant. Drive your car in now and let us give you our famous 12 Point Summerize Service. It is absolutely FREE, except, of course, for any needed materials you order. You don't need to feel any obligation whatsoever.

FRED HARDER'S GENERAL PETROLEUM SERVICE STATION

INDEPENDENTLY OPERATED
CORNER SARTORI and POST
TELEPHONE 766

SUMMER'S COMING! Don't Gamble with your TIRES—Change Now to America's NEW Safety Tire with Brake-Action Tread

Come In...FEEL Why It Makes Quicker, Straight-Line Stops
The instant you apply the brakes... 2500 extra gripping edges go into action... open up... grip, hold, stop your car quicker, straighter, safer on even the slipperiest of wet pavements.

Before You Buy Any Tire...THINK
Can you afford to be without the protection of this tire's quicker-stopping, non-skid "Brake-Action" Tread?

You Can Actually Feel Its Extra Stopping Power
Rub your hand over this amazing "Brake-Action" Tread. Feel the extra safety in the sharp, biting edges of those 2500 "grippers" set at the angle of greatest resistance to forward and side skids!

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★ Stops Quicker ★ Wears Longer
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