

Legion Club Will Be an Asset to the City of Torrance

Hendrie Puts On Fiesta Sale of Tires at Plant

Offers Casings and Tubes at Big Reductions During Week

As a special feature during Fiesta week the Hendrie Rubber Tire Company, whose plant here is temporarily shut down, will conduct a sale of automobile tires. Prices of tires purchased at the factory on Border Avenue this week will receive the benefit of reductions from 30 to 50 percent on casings and 50 percent on red and gray tubes. Representatives of the company assert that all tires to be sold during Fiesta week are guaranteed "firsts."

The Hendrie plant here is affected by the acute shortage of raw rubber due to the monopoly of rubber-producing trees by British interests. Large tire companies the country over are finding it more

Schultz, Peckham and Schultz Feature Ford Trucks This Week; Have Space at Auto Show, Too

This week has been designated as National Truck Week, and Schultz, Peckham and Schultz, local authorized Ford dealers, have arranged for a complete showing of Ford-built truck bodies.

Entrance of the Ford Motor Company into the manufacture of commercial bodies indicates a new and important advancement in this division of motor transportation, since it shows that Ford is bringing into delivery and hauling services the same low cost and high value that has made the Ford passenger car the most popular in the world. The Ford truck chassis has long held the lead among light commercial vehicles, and at present approximately 75 percent of the one-ton trucks in use are Fords.

The business man or farmer who is interested in reducing hauling costs will have the opportunity this week of becoming fully acquainted with these Ford-built truck bodies, which, because of the economies of Ford quantity production, are offered at low prices.

Arrangements have been made by Schultz, Peckham and Schultz to keep show rooms open every evening during the week so that all may have an opportunity of inspecting the trucks. They also have Fords on exhibition at the Fiesta Auto Show.

More important, however, they will be prepared to give demonstrations of any of these units, and those interested are invited to enter their requests for the demonstration as early as possible.

Body Combinations.
The Ford-built body combinations for the famous Ford one-ton truck chassis include the open express type, the express type with either screen sides and canopy top or with top alone, and the stake and platform body.

While these body combinations met a large share of the requirements in the commercial and agricultural fields, there still remained a certain division that demanded more difficult to secure the rubber necessary for their production.

manded stake and platform trucks. In order to satisfy this demand the company recently introduced a new stake body, which not only meets many hauling needs, but has a particular value to the farmer, for the body is easily adaptable to the use of cattle and grain sides, giving the man on the farm a transportation unit to meet practically all of his hauling requirements.

A closed cab of steel also has been introduced. It is adaptable to any of the body types and, because of the complete protection it offers against the elements, has grown rapidly in popularity. A feature of this cab is that two panels in the back may be removed to afford access to the truck body.

Pick-Up Body, Too
Ford also is providing a light pick-up body for the Model T chassis, designed to care for light delivery work. This body is also all steel and is mounted on the Ford runabout, which gives the driver a comfortable seat with ample room for another passenger.

With all these combinations it is estimated that the Ford Motor Company not only produces bodies for close to 90 percent of the commercial car requirements, but through the economies of quantity production is able to provide these bodies to customers at a low price. Because of this, the business man or firm seeking commercial truck equipment is now able to select any body combination of Ford build to meet his particular requirements without the trouble of shopping around.

Tell of New Ford Purchase Plan at Auto Show Booth

Schultz, Peckham and Schultz report that their new plan for the sale of Ford open cars is meeting with enthusiastic response. Under this plan a Ford open car may be purchased for \$98 down. The balance may be paid in 15 months with interest at 6 percent.

The local authorized dealers declare that the new plan has materially stimulated sales of Ford open cars here. They are ready to explain all details of the plan at their Ford booth at the Fiesta all this week.

Demonstration of Foot Troubles at Rappaport's 25th

A free foot demonstration will be conducted at Rappaport's Department Store Saturday, July 25, from 9 a. m. to 6 p. m. The demonstration will be conducted by a foot comfort expert, who will give attention to individual visitors. The purpose of the demonstration is to discover foot faults so that they may be corrected by the wearing of proper shoes. There will be no charge for this service.

Allan H. Paul Has Had Dodge, Graham Agency Here 10 Years; Service Watchword of Firm

Always an enthusiastic exhibitor at the Torrance Fiesta and Auto Show, Allan H. Paul, agent for Dodge Brothers motor cars and Graham Brothers trucks, is here again this year with an attractive display of cars and commercial vehicles.

Mr. Paul has had the Dodge franchise in this territory for ten years and has just completed a splendid new service and sales building at 16514 Vermont avenue, Gardena.

In addition to the Gardena sales and service departments, Mr. Paul

also conducts show and sales and service departments at 232 South Pacific avenue, Redondo Beach.

At both the Gardena and Redondo stations complete parts for Dodge Brothers cars and Graham Brothers trucks are available.

Mr. Paul makes a specialty of service. His mechanical superintendent, R. C. Smith, is well known in Torrance and has been associated with Mr. Paul for eight years. All other mechanics with the organization have been with the company at least three years, and several for six and seven years.

Through all this period they have worked exclusively on Dodge Brothers

motor cars and Graham Brothers trucks.

The Graham Brothers led the country in sales of one-and-one-half-ton trucks last year, Mr. Paul said today.

Mr. Paul is a firm believer in the Dodge Brothers policy of "no yearly models but constant improvement."

"Under the Dodge Brothers plan," he said, "the buyer is safeguarded in his investment against sweeping model changes. At the same time the car is constantly and steadily improved. Buyers of Dodge cars are always gratified to know that no revolutionary or untested change

will be made shortly after they have bought. I believe that this policy, together with the high value of Dodge products, accounts for the tremendous success of the company throughout the world and for our own substantial sales in this territory."

Are You Going To Attend Fiesta?

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CHRYSLER

FOUR :-: SIX

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