

Palmer's Men Give Sound Tire Advice; Big Fiesta Booth

Fred Palmer Offering Series of Brunswick Tire Specials—Don Baxter, Service Manager Tells What to Do for Tire Service

Fred Palmer, outstanding Torrance tire merchant for the past 12 years, is offering a series of Fiesta Week tire specials at the Palmer Service tire shop, 1312 Cabrillo avenue, and at the Fiesta Automobile Show, where, as is his annual practice, Mr. Palmer has taken extensive space. Mr. Palmer, a member of the American Legion, has been active in the management of every Legion Fiesta and Automobile Show, and his booth at the Show is always full of interest.

Visitors to the Palmer booth this year will receive gifts from the genial tire merchant ranging from road maps to tires and tubes.

Brunswick tires, handled by Mr. Palmer, have found favor with and delivered sound service to many large corporations which exercise the utmost care in picking their tire values. Don Baxter, manager of the Palmer Service tire shop, names a few, including the Chamber of Commerce, the Union Tool Company, the Consolidated Lumber Company at Wilmington, and the Petroleum Securities Company, which uses Brunswick tires furnished by the Palmer shop.

The Palmer Service shop and the Palmer Fiesta and Automobile Show booth are centers not only of tire values, but of sound tire advice. Mr. Baxter and his assistants are always ready and anxious to give free advice on the care and use of tires and various elements, including alignment, wheel wobbling, paying bruises and inflation to be watched.

Few articles in use today get more unthinking abuse, or are more responsive to proper treatment, than is the automobile tire, says Mr. Baxter. Literally millions of miles of tire service are lost every year through failure of tire users to take proper care of their tires. Mr. Baxter believes that once the cause and effect of tire troubles are understood, the average tire user will be able to get even greater values from his tire investments. To this end, tire advice and tire information are always free for the asking at the Palmer shop.

Mr. Baxter finds under inflation one of the outstanding causes of tire troubles. The chief factor, he says, in the life of any pneumatic tire, either balloon or high pressure type, is the air contained within it. The air cushion supports the

load, while the tire itself is simply a container for the air. The amount of air always should be sufficient to support the full weight of the vehicle, leaving the tire free to perform its natural functions. The rubber and fabric should not be required to carry part of the load that should be supported by the air cushion. If there is not enough air to carry the load the weight is transmitted to the fabric or cord carcass, causing an extreme bending or flexing of the sidewall, resulting in a break or crack, which pinches the tube, causing a slow leak or a blow-out. Under inflation also is the chief cause of separation of the rubber tread from the carcass, causing chafing which usually results in a blow-out.

Tire users are invited to take these and the myriad other tire problems which arise, up with the Palmer men, at the tire shop and at the Automobile Show booth.

SIX CYLINDER TRUCK GRAHAM BROS. LATEST

(Continued from Page 3)

necessity of making even the simple mechanical adjustment provided for each individual brake. The new six-cylinder line enjoys a very distinct price advantage in its field. The three chassis types are priced from \$1595 to \$1665, levels approximately \$300 to \$400 below those at which six cylinder trucks with similar equipment have ever been sold.

Another important feature of these six-cylinder trucks is that they can be had with various axle gear ratios which are optional with the purchaser.

Service Is Ford Watchword

Multitude of Appliances In Cabrillo Street Shop of Schultz, Peckham & Schultz

"Service" is the keynote of the big general shop, with its many special departments, maintained by Schultz, Peckham & Schultz, Ford and Lincoln agents for the Torrance territory. The average motor car owner who drives his car into the Ford garage for service probably does not realize the number and variety of tools and appliances and the great compendium of expert knowledge required to render any service he may ask, whether it be the truing of a wheel, straightening of a crankshaft, re-boring of a cylinder, charging of a battery, renewal of a magneto, a complete overhauling or a new paint job.

The entire make-up of the Schultz, Peckham and Schultz Ford shop is based on the rendition of the greatest possible service efficiently and speedily. Mechanics who service cars in the Ford garage are expected to know and do know just what tools and appliances are necessary for every possible piece of work, and they have them immediately at hand. No experimentation is indulged in.

The Ford garage operates two service trucks, each equipped with the latest towing apparatus, including front and rear dollies, spare wheels, and self-steering towing bars, which allow a car to be towed without the presence of the driver to steer it.

The general shop is equipped with chain hoists and engine dollies, which facilitate the handling of motors detached from the car frames, and with a special workbench on which the engines may be clamped for repairs and for testing. Close at hand is the bearing re-habbing equipment, and the big electrically operated bearing burnishing machine, which "burns" new bearing into alignment in two minutes' time, and then sets them and smooths them in a bath of oil.

There is apparatus, like a re-inforced and pivoted T-square for the alignment of pistons; a 20-ton press with special equipment for holding and straightening crank shafts and other vital parts, its work regulated by an accurate dial gauge; a machine for pressing and

reaming transmission drums, and a huge drill press whose uses are numberless. Another refinement of specialized service is a powerful machine which clips the rivets from brake bands, and re-rivets them when the lining has been replaced.

In the battery, electric and radiator shop, batteries are tested and charged, special apparatus is installed for testing coils, for winding and trimming armatures, and for renewing magnetos. Welding and brazing apparatus, in portable form, stands ready for immediate use.

In a big shop in the rear of the building an Oakite tank equipped with heating apparatus cleans the working parts of cars and engines under repair. A washing machine is there also, which forces water at high pressure and obviates the use of steam in cleaning dirt and grease from chassis and frames.

A complete paint job can be turned out of the Ford paint shop in one day, although ordinarily two days are allowed for a car to pass

through the shop. This includes a thorough cleaning and application of the original lacquer finish. The lacquer is applied with special "paint guns", which spray it on the surface in a fine mist, and leaves it smooth as glass.

Service on the present type of Ford cars, regardless of the new model soon to come out, will go on as before, and with ever increased efficiency, under the plans of Schultz, Peckham & Schultz. At the present time much new equipment is being installed purely for the purpose of servicing and repairing the present type of Fords.

Clownish



EDDIE GAMBLE

Fiesta visitors, many of whom will attend the show early in the evening and will take their evening meal downtown to avoid loss of time.

Ferncroft Cafe Proprietor Acts As His Own Chef

Good food goes with good temper and good times, in the opinion of Arthur A. Barnes, proprietor of Barnes' Ferncroft Cafe at 1323 Safford avenue. And Mr. Barnes is not alone in his opinion. Eminent physicians and dieticians back him up. Mr. Barnes himself, with years of experience in the restaurant business behind him, is no pro at dietetics. The restaurant patron may not know just what food combinations are best suited to the occasion of peace and harmony of

the inner man, but if he will allow a first class restaurant chef to prepare his food in the proper combinations, he will not often go wrong.

With inclusive and minute knowledge of foodstuffs and their preparation, garnered by long and intensive experience, Mr. Barnes does not trust the preparation of the Ferncroft Cafe's food to anyone but himself. He personally selects the foods which go into his kitchen, and in acting as his own chef, he makes sure of the utmost quality, not only in the foods themselves but in their preparation. Mr. Barnes is an expert chef, and is thoroughly experienced in the art of bringing the real "home-cooked" flavor to the restaurant menu.

Ferncroft Cafe will be open at night during the Fiesta and Auto Show for the accommodation of

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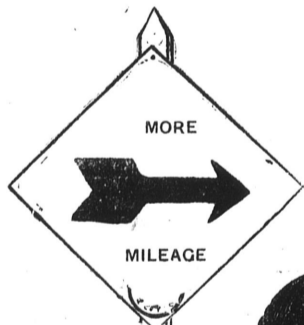
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BRUNSWICK TIRES



Tire buyers who are "in the know," such as the purchasing agents of large manufacturing and oil producing companies, will tell you they get Many Many More Miles from BRUNSWICK than any other tires at anywhere near the price.

The decisions of these astute buyers are made ONLY AFTER EXHAUSTIVE TESTS ON HUNDREDS OF CARS, and you can well afford to profit by their experience. With reasonable care, you can make these wear-resisting BRUNSWICK Balloon and Cord tires last several seasons.

Free Advice

If you are not getting satisfactory service from your tires, (no matter where you bought them), we shall be glad to help you. Perhaps your wheels are out of alignment, or you are running the tires under inflated. Don't hesitate to drive up to our Tire Shop and get our advice. It's free and it won't obligate you in anyway.

Free Gifts

Everybody calling at the Fred Palmer booth at the Fiesta and Auto Show will receive a VALUABLE GIFT, ranging from Rand-McNally Road Maps to Automobile Tires and Tubes. Don't forget to call at our booth.

FIESTA WEEK SPECIALS

30x3½ BRUNSWICK CORDS	\$5.85
29x4.40 BRUNSWICK BALLOONS	\$7.55
33x6.00 BRUNSWICK BALLOONS	\$14.55
35x5 BRUNSWICK CORDS	\$27.45

Cabrillo at Border
Torrance, Phone 131

FRED PALMER

Tire Merchant