

A Monthly
Feature

TORRANCE HERALD

Of Interest
to Motorists

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Automotive Section

FOURTEENTH YEAR—No. 3.

TO BUILD 5 MILLION CARS IN 1929

New Automobile for Every Sixth Family in 1929 Is Aim of Manufacturers

One family in every six will buy a new automobile in 1929 if the production scheduled announced by automobile manufacturers at the New York Show are carried out. Many predict that American automobile factories will build 5 1/2 to 6 million vehicles next year, which is the present capacity of the plants, but a careful compilation of production schedules shows that manufacturers intend to make Chrysler puts the figure at 4,750,000. In 1928 there were 4,650,000. If the five million mark is adhered to, this will mean a new car for every sixth family in the United States.

Show time is the time to survey the automobile industry.

On Dec. 31 there were in the U. S. 21,630,000 passenger cars, 7,120,000 trucks. They constituted 75% of the world's automobiles.

During 1928 motor makers obligated themselves to pay \$785,000,000 taxes (estimated) on production of 4,044,000 cars (estimated), 588,000 trucks (estimated).

Wholesale value of the cars was \$2,630,500,000 (estimated), of the trucks \$416,320,000 (estimated). Estimated average value of a 1928 car was wholesale \$650, retail \$876; of a 1928 truck wholesale \$709, retail \$955. The difference between wholesale and retail prices paid for freight, storage, interest, dealer's profit.

During 1928 there were but three motor mergers—Chrysler and Dodge, Studebaker and Pierce-Arrow, Hupmobile and Chandler-Cleveland (Cleveland cars have not been made for years).

Ford, as the year ends was again at high production—6,500 to 7,000 cars per day. Last week a despatch from Cork, Ireland, said that several steamships had arrived there with Ford machinery for a huge Ford manufacturing plant which would supply Ford's European markets. During 1929 Ford expects to make 2,000,000 Model A's. A large portion will replace some of the 6,000,000 Model T's still running; another large portion will supply the "second-car" market.

In the four-cylinder class, only Plymouth, Durant and Whippet compete with Ford. Chevrolet now makes only six-cylinder cars.

Torrance dealers announce increased quotas for the coming year, indicative of their confidence in the community and adding proof to the contention of the manufacturers that 1929 will be a record-breaking automobile year.

What Is Adequate Brakes? Law to Be Made Definite

Establishment of a standard of adequacy for automobile brakes has been recommended by the executive committee of the Motor Vehicle Conference in approving a list of proposed amendments to the California Vehicle Act for presentation to the forthcoming session of the state legislature. The state law now requires adequate brakes but no definition of adequacy or standard is provided. According to the legal department of the Automobile Club of Southern California, which is represented in the conference, the amendment which will be recommended to the legislature for adoption is as follows:

Section 94, making it unlawful to operate a motor vehicle on a public highway unless it is equipped with adequate brakes, is to be amended to provide a table of stopping distances according to the speed at which the vehicle is traveling. This table, for a vehicle operating on a dry asphalt or concrete pavement, where the grade does not exceed one per cent, is as follows:

At ten miles per hour, vehicles should be capable of being stopped at 9.3 feet; at fifteen miles per hour, 20.8 feet; at twenty miles per hour, 37 feet; at twenty-five miles per hour, 58 feet; at thirty miles per hour, 83.3 feet.

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Firestone Tire Covers Popular in Torrance

Baxter and Collins Order More Souvenirs to Meet Demand

One of the most conclusive evidences of the wide popularity of Firestone built tires is found in the large number of Baxter and Collins tire covers, as pointed out by Don Baxter.

"Since opening our new Firestone agency a few months ago, we have given out over 250 tire covers to local purchasers of Firestone-built tires," Mr. Baxter continued, "and are expecting another shipment in a few days to take care of recent buyers and those who will purchase Firestones in the future."

"If the rapid rise of our tire business in the few months we have been operating is any indication of what we may expect in the coming year, we indeed have much to look forward to." Mr. Baxter continued, as he discussed plans for greatly increased sales with the Firestone factory representative.

Cutouts Are Now Unlawful—New Ruling Jan. 1

Motorists are warned that since January 1 last, it is illegal to drive a car equipped with a muffler cutout capable of being operated by the driver.

This mandate was included in the Motor Vehicle Act of 1927 and two years were allowed to permit car owners to take their cutouts off. These may be disconnected or sealed so they cannot be used and still conform with the law.

The Automobile Club of Southern California is urging all motorists to disconnect their muffler cutouts and thus avert trouble.

Erskine Is Made Director of Trust Co.

Albert Russel Erskine, president of the Studebaker corporation and chairman of the board of directors of the Pierce-Arrow Motor Car Company, has been named a member of the board of directors of the Marine Trust Company of Buffalo, New York.

Packard Makes Wee Automobile for Government

Model of Car Used to Check Broadcasting Sent to Spain

One of the most interesting automobiles ever built by the Packard Motor Car Company has just been finished and delivered to the United States government. It is 38 inches long and 26 inches high.

"The wee car is an exact miniature of the Packard Eight machines used by the radio division of the Department of Commerce in all parts of the United States to check radio broadcasting and other radio broadcasting stations. It was built for the Department of Commerce for an international exhibition shortly to be held at Seville, Spain.

The body was constructed with a wood frame and metal panels just like the body of a regular Packard car. The chassis frame, tiny bumpers and other like parts were hand wrought from bronze.

The tiny steering wheel, not much larger than a quarter, was painstakingly carved out of a wood block and nearly a week was spent by one man in its making.

Door handles and other fittings of the car were fashioned by hand by expert watch makers in the Packard factory. Doors open and close on tiny brass hinges which are exact duplicates of the hinges of a big car. Doors are perfectly fitted and equipped with locks. Four full days were spent by an artist painting the Department of Commerce emblems on each side of the body. The head and tail lamps are said to be the smallest ever made. They also were made in the Packard factory.

The inside of the body is made of polished mahogany and has cabinets and drawers exactly like the big cars operated by the department. The interior also is completely equipped with tiny models of all the intricate pieces of radio apparatus of the regular radio cars. Many weeks were spent by experts in the department's radio division fashioning these models.

The big department of commerce radio cars scour the entire country and the delicately adjusted instruments with which they are equipped maintain a constant supervision over all broadcasting and other

(Continued on Last Page)

Is Your License In Plain View? Police Warns

"Watch your license plates." This is a warning being broadcasted to motorists by the Automobile Club of Southern California. It does not mean, the club explains, that the new plates will be stolen, but that there is a danger of them being obscured by bumpers, trunks or other accessories.

During the license period a year ago, tens of thousands of motorists were haled into court because their license plates were not in conformity with the state law. Motorists are warned that the authorities will insist on the new plates being placed on cars to conform strictly with the state law.

The new plates are wider and have greater visibility than the 1928 numbers, and there is less excuse this renewal time than at any time in history for plates being obscured. It is also pointed out that the plates must be kept free from dust and easily legible at all times.

Leave Desert Plants Growing to Avoid Arrest

Numerous complaints coming to the Automobile Club of Southern California state that motorists are removing many of the desert flowers, plants and trees apparently under the impression that there is no law against this. Most all of the desert plants are protected by ordinance, and motorists are warned against the practice of removing or destroying them.

A suggestion was made to the club that the various county and desert communities erect signs notifying motorists that the natural flowers are protected under the law and that violators of the law will be prosecuted.

Three Million Families Now Have Two Cars

Many Families Have Car for Every Adult Member

Two or more cars are possessed by more than three million families in the United States, according to estimates received by the Automobile Club of Southern California. This number is constantly growing and it is expected that the coming years will see a heavy increase among those who own more than one automobile.

Various causes are assigned for multiple ownership. Golf clubs, children at college, the increasing number of women drivers, the use of automobiles in business and similar reasons contribute to the need of more than one car to a family. It is no longer unusual for every adult member of a family to be provided with an automobile.

The growth of two-car families in this state is very rapid, according to the records of the Automobile Club of Southern California. Every year brings a large increase in the number of members who insure two or more automobiles.

Widgeons Plentiful in Salton Sea Area

Duck shooting is improving in the Salton Sea district, according to the Touring Department of the National Automobile Club. A word of widgeons are reported in that vicinity and bunches are just breaking up and decoying. Prospects good. Shooting is permissible only on Wednesday, Saturdays, Sundays and legal holidays.

"ASK THE MAN WHO OWNS ONE"

applies equally to

NEW and USED
PACKARDS

ROBERT TENAN
MOTOR CARS

298 NORTH PACIFIC AVENUE
Redondo Beach, California

To a most important group of motor car buyers

Certain American people are getting on in the world. Many of them are just starting. But they're headed up the ladder. Their ideas of luxury are expanding. They want finer homes, finer furniture, finer automobiles.

These people form a most important group of automobile buyers. Their importance lies in the progress they are making. As they progress, their needs grow. Their ideas encompass new standards of living.

For three years, hundreds of thousands of these progressive Americans have

been buying the Pontiac Six. Some of them have bought it as the first car they ever owned. But to most of them, Pontiac has represented the first big step up from the lowest priced field.

For this progressive group, Oakland has now created a brand new Pontiac Six. It represents an even greater advancement over everything else in its field today than the original Pontiac represented in 1926. It offers entirely new bodies by Fisher. It will take its buyers farther than ever up the ladder of motor car quality in one step. Watch for the

NEW PONTIAC BIG 6 at \$745
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... and one of SERVICE when it is found on the TIRES of your car... It is a matter of pride among millions of motorists to point to their TIRES—one of great confidence in the performance of their TIRES... and a deep sense of satisfaction in "taking the road" where one finds the "Word of Quality"... FIRESTONE moulded into the casing. Let us put them on "all around" today.



FIRESTONE BALLOON	Size	OLDFIELD BALLOON
\$8.44	29x4.40	\$6.78
9.39	30x4.50	7.50
13.61	31x5.25	11.22
15.44	31x6.00	12.72
15.94	32x6.00	13.17
16.44	33x6.00	13.56

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