

Of Interest  
to  
Motorists

Torrance Herald

Of Interest  
to  
Motorists

# AUTOMOTIVE SECTION

FIFTEENTH YEAR—No. 15

TORRANCE, CALIF., THURSDAY, APRIL 11, 1929

5c per Copy

## SPRING BOOMS AUTOMOTIVE TRADE

### Neff, White, and Sawdey to Open Super-Service Station Saturday; Gifts and Special Opening Offers

Grouping together in splendid new steel buildings, W. J. Neff and two other automotive specialists are inviting the public to a gala formal opening, Saturday, April 13, of the W. J. Neff Super-Service Station at the corner of Arlington and Carson, Torrance.

Extensive alterations have been in process on the Neff corner for some weeks, and now everything is in readiness for the big celebration Saturday.

On the expansive corner, Mr. Neff has erected several new steel buildings which have been leased to two other business men, who offer the motoring public every service that could be desired.

R. C. White, who also owns the Electric Equipment Company of Torrance, in the Muller Super-Service Station, has leased fine quarters on the Neff corner. USL batteries will be carried in stock and first class battery, ignition and speedometer servicing and repair-

to enable him to give the best of service. As a special attraction on opening day, Saturday, April 13, Mr. Neff is offering to give every car which is driven on the new super-service station lot, a spring bath free. This special bath for lubricating chassis springs is a splendid tonic for squeaky springs, Mr. Neff says, and will greatly enhance the riding comforts of your car.

Mr. Neff operates a 100 percent Texaco gasoline station, and offers a good assortment of both Eastern and Western oils. The public is cordially invited by Mr. Neff and the other automotive service men at his station to come Saturday, and they promise to well repay all visitors for calling, as many special gift offers are being arranged for the formal opening day.

### Harvel's to Be Warehouse for Willard

Rewarding twelve years of aggressive and loyal service as Willard's factory dealer in Torrance, Harvel's has been chosen by the Western Auto Electric company, Willard distributors for Southern California, for their wholesale warehouse, servicing the entire district south of Los Angeles.

The new arrangement will assure better and quicker service to such towns as Manhattan Beach, Hermosa Beach, Redondo, Compton, Hawthorne, Gardena, El Segundo, Lomita, Harbor City, Moneta and other communities adjacent thereto. Harvel's has been a 100 percent Willard station in Torrance for twelve years, beginning in a very modest way and growing constantly until it was necessary to erect a fine new Harvel building on Cravens avenue about a year ago. It is pointed out by Willard officials that while Torrance is centrally located for serving the big territory, the deciding factor in selecting this point for the warehouse was the splendid service and progressiveness exhibited by Harvel Guttenfelder during the 12 years he has been associated with the Willard organization.

### NEFF SUPER SERVICE STATION

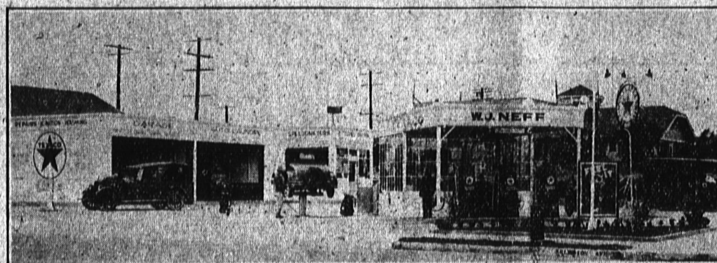


Photo by LaPlante.

### New Supreme Firestone Tire Is Big Success Say Baxter & Collins

"The New Firestone Tire representing the latest principles of scientific design and coupled with extraordinary ruggedness and dependability, is now displayed at our store," says Mr. Don Baxter, of Baxter and Collins. "It is known as the Firestone Supreme Balloon."

"The outstanding features of this new tire are a lavish use of the finest materials that can be secured and the adoption of a number of points of special construction. Firestone engineers realized that they must not only keep pace with modern driving conditions, but must anticipate the future. Manufacturers of powerful, high speed automobiles, equipped with quick acting four-wheel brakes, prompted the pioneer manufacturer of balloon tires to produce a tire with an extra margin of safety, strength and endurance that would not only meet the requirements of the automobile of today but also that of tomorrow.

"Every tire buyer," says Mr. Baxter, "is sure to be more or less impressed by outward appearance. The impression created by the Firestone Supreme Balloon is distinctly favorable. The jet black color, the two gold rings running around

the tire just below the tread and the gold trade mark are in keeping with the superior quality of the tire.

"The average car owner looks first at the tread. In his mind there is the feeling that the way to make an extra mileage tire is to use a lot of good tread rubber. He likes to see a tire that has a rugged looking tread. In the new Supreme Tire, he certainly will not be disappointed, for it has 50% more tread rubber than the regular tire.

"In order to make a long wearing non-skid design, the pattern is deeper. In this way more traction is obtained and longer non-skid life is obtained. Further, the tread is so shaped and designed that an extra number of non-skid projections come in contact with the road—increasing gripping power and safety.

"Because of the extra plies of fabric and the dense, thick tread punctures are almost unknown. "As to durability, the chances are that the original set will still be running when you decide to trade in your car on a new model." Mr. Baxter says that the Supreme Balloon is made in all popular sizes.

### Close Carson Street During New Paving

### Rough Road Through East Torrance Soon Will Be History

Carson street within the East Torrance area was closed this week and road contractors are tearing up the old pavement in preparation for laying the new pavement. Construction gangs are also working on the improvements authorized for the other streets within the East Torrance district.

There is a detour marked around the Carson street portion that is torn up, but most of the Long Beach traffic is using the route via Lomita and Wilmington.

**OKLAHOMA PICNIC**  
All Oklahoma people in Southern California, resident or visiting, are invited to the big annual picnic reunion all day, April 21, Sycamore Grove Park.

**TEXAS PICNIC**  
President Lyston S. Black announces Saturday, April 20 as the date of the mammoth picnic reunion celebrating their famous San Jacinto Day in Sycamore Grove Park, Los Angeles.

### Fred Palmer Staging Great Trade-in Sale

Extra Big Allowances for Old Tires and Lowest Prices for New

Through special arrangements with the factory, Fred Palmer, tire merchant, is staging a gigantic Trade-In General Tires Sale this month. Elaborate preparations have been made to make this one of the outstanding tire events in the history of Torrance.

Mr. Palmer explained that he is always willing to give allowances for old tires in exchange for new ones, but during this sale unprecedented big allowances will be made.

"It's a wonderful opportunity to trade in your old tires for high grade Generals that will carry you safely through the next high price period," Mr. Palmer commented, "and the savings are two-fold. First you get a big allowance on your old tires, and secondly you are buying high grade 6-ply Generals, capable of 60,000 miles, at the lowest prices of the century. We cannot urge our customer friends too forcefully to re-tire with Generals now, even if your present tires are in fairly good condition. This is a bargain, par excellence."

Hot weather is always hard on tires, and it's the very time you don't want to have tire trouble. Anticipate your vacation needs now and trade-in your present rubber for new Generals all around, is Fred Palmer's advice to the motorist.

Jones was never an early bird at the office. One morning his boss exclaimed: "Late again. Have you ever done anything on time?" "Yes, sir," was the meek but prompt reply. "I purchased a car." —Motorland.

Why Not Buy A Used

## Packard

Most of the New Car Mileage all of the New Car Distinction part of the new car cost

## Robert Tenan

298 North Pacific Avenue  
Redondo Beach, California

PHONE 2721



W. J. NEFF  
Photo by LaPlante.

ing is assured on all makes of cars. R. S. Tweedell is in charge of the speedometer work for Mr. White and is offering a free test on any make of speedometer. This is claimed to be the only speedometer testing service located in Torrance. Mr. Tweedell is an expert on speedometers and the motoring public is invited to come and have a free test. In cases where repair work is done, parts and workmanship are guaranteed.

J. S. Sawdey, well known mechanical expert in Torrance, has leased the garage department and will do all kinds of general repairing. Mr. Sawdey says he will conduct his business on the "flat rate" system which eliminates any possibility of the cost of a job running over the anticipated price. This is the system now in use by leading garages and agency service departments. All repair work is guaranteed by Mr. Sawdey.

New services offered by W. J. Neff include a complete new line of Firestone tires, a complete auto laundry service, and the latest devices for thoroughly and quickly greasing and lubricating automobiles. Much new and modern equipment has been added by Mr. Neff.



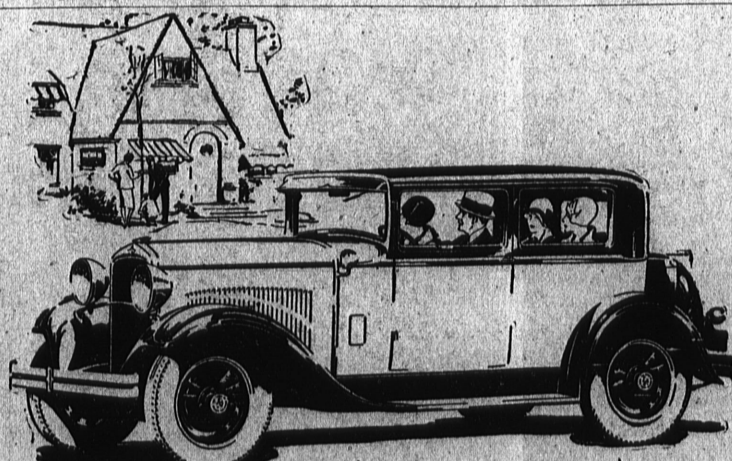
"A sensible man tries to get all the crops he can out of an acre, all the rest he can out of eight hours sleep and all the value he can out of a dollar."  
—says Dad.

A big money's worth grows out of every dollar planted at this place for BARGAINS in "traded in" tires. We also sell new FIRESTONES. What do YOU need?



**TIRE DOCTORS TWO BAXTER & COLLINS 24 HR TIRE SERVICE DAY PHONE 476 NIGHT PHONE 527 W 345 J 1018 CRAVENS AVE.**

**If saving money makes you glad Buy here with Confidence.**



### A Greater Car At Lower Prices

THE new Dodge Brothers Six is indeed a super-value—a more-for-the-money car—not only when compared with any previous Dodge Brothers creation, but with any car that ever sold at or near its price. All that this superb car appears to possess—in stamina, in dependability, in roomy comfort—is emphasized the moment you observe it in action. See the new Dodge Brothers Six—drive it—then only can you appreciate its extraordinary worth.

## NEW DODGE BROTHERS SIX

CHRYSLER MOTORS PRODUCT

Allen H. Paull

1420 Cabrillo Ave., Phone 324

Open Evenings

**Leads Them All**

**Schultz, Peckham & Schultz**

Authorized Dealers FORD Products

1514 Cabrillo, Torrance TORRANCE Phone 137

**GAS GASPS**  
Yotto Mobile

**EMBARRASSING!**

Dear Motorist:  
Of course it's embarrassing to run out of gas while showing your wealthy relatives around the city. I suggest you patronize Dewey's Service Station. Then you'll always get the mileage you expect. With best wishes,

**DEWEY'S SERVICE**  
100% RICHFIELD  
Border and Cabrillo