

Firestone Auto Service Store Expands Facilities Here

Opens Enlarged "Department Store for Motorists" At Marcelina and Cravens

Celebrating completion of plans for a completely modern, one-stop service institution, the Firestone Auto Supply and Service Store, located at 1454 Marcelina avenue, announces a Special Expansion Sale beginning today and continuing thru Saturday.

Don Miller, manager of the store, states that besides the various automotive services, such as brake, battery, wheel alignment and lubrication, there will be on hand over 2,000 quality auto supplies stocked here to suit practically every motorist's need.

"That is why we often refer to ourselves as a 'department store for the automobile,'" he said.

"As a special feature of our Expansion Sale," Miller continued, "we are offering to every customer whose purchase equals or exceeds a dollar, his choice of a wide variety of useful gifts, such as polishing cloth, key case, steel tape measure, license plate jewels, vanity visor or ash tray. We are extremely appreciative of the support we have received from Torrance motorists, whose increasing patronage has made possible our expansion into more modern facilities enabling us to render even better service than we have in the past.

Ample Drive-In Space
"Another feature of our Expansion Sale," Miller said, "is that we shall install absolutely free any seat cover purchased from us during the sale. From the standpoint of appearance and wear, seat covers should be fitted by factory-trained men experienced in and able to solve

Executives Inspect New Service Unit

Personal interest in seeing the Firestone Auto Supply and Service Store in Torrance, the outstanding service institution in this section of the country, brought R. J. Cope, president of the company, C. E. Traweck, district manager, and C. M. Barnes, who is in charge of Firestone stores, to this city Tuesday to make a last-minute inspection of the completely modernized service station and equipment.

"We are very enthusiastic about Torrance as a buying center and look forward to an excellent future," Traweck stated. The increasing patronage of Torrance motorists and those of the surrounding community and our aim to render constantly better service have brought about this expansion in our facilities here.

After a conference with Don Miller, manager of the Torrance store, they returned to Los Angeles.

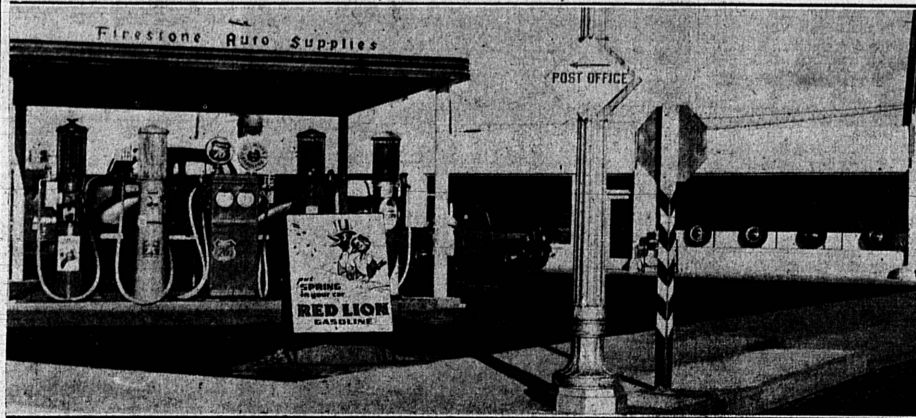
each individual seat covering problem. These men will be on hand to help each customer.

"This is the time of year when Tropical seat covers are in heavy demand," the store manager pointed out, "and this year Firestone is offering a Tropical made of a new-type material that can be sponged or washed, which is flexible to give a snug fit and excellent for all-year-round wear. Many people prefer Tropicals to ordinary seat covers even in the winter because of the ease with which they can slip in and out of a car."

Miller mentioned that the buildings and service court of the new Firestone Auto Supply and Service store, cover an area of more than 11,000 square feet. This allows ample drive-in space even for the most nervous drivers who dislike driving a car on to a crowded service floor.

In addition to the wide diversity of services and merchandise which is offered at the enlarged store, Miller said that Firestone's liberal credit plan is available to those who do not have immediate cash to spend for the things they need.

Where Every Motor Need is Supplied



COMPLETED AFTER SEVERAL weeks of intensive construction by local workmen and contractors, the Firestone Auto Supply and Service store at the corner of Marcelina and Cravens avenue today was formally dedicated by executives of the Firestone factory in Los Angeles. The new plant, with more than 11,000 square feet of service area, is one of the most modern in the Harbor district.

Truly this is a super-service station. Motorists will find every facility for complete and expert services in lubrication, brake work, batteries and electrical needs, a full line of auto supplies and accessories, tires as well as their choice of Texaco, Union, Associated and Gilmore gasolines and oils.

—Photo by Haig & Haig

Local Workers' Skill Employed

Officials of the Firestone organization who inspected the new super-service station here during the past week voiced high praise for the excellent workmanship that is evident throughout the improvement. This reflected in a most creditable manner on the services of the local craftsmen employed on the job.

Headed by H. G. Black, as general contractor for the whole project, these were: Sam Kennedy, Torrance Sign Shop, who did all the excellent painting and sign work; and David Jacobs, well-known plumber who was responsible for this important phase of the work.

Two Macks Electric, whose skill was employed in all electrical improvements, and the M & M Transfer and Cement company, which installed the cement work that began giving satisfaction this week.

Extra Power In New Batteries

"The development of new electrical equipment and gadgets that have added considerably to motoring comfort and safety put an extra drain on a battery," Don Miller, manager of the Firestone Auto Supply store here, pointed out today. "A battery is compelled to do duty for which it was not originally designed."

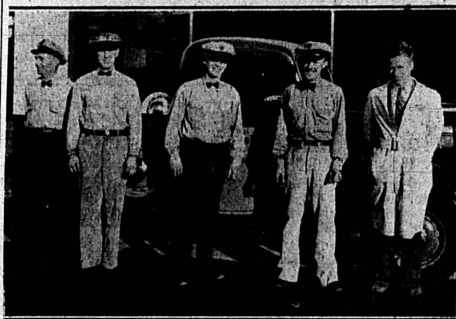
"Many motorists who have equipped their cars with a radio, heater, spotlight and so on and who are still using a low capacity battery are disappointed and frequently inconvenienced when the battery fails."

"To take care of the extra power demanded by modern electrical equipment, Firestone has put on the market an Extra Power battery. An unusual feature of this equipment is that it contains all-rubber separators which will not warp or wear and yet are extremely permeable to acid to give the surging power demanded."

Traffic Squad Herds Sheep
KLAMATH FALLS, Ore. (U.P.)—It took the Klamath Falls traffic patrol by surprise when it was called to the local airport to serve as sheepherders pro tem.

More Injured In Falls
ROCHESTER, N. Y. (U.P.)—Not automobiles but falls caused the most accidental deaths in Rochester during the past four years.

All Loyal Firestoners



—Photo by Haig & Haig
HERE IS THE PERSONNEL manning the newly remodeled Firestone Service and Auto Supply store with the exception of Gas Attendant Lee Bowman, who was unable to appear in the picture. Left to right, Jess Summers, battery and electrical expert; Bill Turner, brake specialist; Ray Stuart, budget; Jack Ford, lubrication engineer, and Don Miller, manager.

Offer Unique 'Lub' System

One of the unusual service features offered by the new Firestone Auto Supply and Service Store at 1454 Marcelina avenue is the "rock-a-car" lubrication system.

A car is placed on the rack-arms and while it is being lubricated, the machine is rocked gently, comparable to action on the road.

In this way the spring leaves allow the passage of lubricants in between and insures a complete uniform coating of lubricant on their surfaces. This stops all squeaks and offers positive protection against rust.

Alimony Hero Cited
DENVER (U.P.)—Patrolman H. L. Heckart is Denver's "unsung hero." Heckart has made alimony payments of \$100 a month without fail to his divorced wife for a period of nine years. His salary is \$160 a month.

AUTOS LEAD
Californians spent more money on automobiles than for any other class of commodity on which the sales tax was levied during the last fiscal year.

Any motorist who continues to operate a vehicle with 1936 license plates faces the loss of his car and prosecution.

Tests Prove Rayon's Worth In Tires for Autos, Trucks

Since 1929 Firestone engineers have been attempting to utilize the tremendous heat-resisting properties of rayon in the manufacture of automobile tires. As a testing ground, Firestone fortunately had large bus mileage accounts whose tires were subjected to long periods of extreme heat. After being thoroughly proven in this class of service the new rayon tire was placed on the market.

All The CONCRETE WORK

In the Remodeled

Firestone SERVICE STATION

Was Done By

M & M TRUCKING & CEMENT CO.

No Job Too Large or Too Small To Receive Our Prompt, Careful Attention

1617 Border

4 WAYS TRITON SAVES YOU MONEY

LOOK FOR THIS SIGN

Triton keeps carbon below the knocking point—saves carbon scrapers.

It saves gasoline by allowing correct advanced spark setting—without causing "ping."

It saves oil... is a safe, full-bodied lubricant long after many oils are worn out.

It saves motor wear, minimizes repairs, assures longer motor life.

Why? Because Triton is Propane-Solvent refined, 100% Pure Paraffin-base, 100% Pure Lubricant—free from harmful carbon and sludge-forming materials. Try it next time you refill!

UNION OIL COMPANY

100% PURE PARAFFIN-BASE

H. G. BLACK

General Contractor

Wishes to Congratulate FIRESTONE

ON ITS NEWLY REMODELED SERVICE STATION & AUTO SUPPLY STORE

CONGRATULATIONS To FIRESTONE

DAVID JACOBS
"YOUR PLUMBER"

1908 222d Street Phone 358-W

We Are Proud That the Firestone

SERVICE STORE

In Torrance Features

100% PURE PENNSYLVANIA MOTOR OIL

PENNZOIL
SAFE LUBRICATION

CONGRATULATIONS Firestone

Your modern Service

Store in Torrance

is a credit to you

and your community

Best Wishes from

TEXACO

GILMORE

Wishes To Congratulate

Firestone

ON ITS SPLENDID

NEW SERVICE STATION AND AUTO SUPPLY STORE

GILMORE

RED LION

GASOLINE • MOTOR OIL

"Let's Get Associated" at

Firestone



"FLYING A" GASOLINE
CYCOL and VEEDOL MOTOR OILS