

MIRROR OF BUSINESS AND INDUSTRY

(Advertisement)



Glenn E. Thomas, Chairman of the Board of the Dodge dealership which bears his name.

Glenn E. Thomas Co. Now in 53rd Business Year

A trip to the Pacific Coast in 1908 to see the United States battle fleet on its round-the-world cruise paved the way for the establishment of Long Beach's pioneer automobile sales and service organization. The trip was made by Sen. Samuel L. Thomas, and one year later he and his son, W. L. Thomas, migrated to Long Beach from their Nebraska home to start the business which is now Glenn E. Thomas Co., local Dodge and Plymouth dealer.

Long Beach was a village with a population of less than 18,000 when W. L. Thomas, the father of Glenn E. Thomas, converted livery stable in the alley behind Buffums' store into a garage. His capital consisted of \$1600, several kits of tools and one automobile, an E.M.F.

These quarters sufficed until eight years later when larger space was necessary and a move was made to 235 Locust Ave. At about this time, 1917, management of the company was assumed by its present head, Glenn E. Thomas, son of W. L. Thomas.

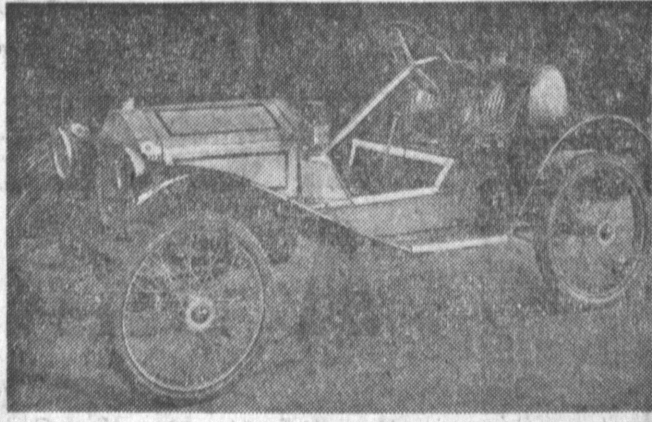
By August of 1925, the com-

pany's operations had grown to the point where still larger quarters were required and a new, modern structure was erected at Anaheim St. and Elm Ave. where the firm is still located. The building contains 24,000 square feet of floor space, representing an investment of nearly half million dollars. The firm has approximately seventy employees, several of whom have been with the firm for twenty years or more.

In addition to its new car display rooms, the company conducts a used car lot at 444 East Anaheim Street, which has accommodations for more than 100 cars.

Glenn E. Thomas, president of the company which bears his name, has had a varied career in business and in public service. His business career began as car washer for his father when the firm was established fifty-two years ago. Between 1910 and 1911 he spent a year in a small automobile factory in Los Angeles. Returning, he began learning the mechanics trade with his father where he spent three years before becoming shop foreman.

Autos One of L. B.'s First Commercial Business Ventures



In the early days of the Glenn E. Thomas Co., the 1913 Metz shown here was typical of the cars being sold. The price at that time was \$575.

In 1917 he became an automobile salesman in the firm eventually becoming general manager of the organization.

Glenn E. Thomas' public career started when he served on the Board of Freeholders that drafted the present city charter. Since that time he has been active in organization work both public and in the realm of the automobile business.

Mr. Thomas was a member of the City Council from 1925 to 1928. He has been on the Board of Directors of the Chamber of Commerce, president of the Long Beach Motor Car Dealers Association, and president of the Long Beach Rotary Club. In addition, he has been president of Virginia Country Club, and is a member of the Shrine, Knights Templar and other Masonic bodies. He is an aviation enthusiast, owns two airplanes and pilots his own craft.

In 1956, Mr. Thomas established a scholarship foundation which is administered by the Long Beach Rotary Club to supply funds to foreign and American students. The foundation was set up to foster international understanding. Living scholarships are available to five to eight students each academic year. Each grant is from \$1,500 to \$2,000 a year.

As it enters its 53rd year in business in Long Beach, the Glenn E. Thomas Company is recognized as one of the oldest commercial organizations in the city and one of the leading Dodge and Plymouth dealers on the Pacific Coast.

The company attributes its success largely to strict adher-

Operation Saturation Supercharges Thomas Sales

Glenn E. Thomas general manager, Monte Davis, today announced commencement of a drive to force public awareness superiority through "Operation Saturation." Key to the campaign is: "We Want 5 Minutes of Your Time." Davis, explaining, said, "We are staking our fifty-three-year reputation on the fact that in five minutes we can graphically demonstrate and explain why Dodge has all of its competition backed off the map." Continuing, Davis said, "The Dodge line now spans all classes of automobiles from compact to medium price, the 'prestige class' in the brand new Dodge 880." The Glenn E. Thomas general manager concluded, "By every standard of weight, horsepower, economy and fantastic performance, the Dodge remains the surprise package of the year. We need just 5 minutes to prove it to any prospective automobile buyer."



A FAR CRY from the 1913 automobile shown on this page is the Dodge Turbo Jet powered by a unique gas turbine and recently displayed at the Glenn E. Thomas showrooms. A Chrysler Corp. engineer drove the car west from New York City to determine the feasibility of putting the engine into limited production by driving it as an open road test under adverse conditions. The engine will operate on any fuel that will run through a pipe and burn when mixed with air. Kerosene, diesel fuel and unleaded gasoline have been used to drive the Turbo Dart.



Nearly 100,000 square feet of working area, including the building which houses display rooms, offices and shops, constitutes the Glenn E. Thomas Dodge dealership operation at 340 E. Anaheim Street. Thomas is one of the leading Dodge dealers on the Pacific Coast.

ANNOUNCING OPERATION SATURATION

WARNING: DON'T BE HYPNOTIZED

If you are buying Ford, Mercury, Chevrolet, Plymouth, Pontiac, Oldsmobile or Buick out of pure habit, you may be wasting hundreds of dollars and sacrificing comfort and economy.

WE WANT FIVE MINUTES OF YOUR TIME

Comparison will prove overwhelmingly that dollar for dollar, pound for pound, engine for engine, Dodge is a bigger, sounder value than any other American motor car. A Glenn E. Thomas Dodge out-performs Ford, Mercury, Chevrolet, Oldsmobile, Plymouth or Buick. Economy-wise, Dodge returns more mileage per gallon than any of the cars listed. The fact is Dodge is more car and more value per dollar invested than any new 1962 car.

PRICE Dodge models span the entire price and size field.

The LANCER is the compact (compare with Corvair, Falcon and Valiant)

The DART is the standard size (compare with Chevrolet, Ford and Plymouth)

The POLARA is the sports car (compare with the Thunderbird)

The CUSTOM "880" is the prestige car (compare with Pontiac, Oldsmobile, Buick, Mercury and Chrysler)

In every single instance, model for model in comparison with other makes, Dodge costs less to buy and operate, gives you more horsepower and more economy.

SERVICE A Thomas new or used car guarantee is backed by the largest dealer-owned reconditioning plant on the Western seaboard. Nowhere in Southern California will you find as large and superbly equipped and staffed service facility as you will find at G.E.T. You and your automobile "get the full red carpet treatment."

CREDIT The Thomas organization, through 53 years of sales, has credit sources and credit reserves which allow virtually every family in the Harbor area to own a brand new Dodge. 6% financing is available to you as a further accommodation and proof of the strength of Thomas' credit and financing power.

GLENN E. THOMAS CO., NO. 1 DODGE DEALER IN SO. CALIF.

Now begins its 53rd year of dedicated service to the greater Harbor area with OPERATION SATURATION, a drive designed to alert every new car buyer to the overwhelming advantages of the new Dodge.

WE NEED JUST FIVE MINUTES OF YOUR TIME

to prove that Dodge is head and shoulders in every way over its competition. We at Glenn E. Thomas Co. are putting our 53 year old reputation for honesty in advertising solidly behind OPERATION SATURATION... An all out drive to focus the public's attention on the most sensational automobile value of any era.

OPERATION SATURATION is the Glenn E. Thomas Company's dramatic all out drive to save hundreds of new car buyers of the greater Harbor area hundreds of thousands of dollars, and to put each of them behind the wheel of a new Dodge in most cases for less than they would pay for a late model used car.

GLENN E. THOMAS Co.
340 E. ANAHEIM (Corner of Elm) LONG BEACH
HE 7-6491

We guarantee a G.E.T. Dodge price to be as low or lower than any competition!
A PLEASANT PLACE TO DO BUSINESS

Faithful Service Since 1909
AMPLE FREE PARKING