

1900...1932....

For more than a quarter century

THE Automobile Club of Southern California has been efficiently serving its members and the public.

- It has taken a leading and influential part in obtaining proper legislation for their protection and in defeating vicious and ill-advised legislation which would place undue burdens of taxation or improper restrictions on the operation of automobiles.
- In the development of a highway system and the proper allocation of highway funds it has fought a hard, successful fight for justice to the motorists of Southern California, and in fairness to all sections of the state.
- Traffic regulation has been furthered and expedited. School children have been trained and educated to obey the rules of traffic and avoid accidents.
- Roads have been charted and maps by the million have been distributed. Two expeditions into Mexico and one into British Columbia have paved the way for an International Pacific Highway which has already taken concrete form and proven its worth as an economic asset to the entire Pacific slope.
- Motorists visiting from other states have been made welcome and supplied with information to make their visits more enjoyable and their impression of Southern California more delightful.
- The Automobile Club of Southern California has kept ahead of, not merely abreast of, the demands of the motoring public for a widespread, efficient service which expedites their travel and makes it more economical, and it has done this most generously with a remarkably low cost.
- Today it stands foremost among automobile clubs in America as to size and accomplishments. Daring ideas of the past have come to practical fulfilment and the spirit of progress will continue to urge it on for the fulfilment of its present ideas.
- Through stress and storm it has financed its work without public appeal for funds, it has carried on its work without slackening pace or reducing the quality of its service. It serves a public need and deserves your enthusiastic support.
- Your membership in the Automobile Club of Southern California increases in value to you in proportion to the amount of service you ask the club to render. You will find it always ready to act in your behalf.