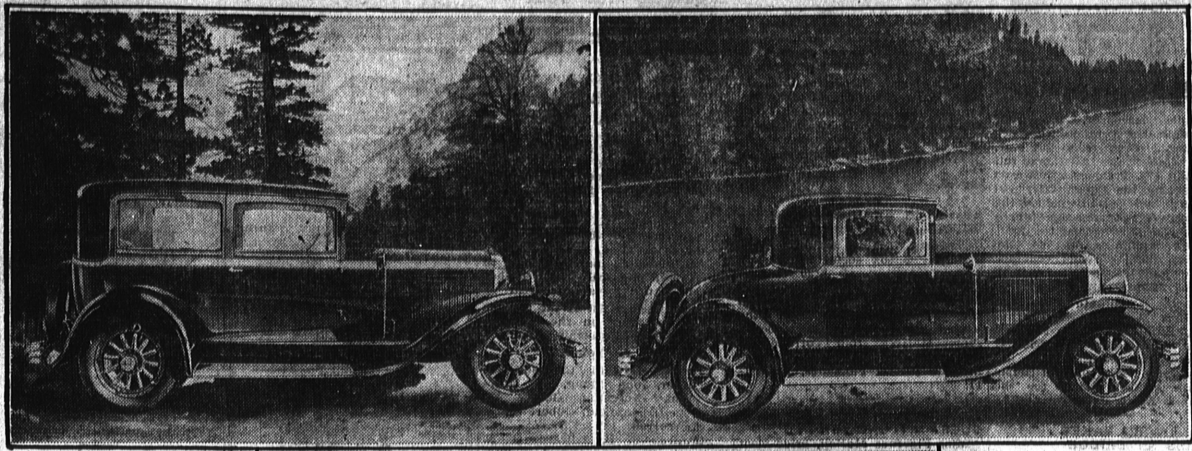


SILVER ANNIVERSARY BUICKS PLACED ON VIEW THIS WEEK



With the announcement Saturday of the Silver Anniversary Buick commemorating the 25th year of operation of the Buick Motor Company, approximately five hundred people visited the showroom of R. S. Flaherty in Torrance this week and saw the answer to their 25-repeated query concerning the nature of the 1928 offering of this great leader in the fine car field.

The hundreds of visitors to the showrooms were unanimous in their verdict that the new car embodies advances not only in its own automobile offerings. The tremendous advances in beauty, style and comfort, as well as in every item affecting performance, combine to make the Silver Anniversary Buick an automobile new and totally different from anything the public has known," according to Mr. Flaherty.

"Taking as a nucleus Buick's famous six-cylinder valve-in-head engine, torque tube drive, sealed chassis, cantilever springs, double-drum frame, Buick engineers have refined and improved these units, and created around them a motor car of radiant beauty and dashing style, a car which is easy to operate and comfortable to ride in, and finally, one which is said to out-perform, under all conditions, not only its own predecessors but any other car within hundreds of dollars of its price.

"Outstanding departures from convention are found in the new and daring treatment of body lines, the dashing new colors in lustrous Buick, and the lavish use of enduring chromium. Less apparent to the casual eye, but no less vital, is the enlarged and improved power plant which provides an unsounded reservoir of energy for any and all needs.

Body "Among sensational innovations affecting its appearance may be listed the gentle 'swelling' of the body, just below the windows, which are gracefully arched across their tops where they were formerly straight. The side and roof lines blend in a pleasing curve which is carried around the sides and rear of the car. There is a

graceful new radiator emphasizing the curve motif further; new one-piece front fenders and extra long and deep rear fenders, new running board bound on all four sides in aluminum and shaped along its outer edge to harmonize with the body lines; and new full-finished rear end with large gasoline filler inlet on one side and a new combination tail stop and backlight, mounted on a heavy steel tube which encloses all wiring, on the other.

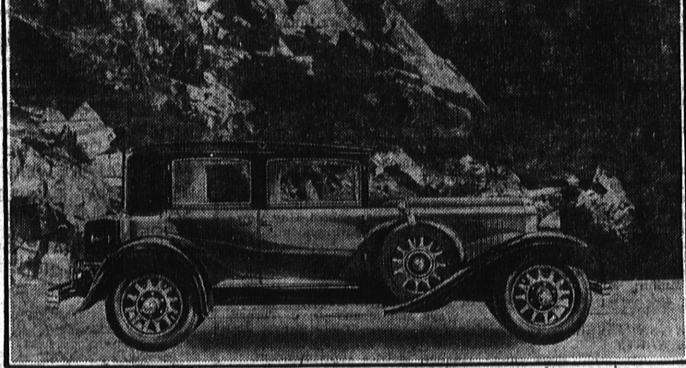
Interior "Smaller wheels and larger section tires still further enhance the car's appearance, making the new Buick seem lower, though its road clearance is actually unchanged. Large new fubs, new easy-on radiator cap, and re-location of the Buick trademark—in a new and distinctive monogram—on the radiator honeycombing instead of the shell, lend additional touches of beauty. The new head and parking lamps, on the chromium-plated brackets, also are noteworthy features.

Chassis "There are numerous interior refinements making for beauty and riding and driving ease. Not only the steering column, but the entire front seat of closed models, is now

adjustable to the requirements of any driver. A small hand knob just under the edge of the seat cushion accomplishes adjustment without inconveniencing driver or passenger. The seat locks automatically in any of the seven positions within its 3 1/2-inch range. The gear-shift lever is longer and is inclined toward the driver at its upper end, making for easier control of the gears. The accelerator pedal and rest are new, and were designed to permit movement of the foot without affecting the car's speed. Ventilators at foot level in the cowl have been provided, and standard on all closed models is an electric wiper with tandem blades which clear the entire width of the front glass.

"The instrument panel is entirely new. The 90-mile speedometer is mounted directly before the driver, and a new hydrostatic gasoline gauge, the most accurate type, is provided. New theft-resisting door handles, which, if forced will neither open the door nor break the lock so that the owner cannot operate it with a key, have also been added.

"Sweeping chassis improvements



represent a tremendous advance in power and safety. Wheelbase lengths have all been extended, the 114 1/2-inch becoming 116-inch, the 120-inch becoming 121-inch, and the 128-inch, 129.

"Horsepower of the two Buick engines has been stepped up from 63 to 74, and from 77 to 90 1/2. Buick stresses the fact that increased piston displacement accounts for only part of the power increase, the remainder being due to new design of camshaft, valve mechanism, carburetor, intake manifold and exhaust. In other words, the power increase is out of proportion to the increase in weight. So far as design goes, there is now no difference between the engines of the various models in the Buick line.

"The vibrationless performance for which Buick's engine is famous has been guarded jealously in preparation of the Silver Anniversary Buick. The crankshaft is heavier and so are bearings, pistons, and pins, while greater attention has been given to their balancing as a single working unit. And not content to merely balance its power plant, Buick has now

cradled the entire engine in mountings of thick, soft rubber, which absorb the last vestiges of vibration. "Smoothness is further enhanced by refinements in the clutch mechanism. Tiny undulations on the facings of each of the 10 plates of Buick's multiple-disc clutch permit the driving faces and the driven faces to engage gradually with a complete absence of jerk, grab and chatter, and the entire unit is plotted accurately within the flywheel to insure dead true running at all times. Other improvements in the driving units consist of interchangeable steel-backed main bearings, hardened rocker arm bearings, larger oil pump, new and much heavier differential ring gear and pinions and other important betterments.

18 Models "Eighteen models make up the Silver Anniversary Buick line. The two-door five passenger sedan, the five-passenger phaeton, the two-passenger business coupe, the four-passenger special coupe, and the five-passenger four-door sedan are offered on the 116-inch wheelbase; the four-door five passenger close-coupled sedan, the four-passenger sport roadster, the two-passenger business coupe, the five-passenger special coupe, the five-passenger sedan, the seven-passenger touring car on the 121-inch wheelbase, and the seven-passenger sedan, the four-door five-passenger close-coupled sedan, the four-passenger de-lux convertible coupe, the five-passenger sport phaeton, the four-door five-passenger sedan, the popular five-passenger coupe, and the seven-passenger sedan-limousine, designed primarily as a chauffeur-driven car, on the 129-inch wheelbase.

Each responsible firm, person or corporation present or represented may bid for said franchise a sum not less than ten per cent (10%) above the highest sealed bid therefor, and that said bid, no made may be raised not less than ten per cent (10%) by any other responsible bidder, and said bidding may so continue until finally said franchise shall be struck off, sold and awarded by said City Council to the highest bidder therefor, in gold coin of the United States; provided further, that said City Council may, in its discretion, reject all bids received for said franchise.

Each sealed bid must be accompanied with cash or a certified check payable to the City Treasurer of the City of Torrance, California, for the full amount of said bid and no sealed bid will be considered unless said cash or check is enclosed therewith, and the successful bidder must deposit at least ten per cent (10%) of the amount of his bid with the City Clerk before said franchise will be struck off to him, and if he shall fail to make such deposit immediately, his bid shall not be received and will be considered as void, and said franchise will then and there be again offered for sale to the bidder who shall make the highest sealed bid therefor, subject to the same conditions as to deposit as above mentioned. Said procedure will be had until said franchise is struck off, sold and awarded to a bidder who shall make the necessary deposit of at least ten per cent (10%) of the amount of his bid, as herein provided. Said successful bidder shall deposit with the City Clerk within twenty-four (24) hours after the acceptance of his bid, the remaining ninety per cent (90%) of the amount thereof, and in case he or it fails to do so, then the said deposit theretofore made will be forfeited and the award of said franchise will be void, and said franchise will then and there, by said City Council, be again offered for sale to the highest bidder therefor, in the same manner and under the same restrictions as hereinbefore provided, and in case said bidder fails to deposit with the City Clerk the remaining ninety per cent (90%) of his bid within twenty-four (24) hours after its acceptance, the award to him of said franchise will be set aside, and the deposit theretofore made by him will be forfeited, and no further proceedings for the sale of said franchise will be had until the same shall be readjusted for sale.

Notice is also hereby given that the successful bidder for said franchise must, within five (5) days after said franchise is awarded to

him or it, file with the said City Council a bond running to said City in the penal sum of One Thousand Dollars (\$1,000.00), with at least two (2) good and sufficient sureties to be approved by the said City Council, conditioned that said bidder shall well and truly observe, fulfill and perform each and every term and condition of said franchise, and that in case of any breach of condition of said bond, the whole amount of the penal sum therein named shall be taken and deemed to be liquidated damages, and shall be recoverable from the principal and sureties upon said bond. If said bond be not so filed, the award of said franchise will be set aside and any money paid therefor will be forfeited.

In showrooms throughout the country today the Buick Motor Company is thrilling the automotive world with its sensational new cars for 1929. In settings of western grandeur are shown, upper left, two-door five-passenger sedan; upper right, two-passenger coupe, and below, the four-door five-passenger close coupled sedan.

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A. H. BARTLETT, City Clerk of the City of Torrance, California, and ex-officio clerk of the City Council of said city. Date of first publication: July 26, 1928.

NOTICE CALLING FOR BIDS ON TRACTOR AND EQUIPMENT FOR CITY OF TORRANCE. Notice is hereby given that the City Council of the City of Torrance will, on the 21st day of August, 1928, at the hour of eight o'clock P. M., receive and open bids or proposals for the furnishing to the City of Torrance one Fordson tractor equipped with Al-watrac and Pierce Governor.

All such bids should be sealed and delivered to the City Clerk at any time at or prior to time above fixed for opening of said bids. The City Council reserves the right to reject any or all proposals. Dated July 25, 1928. By order of the City Council. A. H. BARTLETT, City Clerk.

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