

License Plates Available Soon

1929 Discs Will Be Ready for Car Owners by Dec. 15

The 1929 California automobile license plates will be available for general distribution at all branch offices of the Division of Motor Vehicles on December 15th.

This announcement was made today by Frank G. Snook, chief of the Division of Motor Vehicles, at Sacramento, who explained that the experiment conducted last year of opening the registration period two weeks earlier had proved so successful that it had been decided to make it a permanent arrangement.

Snook said that although the law does not require motorists to display the new plates until after the first of the year, the earlier opening will eliminate a large part of the "rush" of former years as well as enable the division to give the motoring public a quicker and better service at reduced cost.

The machinery of the division is now being set in motion to register nearly 2,000,000 motor vehicles. Five carloads of the new plates have already arrived in Sacramento from the factories of the Norton Manufacturing company and are being prepared for distribution.

The office counters at Sacramento and in branches at Los Angeles, San Francisco, Oakland, San Diego and Fresno in Sacramento will be mailed out promptly after the 15th. It is especially unnecessary to make a special trip for the plates.

However those desirous of avoiding the necessity of making a special trip to these offices for new plates may mail their fees to the Division of Motor Vehicles at Sacramento any time after December 1st. The plates will be mailed out promptly after the 15th. It is especially unnecessary to make a special trip for the plates.

Although the new plates will be larger, heavier and will have a much greater degree of visibility because of the new system of lettering used for 1929, the fee schedule for pleasure cars will remain the same as in previous years.

The fee for the ordinary passenger automobile will be \$3.

The certificate of registration, displayed in the car, should accompany applications by mail. Changes of address should be printed on the face of the certificate to insure against the plates being sent to the wrong address.

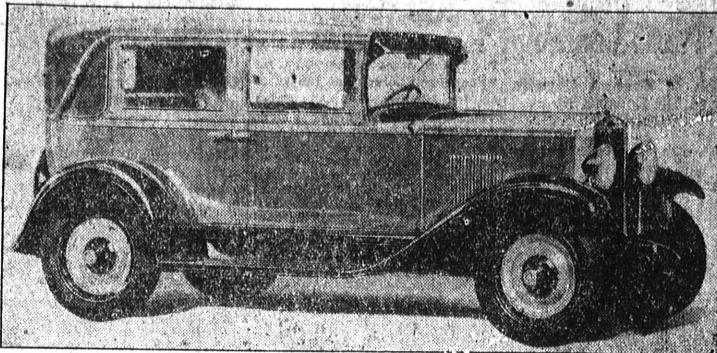
Snook advises motorists to send certified checks, postal money orders or bank drafts in remitting for plates. Do not send currency.

MOTOR FROM EAST

Mr. and Mrs. A. H. McCarter arrived Friday for a visit with Mr. and Mrs. Frank E. Miller of Arlington avenue. They drove out here from their home in Rochester, Indiana.

Of INTEREST TO MOTORISTS

The New Chevrolet Six Cylinder Convertible Landeau Sedan



The new model Chevrolet 6 cylinder convertible landeau sedan, one of the new line of 6 cylinder cars, announced today by the Chevrolet Motor Company. The new motor develops 32 per cent more power than its famous predecessor and yet operates with an economy averaging better than 20 miles to a gallon of gasoline. The prices throughout the line remain approximately the same. All bodies this year carry the famous Fisher stamp of craftsmanship, and the driver's seat in all closed models is easily adjustable, forward or back.

Detroit, Nov. 22—Passing on to the motoring public the benefits of economies arising out of tremendous volume production, the Chevrolet Motor Company today introduces "the Outstanding Chevrolet of Chevrolet history—a Six in the price range of the Four."

In making this important announcement, W. S. Knudsen, president and general manager, points out that the sensational public reception accorded the car in recent years has enabled Chevrolet at this time to offer the added power, speed and smoothness of six cylinder performance at practically the same prices that contributed so much to the world-wide popularity of the four.

Preparations for the greatest year in its history are now being made by the Chevrolet Motor Company. Although no definite schedule has been set for 1929, Mr. Knudsen declared that production of the new car probably would exceed 1,250,000 units, thereby surpassing all former records. Production of the new car was started last week in the fifteen giant factories across the country and shipments to dealers will commence by December 15th. Deliveries to the public will start January first. The new car is powered with the

General Motors Sends Pontiac Ad to Herald in Long Telegram

Read the Message, Then the Ad

Indicative of the speed with which the great automobile industry is operated, was the 600 word telegram received by The Torrance Herald and Lomita News this week from the Campbell Ewald Company, of Detroit, advertising representatives of the General Motors Corporation, ordering publication of a 46-inch advertisement of Pontiac automobiles.

The telegram designated the kind of type to be used in the advertisement and contained all of the "copy" to be published. The text of the wired message was technical but easily comprehended by a publisher or printer.

The minute detail in the telegram, however, cannot be grasped unless one reads the whole text of the message. The telegram is therefore quoted verbatim. Read the telegram and then look at the resulting advertisement in this issue and you'll see how nicely it all worked out. Here's the telegram: HERALD, TORRANCE CALIF.

CANCEL ALL NOVEMBER PONTIAC COPY ORDERED IN YOUR PAPER STOP SET UP AND INSERT IN EARLIEST POSSIBLE ISSUE THE FOLLOWING PONTIAC ADVERTISEMENT FORTY SIX INCHES FOUR COLUMNS BY ELEVEN AND ONE HALF USING COOPER BLACK OR A SIMILAR BOLD TYPE FACE THROUGHOUT CARRYING OUT THESE INSTRUCTIONS FOR COPY AND DISPLAY STOP FIRST LINE QUOTE CLEARANCE UNQUOTE SET IN FORTY TWO POINT ALL CAPS SECOND LINE QUOTE SALE UNQUOTE FORTY TWO POINT ALL CAPS THIRD LINE QUOTE BRAND NEW UNQUOTE THIRTY POINT ALL CAPS FOURTH LINE QUOTE PONTIAC UNQUOTE SIXTY POINT ALL CAPS FIFTH LINE QUOTE SIXES UNQUOTE FORTY TWO POINT ALL CAPS SIXTH LINE QUOTE REDUCED TO UNQUOTE THIRTY POINT UPPER AND LOWER SEVENTH LINE QUOTE FIVE HUNDRED NINETY FIVE DOLLARS UNQUOTE SET IN ONE AND ONE QUARTER INCH WORD TYPE AND TO THE RIGHT OF NUMERALS CENTERED SET QUOTE TWO DOOR SEDAN COMMA COUPE OR ROADSTER UNQUOTE IN TWO LINES TWELVE POINT STOP SET FOLLOWING TEXT IN TWO COLUMNS EACH THREE INCHES WIDE IN TWELVE POINT QUOTE REDUCE OUR STOCK OF PONTIAC SIXES COMMA WE HAVE LOWERED THE PRICES OF ALL CURRENT MODELS ONE HUNDRED AND FIFTY DOLLARS COMMA MAKING IT POSSIBLE TO BUY A BRAND NEW PONTIAC FOR AS LITTLE AS FIVE HUNDRED NINETY FIVE DOLLARS COMMA FIVE FACTORY PERIOD PARAGRAPH NEVER BEFORE HAS ANY SIX OF SIMILAR QUALITY BEEN OFFERED AT SUCH LOW PRICES EXCLAMATION AND NEVER HAVE MOTOR CAR BUYERS HAD SUCH AN OPPORTUNITY TO ENJOY THE SUPERIORITIES OF SIX CYLINDER PERFORMANCE AND THE LUXURY OF FISHER BODIES AT SUCH SENSATIONAL LOW COST EXCLAMATION PARAGRAPH SMALL DOWN PAYMENTS DASH EASY MONTHLY TERMS PERIOD YOUR OLD CAR TAKEN IN TRADE PERIOD COME IN AND CHOOSE YOUR CAR TODAY EXCLAMATION SUCH SPECTACULAR BARGAINS CANT LAST LONG EX-

CLAMATION UNQUOTE SET FOLLOWING BLOCK OF PRICES

SIX INCHES WIDE BELOW TEXT ARRANGING PRICES IN TWO SEPARATE COLUMNS FIRST COLUMN TO BE HEADED IN TWELVE POINT QUOTE OLD PRICE UNQUOTE AND SECOND COLUMN QUOTE NEW PRICE UNQUOTE ALL BODY TYPES AND PRICES TO BE IN EIGHTEEN POINT QUOTE TWO DOOR SEDAN SEVEN HUNDRED FORTY FIVE DOLLARS STOP FIVE HUNDRED NINETY FIVE DOLLARS UNQUOTE NEXT LINE QUOTE COUPE SEVEN HUNDRED FORTY FIVE DOLLARS STOP FIVE HUNDRED NINETY FIVE DOLLARS UNQUOTE NEXT LINE QUOTE ROADSTER SEVEN HUNDRED FORTY FIVE DOLLARS STOP FIVE HUNDRED NINETY FIVE DOLLARS UNQUOTE NEXT LINE QUOTE PHAETON SEVEN HUNDRED SEVENTY FIVE DOLLARS STOP SIX HUNDRED TWENTY FIVE DOLLARS UNQUOTE NEXT LINE QUOTE CABRIOLET SEVEN HUNDRED NINETY FIVE DOLLARS STOP SIX HUNDRED FORTY FIVE DOLLARS UNQUOTE NEXT LINE QUOTE FOUR DOOR SEDAN EIGHT HUNDRED TWENTY FIVE DOLLARS STOP SIX HUNDRED SEVENTY FIVE DOLLARS STOP SEVEN HUNDRED TWENTY FIVE DOLLARS UNQUOTE NEXT LINE SET IN TEN POINT QUOTE ALL PRICES FOB PONTIAC PLUS DELIVERY CHARGES UNQUOTE SET DOUBLE EIGHT POINT RULE ON EITHER SIDE FULL LENGTH OF ADVERTISEMENT STOP INSERT LOCAL DEALERS SIGNATURE AND FURNISH PROOF TO DEALER STOP REVISED ORDER FOR MONTH OF NOVEMBER WILL FOLLOW. CAMPBELL EWALD COMPANY \$ 30 AM

THAT CAR OF YOURS

Give the top of your car a coat of dressing once in a while. Top dressing will preserve the material, prevent leaks and cracking, and make the car look better.

Before starting on a long tour, check your motor for carbon and have it cleaned out if necessary. Having your valves properly seated and adjusted means economy of operation.

Ignition trouble is the cause of a great percentage of stallings on the road. To prevent being stalled at the wrong time, have your ignition system checked regularly by a competent mechanic.

Frequent dusting of the car means longer life to the paint and a big saving to the car owner. When rusty spots show up, sandpaper them until they are bright, then touch them up with paint. This preserves the life of the metal and improves the car's appearance.

Do you realize that oil and grease separate and act as a cushion between two metal moving parts? They are the major enemies of friction, and no moving parts of the car should be starved of oil or grease.

When mounting a tire on the wheel, be sure the tire rim is drawn down even, for if this is not done the tire will not run true and will appear as if the wheel is at fault. Always make a final check on the lug bolts to see that they are drawn down tight.

One out of every ten calls for emergency service of a tow car is because of cars getting stuck in mud, ditches or sand, it is estimated. While these come in the rainy season for the most part, they often can be avoided by careful driving. Beware of getting stuck in mud alongside of your own driveway!

Ian Woodburn is ill with the flu.

Desert Tourists Given Warning

Motorists are now being warned as the season for touring on the desert is at hand to avoid picking desert plants or flowers unlawfully since practically all of the counties with desert areas have regulations against removal or destruction of certain plants. In some counties, advises the touring bureau of the Automobile Club of Southern California, the mutilation, destruction or digging up of mountain dogwood, smoke tree, indigo bush, lemon lily, desert lily, western azalea and yucca growing on private or public lands is strictly prohibited without permit issued by the board of supervisors except in the case of private land when the owner has given his consent thereto in writing. It is also unlawful to pick or destroy the blossoms from any of these plants. A federal regulation prohibits bringing into the United States from foreign countries any living plant, without a special permit to be obtained in writing from the plant quarantine and control administration, United States department of agriculture, Washington, D. C.

W. C. T. U. MEETING

The W. C. T. U. will meet Friday at 2:30 P. M. in the M. E. church.

Mrs. Lily Richardson, county president-elect will be the speaker. Every woman is urged to come and hear this able speaker.

FRATERNAL

Woman's Benefit Association Torrance Review No. 37 Meets Second and Fourth Tuesday Caroline Stroh, President Women's Clubhouse, Engracia Avenue 7:30 P. M.

LET US WASH and POLISH YOUR CAR

And have it look well for the Thanksgiving Day Trip Any Car Washed only \$1.25 WALKER'S WASH RACK 1320 Cabrillo Ave. "Next Door to Buick Agency"

CLEARANCE SALE BRAND NEW PONTIAC SIXES

Reduced to

\$ 595

Two Door Sedan, Coupe or Roadster

To reduce our stock of Pontiac Sixes, we have lowered the prices of all current models \$150, making it possible to buy a brand new Pontiac for as little as \$595 f.o.b. factory. Never before has any six of similar quality been offered at such low prices! And never

have motor car buyers had such an opportunity to enjoy the superiorities of six-cylinder performance and the luxury of Fisher bodies at such sensational low cost! Small down payments—easy monthly terms. Your old car taken in trade. Come in and choose your car today! Such spectacular bargains can't last long!

	OLD PRICE	NEW PRICE
Two Door Sedan	\$745	\$595
Coupe	\$745	\$595
Sport Roadster	\$745	\$595
Phaeton	\$775	\$625
Cabriolet	\$795	\$645
Four Door Sedan	\$825	\$675
Sport Landau Sedan	\$875	\$725

ALL PRICES F. O. B. PONTIAC, PLUS DELIVERY CHARGES

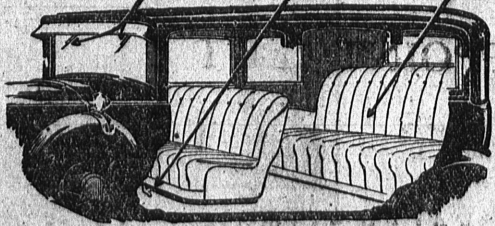
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Phone 161

Three wonderful new comfort-factors not combined in any other automobile.. all playing their part in the tremendous country-wide demand for the new Buick

- 1 Twin blade electric windshield wiper
- 2 New adjustable front seat
- 3 Wide seat - Perfect Comfort for 3 adults



In addition to its vivid new beauty—in addition to sensational performance—the Silver Anniversary Buick provides comfort and convenience not combined in any other automobile.

A new adjustable front seat—an electric windshield wiper with two wiping blades—seats, affording

plenty of room for three full-grown adults—all combine with countless other comfort factors to make the Silver Anniversary Buick the easiest car in the world to ride in add to drive.

The new Buick marks a new epoch—a new era—in all elements of style, comfort, performance.

The Silver Anniversary Buick

WITH MASTERPIECE BODIES BY FISHER

R. S. FLAHERTY

BUICK SALES AND SERVICE

1316 Cabrillo Avenue, Torrance Phone 65

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM