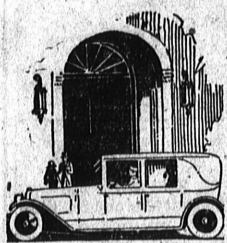


Clark Is New Chevrolet Man At Gardena

Former Long Beach Man Is Associate Dealer Under Torrance Motors

Announcement was made this week of the appointment of Harry C. Clark, as Chevrolet dealer for Gardena and Moneta. Mr. Clark will occupy the same building recently vacated by Walter W. Heine at Gardena.

Mr. Clark's agency is an associate dealership under the Torrance Motor Company of which Jack Hanson is president. Mr. Clark for the past several years has been an assistant sales manager with Spencer Kennelly, Chevrolet dealer at Long Beach and comes to this district with an enviable reputation as a salesman and automotive authority.



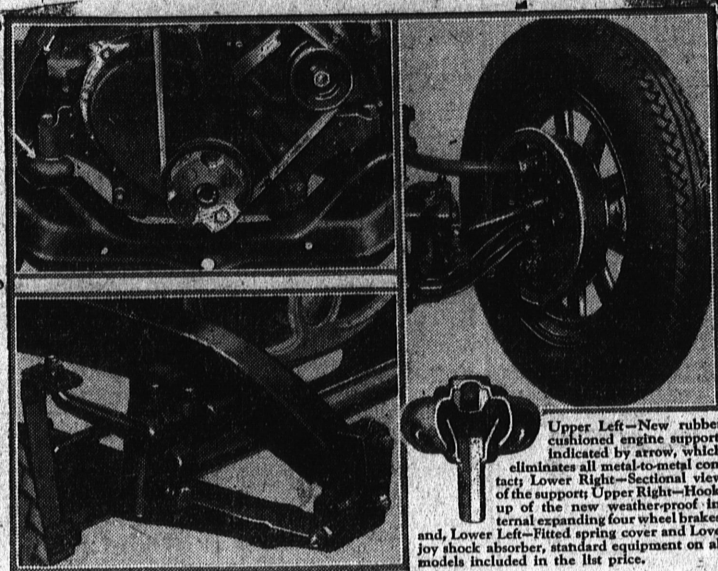
Fill Up with good gas!

Consistent use of RICHFIELD GAS—A CLEAN RELIABLE GASOLINE free from sediment and foreign matter, adds mightily to the life of your car. Cut down your operating expense by specifying RICHFIELD GAS at

DEWEY'S SERVICE
Border and Cabrillo

Of INTEREST TO MOTORISTS

New Oakland Six Mechanically Finer



Upper Left—New rubber cushioned engine support, indicated by arrow, which eliminates all metal-to-metal contact. Lower Right—Sectional view of the support. Upper Right—Hook-up of the new weather-proof, internal expanding four wheel brakes, and, Lower Left—Fitted spring cover and Lovejoy shock absorber, standard equipment on all models included in the list price.

An enthusiastic, nation-wide reception has been accorded to the new Oakland All-American Six since its introduction a week or two ago, according to W. R. Tracy, vice president in charge of sales of the Oakland Motor Car Company.

Although shipments and drive-aways are going out of Pontiac, Mich., with the greatest possible haste to keep dealer deliveries up to schedule, the unprecedented number of purchasers who to the new line will undoubtedly keep production facilities of the company humming at peak volume well into 1929, Mr. Tracy estimated.

Mechanical refinements in the new line, the Oakland sales executives stated, are being reflected in orders to almost an extent as great as the original and unique style of the car. This, Mr. Tracy explained, denotes a further advance in the value-giving resources of the large motor car manufacturer.

"In the formative days of the industry," said Mr. Tracy, "a common belief was that the automobile builder gave the public either style or performance. He couldn't do both. If he concentrated on one feature he had for the sake of economy to skimp on the other.

"Today precision manufacturing and mass production make possible a combination of style and performance undreamed of in the old days.

"In the new Oakland we strove to create body lines and general outward appearance of distinctive beauty and smartness. But we also endeavored to endow the line with outstanding performance. The

degree of success we attained is shown by admiring comments on the smartness and distinction of the cars made in dealer show-rooms throughout the country and by the enthusiasm revealed by those thousands of motorists who already have taken the wheel of the latest All-American.

Several years were required to develop some of the mechanical features incorporated in the car. The Experimental Department of our organization has been at work over a long period testing and proving every part of the chassis. Better than a million miles were run up on the General Motors proving grounds by Oakland test cars to perfect the finished product.

"One of the important features is the newly developed, Oakland four-wheel brakes which are quite different from the type used in the past.

"Self-energizing of the internal expanding type on all four wheels, the new brakes are protected at all times from road water and dirt, being entirely enclosed. Thus the possibility of squeaks and faulty operation has been reduced to a minimum.

"The self-energizing feature achieves maximum braking power in proportion to pedal pressure, the shoes themselves aiding in the increase of pressure. Braking surface totals 290 square inches, with large twelve-inch drums on every wheel.

"When adjusted, the brakes should require no more attention for a year of ordinary driving. The equalization feature has been entirely eliminated, every brake

having a separate adjustment. Power is applied through a cable run through a heavily protected and insulated tube extending from the main brake rod to the wheel, and which affords complete protection from the weather.

"The brake cannot drag while driving inasmuch as a sixteenth inch of clearance is allowed—more than sufficient between the brake shoe and the drum.

"Among other outstanding features are the new fitted spring covers. The new All-American, incidentally, is the first car in its price class to carry spring covers as standard equipment included in the list price of all models.

"These fitted covers are packed at the factory with a special lubricant which they retain for many thousands of miles, assuring spring flexibility and easy riding as well as freedom from annoying squeaks for extremely long periods without necessitating any attention to the springs. All grit and other foreign matter is kept from contact with the metal, imparting long life to the springs and comfort to the passengers. In addition, the utmost in riding ease and freedom from road shocks is assured by the use of four Lovejoy shock absorbers, also included in the list price.

"Another important feature of the mechanical side of the new car is the four-point rubber engine mounting. The engine rests upon four rubber insulated "biscuits" attached to the frame, which eliminate all metal-to-metal contact. No engine vibrations are transmitted to the frame, with consequent lessening of wear and tear of the chassis. This feature also is Oakland developed and pioneered.

"Proven advances of the former All-American, such as the harmonic balancer, and the famous cross-flow radiator—particularly desirable for winter driving—add to the effectiveness of the power plant of the new line. An easier steering arrangement, improved carburetion and manifold.

The Industrial City Motors of 1912 Carson street, are the local dealers for Oakland-Pontiac.

Orders Pour in for Dodge Cars at New Prices

Shipments for November Jump on Dealers' Demands

Price reductions of \$150 to \$250 recently announced on all Victory and Standard Six models have resulted in unusually heavy demands for cars from Dodge Brothers dealers everywhere. Shipments have

been speeded up to take care of orders pouring into the factory, and indications are that November shipments will be one of the heaviest fall months in the history of the company, according to Allen H. Paul, local dealer.

The reductions were announced to the public after aggressive work at the factory aiming at volume production and sales.

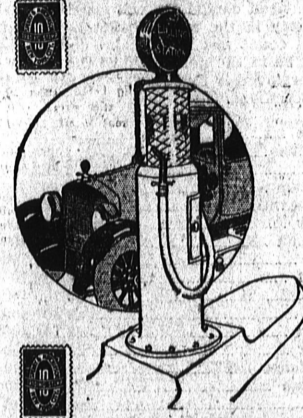
"At these new low prices, a value never before offered in the industry is presented to the public," said John R. Lee, general sales manager. "All models are the latest types built by the company and represent a wide selection of body styles and color combination. The reductions as announced have

brought a quality six on the market at prices formerly paid for a four.

"Motor car buyers seeking the highest possible standards in performance and economy, coupled with dependability long associated with Dodge cars, are now offered an unusual opportunity. A car fitting the transportation needs of millions of people is available at an outstanding saving, and sales following these price cuts indicate an enthusiastic recognition of this automotive value."

MEETING

An important meeting of the W. C. T. U., Nov. 23, at Methodist church 2:30. Every member is urged to be present.



GAS

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There is no gas like "WESTERN"

Gasoline for power, pep and vigor. Here we offer you high-test petroleum distillate which has a wonderful responsive power; purity of 100% and thorough vaporization.

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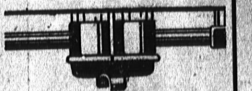
1403 Carson Street
Telephone Torrance 548-W

BIRTHS

Born at the Jared Sidney Torrance Memorial Hospital to Mr. and Mrs. Elmer Timmerman, 3035 Flower street, Lomita, a baby girl, November 21.



Depend upon Texaco Motor Oil for your lubrication. That tough, heat-and-friction resisting film of Texaco is a perfect protection for every moving part.



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A NEW All-American Six

In its Pulse-stirring Performance You'll Find New Motoring Thrills

Skimming the straightaway at seventy and better. Turning up sixty-eight horsepower when it's really exerting itself. Accelerating from 10 to 25 miles per hour in six short seconds. That's what this New All-American has been doing for months on General Motors Proving Ground. And now it's

here where you can experience where performance yourself. A colorful car that you'll admire. . . . especially if you've had it out on the road. Here's real pulse-stirring performance. Just try this All-American. You'll find it offers brand new motoring thrills.

Price \$1145 to \$1375, at factory. Lovejoy Hydraulic Shock Absorbers and spring covers included in list price. Bumpers and rear fender guards extra. Check Oakland delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

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Torrance Durant Motor Sales

AS DURANT DEALER ORGANIZATION

... IN ...

Torrance, California

BESIDES displaying the latest models of the sensational DURANT-STAR line and the aristocratic Durant Silver Anniversary Sixes, the newly appointed DURANT dealer organization will operate a modern and splendidly-equipped service headquarters where factory trained mechanics will perform every kind of repair and adjustment work for owners of Durant products.