

**PRICES EXPECTED TO FALL**

# WAR DECLARED!

FIRST IN CIRCULATION IN TORRANCE

**FASTEST GROWING  
 FORD DEALER  
 IN SOUTHERN  
 CALIFORNIA**

## F-O-O-R-R-D NEWS

TORRANCE, CALIFORNIA, THURSDAY, AUGUST 25, 1955

### GENERAL MILETICH TAKES COMMAND IN WAR ON NEW AND USED CAR PRICES

Last week at noon General Vel Miletich, assumed Supreme Field Command of the Oscar Maples Ford Army, immediately following the sneak attack of the other motoring group. General Vel, a vigorous, strapping six-footer, is just the sort of a man to command the respect

of other professional automotive men. A Mustang, working his way upward through the ranks to his Generalship, he has seen twice as much action as many men twice his age. He took part in, and wears with pride, the ribbons of the Cabrillo Avenue used car campaigns of the 1950's.

He was a platoon leader during the new car skirmishes of 1953. He is noted for admonishing his men with the now famous slogan, "Victory through service." On May 5, 1955, he succeeded to the presidency of Oscar Maples, Inc., a position he now holds, but is gradually turning over to administrative assistants so he can devote himself to the front at the Cabrillo Avenue parallel.

Said General Vel dryly, "We are in this to win! Ultimately the democratic Torrance people will be the recipients and heirs to the greatest automotive age in history. Not only will they be driving a new car, at used car prices, they will be contributing to our free economy, by their judicious use of the competitive situation. As Oscar Maples goes, so goes the nation!"



GENERAL VEL MILETICH

**Takes Command  
 During  
 Price War!**

1951 DODGE 1 Ton stake  
 Deluxe. Cab, dual wheels.  
 Excellent condition.

Payments **\$1144** Weekly  
 NO DOWN PLAN

**Dr. Phil White  
 Commands  
 Medics**

Effective Aug. 22, 1955, Dr. Phil White took command of the Medical Corps with rank of Major.

He is a Specialist in Psychosomatic Automobiles, having diagnosed automobiles' troubles for 20 years.

Dr. Phil White received his D.M. (Doctor of Motors) from Ford University, Detroit. His specialty is combat fatigue, a common condition of cars who react to the pressure of motoring society.

If your car has any of the following symptoms report to Dr. White at once: Upset ignition, coughing, gas attacks, dull listless oil or swelling of the gas bill.



Col. High Price snapped immediately following news of War Declaration by Gen. Vel Miletich.



Fashioned after the thrilling new Ford Thunderbird, is the Thunderbird Jr. It's actually power driven by a battery-powered engine. This little car will give lots of enjoyment for a luck boy or girl. (To be given FREE at drawing.)

### KIDS ASKED TO REGISTER FOR "SECRET WEAPON" DRAFT

All Torrance area children are requested to report to Oscar Maples, Thursday, August 25, 1955, to register for the Thunderbird draft. It will be "unlikely" for any child to be on the streets after 9:00 A.M., Tuesday, August 30th, without a drawing card in his pocket.

The Oscar Maples military automotive police have been alerted to watch for drawing dodgers. Also at the time of the registration the children will be issued Thunderbird T-shirts, the approved Torrance uniform for the duration. Children must be accompanied by parents at the registration and during the issuance of uniforms.

You can find out about the "secret weapon" (to be given away FREE) by filling out the coupon below and bringing it to Oscar Maples headquarters at 1420 Cabrillo Ave.

52 NASH RAMBLER Hardtop.  
 2-Tone. Radio and heater.  
 Overdrive. Runs and looks like new.

Payments **\$1144** Weekly  
 NO DOWN PLAN



DWIGHT EUBANK

**Eubank 2nd  
 In Command**

Dwight Eubank, a local resident for the last 33 years, invites all his friends to take advantage of this price slashing money-saving war!

### Sales Records Fall As Volume Called Key To War . . .

In Torrance there glitters row upon row of 1955 Fords waiting for buyers. Their bright, sun-catching glow spells more than factory spit and polish. Each has been checked and double-checked for squeaks, even their clocks have been set, awaiting their time to move out.

Their new interior odor is carried as far south as the railroad tracks.

Hour by hour more arrive as Oscar Maples war machine grinds into action. Two-doors, four-doors, Ranch Wagons, business coupes, convertibles, even panel trucks.

Parking space is at a premium as the sleek machines spill out into the alleys and converge at the Cabrillo Avenue parallel.

Modern automotive warfare is more than a low down payment and low monthly payments. It is also a case of being "fustest with the mostest," and in this Oscar Maples has met the challenge of volume.

### BUY A NEAR NEW USED CAR DURING AUTOMOTIVE WAR

LOOK—LOOK—LOOK at the savings to be had at Oscar Maples—Buy now, because we intend to end this war soon in victory!

1950 OLDSMOBILE "98" 4 Door. Tu-Tone Blue. Radio and heater. Hydramatic. A beauty.

Payments **\$1144** Weekly  
 NO DOWN PLAN

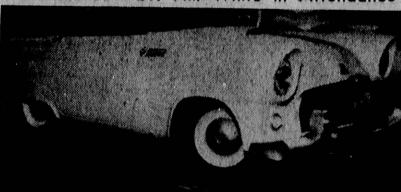
1946 CADILLAC "62" 4 Door. Radio and heater. Jet black. White Side Walls. Seat covers.

Payments **\$3100** Monthly  
 NO DOWN PLAN

1949 FORD CONVERTIBLE. Radio and heater. Excellent condition.

Payments **\$788** Weekly  
 NO DOWN PLAN

Hospital Headquarters for Combat Fatigue Automobiles—Dr. Phil White in Attendance



### TODAY'S WEATHER

It's going to be "booming hot" at Oscar Maples Ford this week end—with cool savings!

**Fill Out This Coupon and Receive A Thunderbird Jr. T-Shirt! (The Kids Will Love 'em) Coupon Good For Thunderbird Jr. Drawing**

WELCOME TO OSCAR MAPLES, Inc.

— YOUR FRIENDLY FORD DEALER —

Name..... Ph.....  
 Address.....  
 Car now owned — Make..... Model.....  
 I am interested in:  
 New Ford..... Model.....  
 Used Car..... Make..... Model.....



ROW UPON ROW OF NEAR NEW USED CARS!



FIELD HEADQUARTERS DURING PRICE WAR

**1420 CABRILLO, TORRANCE FAirfax 8-5014**