PRESS-HERALD A-12

## New Car Dealers Get Guidelines For Advertising media in which the adver-

SACRAMENTO - Automobile dealers of California today were given specific guidelines as to their oblito the California public under the laws prohibiting misleading advertis-

Neurberrys

ROLLING HILLS PLAZA

THROW PILLOWS

LADIES' SWEATERS

100% virgin acrylic. Choice of col-lar or collarless styles. with long sleeves. Heavy bulky weaves. Very fashionable in assorted pastel shades. Sizes 34-40.

Regular \$6.99

FLEXIBLE

CHARGE COUN

Large 12 inch square pillows in assorted covers and patterns. Most are quilted covers, center button. Kapok filled

Q

LADIES'

PANTY HOSE

Assorted colors in Petite, average tail and X-tail lengths. They stretch, so correct fit is assured Seamless, 100% nylon, first quality

Regular \$1.29-\$1.99

ing of both new and used failure to observe the new ing of both new and used automobiles. Verne Orr, director of mo-tor vehicles, issued new rules and regulations to carry out the intent of the legislature when it adopted the statutes prohibiting mis-leading advertising. He said

misleading the public. We soon found a set of rules and regulations specifying information in the advertis-ing was necessary, as many dealers contended they were not aware the material they regulations to the new pot aware the material they regulations.

the media is not responsible for the advertising inserted by dealers and salesmen, ' ut that false advertising wo be cause for action on

tising is placed. He stated



Financial assistance from the industry's most experienced management in Southern California. It's a fact. Lincoln's top executives, headed by their Board Chairman, represent the longest continuous management of any Southern California savings and loan association. As a group, they've guided Lincoln Savings for 43 years through wars, depressions and booms-never having missed an interest payment and always honoring requests for withdrawals immediately. They've continually demonstrated the professionality of men dedicated to building a healthy growing business based on total

The most advantageous savings program possible. Lincoln pays interest from date of receipt to date of withdrawal. In addition we offer travelers checks, notary service, money orders, passbook loans and free

Safe, high earnings. Sure some treasury bonds, stocks and thrift and loan companies may yield in excess of Lincoln's 5% current annual rate. But Lincoln savers don't wait for bond maturity to realize their original investment. And Lincoln accounts are not subject to stock market fluctuation. As for security Lincoln accounts are insured to \$15,000 by the Federal Savings and Loan Insurance Corporation. And for long-term savers, Lincoln offers a bonus account that pays an even higher rate of interest than any insured passbook account.

A genuinely flexible investment. Interest is paid daily from date of receipt on savings held through quarter's end. Funds received by the 10th earn interest from the 1st. And if you ever decide to withdraw some money, you're assured of earning interest right up to the day of withdrawal on savings which have been in your account three months.

Convenience wherever you live. There are six fully-staffed Lincoln offices in the important areas of Los Angeles and Orange counties. For added convenience, you can save by mail. Lincoln pays postage, as well as providing savings envelopes and one-day service.

Open a new account or transfer your present savings account to Lincoln today. It's well worth your while. And that's a promise.

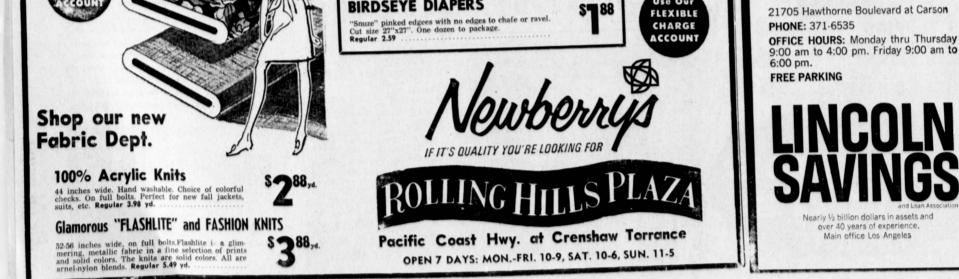
## Lincoln Savings in lorrance

Use Ou

FLEXIBLE

ST 88

21705 Hawthorne Boulevard at Carson



PRESS-ME-NOT

RMANENTLY PRESSE

Regular \$2.99 .....

Press-me-not, needs no ironing. Bright solid colors. Button down collars, 100% cotton, cool short sleeves. Sizes S-M-L-XL.

23% polyester, 77% combed cotton, Press-me-not never need ironing. But ton down collar, short sleeves. Sizes 6-16. Regular \$1.98 value.

BIRDSEYE DIAPERS

MEN'S EASY CARE

SPORT SHIRTS

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BOYS' SOLID COLOR

SPORT SHIRTS