

Beauty, Style and Luxury Create New Vogue in 1928 Buick Models

New Buick Line on Display at Salesroom of R. S. Flaherty Attracting Unusual Attention and Much Admiration from Motoring Public

Beauty, style and luxury which create a new vogue in motordom distinguish the entire line of Buicks for 1928. Low-swing and rakish, the new Buick, on display on R. S. Flaherty's salesroom floor at 1316 Cabrillo avenue, Torrance, elicits gasps of admiration at first glance, and the deeper the investigation, the warmer the response. Friday and Saturday of last week when the new models first were put on display, the Flaherty salesroom was thronged, from morning until night, and the interested motor fans are continuing to foregather about the new cars this week.

In the models which Buick is presenting now, it sets a precedent. Every model of the 16 comprising the Buick line is as luxurious as a fine drawing room—as tastefully appointed, as painstakingly executed, and as comfortable.

Seat cushions and backs have been shaped with the same regard for comfort as makers of high-grade furniture bestow upon their finest offerings. The upholstery is selected by the world's foremost body engineers, in keeping with the

terial, of light color, applied to several of the de luxe models. One of the pleasing features on the new sedan bodies is the elimination of the vertical moulding at either side of the rear body panel. This change produces a sweeping effect which emphasizes the car's low-swing grace, a result to which re-location of other mouldings also contributes.

All Buick models for 1928 are wider and roomier, and all present new roof lines which help to account for their stylish appearance. All have clear vision fronts, achieved by narrowing the windshield side pillars and the horizontal top bar. As with its other improvements, Buick has gained better vision without sacrifice of any desirable quality. The pillars are still of the famous Fisher wood and metal.

Viewed from any angle, Buick for 1928 displays a beauty, grace, and thoroughgoing luxury destined to extend its already remarkable conquest of the fastidious. Yet beauty is only one of the new Buick's outstanding qualities. Performance, long life, and riding comfort entirely consistent with this beauty give Buick stronger ground than ever for its claim to value beyond compare.

Mr. and Mrs. F. H. Clark and family left Saturday for a two weeks' trip to Yosemite.

A real plan service. Consolidated Lumber Co.—Adv.

Summer Vogue Emphasizes All-White from Crown to Toe



By JULIA BOTTOMLEY

So you are "not going to buy any more clothes until fall?" One look at this picture of this white satin sports frock and how quickly that resolve is apt to weaken!

It simply is not within the power or inclination of modern woman to resist anything so fascinating as this adorable sports-wear model. Anyway what's the small matter of a few yards of white satin, plus a few hours of sewing, compared to the joy and satisfaction of owning such a tricky two-piece as this.

Perhaps you do not feel the urge to do your own sewing or to hire a seamstress these midsummer days. That need not stand in the way of acquiring a costume like the one in the illustration, or similar, for the sports-wear departments everywhere are making a specialty of white satin apparel, now that there is such a call for it.

The vogue for white satin sports-wear fits in so snugly with the tide of summer style doings—for all the fashionable world is wearing white these days. It is case of white from crown to toe, if one

would be "tres chic." One's coat is either white cloth, or knit or of crepe or satin to match the white frock underneath. One's shoes of white suede or glaze kid, one's handbag, also—those of bako straw are charming, and they can be scrubbed to look as immaculate as you please. White millinery? Of course! Maybe white felt, or white crocheted visca, or a big floppy white crin transparent of brim.

As to popular white fabrics for the frock—white wash satin—there's nothing finer for sports wear unless it be tubable white georgette in heavy weave. If for formal evening wear then choose white crepe satin, or filmy white chiffon or tulle.

Yes, the shoulder flower on the blouse in the picture is of white satin, too, as it should be, considering that the mode is so enthusiastic over corsage florals made of the identical material as that used for the frock. Some folks prefer one of the handsome white kid gardenias which are now so popular.

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McGroarty Reported Writing New Play

Rumor about the new Mission Playhouse at Old San Gabriel has it that at least one of the surprise announcements which Manager Norman Sprowl has up his sleeve is to the effect that John Steven McGroarty, author of the Mission Play and other productions is about to introduce a new play from his pen. It is believed that Sprowl and McGroarty have their heads together in cogitation over the presentation of a play which will be as timely as it is startling to the modern public. This will no doubt be one of the surprise notes of the many which are now on the calendar of the beautiful new theater, of which there will be many more if the sweeping number of theatrical and motion picture bids are successful in obtaining a book-

ing in the already popular new edifice. Meantime the sixteenth season of the California's great Mission Play is drawing to a close in its ever recurrent blaze of glory. The long queues before the three windows of the box office from morning until night during the closing weeks testify to the undying favor of the play in the eyes and hearts of both Californian and visitor.

130,875 Increase in Motor Licenses

Sacramento, July 28—An increase of 130,875 in the number of registrations of motor vehicles in California during the first six months of 1927 over the corresponding period of a year ago was reported today by officials of the Division of Motor Vehicles.

department that the so-called "point of saturation" is far from being reached and adding proof of the general prosperity of the state, the report shows a net gain of 15.4 percent in the number of vehicles in a year. The total inclusive of passenger cars, solid and pneumatic tired trucks, motorcycles and trailers was 1,625,766. This does not include non-residents, cars exempt from license fees as those owned by cities, counties and the state and public service corporations and those registered as dealers cars. These would add several thousand to the total.

All counties in the state showed gains. Los Angeles county kept its usual record by registering better than one-third of the vehicles, its total being 645,549. San Francisco came second with 126,163 and Alameda third with 119,067.

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and its Real Estate Investment Subsidiary
CAPITAL COMPANY
AT THE CLOSE OF BUSINESS JULY 22, 1927

ASSETS	
CASH IN BANKS	\$ 17,354,689.08
BILLS and ACCOUNTS RECEIVABLE	34,889,112.68
INVESTMENTS	
SECURITIES Permanent Account 154,853,284.91	
Active Account 7,676,173.18	162,529,458.09
BUSINESS PROPERTIES 6,911,011.71	
Less Mortgages . 819,523.66	6,091,488.05
SUBSIDIARIES	170,902.56
TOTAL ASSETS	\$221,035,650.46
LIABILITIES	
CAPITAL STOCK	\$78,750,000.00
SURPLUS AND UNDIVIDED PROFITS	138,627,813.74
CAPITAL INVESTMENT RESERVES:	
For Taxes, Contingencies, etc.	3,657,836.72
TOTAL LIABILITIES	\$221,035,650.46

Dividends have been paid continuously since date of organization; 6% per annum having been paid to December 31, 1910; 7% per annum from January 1, 1920 to December 31, 1922; 8% per annum from January 1, 1923 to June 30, 1925; 9% per annum from July 1, 1925 to June 30, 1926; Special Christmas Dividend of \$3.00 (\$715,410.00) paid December 15, 1925; on April 10, 1926, the par value of the stock was reduced from \$100 to \$25 per share, and a stock dividend of 25% was declared. The dividend rate on the new basis is \$2.24 per share per annum. A stock dividend of 40% will be paid on July 29, 1927 to all stockholders of record on that date.