

AEROPLANE WILL DROP FREE 'GASOLINE' AND 'INNER TUBES' - OVER TORRANCE FOR PALMER

"Gasoline" and "tires" will drop out of the sky in Torrance, Redondo and Hermosa Beach during Fiesta week here.

Oh, no. You needn't wear a rubber coat, carry a bucket, or look out for your head.

It isn't really gas and tires that will be dropped from aeroplanes but slips of paper that will entitle the lucky folks who pick them up to free gasoline and free inner tubes.

Fred Palmer, proprietor of Palmer's Service Station, has arranged the stunt and announces it through The Herald.

Mr. Palmer—who, by the way did most of the work in making the big automobile show of the Exposition and Fiesta possible—served overseas in the First Aeronautical Division of the A. E. F. Over there he had as a buddy one Bill Frye.

Frye is flying out here in California and Palmer and he are still buddies.

So Fred framed this stunt with Bill.

During the Fiesta Bill will ascend and take with him a lot of dodgers outlining the excellent service available at the Palmer station. Every once in a while he will drop a dodger that will entitle the person who picks it up either to five gallons of gasoline free or to a free inner tube.

The dodgers that will bring the luck will be printed on pink paper—the others will be on white.

In order to advertise the automobile show and the entire Fiesta to districts outside of Torrance, Mr. Palmer has arranged to have Mr. Frye fly over Redondo and Hermosa Beach. Of course he will fly over Torrance, too—so watch out for the free gasoline and inner tubes.

FORD REACHES MILLION MARK FOR YEAR

Record Production Is Necessary to Satisfy Demand

Under the growing demand for Ford products, since the first of the year production has been steadily increased, and the million mark for 1923 was reached on Friday, July 20, the company has just announced. This is between two and three months earlier than this production figure was reached a year ago.

The first millionth car was produced in 1915, approximately twelve years after the company started operations. To meet the growing demand since that time production has every year been increased until now manufacturing facilities are so enormous as to permit the company to produce a million cars and trucks in the remarkably short period of a few days more than six months.

CHEVROLET PLANT AT OAKLAND RUSHED TO SATISFY DEMAND FOR CARS ON PACIFIC COAST

Establishing the greatest output record in its history, the Oakland plant of the Chevrolet Motor company on Tuesday, June 26, shipped to Chevrolet dealers 273 passenger automobiles, according to a letter received by Jack Hansen of the Day and Night garage, local Chevrolet dealers.

Shipments from the big Oakland factory were made both by rail and a series of big dealers' drive-aways. The rail shipment, during this one day, included 75 solid carloads of passenger cars going to the various dealers' organizations throughout the entire Pacific coast region.

A notable feature was the big dealers' drive-aways of closed models. During the period from 9 a. m. until 5:30 p. m. 76 closed models including sedans, sedanettes and utility coupes, were driven away from the plant by dealers in the coast territory. Another unusual feature of this day's big business was the fact that of the total shipments for this day 163 sedans and 42 utility coupes were included.

The increasing popularity of closed cars was conclusively demonstrated by the great percentage of closed models included in the carload shipments from the factory and another evidence of the widespread and increasing demand for closed models is to be found in the fact that all of the drive-aways from the Oakland plant were closed models.

While this one day's shipment of automobiles established a new record in production and shipment for the Chevrolet plant at Oakland, the demand for this popular priced fully equipped automobile has grown far in advance of the manufacturing facilities. The Chevrolet Motor company is operating a number of extensive plants at full capacity and have recently erected three additional factories in eastern cities; still the demand for Chevrolets is far in excess of the supply all over the United States.

Here in the Pacific coast territory all Chevrolet dealers are experiencing a great deal of difficulty in securing sufficient cars to supply the demand, and in many instances dealers have orders booked from 60 to 90 days in advance of the manufacturing schedule.



World's Lowest Priced FULLY EQUIPPED Automobile

\$525
f. o. b. Flint, Mich.

The People's Car
See it Compare it Try it as Our Guest

Day & Night Garage
TORRANCE
Accessories
Parts, Repairs



THE STAR CAR

100,000

STAR CARS

Have Been Made and Sold in LESS Than a Year!

This is the most remarkable record ever made in automotive history. The first Star car was made in August, last year, and on July 24th of this year the one hundred thousandth car was produced.

The Star car marks the most advanced step since the introduction of the automobile, for it provides for the first time a quality automobile, standardized in construction and operation, for a modest sum of money.

A Complete Line of All Star Models Will Be On Display At The Fiesta!

FOURS



SIXES

Just as surely as the STAR leads in value in the lighter class of cars, the DURANT is equally as good a buy in its class. It is the product of the same organization and bears the name of the pioneer builder of automobiles. W. C. Durant has been closely identified with the introduction and success of the Cadillac, Buick, Oakland, Oldsmobile, Chevrolet, and as a fitting culmination of his former successes, he has produced a car at last that he is willing should bear his own name—The DURANT.

See the DURANT CARS at the Fiesta Auto Show

If you are in the market for a Truck, don't fail to investigate the

Mason Road King

A Durant Product

1 and 1½-Ton Trucks Big Variety Chassis

Walteria Service Station

E. M. GIPE, Prop.

Redondo-Long Beach Blvd., West of Lomita

Overland

All-Steel Body. Baked Enamel Finish. Smooth-Riding Triplex Springs. Greatly Strengthened Rear Axle. 25 Miles to a gallon.

The Big New Red Bird

Has Arrived

America's First Low Priced English Type Car will be on exhibition at the Torrance Fiesta. Also a Display of other Overland, Willys-Knight and Velie Models.

Rahm & Son

AGENTS



232 SO. PACIFIC AVE.

Phone 1383

Redondo Beach, California