Philharmonic Orchestra Will Play at Easter Sunrise Rites

ORDINANCE No. 149

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Regular \$45 Quality

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Comparison of Specifications for M.S.S.A.E Ideal Car and The Reo Flying Cloud Sedan

	Piston displacement	249 cu. in.	249 cu. in.
	S. A. B. rating	25.2 h.p.	25.2 h.p.
	Actual Horsepower	60	65
	Motor Speed at Maximum H. P.	2800 rev.	2800 rev.
	Gear Ratio	4.6	4.58
	Pistons	Aluminum	4.4
	Final drive		Aluminum
	rmai drive	Spiral	Spiral
	7 14 at	Bevel Gear	Bevel Gear
	Lubrication	Pressure	All Pressure
		and Splash	1 14
	Location of Valves	At Side	At side
	Intake Valve Material	Silchrome	Silchrome
	Exhaust Valve Material	Silchrome	Silchrome
*	Pressed Steel Frame	Yes	Yes
	Propulsion Through Springs .	Yes	Yes
	Torque Through Springs	Yes	Yes
	Half-elliptic Springs	Yes	Yes
	Rubber Spring Shackles	Yes	No
	Balloon Tires	Yes	Yes
	Artillery Type Wheels	Yes	Yes
1	Brakes—	les	les
			S
	1. Foot Internal, 4-wheels	Direct,	See note for newest de- velopment in industry
	2. Hand-External Drive Shaft	Mechanical	**
		Yes	Yes
	Cam and Lever Steering Gear .	Yes	Yes
	Single Dry Plate Clutch	Yes	Yes
	Gear Set Unit with Engine	Yes	Yes
	Three Forward Speeds	Yes	Yes
	Location of Piston Pin Bearing	1	1
	in Piston	Yes	Yes
	Piston Rings	Four	Three
	Integral Crankcase . \	Yes	Yes
	Upper Half Cast Iron	Yes	Yes
	Lower Half Pressed Steel	Yes	Yes
	Engine Supports	Three	Four
	Chain Timing Gear Drive	Yes	Yes
	Counterbalances Used	Yes	Vibration
			damper
	Oil Pump	Yes	Yes
	Oil Cleaner	Yes	Yes
	Oil Rectifier	Yes	No
	Water Pump	Yes	Yes
	Radiator Thermostat	Yes	Yes
	Water Capacity 4 Gallons	Yes	Yes
	Carburetor	11/4 inches	11/2 inches
	Vacuum Fuel Feed	Yes	Yes
	Air Cleaner-Inertia	Yes	Yes
	Cigar Lighter	Yes	No
	Battery, Generator and Starter .	Yes	Yes
	Sedan Body	Yes	Yes
	Four Doors	Yes	Yes
	Covering Materials, Broadcloth Up-	163	
,	holstery, Top and Body Finish	d vi.	Same
			(Also furnish moheir)
	One-Piece Windshield	Yes	Yes
	Snubbers or Shock Absorbers .	Yes	Yes
	Continue	V.	(See Note)
	Car Heater	Yes	No
	Bumpers	Yes	Yes Pront and reur
	Windshield Wiper	Yes	Yes, automatic
	Cowl Ventilator	Yes	Yes
		1.4	

Suppose

150 Automotive Engineers Could Agree on an Ideal Car

Wouldn't you like to own that car?

They Have- and You Can

YOU know, when automotive engineers get together in technical session, they tell their real names, and they say what they think.

They are not trying to sell each other something, and professional pride brings out their most deeply cherished ideas.

So when the Metropolitan Section of the Society of Automotive Engineers (the well-known S. A. E., which includes the engineering brains and genius of the automotive industry) held a contest in January, for the design of an "Ideal Car for the American Family," it was a significant event.

150 automotive engineers competed for the prize. The specifications submitted by the contestants were synthetized into a composite set of specifications for an "Ideal Car"—that dream of all engineers.

The representative items are printed in the column at the left. The "Ideal Car," you will note, has neither 116" wheel base, nor 126"-but exactly 121".

It is not an 8-cylinder car, nor yet a 4-it is a 6-cylinder car.

It has neither a four bearing crankshaft-nor yet a threebut a seven bearing crankshaft.

It has a bore and stroke neither more nor less than 31/4" x 5" but exactly that.

The pistons are not cast iron—they are aluminum.

It has neither a worm gear final drive, nor a hypoid gear final drive—but a spiral bevel gear final drive.

It has the things that the engineer knows to be ideal in a motor car, for the American—not the European—family.

No other car exhibited at either the New York or Chicago shows even approaches the Flying Cloud in its identity with the "Ideal Car."

Check the specifications of the "Ideal Car" in column 2 at the left with those of the Reo Flying Cloud in column 3.

Note how very, very many are identical. Note in how many instances the Flying Cloud

gives you greater strength, greater possibilities of performance than even the ideal.

You will find that the Flying Cloud, in common with the engineers' "Ideal Car," has exactly 121' wheelbase; a 6-cylinder L-head motor, 3¼ bore, 5' stroke, 7-bearing crankshaft, forced feed lubrication, spiral bevel gear final drive, half-elliptic springs, single dry plate clutch, cam and lever steering gear, etc., etc., etc.

The REO FLYING CLOUD

M. J. FIX CO.

TORRANCE

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