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## 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
They are not, trying to sell each other some-
thing, and professional pride brings out their
most deeply cherished ideas.
So when the Metropolitan Section of the
Society of Automotive Engineers (the wellknown S. A. E., which includes the engineer-

> The representative items are printed in the column at the left.
The "Ideal Car," you will note, has neither 116 " wheel base, nor $126^{\prime \prime}$-but exactly $121^{\prime \prime}$.
> 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 yeta three-
> but a seven bearing crankshaft.
> It has a bore and stroke neither more nor less than $3^{\prime \prime} 4^{\prime \prime} \times 5^{\prime \prime}$ 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.

ing brains and genius of the automotive in dustry) 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 specifications
of all engineers.

No other car exbibited at either the New York gives you greater strength, greater possibilities or Cbicago shows aven 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.
of performance than even the ideal.
You will find that the Flying Cloud, in common with the engineers' "Ideal Car," has ex actly $121^{\prime \prime}$ wheelbase; a 6 -cylinder L-head motor; $31 /{ }^{*}$ bore, $5^{\prime \prime}$ stroke, 7 -bearing crankshaft, forced feed lubrication, spiral bevel gear final drive, half-elliptic springs, single dry plate clutch, half-elliptic springs, single dry plate clutch
cam and lever steering gear, etc., etc., etc. Note in how many instances the Flying Cloud

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