

Sun's Heat Rays Baffled by New S.P. Lounge Cars

More and still more tourists and homeseekers may be expected in Southern California. Why? Because the climate is perfect, the scenery stirring, the cities attractive. Certainly! But here's the latest reason—

plain on the trip to the Pacific Coast has been evolved by the Southern Pacific company in the fitting and finishing of a new type lounge car.

By the use of aluminum paint and anti-actinic window glass the company has found a way to keep car interiors cool and comfortable in the warmest weather, according to F. S. McGinnis, passenger traffic manager.

equipment. And the special glass which "admits light but excludes heat" cuts off about 80 percent of the heat rays while transmitting about 65 percent of the light, it is claimed.

Ten of the new lounge cars are nearing completion for the Southern Pacific company at a cost of \$600,000. Passenger Traffic Manager McGinnis announces.

Read Our Wantads

Comfort and Safety of Today's Car Is Due to Its Engineering

The motorist's comfort and safety on streets and highways would be impossible today without the engineering genius built into the modern automobile, according to Len Murray of Paul and Murray, local dealers for Dodge Brothers motor cars.

"If the millions of cars on the roads today were operating with the mechanical equipment offered on cars of fifteen years ago, the public would have a real traffic menace," said Mr. Murray. "But automotive manufacturers are building cars with more flexibility and greater braking facilities that in reality enable more cars to be on the street with swifter movement of traffic than was ever dreamed possible a few years ago."

demands of automotive transportation. "Four-wheel hydraulic internal expanding brakes, powerful six-cylinder engines with maximum flexibility, finger-tip steering, and simplified controls that are to a great degree automatic have made present day driving the easiest and safest possible."

"Riding qualities have also come in for their part in the evolution of the motor car. Fifteen years ago a drive of 100 miles was a day's work. Now 300 to 400 miles and more is an accepted day's journey, and the driver arrives at his destination with little fatigue. From fitting cushions, flexible springs, hydraulic shock absorbers, balloon tires and improved roads have brought about this transformation."

"In dependability and economy of operation, such striking advancements have been made that the owner of a modern car can plan a trip with the certainty of train schedules, with the cost far below any other period in the history of the motor car travel."

U. S. C. OFFERS NEW COURSE IN MERCHANDISE

The University of Southern California announces the establishment of a new School of Merchandising, which majors in marketing, advertising, and retailing, leading to the degree of Bachelor of Science in Merchandising. Dr. W. D. Moriarty is director. The new school, which will open with the 1929-1930 academic year in September, has been underwritten for the next five years by leading merchandising organizations of Los Angeles and nearby cities. President R. B. von KleinSmid of U. S. C. states:

"The new School of Merchandising was authorized by the Board of Trustees of the University of Southern California only after careful investigation by leading merchandising organizations of Los Angeles and nearby cities, and it is made possible not only by the financial co-operation of a wide variety of groups on the Pacific coast, but also by the assurance of their willingness to co-operate in seeing that students receive adequate training in sound practice as well as in sound theory. Students entering direct from high school may take 40% of their freshman and sophomore work in basic courses. The curriculum for the junior and senior year is especially elastic to allow students who enter this field after two years of college work (either at Southern California or elsewhere) to take the basic background courses along with the more specialized courses designed to prepare them for the field in which they are majoring. All resources of the university will be open to all students who come to the university either to begin or to continue the study of merchandising."

Faculty members of the new school include Dr. Moriarty, director, Dr. Paul Ivey, Dr. F. May Morse, William E. Koeh, Dr. J. Harry Tregoe, Mrs. Ada Colinae Holme, and Professor Frank Nagley. The school will admit as a special student, on recommendation from employers, persons 21 years of age who have had two years of successful work in merchandising.

Leave Your Card When You Damage Other Car Fenders

SACRAMENTO, Sept. 5—If you mutilate the fenders of your fellow motorist's car or otherwise damage it and seek to avoid responsibility by sneaking away without leaving your name and address, you are liable to arrest.

The Division of Motor Vehicles issued this warning today, pointing out that the new state law requires the motorist to leave his name and address if he runs into a parked vehicle and to notify the police as well.

Division officials are hopeful the new law will assist in eliminating the "hit and run" tactics employed by some drivers on parked automobiles in crowded cities.

Drivers who insist on attempts at using their horns as musical instruments will also find themselves "in bad" under the new act for the use of horns except for giving reasonable warning and prohibits "harsh and loud" horn notes.

BOY ON BIKE HIT BY CAR

Maria Trainotti, who lives at Carson and Main streets, sustained bruises Friday evening when the bicycle on which he was riding was struck by a car driven by Gladys Reutpohler of 9121 Dalton avenue.

Miss Reutpohler, in her report to the police, stated that Maria was riding behind a truck and made a left hand turn in front of her car. Her machine struck the rear of the bicycle and threw Maria to the pavement.

Dickenson, Former Salesman for Ford Back at Old Job

N. E. Dickenson is back renewing old friendships in Torrance after an absence of two years. And he is back at his old job of selling Fords for Schultz, Peckham and Schulz.

Dickenson was one of the Schultz, Peckham and Schulz star salesmen for the old model T. Fords, and made many friends for himself and his company. He also expects to enlarge his circle of friends here, now that he has the smart new model Fords to offer his customers.

A complete steam cleaning of the chassis every six months is essential in keeping the car in A1 condition. Checking for loose bolts, nuts, rivets and worn parts should accompany the cleaning job.

For Speed, Power and Pickup - a Six without a rival at its price



PONTIAC BIG SIX at \$745

Without a single exception, the Pontiac Big Six is the fastest, most powerful six of its price available today. Its lusty, 200 cubic inch, L-head engine develops 60 horsepower at moderate engine speed. Its speed and acceleration are the fastest to be found in any low-priced six, according to the "fifth wheel"—the most accurate speed measuring device known to automotive engineers. Unquestionably, today's Pontiac Big Six is the performance leader of its price field—and the style and value leader as well.

Consider the delivered price as well as the list (f.o.b.) price when comparing automobile values... Oakland-Pontiac delivered price includes only station and charges for freight and delivery and the charge for any additional accessories or financing desired.

Industrial City Motors

1912 Carson Street PHONE 648 Torrance

Why the New Dodge Six is eclipsing its entire field



The backbone of Dodge Six dependability, ruggedness, strength and long life is a structure of modern mechanical features that are bigger, stronger, more advanced and more efficient than those found in other cars that are sold at approximately the same price.

NEW DODGE BROTHERS SIX CHRYSLER MOTORS PRODUCT

Paull & Murray 1420 Cabrillo Ave. OPEN EVENINGS Phone Torrance 324



No—cuts won't heal themselves in a

KELLY SPRINGFIELD

BUT you're not so likely to get cuts, because the tread rubber of a Kelly-Springfield is about the toughest thing in the world.

Don't get the idea from this that Kelly quality is plastered on the outside after the tire is completed. It's built in, from the inside out. That's how Kelly-Springfield got its reputation.

It's this extra Kelly quality that keeps a Kelly going after other tires have quit. It's the difference between a champion and a near-champion.

When it costs no more to buy the best, why not ride on Kellys? We can make you an attractive trade-in proposition on your old tires.

Mullin's Complete Auto Service ARTHUR MULLIN, Prop. Western Ave. and Redondo Blvd. Torrance, California Telephone 320-J

Facts that prove the Value of The New CHEVROLET SIX

The new Chevrolet Six is shattering every previous record of Chevrolet success—not only because it provides the greatest value in Chevrolet history, but because it gives you more for the dollar than any other car in the world at or near its price! Facts tell the story! Modern features afford the proof! Read the adjoining column and you will know why over a MILLION careful buyers have chosen the Chevrolet Six in less than eight months. Then come in and get a ride in this sensational six-cylinder automobile—which actually sells in the price range of the four!

Table listing Chevrolet Six models and prices: The \$595 COACH, The Standard Sedan \$695, The Superior Sedan \$595, The Light Six Delivery \$400, The Six Ton Chassis \$545, The 1 1/2 Ton Chassis with Cab \$650.

Torrance Motor Co. Marcelina at Cravens, Torrance. HARRY C. CLARK 16317 S. Vermont Ave. Gardena, Calif. W. A. KING 2749 Redondo-Wilms. Blvd. Lomita. A SIX IN THE PRICE RANGE OF THE FOUR

Remarkable Six-Cylinder Engine Chevrolet's remarkable six-cylinder engine impresses you most vividly by its sensationally smooth performance. At every speed you enjoy that silent, velvet-like flow of power which is characteristic of the truly fine automobile!

Beautiful Fisher Bodies With their low, graceful, sweeping lines and smart all-weather, their ample room for passengers and their sparkling color combinations and rich upholstery—the new Fisher bodies on the Chevrolet Six represent one of Fisher's greatest achievements!

Outstanding Economy The new Chevrolet Six is an unusually economical car to operate. Not only does it deliver better than twenty miles to the gallon of gasoline, but its oil economy is equal to, if not actually greater than, that of its famous four-cylinder predecessor!

Remarkable Dependability In order to appreciate what outstanding value the Chevrolet Six represents, it is necessary to remember that it is built to the world's highest standards. In design, in materials and in workmanship, it is every inch a quality car!

Amazing Low Prices An achievement no less remarkable than the Chevrolet Six itself is the fact that it is sold at prices so amazingly low! Furthermore, Chevrolet delivered prices include the lowest financing and handling charges available!