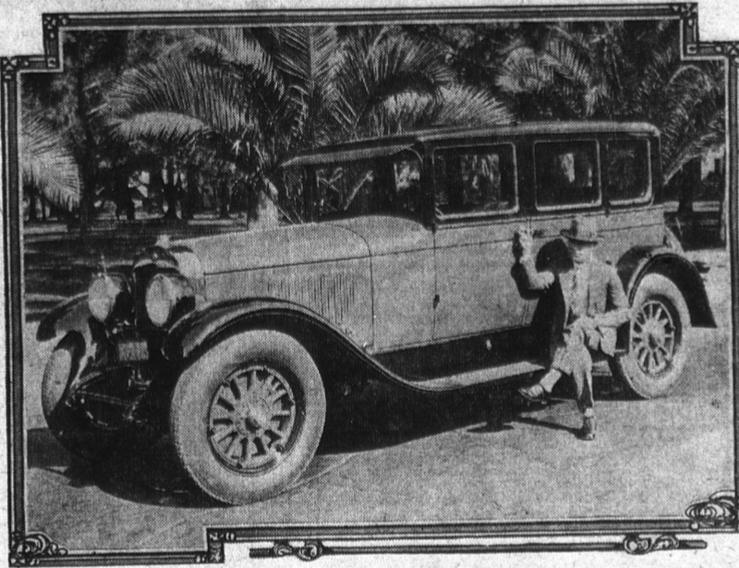


NEWEST CADILLAC CUSTOM-BUILT 7-PASSENGER SUBURBAN.—John O. Rankin, head of John O. Rankin, Incorporated, Cadillac distributors for the harbor district, standing before a beautiful new Cadillac creation having the very latest motor car appointments, which will be on display at the Automobile Show.



THE LATEST WORD IN CADILLAC 5-PASSENGER STANDARD SEDAN.—A. J. Davis, Torrance-Lomita representative for John O. Rankin, Incorporated, Cadillac distributors, sitting on the board of the new Cadillac Standard Sedan, finished in one of the new Cadillac color combinations, of which there are 500 from which to make a selection. Mr. Davis will personally direct the John O. Rankin Cadillac exhibit at the Automobile Show. The sedan pictured above will be on display at the show.

### John O. Rankin, Inc., Exhibits Cadillac Cars at Fiesta Show

What will no doubt prove to be one of the main points of interest at the Torrance-Lomita automobile show this year will be the Cadillac exhibit of John O. Rankin, Incorporated, local Cadillac distributor, who will have two of the latest Cadillac factory productions on the demonstration floors of the automobile show—one a beautiful custom-built Cadillac Suburban, and the other a dignified, highly refined 5-passenger standard sedan.

Both of the Cadillac models on display at the automobile show have been selected by A. J. Davis, Torrance-Lomita district manager for John O. Rankin, Incorporated, as representing the two most popular styles of this famous motor car, embracing 50 body styles and types and 500 color and upholstery combinations.

In addition to the startling policy of Cadillac this year in building and offering such a great variety of body styles and color combinations so every individual motorist's taste can be met with meticulous care, the new 90-degree Cadillac embodies many popular refinements. These new refinements consist of the finitely sharpened contour of the new radiator shell; new radiator filler neck and emblem showing crest mounted in medallion form on black background; new standard car headlamps, formerly used only on custom cars; new jump-spark type distributor; new type walnut and aluminum steering wheel, the spokes being finished in full black and having a bakelite center in which are incorporated the spark, throttle, headlight and parking control levers; and a new instrument board panel done in German silver and walnut, giving the appearance of silver inlay and adding a last final note of distinction to the new Cadillac motor car.

### Schultz, Peckham and Schultz Have Large Staff of Service Experts

With 12,600 feet of floor space, much of which is occupied by the mechanical department, Schultz, Peckham and Schultz are able to boast a service organization that is rivaled by that of no other Ford dealer in a city this size in Southern California.

The battery, ignition and radiator repair department is under Harvey Ingram, an expert in his line. John MacCulish is in charge of the repair shop. He has had years of experience in this work. J. M. Singer directs the parts and merchandise department, where more than \$10,000 worth of parts for Fords are on hand at all times. F. C. Galpin, head of the clerical department, was an employee of the Ford company at Detroit.

### Polite Phone Girls Save Patron's Time

Patrons of the local telephone exchange have commented on the pleasant "Thank you" one hears now when calling a number, instead of a repetition of the number. In a recent extended test at one of the large exchanges in Los Angeles a saving of 50 percent in time on calls was made by the use of this method.

### Smoothest Chevrolet Ever Is On Exhibition at the Fiesta

The dashing waves of the automotive industry are gradually calming down. A few years ago drastic changes in their product each season, with the presentation of a new model. Then, as automobiles gained a greater degree of perfection, manufacturers spoke more of innovations when introducing new creations. Little by little, radical departures in automobile design and mechanism have disappeared, until in recent years talk has been principally of the improvement of tried and true ideas.

And now, in the middle of its greatest year, the largest gear-shift motor car manufacturer in the world announces that its latest offering is a vehicle smoothed to the highest degree known to engineering science. This manufacturer is the Chevrolet Motor Company. The smoothest Chevrolet in Chevrolet history. That line sums up the company's newest presentation to light car buyers. Features have been introduced to promote ease of operation and to enhance driving comfort. Striking finishes in the new Duco colors, on Fisher bodies, are being shown to tempt those with an eye to beautiful and artistic coach work.

### Why Studebaker Is Not In The Show.

The demand for the new STANDARD SIX CUSTOMS SEDANS and other STUDEBAKER models has been so great that we are forced to give our "show cars" to our customers.

HOWEVER, we are expecting another big shipment of the new STUDEBAKERS this week and will be able to take care of your requirements.

Telephone GARDENA 1231 for a Demonstration

## P. E. HENNIS

Gardena, Calif.



ANNOUNCEMENT

# JOHN O. RANKIN

WILL PRESENT IN

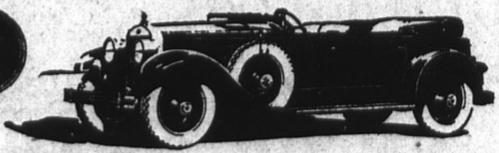
# CADILLAC

THE UTMOST IN MOTOR CAR REFINEMENT

at the

# AUTOMOBILE SHOW

Mr. A. J. Davis Will Personally Direct The John O. Rankin Cadillac Exhibit



FOR ALMOST A GENERATION Discriminating People Have Driven Cadillacs. This Fact Alone Is Sufficient To Prove Cadillac's Supremacy. YOUR CRITICAL INSPECTION IS MOST CORDIALLY INVITED

### Ford Production Passes One More Million Mark

Another million mark in Ford production was passed on July 21, when motor No. 14,000,000 came off the assembly line at the Fordson plant of the Ford Motor Company. Some idea of the present enormous production of Ford cars is obtained when it is recalled that it was only a little more than two years ago, June 4, 1924, that the famous Ten-Millionth Ford was produced, an event which was celebrated by driving the car across the country from New York to San Francisco on the Lincoln highway. In the twenty-five and a half months elapsing since that time Ford output increased 4,000,000.

### Motor Coach Co. Makes Changes In Schedule

New Routings and New Time Card in Effect Sept. 1

The Motor Coach Company announces a change in route and schedule in another column.

The southbound stage which leaves Redondo Beach at 4:05 p.m. and the northbound stages leaving for Redondo Beach at 7:25 a.m., 8:15 a.m., and 4:30 p.m. will follow the former route—over El Prado, Cravens and Post avenues and Carson street.

All other southbound stages will come in over Redondo boulevard to Border avenue, stopping at the northwest corner of Border avenue, over Cabrillo to Carson street, and over Arlington avenue to Lomita, San Pedro, and Long Beach.

Northbound stages will cover the above route from San Pedro, Long Beach, and Lomita, through Torrance to Redondo Beach.

The new schedule provides a much better service for Lomita and Torrance to Santa Monica and Venice, and provides one more stage to Long Beach. Good connections are also made with the stages for San Diego.

# Beauty Comfort Economy Dependability Performance

So Smooth—so Powerful

## What more do you need in an Automobile?

Because no other car provides such a remarkable combination of the modern features essential to motoring satisfaction, tens of thousands are daily asking themselves: "What more do we need in an automobile?"—and are promptly and satisfactorily answering their own question by purchasing the Smoothest Chevrolet in Chevrolet history.

Brighter, more striking Duco colors—the comforts and smartness of enclosed Fisher bodies—time-proved economy and dependability—brilliant acceleration, effortless control, abundant power, amazing smoothness at every speed—all these qualities are yours in today's Chevrolet at Chevrolet's remarkably low prices!

Come in! Drive this splendid low-priced quality car! Learn why it is the overwhelming choice of buyers everywhere!

--- at these Low Prices!

touring \$	510
Roadster \$	510
Coach \$	645
Coupe \$	645
Roadster \$	735
Sedan \$	735
Landau \$	765
4-Door Truck \$	8375
4-Door Truck \$	8495

Price Includes License, Title, and Tax

### TORRANCE MOTOR CO.

Salesroom at DAY AND NIGHT GARAGE

1606 Cabrillo Ave., Torrance Phone 127

## QUALITY AT LOW COST