

# Thatcher-Ott Have '51 DeSoto on Display

A multitude of sweeping changes have completely transformed the new 1951 DeSoto line and brought distinctive and distinguished exterior and interior styling, a new standard of riding comfort and convenience, exceptional safety features, and increased power from a larger engine.

The new cars were displayed by Caldwell-Pyle, De Soto-Plymouth dealers in Compton yesterday.

Of particular interest on the new De Sotos is the installation of Oriflow shock absorbers, one of the most pronounced improvements in car riding comfort in automotive history.

Exterior styling changes include a distinctive new grille; a new, wide hood; new front fenders; new crest-type front end

ornament; new rear fender mouldings placed lower on the fenders; new Custom stone shield, and a belt moulding that completely encircles the car. The length of the new De Soto is accentuated by a new top fender line that extends further back on the front door panel.

### NEW GRILLE

The new grille consists of nine husky, curved, vertical bars, which can be individually and



DE SOTO ON DISPLAY . . . The new 1951 De Soto is on display at Thatcher-Ott De Soto-Plymouth showrooms in Torrance. The new models, featuring a multitude of sweeping changes, were seen locally for the first time this week.

economically replaced if damaged. front and rear by widening of hood and fenders forward, and the windshield, narrowing the increasing rear window area by 88.7 square inches. Visibility has been increased front corner posts, sloping the

# Lomita Man Finds Historic Branding Irons

ROLLING HILLS—Two old branding irons carrying the historic "Flying Triangle" brands of the late Jotham Bixby, famous Southern California pioneer, have been uncovered and turned over to the Palos Verdes Corporation.

The brands, used on cattle and horses which ranged Rancho Palos Verdes and other Bixby holdings from 1882 to 1912, were found by Les Phillips of Lomita, son of Bixby's ranch foreman during the period when the Palos Verdes peninsula grazed as many as 25,000 head of cattle annually.

Phillips located the two brands, a small one for horses and a larger one for beef cattle, when he was going through an accumulation of family heirlooms. The Flying Triangle brands, although slightly rusty, still are useable.

Development of the Palos Verdes Peninsula, which began following purchase of Rancho Palos Verdes in 1912 by the late Frank A. Vanderlip, New York financier, has slowly transformed the area from agricultural to residential. Today, ranching is very secondary on the peninsula as residential growth booms. The 16,000 acre ranch, once a vast grazing area, now has four distinct communities—Palos Verdes Estates, Miraleste, Rolling Hills and Portuguese Bend.

### Under Treatment

Returned to the Torrance Memorial Hospital for treatment is John Ott, one of the owners of Thatcher and Ott, De Soto-Plymouth agency.

Ott was taken to the Torrance Memorial Hospital last week where he suffered three kidney attacks. Returned home, he was taken back this week to the hospital for further treatment.

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Compared with 25,000 head of cattle at the close of the century, the peninsula now has less than 1,000 head, about 650 being karakul sheep. The farming area now comprises less than 3,000 acres.

Phillips, who was raised on Rancho Palos Verdes, has, strangely enough, played a major role in changing its contours and land use. He operates a grading and bulldozing company which has done most of the homestead and road grading on the peninsula.

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