



New '56 De Soto Announced Following Record '55 Sellout

De Soto publicity displays its increased line of 11 new 1956 models next Wednesday, October 19, at Whittlesey Motors, 1600 Cabrillo, and claims the most extensive overall style and engineering improvement in its field . . . over two dozen new features, according to L. Irving Woolson, president.

"De Soto will offer expected substantial increases in horsepower and new peaks of performance. But the company will also afford the industry's greatest number of comfort, convenience features, plus approved safety items and other devices and accessories, includ-

ing some important industry 'firsts.'

Safety First

"Safety and concern for the persons behind the wheels of our cars are primary interests at De Soto," he continued. "Our increased horsepower, 255 in the Firelite and 230 in the Firedome, is in itself also a safety consideration, properly used."

"The new De Soto's heightened performance factors, higher compression ratio, improved carburetion and torque, similarly, are for very necessary instantaneous take-off. They are for quick passing, for less

time spent on the wrong side of the road, and for highly desired nimbleness and maximum maneuverability."

"Moreover, we are including as standard in all body styles, including three new four-door hardtops, compensating great new center plane drum brakes. These are quicker, more effective, more easily operated and longer lasting."

Super Highway Cars

"We are in pace with and ahead of today's super highway age. Our automobiles are purposely designed and engineered in tune with the nation's and the world's peak automotive

and automatic era. De Soto's revolutionary, mechanical, non-electrical, push-button drive, available with all Powerflite automatic transmissions, is but one example.

"We regard all these advances as recognition of and concern with our responsibility appeal alone. De Soto styling Similarly, our new style changes are meaningful and not just skin-deep trim, surface modification or change for the sake of face change or change-appeal alone. De Soto styling has entered the second planned phase of the forward look. Consequently, from every angle, including front, sides, rear, inside and outside, and under the hood, they are distinctly different and improved again this year. We have made them the

safest and best, as well as the most beautiful car available." Whittlesey concluded.

More-For-The-Money

De Soto's important design and engineering advances, its planned price structure and its up-gear production rate, are calculated to keep the company well ahead of the industry's overall average increase sales-wise. It was stated by Whittlesey. He reports an up-to-the-minute still continuing 1955 record sales improvement of 80 per cent over 1954.

Whittlesey said: "We are currently manufacturing at an increased rate a near-all new product that is the best humanly possible to produce. It will be pegged at a more-for-the-money price, to be announced soon."

MODERN in the Forward Look manner but the ultimate in the tradition of graceful elegance is the new 1956 De Soto Firelite four-door sedan shown here. The second phase of De Soto's Forward Look highlights extensive exterior body changes, including a dramatic new swept lift to the popular color sweep that runs the virtual length of the car. Other glamorous new touches are the all-new front and

rear ends, lush color-keyed interiors in brocades, damasks, leather, faille and other decorator materials. New perforated mesh grille with built-in parking lights, and a dramatic, turreted, three-tiered taillight assembly are among over two dozen highlight changes in design and engineering. The new models will be on display October 19 at Whittlesey Motors, 1600 Cabrillo.

Third Ben Cluff Dairy Announces Open House

Ben Cluff's dairy this week announced the grand opening of its third cash and carry location at 24327 Main St. with open house slated for October 14, 15, and 16 from 7:30 a.m. to 9 p.m.

"We'll be giving away plastic figures and ice cream to the children and mission glass and recipe booklets to adults," Ben Cluff stated. "We invite residents of this area to come and bring their children and watch the cows being milked. We also welcome everyone to 'inspect our premises.'"

Cluff moved from Gardena to Wilmington in 1945, opening his first dairy farm at 22028 S. Avalon with one employe.

Since then he opened another farm at 17006 S. Figueroa, Gardena. Now, as a result of the community's wonderful response to his products as well as for the convenience of the people in this rapidly expanding area, Cluff has opened his third cash and carry operation on Main street.

Cluff now employs 30 individuals at his three locations and has a total of 500 cows.

"Our milk is processed, bot-

led and sold on the premises," Cluff said about each of his cash and carry drive-in locations. "We offer milk, butter, milk, cottage cheese, half-and-half, whipping cream, chocolate milk and other dairy items."

Cluff and his wife, Genevieve, live at 1215 Banning with their eight children ranging from Benny to Benay as follows: Benny, 15; Connie, 14; twins, Tina and Terry, 12; Claudine, 10; Donna Jo, 8; Vance Allen, 3; and Benay, two months.

SCALE CONTROL

The worldwide search for a tiny wasp-like parasite that will control citricola scale in California citrus orchards has been extended to the Japanese mainland, according to Curtis P. Clausen of the University of California.

'Rose Tattoo' Plays Tonight And Friday

The ACCENT: theatre! production of the "Rose Tattoo," by Tennessee Williams will have Nadine Farrar Nickol, prominent Torrance vocal coach, in the leading role of Serafina delle Rosa Tonight at 8:30, at the civic auditorium.

Tomorrow night will be the last performance of the show which has been running for the past two weeks.

Noralee Benedict, director of "Rose Tattoo," will play the role of Serafina tomorrow for the closing night.

Tickets may be obtained at the box office. Reservations may be made by calling FAIR-fax 9-7625.

CRETINISM

Evidence indicating that dwarfing and mental retardation in babies may be prevented by early diagnosis and adequate treatment, reported University of California physicians.

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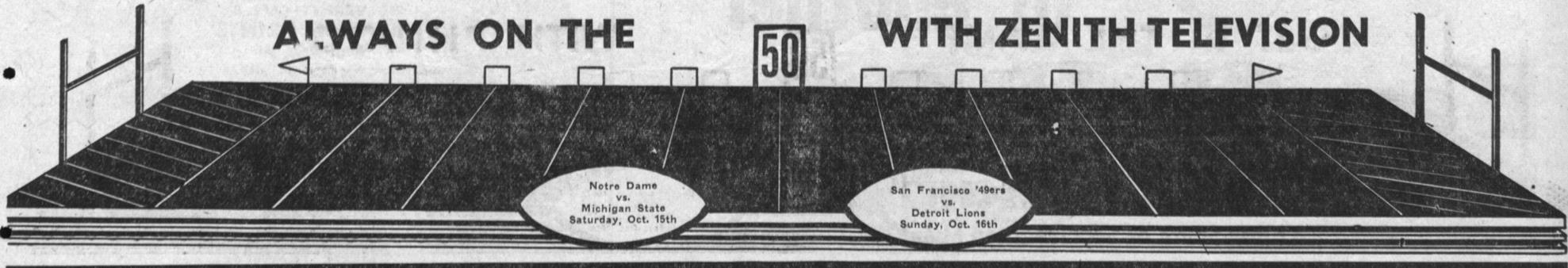
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