

Oldsmobile Announces Establishment of Design Reliability Program

Oldsmobile today announced establishment of a design reliability program and the appointment of Robert W. Truxell, as director of reliability, according to the chief engineer, according to Charles Rule, Harbor Motor Co.

In announcing the new program, J. F. Wolfram, vice president of General Motors and general manager of Oldsmobile, said, "Quality assurance is already a part of life at Oldsmobile. We've always used the best available methods and techniques to assure the quality of the product manufacture."

"Now, with the scientific and electronic advancements brought out by missile and space research, newer and more modern techniques of establishing a high degree of reliability have been

discovered," he said. "Adapting this all-inclusive approach to the existing Oldsmobile program was a logical step that now will make it possible for us to determine, in terms of mathematic probability, the greater reliability of a new Oldsmobile."

"This new program of product evaluation and improvement makes full use of existing programs in product planning, designing, testing, metallurgy, parts procurement, manufacturing—right through customer usage," according to Wolfram.

He pointed out the difference between quality control and design reliability. Quality control deals essentially with actual manufacturing reliability. Design reliability is all-inclusive. It deals with the planning, the design, the manufactured products and their components, checks performance and includes a systematic feedback and analysis of performance data accumulated

from every area of the country and under every conceivable performance condition.

"With the engineering progress of the modern automobile, we must continue to make progress in its reliability for trouble-free operation," Wolfram said. "This pertains to all components of the car."

"Tooling, production, product engineering, purchasing, inspection and service are of equal importance in achieving the high standard of reliability for which we are constantly striving," he said. "Basically, our reliability program insures that our customers will benefit from the progress being made in scientific investigation."

Wolfram noted that in addition to being America's oldest manufacturer of automobiles, Oldsmobile also set the theme for a reliability program with the first memo from the original board of directors on Aug. 21, 1897, which directed Ransom E. Olds to "build in as nearly perfect a manner as possible."

Truxell, a graduate of Lansing Eastern High School and General Motors Institute, has been director of methods and plant layout for Oldsmobile. The appointment of Truxell as Oldsmobile's Director of Reliability is effective April 1.

City OKs Three More Months' Trial for Unlimited Parking

The City Council Tuesday decided to let unlimited parking permits ride another three months as a trial.

When it was revealed there were few takers for the permits last week, the city License Department sold 10 for April immediately.

The permits carry a windshield decal, and the bearer may park as long as he chooses in the downtown two-hour lots. Last week the council was told the city had already lost more than \$100 on the deal and appearances were it will last more.

With consent of the council,

Mayor Isen ordered the license unit to use old stickers and validate them. Meanwhile, the city will contact the Downtown Merchants' Association to get some action on purchase of the privilege.

Two Homes Remain

Wilson Realty Co., Hawthorne Blvd. and 147th St., is offering 8-bedroom homes at 1011 West 225th St., (one block east of Normandie Ave.) at \$17,995 which is full price. There are two left.

Use classified. Call DA 5-1815.

"Miracle Glasses" Erase Years from Appearance

Most people postpone the adoption of two-range glasses (bifocals) as long as possible because they know that the conspicuous lens-division makes them look older than their years. Bifocals have become the trademark of the over-forty, and many consider them to be a disadvantage in business and social life. According to Dr. J. M. Soes, optometrist in the Harbor area for 32 years, excellent two-range vision may be enjoyed with glasses that are free from

unsightly dividing lines. These modern bifocals—Blended Lenses—assure better vision, too, because the eyes do not jump or see double when shifted from one lens power to another. Dr. Soes suggests that bifocal wearers drop in at his ground floor offices at 1288 Sartori Avenue and see how amazingly their appearance will be improved by Blended Lenses. There is no obligation, of course. Not expensive; easy terms. Open Friday evenings and all day Saturdays. Offices also in Wilmington.

Rolling Hills Realignment Approved

Realignment of one of the drainage lines included in the Rolling Hills Estates storm drain has been approved, according to Supervisor Burton W. Chace.

The change was recommended following detailed engineering studies which disclosed that existing topographical and geological conditions will allow a reduction in the limits of Line A.

The overall project includes two lines, designed as A and B. Supervisor Chace said the realignment will provide the same degree of protection as proposed in the original Bond Issue Report.

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Biggest Car Fleet

The largest Comet fleet order received by the Los Angeles district since the introduction of the new compact by Lincoln-Mercury division was placed by California Rent Car, according to W. H. Allen, Los Angeles district sales manager.

JODY'S SPECIAL STEAK COMPLETE DINNER \$1.65

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during the entire month of April

Back in 1945 Southwest Savings opened its doors in Inglewood. Not long after, the Torrance office was added. Now—15 years and \$62,000,000 later—Southwest serves you and your neighbors from its two beautiful, new buildings. It's a grand April-long birthday party filled with free

prizes awarded each Friday in the month—free bonus premiums—a free gift to each visitor—and tasty refreshments served to all guests thru the 11th. Southwest Savings welcomes you—and your family—and invites you to join in the festive celebration.

FREE!
6 fabulous birthday prizes each week in April

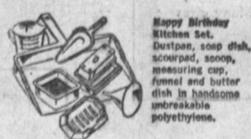
It's easy! Simply register for the week's contest. You may enter only once each week, but you can enter them all. Drawings on the 8th, 15th, 22nd and 29th of April. All adults, except Southwest employees and their families, are eligible. You needn't be present to win.

WIN
a Philco "Slender Seventeen" Portable TV Set
1st prize each week

WIN
an Electric Frying Pan
5 second prizes each week
Extra-heavy gauge cooking aluminum. 12" diameter. Westinghouse thermostat. Easy lift handle. Jeweled signal light heat indicator.

FREE! APRIL BIRTHDAY GIFTS

Your choice



for new accounts or additions of \$200-\$499:

current annual rate **4 1/2** %
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each account insured up to \$10,000
funds received by April 11th earn 4 1/2% from the 1st



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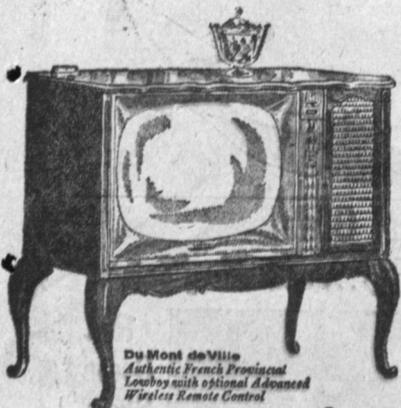
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