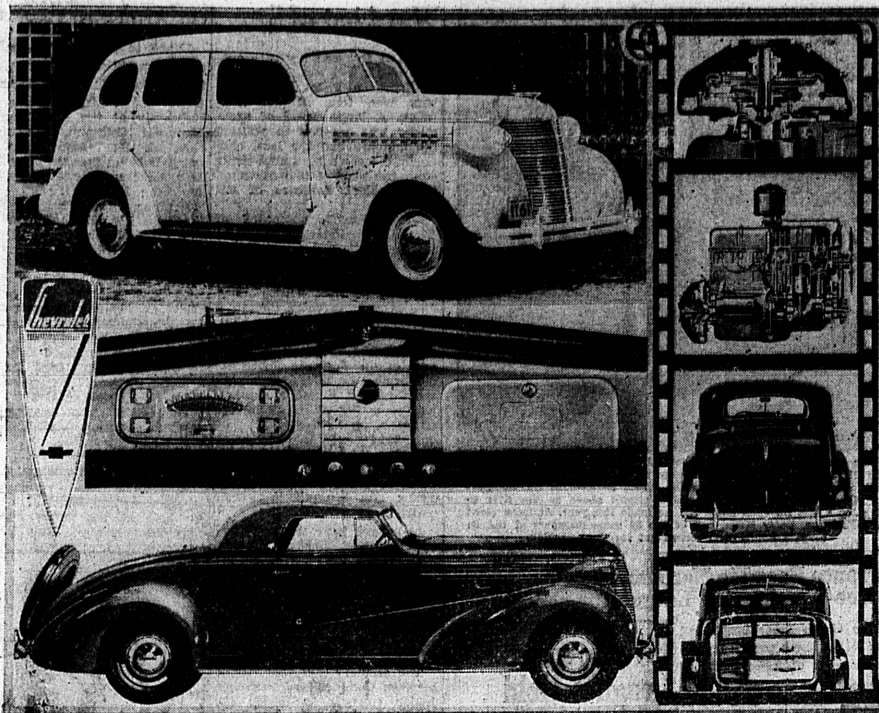


## CHEVROLET PRESENTS FOR 1938 . . .



Incorporating many engine and chassis improvements the new 1938 Chevrolet, in two series, makes its debut today. The smart, graceful lines of the new car illustrated in the Master DeLuxe sport sedan, at the top, and the Master cabriolet, at the bottom, shows the re-designed radiator grille and hood as they blend with Chevrolet's famed 'speedline' styling. Between the two models is the new instrument panel. The photo

Tremendous local interest is being shown in new Chevrolet models for 1938 which went on display last Saturday in Ed Thompson's showrooms at 1600 Cabrillo avenue.

"As near as we can determine," Thompson said, "crowds that have been visiting our showroom are the largest we have ever experienced for the introduction of a new model. However, this is only one of the indications of wide spread car buying this fall, as actual sales and prospects for new cars are greater now than we have ever noted before at this season of the year."

"Public reaction to the new Chevrolet is the finest ever. It is a bigger-looking, better-looking low priced car and, in my opinion, the most outstanding automobile value we have yet been privileged to offer," he declared.

The new Chevrolets have many developments and refinements designed to provide new comfort, luxury, economy of operation, performance and safety. It is an extremely attractive car, offering advantages that should appeal to all classes of car buyers.

Noteworthy advances in performance, economy, safety, durability and style, gained through

strip portrays a few of the many features of the new product. From top to bottom they are: the new 'tip-toe-matic' clutch, being introduced to the industry this year by Chevrolet; the improved 85-horsepower 6-cylinder valve-in-head engine, used in both series; a rear view of the Master DeLuxe town sedan; the built-in trunk, showing the increased roominess.

## Pacific Greyhound wins award



For most efficient maintenance, Pacific Greyhound Lines has been named winner of the 1937 Maintenance Award by BUS TRANSPORTATION magazine, according to an announcement just received by R. M. Abrams (inset), General Superintendent of Maintenance and Equipment for the bus company. The winning of the Gold Award by Pacific Greyhound is especially significant because the company is the largest of all inter-city lines in America. During the past year it operated 450 buses in all parts of the West to accumulate a total annual mileage in excess of 31 million miles.

The Torrance depot of the Pacific Greyhound Lines is located at the Beacon Drug Company, 1519 Cabrillo avenue.

HELP WANTED — TURN TO THE CLASSIFIED PAGE

## Crime Increases in State; Burglary Leads All Offenses

By United Press

An increase in the number of crimes committed in California during September compared with the corresponding month a year ago was revealed in a report of the state bureau of criminal identification and investigation.

Burglaries last month totaled 1,962, against 1,557 in September, 1936. Other comparisons were: Fictitious checks, 351 and 329; robbery, 299 and 250; purse snatching, 70 and 25; pickpocket, 70 to 53; assault on murder, 5 and 6; miscellaneous, 350 and 337.

Compilations for September 30, showed the following totals for crimes committed in the first nine months of this year and the like period of 1936.

Burglary 17,369 and 15,685; fictitious checks and forgery 3,456 and 2,652; robbery 2,859 and 2,215; pickpocket 556 and 641; purse snatching 530 and 317; assault on murder 46 and 68; miscellaneous 3,030 and 2,883.

## Flipping The Herald Files Backward

Thirteen, Ten, Five and One Year Ago

1924—Thirteen Years Ago George Neill, head of Coolidge club, plans "monster rally" for G. O. P. nominees at Marcellina and Sartori streets.

J. C. Smith, realtor, elected director of Chamber of Commerce.

Baker Smith, formerly of Brea, announces opening of new jewelry store here in three days. Property owners request county to pave Carson street from city to Long Beach boulevard.

Dr. Bruce returns to professional duties after brief illness. Herb and Bill Grau score with costumes at Union Tool Halloween party in Legion hall.

1927—Ten Years Ago County dry squad raiders swoop down on city and nab two for selling illicit liquor.

Fifty state industrial leaders gather here for luncheon and tour of city's manufacturing concerns.

"P. B. X." operators entertained at Halloween luncheon in telephone exchange.

Miss Ethel Servis of Milwaukee and William Bremner of this city first couple to be married in new Methodist parsonage.

1932—Five Years Ago Joe Stone, member of first board of trustees elected in city, succumbs suddenly.

Candidates and political groups active in final voter-rush before election day. Three men attending one rally here lose billfolds to pickpockets.

Katherine Jean Turner feted with Halloween party on her sixth birthday.

J. E. McEasters, city fireman, undergoes emergency operation at hospital here.

Torrance Tartars score first victory in two years by defeating El Segundo 19 to 6.

1936—One Year Ago PWA approves grant of \$4,950

for proposed Administration building to complete civic center here.

Retail Merchants' association launched at enthusiastic dinner-meeting and plans active holiday merchandising program under direction of President Alden W. Smith.

Frances Barrington entertains group of friends at eighth birthday party.

Born: To Mr. and Mrs. Clarence Robinson, 108 Portola avenue, a son at Jared Sidney Torrance Memorial hospital.

## Get Up Nights?

FLUSH KIDNEYS WITH Juniper oil, buchu leaves, etc. Make this simple test if passage is scanty, irregular, smart or burns, have frequent desire, get up nights or if kidneys are sluggish causing backache. Use juniper oil, buchu leaves, etc., made into little green tablets called Bukets to flush the kidneys, just as you would use castor oil to flush the bowels. Help nature eliminate troublesome waste and excess acids. Ask any druggist for the test box of Bukets. Locally at Doley Drug Co.

## LAST DAY for Extra Saving-Saturday, Oct. 30th

## Western Auto Supply Co's

## Fall Festival of VALUES

## Gas Tank Cap

LOCKING TYPE  
A smart chromium plated cap with strong locking lug and two keys.  
Protects against gas theft. #172-3-4  
27c  
Reg. price 35c

## Tail and Stop Light

Black Enamel Finish  
Reg. price 59c  
44c  
A sturdy doorless lamp... with license illuminating opening. #298

## Supreme Radiator Cleaner and Solder

PINT CANS  
33c  
45c  
High grade products money back guaranteed.  
K 188-9

## HURRY FOR THIS TIRE SALE

Equip your car NOW with Safe Treaded, rugged Western Giant tires and be ready for winter driving...  
Ask for LOW SALE PRICES

## "Economy" 11 Piece Socket Set

L handle, ratchet wrench, screw driver bit and 8 accurate size twelve-point sockets, heat treated and cadmium plated. All parts fit snugly in a steel case, as illustrated.  
77c

## BATTERY SALE

Ends Saturday—October 30th

## SUPER POWER Western Giant

GUARANTEED THREE YEARS  
Super power, super service, longer life. All rubber case. Power-Plus under cover cell connectors.  
6 Volt \$8.95 57 Plate \$9.75 With Old Battery

## Super Power Wizard

GUARANTEED TWO YEARS  
Super quality. Quick starting, long life, plenty of reserve power. All rubber case. Port 'Orford cedar separator.  
\$5.95 to \$9.95 With Old Battery

## The Wasco

GUARANTEED 12 MONTHS  
A good low-priced battery... powerful, long lasting, all new material. Genuine Ebrok case, large plates. According to car.  
\$4.70 to \$11.70 With Old Battery

## The W.S. 1-13

GUARANTEED 12 MONTHS  
A big value guaranteed all new material battery for light car \$3.45 service.  
Other Batteries as LOW as \$2.45 With Old Battery

## Approved Shatterproof Glass Wind Wings

Smart and Safe  
\$2.95 PR.  
0924-925-976  
Reg. price \$4.15  
22c

## Door Handles

Save on Door Handles  
Flocking type, for Chrysler, De Soto, Dodge, Plymouth, 1935-36, and Ford "V-8", 1933-37. Chrome plated brackets.  
39c  
Chevy 1934, 44c  
Ford 28-31 44c

## Radio Wizard

Big Savings on Radio Tubes  
GENUINE Big Savings on Radio Tubes  
Highest quality, triple chrome plated, double locking hardware. Very smart looking. #251-5  
27c

## Smooth Fitting SLIP-ON Seat Covers

89c  
and up  
According to Model of Car and Material...  
New, exclusive patterns... full width materials... smooth fitting!  
LEADER—Coupe or Roadster... \$ .89  
2-Dr. Sedan or Coach... \$1.94  
4-Door Sedan... \$1.94  
DURO—(as shown)  
Coupe or Roadster... \$1.95 to \$2.35  
2-Dr. Sed. or Coach... \$3.49 to \$4.35  
4-Door Sedan... \$3.85 to \$4.45  
HOLLYWOOD—  
Coupe or Roadster... \$2.75 to \$3.85  
2-Dr. Sedan or Coach... \$5.20 to \$6.75  
4-Door Sedan... \$5.50 to \$6.75

## Don't Miss This Great OIL SALE

## PENN SUPREME

Our Finest 100% Pure Pennsylvania  
Per Quart  
15 1/2c

## Wear-well

100% Pure Pennsylvania  
Per Quart  
12 1/2c

## LONG RUN OIL

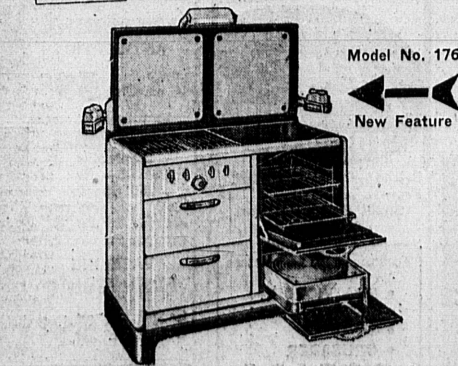
FINEST WESTERN OIL  
Per Qt.  
7 1/2c

## 2-Cell Flashlight and Holder

BOTH FOR  
27c  
Reg. price 37c  
2-cell full size flashlight with MAZDA bulb (less batteries) and steering post holder. #197-E314

## The O'KEEFE &amp; MERRITT

## Mode-O-Mat' GAS RANGES



It's Fully Insulated, All Porcelain  
It's Clean, Accurate and Modern  
MANY NEW VALUABLE FEATURES

## The Home Furniture Mart

1328 SARTORI AVE. NEXT DOOR TO THE BANK OF AMERICA

## Bargains Galore! !

IN

Living Room Sets

Bedroom Suites

Studio Couches

WITH COMPARTMENT FOR BEDDING.

Occasional Chairs

Rubber Baby Sheets

FOR CRIB and CARRIAGES... Only 11c

\$3.00 Allowed

For Your Old Mattress

On Any Innerspring Mattress

In Our Store

ONLY \$5.00

Down Payment and 69c WEEKLY

69c WEEKLY