

1-Day FREE CONSULTATION

— FOR —
FOOT SUFFERERS



SAM LEVY'S
will have a SPECIALIST
from the
CUBOID FOOT RELIEF
factory
for 1 day

FRIDAY ONLY
SEPTEMBER 29th

Cuboids are worn like ordinary innersoles and balance body weight. Corns, Callouses, Cold Feet and other foot troubles gradually disappear.

SAM LEVY
DEPARTMENT STORE
1307-1313 SARTORI AVENUE TORRANCE PHONE 121-W

STONE & MYERS, Funeral Directors



TORRANCE: Cravens at Engracia. Telephone 195
AMBULANCE SERVICE

Event Serves to Identify City As Industry Center

(Continued from Page 1-A)
strong link with Torrance's chief characteristic—its factories and industries. Then one day when the program was pretty well established along the line of a street fair and locally-operated carnival, Grover C. Whyte, publisher of The Herald, suggested the name:

Torrance Factory Frolic!
It was held Oct. 28 and 29 and proved to be the most successful community event ever held in the city. Many residents who had never before taken an active part in civic affairs turned out to lend their assistance to the Frolic with the result that it was representative of the entire city.

Tops '38 Frolic
Concession stands lined Sartori and Marcelina avenues, a band stand on Sartori near Marcelina was the center of many vaudeville attractions, the parade that wound thru the business district was seen by thousands, there were aerobatics and races of all kinds, a style show and baking exhibit vied with the hobby and handicraft and needlework show for major interest and everyone had the time of their lives.

One good Factory Frolic deserves another and so plans for the second annual community celebration started here several months ago. An independent executive committee was chosen, headed by Fay L. Parks, to arrange for the 1939 Frolic. This group is now ready to present the successor of the first event and from all indications the current Frolic is certain to exceed in the number of features, concessions and general good, clean fun the 1938 celebration.

The Herald—3 months, 50 cents.

People what they're doing

Dr. and Mrs. John Beeman left this morning for Chicago. Dr. Beeman will take some extension work there and at the Mayo Clinic in Rochester. The Beemans expect to be away more than a month. On their return they will take delivery of a new car in Detroit and motor home.

Miss Maxine Steele, daughter of Mr. and Mrs. Carl Steele of 1320 Cota avenue, has resumed her studies at Santa Barbara State Teachers' college where she is in her senior year. She is secretary of the Phi Kappa Gamma sorority and is majoring in elementary education.

Saturday night four young people from Torrance spent an entertaining evening at the Pan Pacific Auditorium viewing the Ice Follies. They were Misses Marcella Crook and Marion Sears, Paul Smith and Bob Trezise.

Mr. and Mrs. C. T. Rippey had as their house guests Sunday, Dr. and Mrs. Winfield Qualls and son Winfield Jr. of Memphis, Tenn. The son has been at the Pasadena Play House for about a year and a half.

Mrs. Alfred Goudier, 1807 Gramercy, has returned from a six weeks visit with her brother, sister and niece in San Francisco and Berkeley.

Luther Andrews and Evelyn Andrews, both of this city, returned from a two weeks' vacation at the San Francisco Exposition and points north.

Miss Showenfeldt of Canton, Ohio, is visiting her niece, Mrs. John Hooper.

Vista Highlands Sewers, Street Estimates Given

In response to a request by the City-Wide Improvement association, approved by the city council, City Engineer Leonard Young submitted an estimate of the cost for installing sewer lines and improving streets in the Vista Highlands tract west of Cedar avenue to the municipal board Tuesday night. No action was taken, the cost sheet being referred to the City-Wide Improvement group for further consideration.

Engineer Young's estimates were: To install a sewer trunkline, \$8,484; sewer collection system installed, \$23,719; ten percent overhead allowance, \$3,220. This would be a cost of \$123 per front foot of property in the district or \$61.50 to the owner of an average 50-foot lot, Young stated, if the county sanitation district would build the trunk line.

Gives Street Estimates
Mayor William H. Tolson said that the district, of which he is a director, has made application for a WPA project for the trunk line.

Regarding the estimated cost of street improvements in Vista Highlands, the city engineer announced these costs: Within the area from Crenshaw boulevard (Cedar avenue) to Hickory street and in the district from Torrance boulevard to Carson street, \$66,308 for four-inch paving and curbs. This would make a cost of \$3.11 per front foot or, if only two-inch paving were laid, the cost would be \$23,100 less or \$2.03 per front foot.

Supervisors Urge Later Date for School Opening

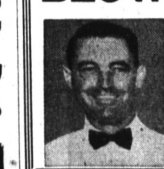
Possibility of local public schools not opening until Oct. 1 of each year hereafter looms as the result of action of Los Angeles county supervisors by a vote of the board urging such an opening date.
County Supervisor W. A. Smith reported to fellow members that 11 school boards of the county had signified their approval of such a plan. He made this statement when he presented his resolution embodying this date to the board.

Hot weather experienced in Los Angeles county during September is given as the reason prompting the change in the opening date of schools.

SPINSTERS MEET
Members of the Spinsters club met Tuesday night at Dorothy McMillan's home on Post avenue to make final arrangements for their Factory Frolic concession and outline preliminary plans for a dance next month.

COLDS Cause Discomfort
For quick relief from the misery of colds, take 666 Liquid - Tablets - Salve - Nose Drops
666

BLOW ME DOWN . . .



and sue me if you can find ANYTHING unsatisfactory about one of our Super Standard Lubrication jobs! We cover every point; and what's more . . . we know our business!
CHARLIE MITCHELL
AUTHORIZED DISTRIBUTOR FOR STANDARD STATIONS, INC.
CARSON & CARRILLO PHONE 765

STORE
HOURS
OPEN
7 A. M.
CLOSE 2 A. M.

ROBERTS LIQUOR STORES

WE
CASH
PAYROLL
CHECKS

Factory Frolic Special

**Roxwell Bonded
BOURBON**

Full Pint . . .

ROBERTS
DRY GIN
90 Proof
100% Distilled Grain
Pt. 69¢ qt. \$1.30
ROSEMONT
DRY GIN
Full Pint . . . 53¢

79¢

GOLDEN WEDDING
BLENDED
WHISKEY
Full Quart . . . \$1.79
ROSEMONT BOURBON
WHISKEY
Pt. 59¢ Qt. \$1.15

DELICATESSEN DEPT.

FRESH GROUND
Peanut BUTTER
lb. 10¢

MINCED HAM
lb. 15¢

WISCONSIN
LONGHORN
lb. 19¢

Shefford LOAF CHEESE
AMERICAN - BRICK
CHEVELLE
2 lb. loaf . . . 47¢

DILL PICKLES
Each 1¢

Kosher SALAMI
lb. 15¢

MACARONI and POTATO
SALAD
lb. 10¢

CALIFORNIA
BEST OLIVES
GREEN or RIPE
Pint 19¢

ORDER VOTE ON P. V. CITY PLAN

Internal troubles of the community of Palos Verdes were aired before the board of supervisors by persons seeking and opposing an election to incorporate a part of the community as a city of the sixth class.

After hours of argument the board of supervisors ordered the office of the county counsel to prepare the necessary legislation calling the election.

Control of the community, whether by nonresident property owners or by resident property owners and renters developed as the chief issue in the controversy over the incorporation plans.

Has 1,150 residents
Residents declared they could obtain greater and better services under incorporation than they were now receiving. Speakers for nonresident owners protested the increase in taxes they declared would follow incorporation.

The area involved in the controversy has an assessed value of \$1,462,800 of which \$406,245 is owned by persons seeking the incorporation. It does not include \$785,000 of property value decided to the state for non-payment of taxes. There are 1,150 residents of the area to be incorporated.

May Seek Injunction
Oscar L. Willett, president of the Palos Verdes Chamber of Commerce and a realty broker, and E. B. Haggott, representing realty interests, appeared before the board to protest incorporation plans. A score of residents favored incorporation. Their spokesmen were T. A. Bauman and Frederick Bihn.

Intimations were made that legal action will be instituted to block the incorporation vote based upon the fact that the board of supervisors had lost jurisdiction in the matter.

Newly-Weds Are New Residents Here

Mr. and Mrs. John J. Parks are both new residents of this city and newly-weds. They are making their home at 2075 Torrance boulevard where a reception was held Monday following their wedding in Los Angeles. Parks is in the oil business. Mrs. Parks was formerly Bette Jeanne Harris of Santa Ana. Her husband lived in Anaheim before their wedding, which was attended by a large number of guests. Rev. D. DuBose officiated.

INTEND TO WED

Harry C. Woolson, 21, of 1906 West 235th street, and Virginia M. Wilson, 19, of El Monte.
Harry B. Mathewson, 21, of Los Angeles, and Alice Mae West, 19, of 1106 El Prado.

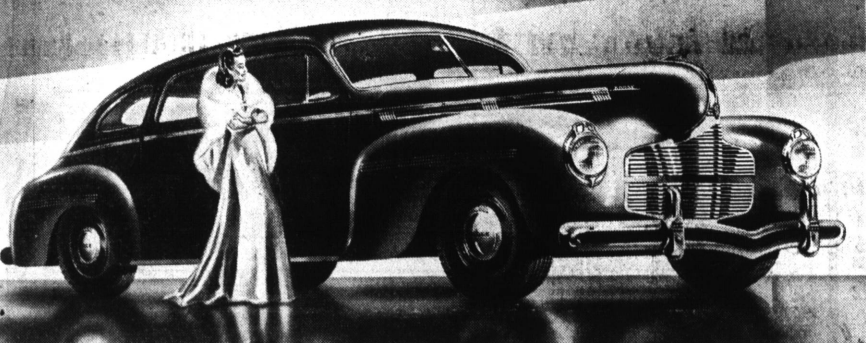
Torrance Herald
And The Lomita News
Published Every Thursday
Grover C. Whyte
Editor-Publisher
1336 El Prado, Phone 444
Torrance, Calif.

Entered as second class matter January 30, 1914, at post-office, Torrance, Calif., under Act of March 3, 1897.

Official Newspaper of
City of Torrance
Adjudicated a Legal Newspaper
By Superior Court, Los Angeles County.

We're Ready... TORRANCE!

ALIVE WITH INNOVATIONS



Be Our Guest at the Special Showing of the
1940 DODGE Luxury Liner
with the NEW FULL-FLOATING RIDE!

THE minute you set eyes on the new 1940 Dodge Luxury Liner, you'll know that something new and different has happened in the automobile industry! For this new Dodge is more than a new model—it is an entirely new automobile from stem to stern!

Wider, Roomier!
Even bigger and roomier than last year—with a longer wheelbase, longer hood and wider seats—the new 1940 Dodge brings you a new kind of beauty, plus more new ideas than you ever dreamed possible in a car at anywhere near the price!

On top of all this, Dodge offers one of the greatest engineering advances of the past 25 years! It's the new Full-Floating Ride—one of the most

important and fundamental motor-car improvements since the All-Steel Body and Hydraulic Brakes!

We cannot begin to tell you in words just what the Full-Floating Ride really means! You've got to actually experience it for yourself! You've got to sit back in those big, luxurious cushions and let this new kind of ride tell its own wonderful story!

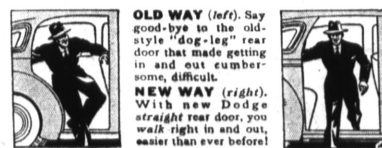
Take a Ride Today!
That's why we urge you to come in today and be among the first to see the new Dodge Luxury Liner and to experience first-hand the thrill of the new Full-Floating Ride! We have a new 1940 Dodge ready for you to drive! No obligation!

Tune in Major Bowes, C. B. S. Network, Thursdays, 9-10 P. M., E. S. T.

COMFORT ZONE



NEVER BEFORE a ride like this in a car priced so low—the new Full-Floating Ride in the new 1940 Dodge Luxury Liner. It's a 15-year engineering dream come true! Wheelbase is longer, wheels are moved backward, seats forward. Now all passengers ride in the buoyant "Comfort Zone" between the axles!



OLD WAY (left). Say good-bye to the old-style "dog-leg" rear door that made getting in and out cumbersome, difficult.

NEW WAY (right). With new Dodge straight rear door, you walk right in and out, easier than ever before!

FLASH
FOR USED CAR BUYERS! Because so many motorists here have been turning in fine late model used cars in trade for new Dodge cars, your dealer now has one of the finest selections of used cars in his history! These cars are being offered at prices you would never believe possible for such great values! See your Dodge dealer today for a dependable used car at a money-saving low price!

Walter G. Lynch

312 So. CATALINA

REDONDO

"WHERE TORRANCE BLVD. MEETS THE SEA"

Phone REdonDO 2122

Established 17 Years