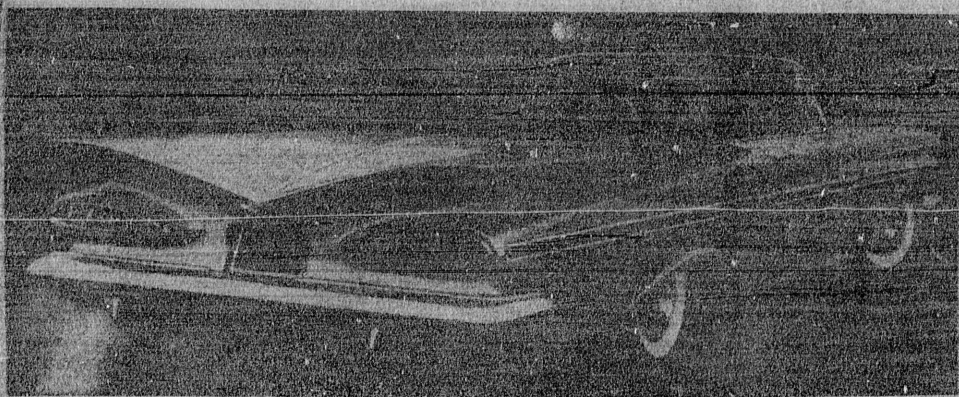


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AREA COMMUNITY CHEST GOAL SET AT \$107,108

Total goal for the Harbor Area Community Chest campaign this fall will be \$107,108, largest in its history, it was announced this week by Glenn Koger, Rome Cable Corp., Torrance, who is area chairman of this year's campaign.

The \$108,108 goal is a 21 per cent increase over the amount raised last year with the increase representing the Harbor's share in the additional one million dollars being asked by the Los Angeles Chest this year to meet emergency needs due to the waiting lists at clinics and agencies which provide services for children.

CITY-WIDE GOALS also released this week for each of the seven cities of the Harbor area are as follows: Torrance, \$27,060; San Pedro, \$21,552; Gardena, \$21,292; Wilmington, \$17,645; Palos Verdes, \$9,575; Rolling Hills, \$7,159, and Lomita and Harbor City, \$2,826.

The Torrance goal of \$27,060, according to Jim Becker, the Chest city chairman, will be sought as follows: commerce and industry divisions, \$14,787; advance gifts committee headed by F. E. Franklin, \$8,276; business committee under the leadership of Ray Wyatt, \$1,257; and women residential workers, with Mrs. Ruth Schrum as chairman, \$7,740.

EARLIEST ORGANIZED of the Associated Cities group of communities in the Los Angeles Chest, many of the 3600 Harbor Area Chest volunteers have been at work for some weeks in both the commerce and industry and the advance gifts committees, making sure that no person will be missed in this intensive drive to meet the needs of the community. Solicitations for the small business groups in each city will begin Monday. The largest group of volunteers to go to work will be the house-to-house neighborhood workers who kick off the residential campaign on Nov. 6.

There will be an intensive drive in Harbor Area this year to reach 100 per cent of its goal within one week of the last kick-off and in time for the major report

meeting, of Nov. 13 when workers from all communities will meet for luncheon at the Plaza Horse restaurant and make awards to the first groups and individuals to have reached their goals.

HARBOR AREA was first to reach 100 per cent of its goal in last year's campaign and is known throughout the Chest organization for the speed and enthusiasm of its campaigns. There is considerable rivalry between the seven cities to be the first organized and also the first to make its goal.

Of the 167 Red Feather agencies supported by the Community Chest, 15 are lo-

Chest TV Show To Be Watched At 'Merienda'

The Merienda, an old Spanish custom in California, is being revived here Sunday when Mrs. Bernice C. Goodwin of 1020 Maple St. joins hundreds of Community Chest leaders throughout the Los Angeles area in entertaining their neighbors with a coffee hour and television viewing. In many homes the hostess and guests will wear colorful early California costumes to carry out the theme of Spanish hospitality.

The Merienda, which means an "afternoon event," was chosen as a means of calling attention to the television program on Station 11 from 4 to 5 p.m. on Sunday, which will herald the kick-off of the business divisions of the Chest campaign.

Jerry Lewis will m.c. the program, aided by other top television, screen and radio stars, and children from various Chest agencies who will give their own moving stories of Chest aid.

Also among the Chest workers who have indicated they will observe the Merienda hour with a coffee are Mr. and Mrs. Robert Young and Mrs. Frank Buroaguidi of Gardena.

cated in Harbor cities and in addition there are some 23 other agencies providing services to the area. These agencies which serve thousands of individuals for Harbor each year include: children's hospitals and clinics; specialized personal services; institutional care; service to dependent and neglected children; children's homes; foster care; adoption; and day nurseries. Slogan for this year's campaign is "Children Are Waiting. You Can Help."

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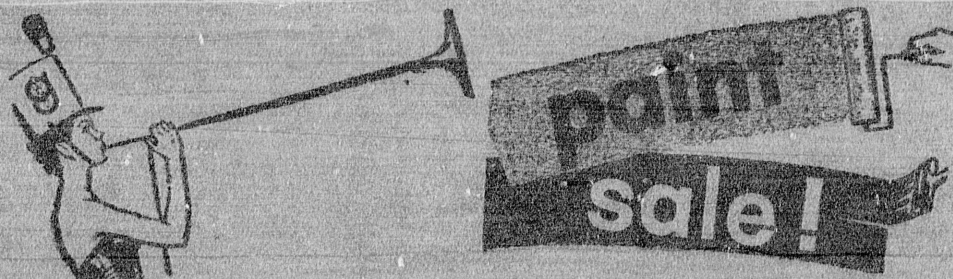
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