



# Free Wheelin'

BY DICK DIMMETTE

GREATEST SHOW ON EARTH unfolds each year at new car showing time. The interest of the American people in automobiles is simply fantastic. Of course, when one considers the percentage of the working force that is dependent on this great industry, it is understandable. Just on the local level, in TORRANCE alone, the payroll of the local dealers, parts houses, service stations, oil refineries, and all the other allied services would reach an astounding figure. Your reporter would hesitate to make a guess but each and every individual, business and institution is benefited by our efforts. It would be an interesting experiment for every firm engaged in any phase of the automobile business to pay all their employees and their local accounts with \$2 bills. I believe this would astound even us in the field if this were done for one full month.

FORD-FALCON-THUNDERBIRD public showing started Oct. 8 and is still under way. Vel Milietich (I have learned to spell his name) reports the best attendance he has ever had in TORRANCE. An estimated five to six thousand persons have inspected FORD's new line at his showroom. Sales of all lines have exceeded supply. The FORD line, as reported last week, is extensively restyled. The Custom line has been replaced with the Fairlane, which will be their lowest priced car with the FORD name. On the top of the line is an all-new STARLINER, this model is available only in a two-door hardtop, and is the ultimate in styling and trim. PRICES, you will be glad to hear, remain the same on all basic cars. Options and equipment show some price reductions on major items. THUNDERBIRD received a nice face lift with some interior styling and trim combinations that will bring stars to the ladies' eyes. Ford has apparently found it unnecessary to make any basic change in this line, a fact that will please owners and maintain the fantastic resale value of these ever-popular cars.

FALCON FLIES HIGH. This newest Bird in the Ford family of cars has this week's spotlight. Conventionally designed and engineered as opposed to its chief competitor's somewhat radical and experimental model, the FALCON is, in the final analysis, a compact six-cylinder Ford with an entirely new body construction. This car is designed and intended for the average driver who is used to reasonable power and performance, but wants greater economy and a smaller investment. We test-drove a two-door with stick shift. This little car has wonderful handling characteristics and plenty of pep. We feel it will do everything, in the city or on the road, that any reasonable driver has a right to demand, and save him money while doing it. PRICES start at \$2148 for the two-door model and run to approximately \$2600 for a loaded sedan with Fordomatic.

PREDICTION: We predict that, while the pricing on CORVAIR-FALCON-VALIANT has proved as disappointing to many, averaging about \$200 under the cheaper model of the full-sized line, these cars will sell so well that production will be the only limiting factor. We further predict that a real saving, far in excess of the price differential, will accrue to the buyer through operating economy and upkeep, and most important of all, RESALE VALUE. These will be sold-money cars and the wholesale value at the one-year point will be at least 10 per cent better than the regular line of cars.

SOLID FOR SIXTY will be the new slogan for PLYMOUTH. All of us at DeVon Motors are real high on our new product. Extensively restyled and with many engineering innovations, we predict that our share of the market will be greatly improved during the coming months. The only one of the majors using UNIT BODY CONSTRUCTION in their full-sized line, the engineers have promised that we have a car that is, and will remain, rattle-free. Our get-ready boys report that everything fits amazingly well. This is unusual in a really new line. This new car is also completely rust-proofed, undergoing seven sprays and six chemical baths. We have extensively road-tested our new model and agree that SOLID is the best descriptive word. Torsion-Aire ride is retained and improved and there are dozens of new features that will appeal to the technically inclined buyer. These cars are built right, to stay right, for 200,000 miles. . . . At least, that's what they told us. . . . You can always depend on one thing. . . . come new-car time: What the factory men lack in objectivity, they make up in enthusiasm. OCTOBER 16 is the official showing date. However, if you slip in quietly and show a copy of this column, we just might give you a sneak preview. DeVON MOTORS, 1600 Cabrillo, Torrance, is the place.

VALIANT IS NEXT. We cannot tell you much about Chrysler's new compact, except that we will handle it and the public showing will be the latter part of this month. Dealers will see the car Oct. 19, so expect some raves after that date. How do I know I will like it? Easy. In the first place, Chrysler is building it, so it has to be good. In the second place, we are selling it, so it had better be good. There is a third reason, YOU will be buying it, so let us pray. Many of the nationally syndicated automobile writers and editors have voted the VALIANT as the outstanding car of the three new compacts. Who am I, a mere amateur, to question the judgment of these professionals? In any event, just remember that we at DeVON MOTORS will have one of the first ones, so come on down and see it. I AM PLEASED AND PROUD that I have discovered a readership. True, it's small, but I at least know that I am read. What greater reward is there for any writer? I will answer that question, MONEY. So long until next week. If you have any comments or suggestions, see me at DeVON MOTORS or call FAIRFAX 8-6161.

D. D.

# Lucky STORES

**BONDED**  
for flavor and  
tenderness



SERVE WITH . . .  
**BRANDYWINE SLICED MUSHROOMS** 23c  
DELICIOUS WITH STEAK . . . ADD EXQUISITE FLAVOR . . . 2-OZ. CAN

# Sizz-licious

USDA CHOICE STEER BEEF

## T-BONE, SIRLOIN CLUB and CUB

OUR STEAKS ARE INDIVIDUALLY SELECTED, HIGH-QUALITY, YOUNG GRAIN-FED, GRADED USDA CHOICE . . . FOR YOUR EATING PLEASURE! . . . A WRITTEN GUARANTEE THAT YOU MUST BE SATISFIED WITH TASTE AND TENDERNES OR YOUR MONEY CHEERFULLY REFUNDED.



99¢

**MIRACLE WHIP** QUART 39¢  
KRAFT'S SALAD DRESSING . . . LOW PRICED TO STRETCH YOUR FOOD BUDGET.

**APPLE CIDER** FULL GALLON 69¢  
GOLDEN BLEND . . . FOR PARTIES AND EVERY MEAL SERVE CIDER.

**ICE CREAM** 1/2 GALLON 49¢  
GOLDEN STATE'S FAMILY STYLE . . . MANY TEMPTING FLAVORS.

**Star Kist TUNA** No. 1/2 Can 25¢  
CHUNK STYLE LIGHT MEAT TUNA . . . HIGH PROTEIN FROM THE DEEP SEA.

**BUTTER-NUT INSTANT COFFEE** 4-oz. Jar 89¢  
BUTTER-NUT . . . PRICE INCLUDES 15c OFF DEAL.

**DELICATESSEN**

**LUERS FRANKS** 53c  
TENDER, JUICY HOT DOGS . . . FIT FOR A KING.  
**POTATO SALAD** 29c  
XLNT FRESH SALAD . . . PREPARED . . . READY TO SERVE.  
**CARAMEL NUT ROLLS** 39c  
PILLSBURY'S BEST . . . POP IN YOUR OVEN—BAKE—SERVE—M-M-M.

**BAKERY TREATS**

**CINNAMON ROLLS** 23c  
RICH WITH PLUMP, JUICY RAISINS . . . A REAL BREAKFAST TREAT.  
(At All Hiram's Stores and Lucky Marine & Norwalk Store)  
**CAKE DOUGHNUTS** 25c  
TASTE-TEMPERING PLAIN OR POWDERED DOUGHNUTS . . . A BREAKFAST FAVORITE.  
(In All Lucky Stores Except Norwalk—Marine—Inglewood)

**LIQUOR**

**STRAIGHT BOURBON** 5th \$3.99  
JIM DANDY KENTUCKY STRAIGHT BOURBON WHISKEY . . . 4 Yr. Old  
**GOLDEN CROWN BEER** Case \$2.98  
PREMIUM QUALITY BEER . . . CASE OF 24 — 12-oz. Cans.

**VET'S DOG FOOD** Pound Can 4 for 25c  
YOUR PET WILL THRIVE ON THIS HELPFUL, ECONOMICAL FOOD.

**DINTY MOORE BEEF STEW** 24 oz. Can 45c  
DINTY MOORE . . . A DELICIOUS MEAL PACKED IN THIS THRIFTY CAN.

**SUGARIPE SEEDLESS RAISINS** 11 oz. 25c  
HEALTHFUL . . . TASTY . . . SATISFYING FOOD.

**KAISER BROILER FOIL** 14' Roll 45c  
USE ALUMINUM WRAP FOR COOKING AND STORING FOOD.

**MARTINELLI APPLE CIDER** 1/2 Gal. 75c  
FULL-BODIED, ZESTFUL AND TANGY.

**MARTINELLI APPLE JUICE** Quart Bottle 37c  
PLEASANT BETWEEN-MEAL BEVERAGE.

**ORCHIDS NAPKINS** 80 Ct. 2 for 25c  
BEAUTIFULLY EMBOSSED . . . PAPER WRAPPED NAPKINS!

**ORTEGA CHILI SALSA** 7 oz. Can 21c  
MEXICAN STYLE GREEN CHILI SAUCE.

fresh Eggs  
Lucky MEDIUM GRADE AA  
WITH EACH \$500\* PURCHASE

**JELLO**  
GELATINE FOR DELICIOUS DESSERTS AND SALADS

**STRAWBERRY PRESERVES**  
TOP FLAVOR . . . BLENDS WELL WITH PEANUT BUTTER

Lucky STORES

PRICES EFFECTIVE THURS., FRI., SAT., OCT. 15, 16, 17

Limit Rights Reserved—Sales Tax Added to Taxable Items

CRISCO 1 lb. 35c	FLUFFO 3 lb. 95c	LIPTON'S TEA 1/2 lb. 45c	LIPTON'S TEA 48 Bag 69c	LIPTON SOUP MIXES Chicken Noodle or Tomato Vegetable 3 Pack Ctn. 41c	ONION 2 Pkgs. 35c	ITALIA WISHBON
---------------------	---------------------	-----------------------------	----------------------------	---	-------------------	----------------

PRICES EFFECTIVE AT ALL . . . . . Lucky STORES  
TORRANCE Crossbow and Torrance  
WEST TORRANCE Sepulveda Blvd. at Hawthorne  
REDONDO BEACH Pacific Coast Hwy., So. Redondo  
LOMITA-HARBOR CITY Western and Lomita  
NORWALK Alondra & Studebaker  
BELL Atlantic and Bell  
HERMOSA BEACH Pacific Coast Hwy. and Gould Lane  
INGLEWOOD La Brea and Hardy

**TV SERVICE REPAIR**  
ANY MAKE ANY MODEL IN YOUR HOME  
**\$4.95**  
ALL WORK GUARANTEED 90 DAYS  
11 YEARS REPAIR EXPERIENCE  
ASK ABOUT OUR COMPLETE COVERAGE SERVICE PLAN  
SERVICE SAME DAY IF YOU CALL  
FA 8-6606 BY 4 P.M.  
**BAKERS**  
1502 CABRILLO AVE. DOWNTOWN TORRANCE