

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

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Do the ESKIMOS HIBERNATE SIX MONTHS of the YEAR?

HERODOTUS, the ancient geographer and historian, thought so. We moderns know better, but some of us are still superstitious.

Oil Superstition Fast Losing Ground. Zerolene costs less because it's made in the West—but that doesn't make it better; it's better because in practice it actually lubricates better.

Zerolene will increase the gasoline mileage, reduce the carbon removal operations and maintenance costs and lengthen the life of any car in which it is used.

Made from Selected Naphthenic Crude. Zerolene will do the same for your car. It is made from selected western naphthenic base crude.

Why pay tribute to a superstition? Insist on Zerolene. Always ask for ZEROLENE by name.

Get the Facts! A series of independent and impartial reports showing the experience of large users with Zerolene motor oil has been collected in our booklet, "Why Pay Tribute to a Superstition?"

Insist on Zerolene—even if it does cost less

STANDARD OIL COMPANY (CALIFORNIA)



STONE & MYERS LICENSED EMBALMERS AMBULANCE SERVICE TORRANCE LOMITA 1732 Cabrillo Phone 195 1204 Narbonne Phone 247

KEEP COOL While Canning Fruit

Lorain Canning is a simple, pleasant task which takes little time and produces better results than the older methods. Jars are packed and placed in the oven of the CLARK JEWEL Gas Range to sterilize by exact temperatures which are measured and automatically maintained by the LORAIN OVEN HEAT REGULATOR

The Lorain Oven Heat Regulator simplifies every oven cooking task. This wonderful device makes possible PERFECT baking results EVERY TIME. A Whole Meal can be placed in the Lorain-equipped oven at one time to cook for hours without attention.

Southern California Gas Company Post and Cravena, Aves. Torrance Phone 231

OUR WANT ADS. GET RESULTS!!!

CHURCH NOTES

CENTRAL EVANGELICAL Sunday School at 9:45. Classes for everybody. Morning worship at 11. Sermon theme, "The Church's Place in Americanization."

FIRST METHODIST Frederick M. Essig, Pastor. Sunday School, 9:45 a. m. Morning worship, 11 o'clock. Rally Day program, including all departments of the Sunday School.

FIRST CHRISTIAN B. H. Lingenfelter, Pastor. Sunday School, 9:45 a. m. Scott Ludlow, superintendent. School modern.

CHRIST EPISCOPAL MISSION Rev. T. P. Swift in charge. Sunday School, 9:45 a. m. Morning service, 11 o'clock. Holy communion at 9 o'clock the first Sunday in the month.

FOUR-SQUARE GOSPEL Rappaport Building. Angelus Temple students in charge. Sunday School, 9:45 a. m. C. W. Northrup, superintendent.

LUTHERANS TO WORSHIP On Sunday afternoon, Sept. 27, the Lutherans of Torrance and vicinity will meet at the American Hall on Border avenue for divine worship.

LATTER DAY SAINTS Services held in the American Hall, located on Border Avenue between Carson and 218th Streets.

CATHOLIC Rev. Reardon, Pastor. Mass celebrated Sundays at 7:30 and 9:30 a. m. Sunday school, 9 a. m. Sunday and 4 p. m. Saturday.

CHRISTIAN SCIENCE SOCIETY 1732 Cabrillo Ave. Sunday services at 11 a. m. Sunday school classes, 9:30 a. m. Wednesday evening meeting are held at 8 p. m.

Bob and Paul Lessing enjoyed "The Freshman" at Grauman's in Los Angeles Saturday.

Mrs. E. Morrison attended the Needlecraft Club luncheon today at the home of Mrs. J. L. Luck, 257th street, Lomita.

Mr. and Mrs. C. J. Dexter of Los Angeles were guests Sunday of Mr. and Mrs. L. J. Acree of Gramercy avenue.

Dr. and Mrs. W. J. Neelands of Gramercy avenue were entertained over the weekend by Mr. and Mrs. Leo Davis of Los Angeles.

TORRANCE NOTES

Mr. and Mrs. E. W. Huddleston and family were entertained Sunday at the home of Mr. and Mrs. T. O. Weatherly of Whittier.

Mrs. Edward Schwartz and Mrs. Raymond Rogers, and families, were guests Thursday of Mrs. Ray Richards of Los Angeles.

Mr. and Mrs. Dave Hoffman and son, of Sartori avenue, were guests Sunday at the home of Mr. Hoffman's sister, Mrs. Esther Tuler, of Los Angeles.

Mr. and Mrs. H. H. Dolley of Manuel avenue were dinner guests Sunday of Mr. and Mrs. Hugh Frankish of Ontario.

Mrs. Harvel Guttenfelder and the new baby are home from the Jared Sidney Memorial Hospital.

Chevrolet Plant Operating Full Tilt These Days

DETROIT, Mich.—Sustained demand and a growing list of unfilled orders have caused the Chevrolet Motor Company to increase heavily its production schedule during September.

The schedule revision involves an increase of more than 16 per cent over the production program originally planned for September.

Several factors have contributed to the unprecedented demand, according to C. E. Dawson, assistant general sales manager of the Chevrolet Motor Company.

"The August 1 reduction of \$40 to \$50 in the closed model prices, together with the announcement of the improvements on all models, the unfilled order list," said Mr. Dawson.

For-LIFE HEALTH ACCIDENT INSURANCE See TOM FOLEY 1405 Marcelina Ave. Phone 135-M Torrance

B. YOUNG, Proprietor Telephones 273-R and 251 TRANSFER Local and Long Distance HAULING Office with Paxman's Hardware Residence, 1668 Carson St.

TORRANCE PHARMACY Phone 3-J MALONE BROS. Torrance, California

Charles Vonderahe Named for Place On Planning Board

Charles Vonderahe was appointed a member of the Torrance City Planning Commission Monday night by Mayor Robert J. Deininger.

Torrance Relief Women Keep Busy

The ladies of the Torrance Relief Association met Tuesday for a day's sewing at the home of Mrs. W. W. Woodington of Arlington avenue.

Low Bidder Gets Paving Contract

The contract for the paving of Martina avenue from 220th to 222d street was awarded Monday night by the Board of Trustees to O. U. Miracle, the low bidder.

Try Our Want Ads for Best Results



You can't rest easy unless you take out burglary insurance. All of life is a matter of guess work. See us on matters of insurance and be properly protected.

L. B. Kelsey (Successor to Foley & Kelsey) "Where Insurance is Not a Sideline" 1405 Marcelina Ave., Torrance Insurance Phone 135-M Loans

Meets Her Cousin, A British Sailor, By Quirk of Fate

While picnicking at Brookside Park recently Mr. and Mrs. M. Bath of 220th street met, quite by accident, Mrs. Bath's cousin, F. Howe, a member of the crew of the British warship Capetown, now docked at San Pedro.

Board Increases Gascoigne's Pay

Appreciative of the valuable services rendered by William Gascoigne, Torrance superintendent of streets, who has held that position since Torrance was incorporated and who assisted the late Jared Sidney Torrance in the work of developing this community, the Board of Trustees Monday night raised Mr. Gascoigne's salary from \$200 to \$215 a month.

Our Want Ads Pay!

Baby Furniture

Dainty but sturdy furniture for the little folks, right on hand in our store, choice of ivory or white:

Baby Beds High Chairs Nursery Chairs Heywood-Wakefield Sulkies Nationally Famous

OUR PRICES ARE REASONABLE

Lewis Ripple New and Second Hand Furniture 1927 Carson St., Torrance. Phone 73-W

Advertisement for Willard Battery. Includes image of a battery and text: "member Willard Battery men \$17.20 This is it— 13-Plate, Rubber Case Fits Ford, Chevrolet, Overland, Maxwell, Star, and others. Torrance Auto Electric Harvel Guttenfelder Phone 168 TORRANCE 1312 Cabrillo TORRANCE member Willard Battery men"

Advertisement for La Plante's Studio. Includes text: "It's good business for every man to have a natural but dignified portrait to use when publicity demands. The same picture will make the family happy as well as cancel obligations of friendship. Call 157-J for an appointment to suit your convenience. 1509 Cabrillo Av. Torrance La Plante's Studio PHOTOGRAPHER Phone 157-J Torrance"

Large advertisement for Firestone tires. Includes text: "Firestone Double the Mileage at Half the Cost Only a few years ago a 32 x 4 cord tire listed over \$50.00. Today, you can buy the highest quality 32 x 4 tire—a Firestone Gum-Dipped Cord—for about \$26.00. Last spring crude rubber cost tire makers around 40 cents a pound. Today, it is over 90 cents a pound. It was not so long ago that 7,500 miles represented the average life of a cord tire, while today, 15,000 miles—and more—is only the usual performance for a Firestone Gum-Dipped Cord. Due to large, concentrated production, specialized machinery and simplified factory methods, together with economical distribution, Firestone is able to keep tire prices low—no matter where the price of crude rubber goes. And, because of special Firestone processes, chief among which is Gum-Dipping, motorists are today getting thousands of extra miles by using Gum-Dipped Cords. Gum-Dipping is an exclusive method used by Firestone. It is an extra process, carried out in special Gum-Dipping plants, after which the cords are put through the usual calendaring machines. Gum-Dipping insulates and impregnates every fiber of every cord with rubber, and practically eliminates internal friction and heat, and builds strength and endurance into the tire. In the day-in and day-out service of taxicabs, buses and trucks—on the cars of hundreds of thousands of motorists everywhere—Gum-Dipped Cords are giving unheard-of mileage, dependability and satisfaction. Get ready for the coming months of slippery pavements and bad roads. Assure yourself of greater safety, comfort and economy by equipping now with Firestone Full-Size Gum-Dipped Balloons. MOST MILES PER DOLLAR L. W. Simmons 1635 Border Ave. AMERICANS SHOULD PRODUCE THEIR OWN RUBBER... You Can Do "It" Through Our Want Ads!