

## PRESENTING THE NEW 1939 CHEVROLET



"Bigger and better in every way" is the most accurate way to describe the new Chevrolet for 1939. Incorporating 75 important improvements with an advanced note in styling, the new Chevrolet is now on display at all Chevrolet dealers. Seen above on the left are: The Chevrolet Master DeLuxe sport sedan; the new, more beautifully finished instrument panel; and the new 4-passenger coupe, an addition to the line this year. In

the strip on the right are a few of the new features, from top to bottom; the spring-loaded chrome-plated locking bolts new on the ventipanes this year; the new and larger headlamps, cradled in the valleys between the fender crowns and the hood; the new slide back rear windows and the major mechanical improvement for 1939, the new vacuum gearshift with steering column control.

### Herald Contest for Grid Ducats In 4th Week

The Prince family certainly knows its football.

Three weeks ago Father Leslie Prince won a couple of ducats to the U. S. C.-Washington State game because he was the best Score Prophet in that week's Herald Football Contest. Two weeks ago he rated in fifth place (when Louis Briganti sipped the pastboards for the U.C.L.A.-Idaho game.)

Last week his wife, Mrs. Dorothy Prince, took The Herald's third Football Contest by one point. She is now entitled to claim the tickets for the U.C.L.A.-Stanford battle Saturday in the Coliseum. Her score was 220. One point above that excellent "differential" was T. L. Masterson's 221. Masterson lives at 1315 Sartori, while the Prince family resides at 1618 Acacia.

Enter Contest Now! In third place last week was Herman Hamann of 737 Sartori with 225 points; fourth place went to Jimmy Herlett, 705 Sartori, with 265 and winner of the dubious "Poorest Picker-of-the-Week" was bestowed on Richard Cates, 1413 220th, for his 659 points.

Another contest is announced on Page 2 of today's Herald, the winner to receive two tickets to the U.S.C.-California scrap in the Coliseum. Anyone can enter the Score Guessing Contest by just calling on any firm whose advertisement appears on the Contest page and asking for an entry blank. These must be received by The Herald at 1336 El Prado not later than 10 o'clock Saturday, Oct. 29.

### Spectator



James Roosevelt, son and secretary of the President, who is resting on a California ranch from a recent operation, flashes his smile while watching the Stanford-Southern California football game at Palo Alto.

AWAY AT COLLEGE Keep them informed: Your boy or girl at school would like to read The Herald—six months, \$1.

**666 COLDS** relieves Fever and Headaches due to Colds Liquid, Tablets Salve, Nose Drops Try "Rub-My-Tism"-a Wonderful Liniment

Our Third Unit Open For Inspection Oct. 30!  
**BEAUTIFUL, NEW 5 ROOM RANCH-TYPE HOME IN TORRANCE HEIGHTS ON 1/2 ACRE HIGH, LEVEL LAND**

• Drive out any time after October 30 and see this splendid, new home, just the home you've wanted for years. Go east on Carson to Figueroa, turn North. Home at 635 214th St.

## When The Old Bus STOPS COLD

Call "Red" Brown and "Ollie" Medicus

NOW OPERATING THE **B & M AUTO SERVICE**

GRAVENS and MARCELINA — In Harvel's Station

Expert Mechanics All Work Guaranteed  
Chrysler Specialists Prices Moderate



• We wish to thank our old customers and friends for their splendid response to our new B & M Auto service. With the latest, most efficient motor analyzing equipment together with years of experience, we are able to turn out the finest auto repair jobs in town!

**Newsman Taught Thrift**  
CLEVELAND (U.P.)—William G. Lavelle, 55-year-old newspaperman who died here recently, had a well-developed sense of thrift. He invariably presented every new father in the city room a savings account book made out in the name of the new arrival—he himself having deposited the first dollar.

"Authorized Advertisement"



**325,000 VOTERS CAN'T BE WRONG!**  
RETAIN **QUINN** ASSESSOR

### Walteria Center Is Busy Place

Work for the Fall season at the Walteria Recreation Center, under the supervision of Dale Riley, assisted by the Walteria staff is progressing well. On Oct. 10 the Adult class had a record attendance, many Walterians having started working on Christmas presents. Much interest is shown in the making of wooden book covers, to contain either blank leaves for snap shots or a collection of hobby material.

The walls of the Center, on which are displayed handwork finished and unfinished of those who attend, show what can be accomplished. So well done are these articles that visitors often inquire their selling price. Individuals are permitted to make their own sales.

The Arts and Crafts class includes work in plaster of paris, copper, leather and bead work. There is also work being done in wood carving, painting on velvet or deer skin, and a class in rag rug making. Mrs. Naomi Bielle specializes in art work. Jasper Daley also does Arts and Crafts, while Mr. Laney is athletic instructor.

**ENLARGING BUILDING**  
C. H. Quandt is enlarging the one-room house, which was formerly the office of the Quandt Water company off Hawthorne avenue and intends to rent it as a residence.

Radish Grows Red and White  
WILLOUGHBY, O. (U.P.)—A radish half white and half red was found by Mrs. Helen Pasnow in her garden.

### Gauchos Bees Lose; Brother Battles Brother in Game

The Banning lightweight team took the Narbonne Bee's for a ride last Thursday on Griffin field. The score was 26 to 0 in favor of the Pilots. The Gauchos were outweighed about five pounds per man, but managed to put up a good fight. Harry Alexander, Mack Shintaku, and Bill Gibson performed creditably for the Gauchos, while John Alexander, Harris and Campion were outstanding for the Pilot team.

An interesting coincidence was the fact that Harry Alexander captained the Narbonne squad while his brother, John, piloted the Banning boys.

It pays to advertise in The Herald.

### No Extra Points for Grid Game

Santa Clara and the University of Detroit football teams will eliminate the point after touchdown from their game at Sacramento November 27.

Coach Gus Dorais of Detroit, long an advocate of eliminating the extra point which often costs a superior team a victory against a weak one, said Coach Buck Shaw of Santa Clara has advised him of his willingness to try the stunt in next month's game.

Dorais believes the rule should be changed to provide that in cases of tie games the team gaining the most ground would be declared the victor.

**SCHOOL SUBSCRIPTION**  
Your boy or girl away at school would like a subscription to The Herald—six months, \$1.

### "BILL BOOSTER" by GEO. H. MOORE



**GEO. H. MOORE HARDWARE**  
"MORE VALUE WITH MOORE" PHONE 157-98

SPECIALS  
THURSDAY,  
FRIDAY,  
SATURDAY!  
OCT. 27, 28, 29

# ROBERTS

LIQUOR STORES

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

DISTILLED  
**London Dry RITZ GIN**  
QUART \$1<sup>15</sup> PINT 59<sup>c</sup>

90 PROOF  
**Roberts DRY GIN**  
QUART \$1<sup>30</sup> PINT 69<sup>c</sup>

Distilled From 100% Grain!  
**SCOTTISH CHIEF**  
100% **Scotch WHISKEY**  
1-5th.....\$2<sup>49</sup>

**8 Years Old!**  
Canadian Mountie Straight  
**BOURBON WHISKEY**  
FULL PINT.....\$1<sup>05</sup>  
Roxwell American Bonded Straight  
**BOURBON WHISKEY**  
FULL QUART.....97<sup>c</sup>

**EXTRA SPECIAL VAI BROS.**  
**Champagne**  
Try a bottle of this beautiful sparkling Wine! Enjoy a new sensation in Wine Taste!  
**97<sup>c</sup>**  
1-5th Gal.

# ELECTROLUX Clearance Sale of 3 Display Models

• Now is the time to buy a SERVEL ELECTROLUX REFRIGERATOR at the new, exciting low prices. Gas Refrigeration is daily proving to countless satisfied users, the real economy of its operating costs! The ELECTROLUX will pay for itself in direct savings! Permanently quiet with NOT ONE MOVING PART in the Freezing System! Other Models priced as Low as \$159.50.

There's only one SERVEL ELECTROLUX! These new 1938 Models are all drastically reduced at National! Model J-500A, "The PEERLESS" offers a shelf area of 10.5 square feet, 5-cubic feet in food area, freezes 48 ice cubes at one time. And best of all it's a SERVEL ELECTROLUX!

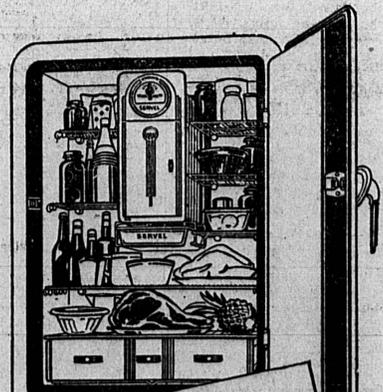
5 Cubic Feet Size  
**\$184<sup>00</sup>**

GAS REFRIGERATION IS REAL ECONOMY! Model J-500 is also now available at a reduction! "The PRINCESS" features automatic defrosting, two porcelain vegetable freshening pans, adjustable cold storage tray, 5-cubic feet food capacity, 10.04 square feet in shelf area. An outstanding value!

5 Cubic Feet DeLuxe  
**\$210<sup>00</sup>**

THE DE LUXE MODEL "DUCHESS," one of the finest in the SERVEL ELECTROLUX line of Gas Refrigerators. Features 12.2 square feet area of shelf space, 8-cubic feet of food capacity, 3 ice trays and 1 dessert tray, that freezes a maximum of 80 ice cubes.

6 Cubic Feet DeLuxe  
**\$239<sup>00</sup>**



## SERVEL ELECTROLUX

THE Gas REFRIGERATOR

has no moving parts in its freezing system. That means—

- Permanent silence
- Lasting efficiency
- Continued low running cost
- More years of satisfaction
- Savings that pay for it!

**Save WITH THE REFRIGERATOR YOU HEAR ABOUT— BUT NEVER HEAR**

**National Home Appliance Co.**  
HARRY M. ABRAMSON "FRIENDLY CREDIT"  
1312 Sartori Ave. Phone 78

• Gas Co. or Bank of America Terms •