

**GRAND OPENING**—Lawndale Motors, 15400 Hawthorne Blvd., Lawndale, the Southland's newest foreign car dealer, is holding its grand opening today. The new Simca volume dealer is Wayne McMullen, owner and manager, well-known in Southern California automobile circles for the past 15 years.

**Honor Parade Held for Local Retiring Army Man**

Sergeant First Class Ernest J. Rios, Torrance, retired from the Army this week following a special parade in his honor at Fort Mason.

Although the veteran of 20 years spent most of his military career as a platoon sergeant or company commander, some of his time was with special services promoting athletics as part of the LEGAL NOTICES

Army's physical fitness program. Sergeant Rios was born in Brooklyn, New York, and moved to Torrance when he was 14. After attending Torrance High School, he enlisted in the Army in 1937 at Fort MacArthur, California. His career includes assignments in Hawaii, Europe, the Far East, wartime action in the South Pacific, and peacetime duty in the United States.

**County Fair Is Set to Close Next Sunday**

Local residents had better hurry if they are to see the famed exhibits and entertainment offered at the Los Angeles County Fair this year.

Rolling into its final weekend the Los Angeles County Fair will offer visitors a special entertainment package for the climax of the 1959 season.

During his military career, Sergeant Rios' interest in athletics extended beyond the spectator position. In 1937, while stationed in Hawaii, he won the Army's Light Heavyweight Boxing Championship of the South Pacific. He kept this title until 1941.

During the same period he was a member of his company's swimming team. Sergeant Rios also boxed professionally in Hollywood while stationed at Fort MacArthur.

Following World War II, Sergeant Rios left the service for a brief period. He was employed at two major motion picture studios as a "grip." Although he considered this "interesting work" his civilian status was short-lived, and in 1948 he re-enlisted in the Army.

Post retirement plans for Sergeant Rios include work with a major oil company in this area. He and his wife, the former Louella Pyatt of Santa Monica, will make their home at 1730 Greenwood Ave. with their children, Michael Anthony, 8, Robert Alan, 6 and Antoinette, 5.

**CERTIFICATE OF BUSINESS FICTITIOUS FIRM NAME**  
THE UNDERSIGNED does hereby certify that she is conducting a COFFEE SHOP business at 1314 Sartori Avenue, City of Torrance, County of Los Angeles, State of California, under the fictitious firm name of JUST RUTH'S and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:

RUTH A. HOUK, 2416 Border Avenue, Torrance, California.  
WITNESS her hand this 28th day of September, 1959.

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**Free Wheelin'**

BY DICK DIMMETTE

WRITING A COLUMN, even on a subject that one feels rather fully informed, is no easy task. Your writer once before attempted it. In so doing he discovered that deadlines are inexorable and usually occur simultaneously with a sudden spurt in business, a previous engagement, a hangover or all three. Then too, there is the mental hazard, Does anyone read the darn thing? When one imparts his deathless prose to the typewriter it is with the feeling that a major contribution to the world of letters is being made. Too often, upon seeing these same efforts in print, comes the realization that they are simply—deadly. Probably no sadder sack exists than an unread author or an unseen actor. Unless, of course, it is an unselling salesman.

BILL ZAPPAS, your genial publisher is the real culprit. Having space to fill and little apparent regard for what goes in it, he has urged me, for some weeks, to write an Automotive Column. As per usual, strings were attached. If I pay regular space rates (Which are too high) I can sing the unending praise of DeVON MOTORS, Plymouth and Triumph Cars and all our other services, of which there are many. This was one heck of an offer, and one that I strongly suspect would be made to any semi-literate person with a typewriter and the ability to pay.

TOO COMMERCIAL, was this offer. We elected to accept his alternative. For no charge for space (You can't beat the price) we may write the column, see our picture in print, brag to our friends of our literary accomplishments and now and then sneak in a reference to our business, the catch is we must give equal billing to our friendly competitors. To wit: Ted Green of PAUL'S CHEVROLET, Dwight Eubank - RAMBLER and Vel Wotshisname of VEL'S FORD. Now that they are mentioned we can forget the restriction. (No offense to Vel, I really can't spell his name) No one ever spells or pronounces mine the same way twice.

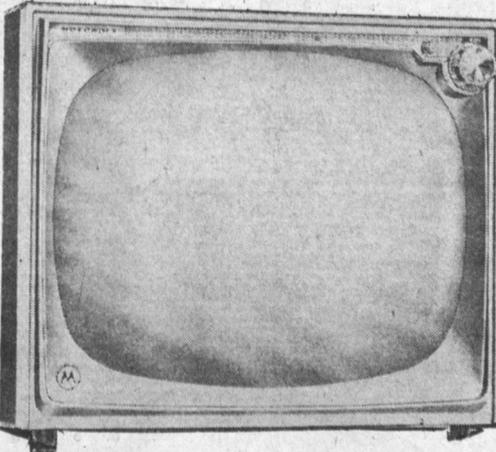
COMPETITION IS GOOD for all of us. Seller and buyer alike. It lowers the price for the buyer and keeps the seller on his toes. Why being on your toes is considered a business advantage, I cannot answer. Personally, I have made more money sitting down. But that is beside the point. What I really started out to say was, never in my more than 20 years in the Automotive field have I met more straightforward and ethical dealers than your local ones. I have two hopes. One is that the people in this area are fully aware of how well they are being served, the other, that by devotion to high standards of business conduct that we may, in time, merit the respect and confidence that these men enjoy in our community.

NEW MODELS ARE ALMOST HERE, Our friends at CHEVROLET and FORD have seen their new cars. Both are high on their styling and improvements and each confidently expects to outsell the other. Public showing of the CHEVROLET and the new small CORVAIR is scheduled on Oct. 2nd. FORD THUNDERBIRD and the much talked of FALCON will go on display just a week later on Oct. 8th. Since seeing his new line Dwight Eubank has been going around with the expression of a cat digesting a fat canary. RAMBLER will be shown to the public on Oct. 1st. After reviewing the sales of American Motors for 1959 one wonders just why they need a new model. We will see our PLYMOUTH line tonight (Sept. 29th) and our public showing will be on Oct. 16th. Last of the 'Big Three' but we hope not to be least. Our VALIANT will be shown the early part of November. We have no product information as yet, except that Plymouth will offer the industry's first SQUARE STEERING WHEEL, this represents a major breakthrough and we are proud to be the first to announce this startling improvement. It might mention, in passing, that all the Chrysler cars will retain the old fashioned, conventional, round wheels for uses other than steering, so don't rush out and buy square tires.

A WEEKLY FEATURE, will this column be, If I can detect some slight reason to believe anyone reads it, and if the above mentioned competitors don't file suit or worse, take the law in their own hands. If it continues, I will attempt to bring you the local auto news, in a light vein, I hope, some product information and anything else that might strike my fancy. If you like my efforts and feel that any useful purpose may be served, call Bill Zappas at the Press. If you don't like it, you can contact this writer at DeVON MOTORS, 1600 Cabrillo Avenue. I assure you that all criticism will be suppressed.

See you next week, same day, same paper, same location. D. D.

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**New Officers to Be Installed by Civic Group**

North Torrance civic improvement association will hold its regular monthly meeting tonight at McManis Park Hall, at 8 o'clock on the agenda will be the installation of officers for 1959-60. They are president, Mrs. Philip Clark; vice president, John Mulvihill; secretary, Mrs. Herma Tilling; treasurer, Mrs. Frank Nish; and auditor, Mike Dominguez.

Also on the agenda, will be the appointment of a building committee to investigate and plan for a community building to be built on a lot recently purchased by the group. All North Torrance residents are invited to attend and participate.

Annual "Officers Installation Ball" will be held Saturday evening, Oct. 10, at the Knights of Columbus Hall in Gardena. Tickets may be obtained at the door or from any of the officers.

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