

Torrance Auto Dealers Enter New Season

FALL-WINTER NEEDS on our BUDGET PLAN

Firestone

TIRES For greatest protection this winter—equip with Firestone Gum-Dipped tires. Avoid skids with this scientific tread design which stops your car up to 25% quicker. Save on tire costs by buying now. No money down.

HEATERS Get living room comfort as you drive with these Firestone heaters. 4-way distribution, 40% more heat, and many other features make this the year's outstanding model.

BATTERIES Prepare now for winter weather! Be sure your battery will not fail you on the first cold morning. Ask about our change-over plan, with trade-in allowance.



USE THIS EASY CONVENIENT PLAN
Budget Plan lets you buy car needs on easy terms. Save your cash.

Firestone
AUTO SUPPLY & SERVICE STORES
CRAVENS and MARCELINA TORRANCE PHONE 476

1938 Oldsmobiles Are Distinctively Different



HERE'S THE NEW SIX FOUR-DOOR TOURING SEDAN

Oldsmobile, America's oldest manufacturer of automobiles, today announced its 41st series of cars, the Oldsmobile Six and the Eight for 1938.

Distinctively different in appearance and styling, the two cars are now on display at Mullin's Service, local Oldsmobile dealers, at 1133 Border avenue.

Both the Six and Eight present much that is new in performance and mechanical design and both now offer as an extra-cost option the new automatic safety transmission, developed and introduced by Oldsmobile. This new development, regarded as one of the major automotive advancements of modern motoring, was first offered as optional equipment on the Oldsmobile Eight of last year.

Demountable Headlamps of particular interest is the new Oldsmobile safety instrument unit and safety dash, a departure in the modern manner from the conventional type of in-

strument panel. The safety panel, free of projecting knobs, is one of the many details which contribute toward passenger security in the redesigned safety interiors of the new Oldsmobiles. Safety glass, of course, is standard throughout. A choice of new upholstery fabrics is available, tailored to the deep cushions in an effective pleated treatment.

Gutter Eliminated

As was the case in the 1937 Oldsmobiles, the designers have preserved complete individuality in styling the new Six and Eight. Body lines are lower and cleaner than before. Fenders are unusually wide, deep valanced and of heavier gauge metal than in previous models. Bullet-type headlamps are mounted low on the crowns of the front fenders. While the headlamps appear to the eye as part of the fenders themselves, actually the headlamps are demountable for economy's sake in case of fender damage.

The first major point of difference that strikes the eye in distinguishing the Six from the Eight, is the sharp contrast in the smart front end design of the two cars. The radiator grille of the Six employs heavy, die-cast horizontal louvers, recessed deeply and plated in bright chrome. The grille of the Eight, however, is a single massive die-casting with two narrow horizontal bars, alternating with a single bar of somewhat greater width. The grilles of both cars taper in a graceful, "V" to meet the fender aprons which sweep in an unbroken line, relieved only by slotted louvers across the base of the aprons.

An entirely new type of hood louver has been developed to provide invisible outlets for escape of engine heat while preserving hood lines of unbroken simplicity. This result is achieved by carrying the body moulding forward along the hood and extending it slightly out from the side. The louver opening is concealed in the bottom surface of this moulding extension. A new "fender to hood" treatment entirely eliminates the gutter which formerly was a source of wind noise.

Battery Under Hood
Bumpers front and rear, are of exceptionally heavy construction and carry dual bumper guards, the entire assembly being plated in chrome. Running boards are independently mounted and made of moulded rubber which conceals a built-in aerial, should radio installation be desired. New combination tail and stop lamps mark the rear termination of the body moulding.

A radical change has been made in one important detail, the location of the battery. A long, narrow battery of the "end to end" type replaces the conventional battery and is located alongside the engine under the car hood, accessible to service without disturbing the car occupants. The new location per-

Chevrolet Men Get Preview Of 1938 Cars

Plans for the introduction of the new 1938 Chevrolet cars, with the most extensive advertising program in the company's history, were revealed in Los Angeles yesterday at a special pre-view and business meeting attended by Ed Thompson, of Torrance and 1500 other Chevrolet dealers and members of their personnel from all points of the Los Angeles zone.

The new product, with which they will undertake to exceed the current year's high volume, was received enthusiastically by all dealers, according to S. M. Johnson, manager of Chevrolet's Los Angeles zone, who conducted the presentation meeting. The new features of the 1938 Chevrolet were explained in detail at a morning session at the Hotel Biltmore, and the afternoon meeting was devoted to a discussion of plans for the public announcement of the new cars and Chevrolet's fall advertising campaign. A showing of the new models concluded the meeting.

"The reception accorded the new Chevrolet by our entire dealer organization", Mr. Johnson said, "points to the most successful new-model announcement we have ever had. We feel confident that the advances made by the 1938 Chevrolet over previous models will meet with the immediate approval of the public."

Illinois Builds Pageant Upon Lincoln's Life

SPRINGFIELD, Ill. Oct. 14 (U.P.)—One hundred years ago a young lawyer in the Illinois legislature executed a series of adroit maneuvers and pushed through a bill to move the state capital from Vandalia to Springfield.

The youthful legislator, a lanky, 28-year-old attorney who practiced law in New Salem, was Abraham Lincoln. Springfield will commemorate his action and not the passing of a century since it became the state capital in a five-day centennial celebration beginning Oct. 22.

The centennial program will include a series of pageants, one depicting the life of Lincoln, another portraying the history of the city, and one showing the city's spiritual development.

Writers Display Work
TOLEDO (U.P.)—Toledo authors, including 93 men and 32 women, will have their writings displayed in the library here.

Use of such short battery cables that line loss has been reduced to a marked degree. As a result, the battery cranks the car considerably faster than it would if placed in the conventional location.

MAKE PLAY OF DRIVING



With so many accessories for greater comfort and convenience, motoring has become real enjoyment for Milady. Above dainty Astrid Erickson's car is equipped with a vanity mirror which reminds her of the service record of her car every time she powders her nose. Other accessories in her Western Auto equipped car are a ring to facilitate tooling the horn in traffic without removing one's hand from the steering wheel, an attractively styled knob to make steering easier, a new Motorola car radio for entertainment, and a handy automatic lighter which clicks when ready for use.

CRUSADE FOR LABOR PEACE STARTED BY 'NEUTRAL THOUSANDS'

With "Truth Not Terror" as a slogan, and with their initials standing for "moral dynamite," several thousand California women have organized under the name of The Neutral Thousands to crusade for industrial peace for the entire state.

The Neutral Thousands, originating in Los Angeles and headed by Mrs. Bessie A. Ochs, executive director, and a group of civic workers as sponsors, is issuing a call to every woman in California to join them. A two-year truce on all strikes and lock-outs is the first goal of their campaign. This, Mrs. Ochs declares, is to give the women an opportunity to step into the industrial arena to bring a solution to the present strife.

"Up until now," Mrs. Ochs declared, in issuing a call to California women, "there have been only two parties represented in the industrial struggle which is developing almost to a point of warfare. These have been or-

ganized minorities—labor and capital. The great unorganized majority—the public—has been ignored, dominated and victimized by the minorities.

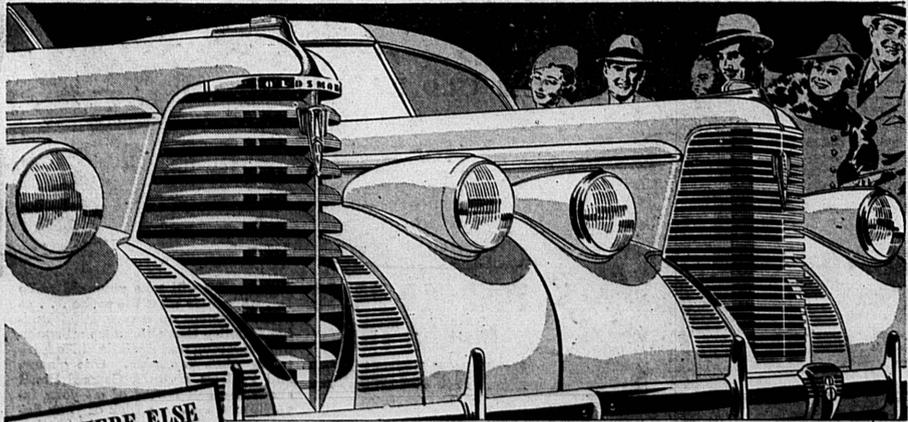
"We were first drawn into this activity by a secret appeal made to us by wives of strikers, who said they and their children were at the edge of starvation while strike conditions kept their husbands from working. On taking up this appeal with other women we found that all women are victimized by this industrial warfare—that prices are soaring rapidly as a result of strikes. Moreover women are deeply concerned over the chaos and social menace brought about by industrial warfare. They believe it is time to bring such conditions to a stop. We have as a platform the following planks:

"The substitution of the conference table for lock-outs or strikes.

"The right of the lay public

(Continued on Next Page)

AGAIN-OLDSMOBILE STEPS OUT AHEAD!



WITH TWO NEW STYLE LEADERS FOR 1938 BOTH SIX AND EIGHT OFFERING (AS OPTIONAL EQUIPMENT)
THE AUTOMATIC SAFETY TRANSMISSION!

OLDSMOBILE today presents the new Style Leaders for 1938... a dashing new Six... a dynamic new Eight! Here are cars designed to set America's pace in distinctive streamline styling... to set a new high in fine-car performance... to outvalue anything else within hundreds of dollars of their moderate price. Both of these great new cars for 1938 feature all the latest improvements and refinements, such as the new Safety Instrument Unit and Safety Dash, the new Safety Interiors and many others. Both offer the new driving sensation of the year, Oldsmobile's Automatic Safety Transmission. Come in today and see the cars that set both the style and the performance pace for 1938!



THE NEW DRIVING SENSATION

A GENERAL MOTORS VALUE

MULLIN'S SERVICE

2053 Torrance Blvd. Torrance Phone Torrance 320-J

The **SAT. OCT. 23** Date of the Year!

See the **NEW 1938 CHEVROLET**

Bigger-looking—Richer-looking—Smarter-looking—and in all ways the smartest low-priced car to buy

You'll be AHEAD with a CHEVROLET! FOR 27 YEARS

CHEVROLET THE CAR THAT IS COMPLETE

THE SYMBOL OF SAVINGS

The eye... carded... new n... five-pa... which... Saturd... Prewet... Buick... Cabrill... revolut... when... action... Int... the re... similar... use in... is one... vations... other... which... fuel m... increas... tick's... eight e... a relat... age... In ad... suspens... of bod... minimu... the use... further... comfort... "drum... mountr... from ty... trem... Buick... a new... as opti... The n... result... velopme... specia... Buick... gan. C... draulica... mission... own sh... speed... The n... clusive... are ma... Buick's... red con... of ureg, lo... moves a... from th... free to... ing roa... Rider... Truck... While... ery avi... with Ed... street, a... Roi Tar... Harry B... struck a... a machi... brillo a... Timmon... Friday... McMar... over by... was inju... licc rep... and car... aged fr... were ab... repairs... Sta... WEST... former V... ited to... ion to b... in Sycan... McGuffe... held at t... and all... the McG... invited... for the... in the... follow th... hour... 0... STANDARD