

City Council Backs Change in Zone Plan

The Torrance City Council today was on record as endorsing the recommendation of the City Planning Commission that several hundred acres of CCMO property in the west central section of Torrance be rezoned to permit the construction of single-family dwellings.

The area in question lies between Crenshaw boulevard, Hawthorne avenue, Dominguez street on the north and Torrance boulevard on the south.

Trailer Court Is Approved

Construction of a modern trailer court at the northeast corner of Hawthorne boulevard and Emerald street, Torrance, was well along this week, following removal of the last barrier by the City Council.

The council also approved the granting of a variance to Edgar S. Frenger to permit him to operate the camp, which he expects to have ready to open shortly for winter tourists.

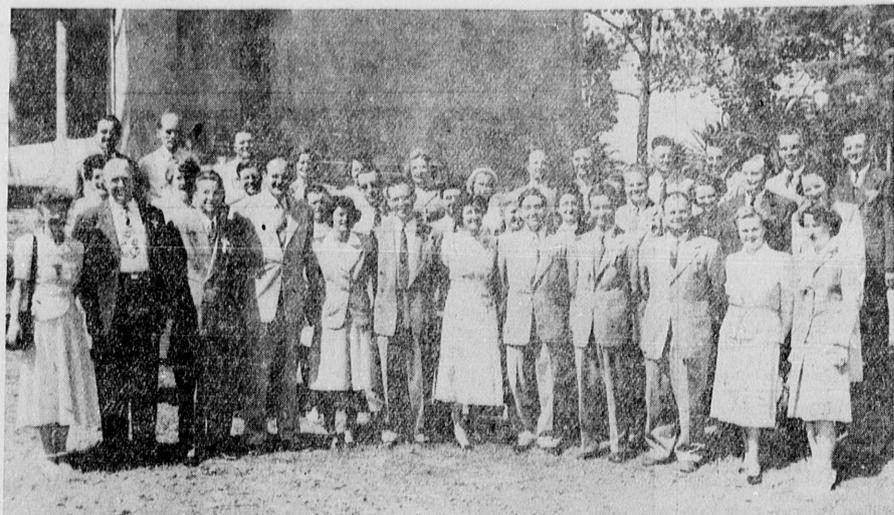
City's Used Buses Bring Small Sums

Old city buses aren't bringing much these days.

Sale of two old White buses, carried on the books as "abandoned," for \$50 has been approved by the Torrance City Council.

The council also has approved the sale of another old city bus, No. 193, for \$100 to Robert H. Colburn, representative of the First Baptist Church.

Several weeks ago the city council sold another old city bus for \$125.



"GOOD MORNING TEACHER"—Here is the group of 38 teachers who will be greeting 700 Torrance High School students when they report to school Monday morning. Exactly half of the instructors are new this year to the Torrance School District which will assume operation of the school this year for the first time.

Birthdays

The nicest way to remember her birthday is to send her a beautiful corsage of her favorite flowers. We deliver.

Phone Torrance 1778

TORRANCE FLOWER SHOP
1400 Gravens Ave.

Are Your Children's Shoes Ready to Go Back to School?

TIP **SOLE** **HEEL**

at Kenney's . . . you will find—

- NO LOWER PRICE
- NO FINER WORKMANSHIP
- NO MORE CONVENIENT LOCATION
- NO QUICKER SERVICE

Now - More Than Ever Before It Pays to Get Your Shoes Re-Built at —

KENNEY'S SHOE REBUILDING

Next to Kirby's Shoe Store
1278 Sartori Ave., Torrance
Phone 2068

Stock Removal Sale

DRASTIC PRICE REDUCTIONS

WE NEED THE ROOM — YOU SAVE MONEY

DRESSES	Values to \$16.95 Crepes-Sheers-Cotton Jr. & Women's Sizes	\$5.49
SLIPS	Crepes and Jerseys Broken Sizes Values to \$2.98	\$1.39
BATHING SUITS and BLOUSES	Values to \$10.95	\$1.39
VALUES TO \$24.95 DRESSES	CREPES — JERSEYS — PRINTS MISSES' AND WOMEN'S SIZES	\$9.99

ALL SALES FINAL — NO LAYAWAYS

LA SALLE SHOP

2083 Torrance Blvd. — Tor. 1860

Found the Man Who Suggested the Frolic Cap!

Ever wonder who it was that started the idea of wearing factory caps to advertise the Torrance Factory Frolic?

The idea is credited to Dr. O. E. Fossum, local dentist who has long taken an interest in civic affairs.

"It seemed appropriate," Dr. Fossum said while buying a book of tickets from one of the "Miss Industry" candidates, "and it caught on and was adopted year after year."

This week a Torrance woman told the Chamber of Commerce she wanted to start making sunbonnets for the women boosters of the civic event, but was told it was late and that she might not have time to sell them all. The idea will be revived next year.

HOW 'MISS INDUSTRY' CANDIDATES GOT VOTES

A break-down of each girl's success in getting votes for the title of Miss Industry for the first two weeks of the contest are as follows:

	First week	Second week	Totals
Nagy	11,600	7,800	19,400
Morris	8,000	6,220	14,220
Bobannon	6,800	8,850	15,650
Whiting	6,800	5,800	12,600
Walker	1,600	600	2,200

To the girl turning in the most tickets for each week a 2000-vote bonus was given while bonuses of 1,000, 1200, 800 and 600 were given to the next in order. The figures above include the bonuses.

Here's What Winner Gets:

Miss Industry, whoever you may be, this is what awaits you when you arrive in New York, via Arrow Airways.

You will be met by a limousine and be police-escorted to the city hall to present to the Mayor of New York, William O'Dwyer, a letter from Mayor J. Hugh Sherman, Jr., and a miniature log of nails made of steel manufactured in Torrance.

A visit to Radio City and theater.

A trip to Rockefeller Center.

A view of New York from the top of the Empire State building.

A tour of Wall street and the world-famous stock exchange.

An inspection of the new United Nations site.

A look at the world's largest housing projects—the Peter Cooper and Stuyvesant.

A cruise around Manhattan.

A trip to the Statue of Liberty.

TRUCK REPAIRED

Payment of \$60.51 of airport funds for labor and materials to repair a dump truck at the municipal air field has been authorized by the Torrance City Council.

POSTMASTER SUICIDE

Manhattan Beach's postmaster, Harold A. Bastien, 52, was found dead of gunshot wounds late yesterday in what police said was a suicide. No motive was known for his act.

Plus a basketful of entertainment and sightseeing as the guests of the New York office of the General Petroleum Corp. Your headquarters during the tour of the "Big City" will be the Roosevelt Hotel where you will be the guests of the Factory Frolic Committee.

All this and perhaps even more awaits the lucky winner of the Miss Industry Title. One week, remains for boosters to help you!

Who Will Win?

TORRANCE HERALD

1338 EL PRADO — PHONE 444
Established, Jan. 1, 1914
Published Every Thursday
Torrance, Calif.
Grover C. Whyte
Editor-Publisher
E. B. Brown, Business Mgr.
Cliff Johnson, Managing Editor

Adjudicated a Legal Newspaper
By Superior Court, Los Angeles County

Entered as second class matter, January 30, 1914, at post-office, Torrance, Calif., under Act of March 3, 1879.

Official Newspaper of City of Torrance

Subscription Rates
Anywhere in Los Angeles County \$3.50 per year
6 Months, \$2.00; 3 Months, \$1.25
Payable in Advance
Outside Los Angeles County \$6.00 per year
Payable in Advance

When people everywhere agree on a product, you know that product is good!

All America Likes CHEVROLET'S Bodies by Fisher

...bodies that are exclusive to Chevrolet in the low-priced field!

More Value in Riding Comfort

Your own tests will convince you that Chevrolet's Unitized Knee-Action Gliding Ride, plus Chevrolet's Body by Fisher, result in more riding comfort.

More Value in Performance with Economy

Only Chevrolet, in its price field, gives you the performance advantages—at low operating costs—of a "World's Champion" valve-in-head engine.

More Value in Braking Efficiency

The knowledge that you are operating Positive-Action Hydraulic Brakes in your Chevrolet gives you a feeling of security when driving in city or country.

More Value in All-round Safety

You ride in maximum safety in your Chevrolet with Fisher Unitized Body Construction, Unitized Knee-Action Gliding Ride and Positive-Action Hydraulic Brakes.

It is not by chance that Chevrolet's bodies by Fisher are so beautiful, so luxurious, so safe! Behind each body is forty years of motor-car coachcraft experience . . . forty years of building master bodies for precision-minded America. To matchless craftsmanship have been added the methods and the metals of modern body engineering. Today, in your Chevrolet Body by Fisher, you are protected by steel . . . cushioned by materials that add ease and relaxation to every driving mile. And when you consider that such body-comfort, such body-luxury, such body-safety is available at lowest cost you begin to understand why MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

Compare Values! . . . Compare Prices! . . .

CHEVROLET — and Only CHEVROLET — IS FIRST!

PAUL'S CHEVROLET

1640 CABRILLO, TORRANCE PHONE TORRANCE 617

Charlie's GUESTS of HONOR

—for the following week are:

THURSDAY, SEPTEMBER 9
Mr. and Mrs. George L. Probert, 1428 El Prado.

FRIDAY, SEPTEMBER 10
Mr. and Mrs. John R. Clark, 1563 W. 216th St.

SATURDAY, SEPTEMBER 11
Mr. and Mrs. Erwin E. Wilson, 2213 Carson St.

SUNDAY, SEPTEMBER 12
Mr. and Mrs. J. L. Peterson, 1602 W. 223rd St.

MONDAY, SEPTEMBER 13
Mr. and Mrs. James Ross, 1636 W. 204th St.

TUESDAY, SEPTEMBER 14
Mr. and Mrs. P. J. Wesseling, 22534-A S. Vermont Ave.

WEDNESDAY, SEPTEMBER 15
Mr. and Mrs. Charles E. Bevington, 3647 Garnet St.

You Folks Please Come In—
DINNER IS ON THE HOUSE!
JUST IDENTIFY YOURSELF

Eat with Charlie at
Daniels Cafe
1625 Cabrillo — Torrance

Look for Your Name Next Week!
We Never Close!

Southern California's 1st Choice

STAYS SILENT LASTS LONGER **SERVEL** GAS Refrigerator

Like ALL good news . . . it gets around! There's ONE different, simpler refrigerator that actually guarantees no noise or trouble FOR TEN YEARS . . . Southern California's most wanted refrigerator!

Only Servel has a different, simpler freezing system—without a single moving part! There's no motor, no machinery. Just a tiny gas flame makes ice and cold.

And the new models are beauties. Plenty of room for frozen foods, lots of ice cubes, moist and dry cold for fresh foods, are features you'll enjoy. Come choose your silent Gas Refrigerator today.

YOUR TORRANCE DEALER

Torrance Plumbing

— CO. —
1418 Marcelina — Torrance