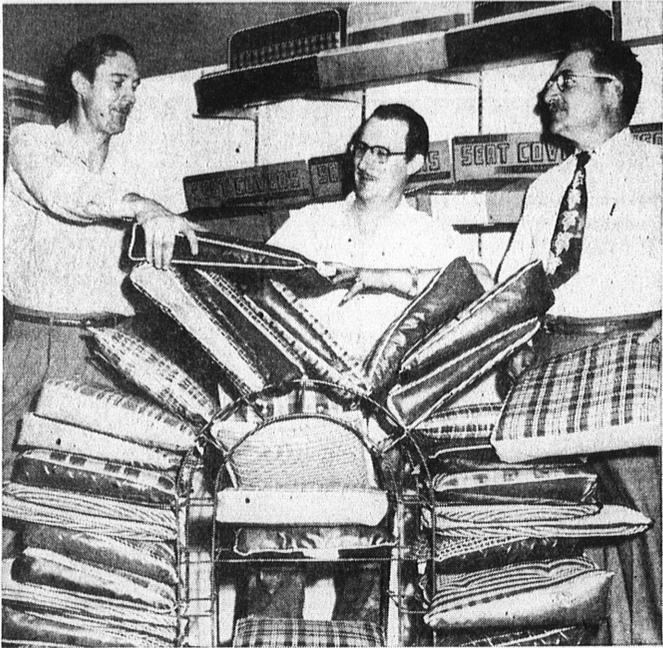


American Auto Opens Store



SHOCK ABSORBER . . . Arranging part of their large supply of seat cushions for the opening sale of the American Auto Supply Company tomorrow and Saturday are George Watson (left) owner; Harold Seitz, (center) manager of the new Sartori avenue store, and Jessie Cooke, supervisor of the company's five stores. The cushions, regularly priced at \$1.19, will go for 79 cents during the two-day sale event. (Herald photo).



MORE THAN MEETS THE EYE . . . The outside as well as the inside of the American Auto Supply Company, 1323 Sartori avenue, has been redecorated by the local concern which will open for business tomorrow morning. (Herald photo).

Owner Watson Offers Free Opening Gift

Free Kleenex dispensers will be given away by the management of the new American Auto Supply Store as a means of acquainting local shoppers with the store, which will hold its grand opening Friday and Saturday.

The dispensers will be given away while they last on a first come first served basis, according to George Watson, owner. The new store, located at 1323 Sartori avenue, will remain open Friday and Saturday evenings until 9 p.m. It will open at 9 a.m. in the morning—Friday.

Featured on the shelves of the automotive accessories store are more than 100,000 items ranging from gas caps to completely reconstructed engines for all makes of cars.

Manager of the store will be Harold Seitz.

"We are prepared to offer Torrance shoppers any item in the automotive line. We have an easy credit plan for those who wish to take advantage of it," Seitz said. Featured are such well-known lines as Burd piston rings, Du Pont chemicals and other nationally advertised lines. The store is a direct factory representative for Howard Ziak Plastic Seat Covers for all makes of automobiles.

Lining the all-new and modern display fixtures in the new Torrance store are all types of wood and metal power tools, including saws, drills, lathes, and spray equipment.

"We are headquarters for tools," stated owner Watson.

The opening tomorrow marks the fifth store to be placed in operation by the American Auto Supply Company. Other stores are located in Long Beach, Wilmington, Anaheim, and El Monte.

"After we have been here awhile and people get acquainted with us they will know we mean it when we quote our motto, 'Everything for the auto for less,'" Seitz said.

Buyer Reports Fall Hemlines On the Way Up

Men will perhaps find an interesting item among the women's fashion news from New York as reported by Arthur Strumwasser, one of the proprietors of Strum's Department Store.

"Hemlines for the fall are due to go up about two inches," he says.

The local business man returned to Torrance recently after a buying trip to the garment capital of the world. "There will be many velvet handbags to be seen this year," Strumwasser reports.

He says men's clothing will not undergo much style change. The department store executive made the trip to New York to buy merchandise for the local store which would enable the management to pass on to local shoppers a considerable saving.

"By buying directly from the manufacturer we were able to save considerable money which in turn is a saving to the economy-minded shopper," he said.

To be added to the many merchandise items stocked by the local department store is the complete line of DuBarry's cosmetics.

Arriving daily are hundreds of dresses, coats, handbags and suits for women that Strumwasser purchased for the ladies' section. Also coming by truck and train are wide and narrow brimmed men's hats for \$3.98, a value at \$6. Boys' shirts for \$1.98 will be offered by the local store. The same shirt, Strumwasser claims, will be sold for a dollar more in many other stores.

Strumwasser made a large purchase of both men's and women's robes, many of which are already on the display racks of the local department store. Brought to California also was the local executive's family, Mrs. Judith Strumwasser and their two children, Regina, 5, and Marilyn, 4. They are house-hunters and will move to this vicinity as soon as they find a suitable home.

RICE STATES

The U.S. rice crop of 85 million bushels is grown in Louisiana, Texas, Arkansas, California, Mississippi and Missouri.

HUGE GAS TRUCK

A huge 56-ton tank truck has been built in France. It can transport 44,000 gallons of oil at one time and requires a six-man crew to operate it.

NEW TYPE TANKS

Air and liquid tight collapsible tanks, drums and small containers have been developed recently.

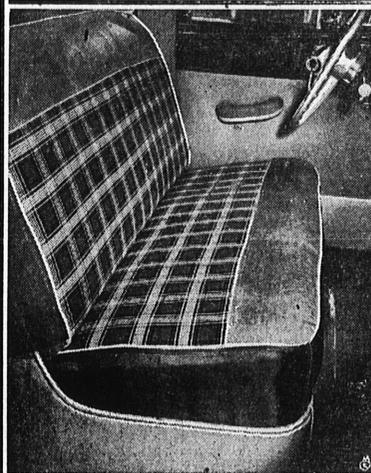
American Auto Stores

"EVERYTHING FOR THE AUTO FOR LESS!"

Grand FRIDAY AND SATURDAY SEPT. 21st & 22nd

DOORS OPEN FRIDAY, 10:30 A.M.

Opening!



Auto Seat Cover SPECIAL

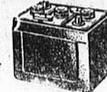
"HOWARD ZINK" LUMITE PLASTIC

No Sir! Never again will you get the opportunity to take advantage of such a value. Genuine "Howard Zink" LUMITE plastic seat covers. These Seat covers are tough plastic and come in many color combinations. Fit 2 door and 4 door cars.

WITH EMBOSSED PLASTIC TOP
2-Door and 4-Door Sedans

Reg. \$21.95 Value **\$12.95**

Powerful Car Battery
Has extra reserve power for quick, easy starting.



\$5.49 exch.
REG. 1 TYPE
1 YEAR GUARANTEE

AUTO CUSHION
These seat cushions are tough fabric with plastic well and coating, many colors and patterns.



79c

TOP GRADE OIL
Refined from the finest crudes, this oil "reads as it lubricates."



2 Gal. **98c**

AUTO TOP CARRIER
ALL STEEL HEAVY DUTY CONSTRUCTION.



PAIR **\$3.49**



PLASTIC CAR COVER

FULLY WARRANTED
\$200,000 Liability for Your Protection

PLASTIC AUTO VISOR
All heavy duty plastic trimmed in chrome. Fits all cars. No drilling necessary. Colors Green and Blue.

Regular \$29.95 **\$19.95**

13 1/2' x 21' **\$6.95**

GAS CAN
Everyone needs one of these for car, camping, etc. Comes with flexible spout.



Only **69c**

TROUBLE LIGHT
A REAL FRIEND
Can be used for emergency and signal light.



PLUGS INTO DASH
A Bargain **79c**



DEPENDABLE JACKS
BUMPER JACK

A rugged bumper jack that will stop your tire changing worries.

\$2.95



"Automatic" CAR RADIO

This car radio will give you untold pleasure and will shorten those long drives.

For all cars **\$27.95**



"Four Way" LUG WRENCH

SPEEDS UP TIRE CHANGING . . . Makes the Job Easier

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SCISSOR JACK
Has many uses for both car and around the home.

REG. \$4.95 VALUE **\$3.49**



FORD V-8 Carburetor

Install a carburetor on your car today for top efficiency!

ALL FORDS **\$2.39 exch.**



FUEL PUMP

Carried in stock for many popular cars and trucks.

FOR MOST CARS **\$1.19 exch.**



Starter Motor

A dependable starter motor to fit all General Motors and Chrysler Products.

\$6.95 exch.



600.16 NEW TREAD TIRES
20,000 MILE WARRANTY
LONG WEARING GREATER TRACTION

\$6.95 exchange
(If Old Tire is in Recappable Condition)

AND 1001 MONEY SAVING VALUES DURING OUR GRAND OPENING

FREE KLEENEX DISPENSER For Your Car FREE
(WHILE THEY LAST)

American Auto Stores

"EVERYTHING FOR THE AUTO FOR LESS"

1323 Sartori Avenue (Next to Torrance Bank) Phone Torrance 3630
—We Reserve the Right to Limit Quantities—

Walteria News Notes

By BETTY MITCHELL
Phone Lomita 2635-W

Well, with the beginning of fall's activities, the clubs here in Walteria are getting organized for a busy year. Among the clubs which met this last week was the Pandora Club which held its meeting at the home of Mrs. Frances Taylor, Neece avenue. Mrs. Taylor, by the way, was elected president, a post which she held very successfully last year. Among the other officers elected were Mrs. Neva Wands, vice president; Mrs. Lorraine Bigelow, treasurer; Mrs. Dorothy O'Brien, recording secretary; Mrs. Kirk, historian and Mrs. Elsie Powell, corresponding secretary. After election of officers was over, the group of approximately fourteen women enjoyed refreshments of muffins and coffee. The meeting was held on Thursday, September 13.

Another club which started its activities after a summer vacation was the JFF Club. (Just For Fun), which held a meeting at Long Beach where they enjoyed a delicious meal at Jones. Those attending this meeting on Tuesday, September 11, were the Mesdames Helen Conze, Ann Laughridge, Lorne Harline, Eve Kelly and her sister Nettie Phillips. Barbara Tarrois, Bessie Sloniker, C. Cramer and J. M.

A SQUARE MEAL OR NO DEAL
"Eat With Charley"
DANIELS CAFE
1625 Cabrillo — Torrance

Minor.
The Fidelis Club held its first meeting of the season in the Walteria Park where they all enjoyed an outdoor potluck dinner. Although many of their members were unable to attend due to vacations, etc., those there really had a good time. Their next meeting will be held in two weeks and will be another potluck affair.

Four-year-old Kenny Cramer, son of Mr. and Mrs. Robert S. Cramer, is back from a trip which he took via train with his grandmother, Mrs. Ray M. Boward of Long Beach. He got back last Thursday, after visiting his great-grandmother, Mrs. S. F. Maody, clear out in Denver, Colorado. Quite a trip for such a little fellow.

Twenty-three members of the Walteria Methodist Youth Fellowship had a "splashing good time" Thursday, September 6, when Mr. Nickels of Nickels Poultry Ranch opened his swimming pool and barbecue house to the group. Following their swim the young people had a wiener roast. Those attending were: Pat Smart, Robert Scranton, Colleen Gordon, Jimmy Brett, Vicki Hagan, Susy Snyder, Doralee Chaffin, Gwen Chaffin, Harvey Lostlen, Mike Story, Janet Van Dyke, Austin Beasley, Mike Trantham, Johnny Nish, Ronny Courtage, James Clouse, Dale Williams, Janice Baker, Ronnie Lemaster, Donnie Crowell, Bonnie Gooler

and Carol Gooler. Supervising the group were Mrs. Trantham, Mrs. N. Gordon and the sponsors of the group, Bob and Jean Cramer. Really sounds as though this group is growing and having a lot of fun.

Mr. and Mrs. R. B. Sage, Madison street, enjoyed a pleasant weekend at the home of their son, Lyle Sage, in La Crescenta. They are there from September 15 to 17.

Guests recently at the home of Mr. and Mrs. R. M. Harrison on Los Codona avenue, were Mr. and Mrs. Reavis and Mrs. F. E. Barger of Glendale. They were at the Harrisons for dinner on September 9. Also guests for dinner on September 9 were Mr. and Mrs. Henry O. Sollee of Glendale.

Perhaps you have noticed that the service station on the corner of Hawthorne boulevard and Newton street has changed management.

The luncheon given for the school staff here in Walteria, sponsored by the PTA board, was a huge success. The lunch was a Mexican-style meal consisting of tamale pie, chile beans, fruit salad, vegetable salad, cake and coffee. About 20 were served and enjoyed the relaxation after the rush of registration during the morning.