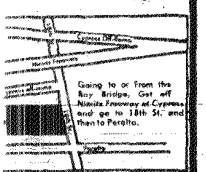
ELY
END!

PROJECTS
Holiday
MUST BE
DAY A.M.
Sacrificed



WEEKEND

Danish Modern
SOFAS
4 only $50

Large Modern Curved
Sectional SOFAS
Choice of Colors $135

Office Furniture, Equipment, Supplies
Must All Be Sold
—Make An Offer
—Must Be Sold
By Tuesday

Genuine Samsonite
Card Table Chairs
Just 12—Limit 2 to a Customer
Values $2

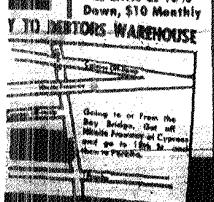
SEATS & BACKS
Replacements for Dinette Sets
all colors each $1.00

DANISH MODERN
LOUNGE CHAIRS
10 only $18

Twin Size, Modern
BOOKCASE HEADBOARDS
6 only each $15

BANK TERMS
as Little as 10% Down, $10 Monthly

TO DEALERS-WAREHOUSE



LINCOLN-MERCURY EXECUTIVES INSPECT INTERIOR OF 1965 CONVERTIBLE
S. A. Skillman (seated), Fred Macarty (left) and R. R. Nadal

Lincoln-Mercury Sales Chief Cites Progress

By HUGH RANDOLPH
Assistant Auto Editor

S. A. Skillman, general sales manager of Lincoln-Mercury division of Ford Motor Company, said that while national industry sales are up approximately six per cent this year, Lincoln-Mercury sales in the Oakland district have increased almost 35 per cent.

In town yesterday for a meeting of 1200 dealers, sales managers and salesmen from Northern California and Northern Nevada, the Lincoln-Mercury executive presided at a preview showing at the Civic Auditorium of the 1965 models that will be shown to the public later in the month.

"We've made some excellent progress in the booming auto market this year," Skillman said at a press conference. "And we're looking forward to even more spectacular gains in 1965.

"The entire economy is strong and we see no let-up in the fast sales pace. We in the industry believe that eight million car years will become commonplace while we enjoy at least one ten million year in the next decade."

The visiting dealers and salesmen had a look at a completely new Mercury, with a longer, 123-inch wheel base. According to Skillman, the 1965 Mercury will represent the biggest change in the history of Mercury.

The Lincoln-Mercury division expects to capture a sizable segment of the "small car" market with its all-new Comet that had the dealers excited and anxious.

The Lincoln Continental remains basically unchanged from a styling standpoint, but it has a number of major mechanical improvements and a few refinements to enhance its standing in the luxury car class.

Fred L. Macarty, Oakland district sales manager, was official host at the meeting. Other national L-M executives present were H. B. Daniels, dealer relations manager; W. E. Hulcher, product and sales training manager; and R. R. Nadal, western regional sales manager.

Clergy Asked To Combat Prop. 14 Now

The president of the Northern California - Nevada Council of Churches has urged the council's member clergymen to conduct a vigorous campaign against Proposition 14, the initiative to nullify the Rumford Housing Law.

Dr. Richard G. Norberg called Proposition 14 "a segregation amendment and therefore contrary to moral and spiritual laws . . ."

He urged pastors of local churches to observe the week of Oct. 18-25 as "Keep California Fair Week," and to discuss fair housing in sermons.

The Buddhist Churches of America Ministerial Association also has passed a resolution urging a "no" vote on Proposition 14. The action was taken at the group's recent convention in San Francisco.

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How To Hold
FALSE TEETH
More Firmly in Place

Do your false teeth annoy and embarrass by slipping, dropping or wobbling when you eat, laugh or talk? Just sprinkle a little FASTEETH on your plates. This alkaline (non-acid) powder holds false teeth more firmly and more comfortably. No gummy, pasty taste or feeling. Gives pleasant alkaline breath (sweetens breath). Get FASTEETH today at drug counters everywhere.

Dr. Monson escaped by running back into the hospital. Two witnesses identified Holloway, of 665 38th St., as the assailant.

An attempted robbery charge was dropped when Holloway pleaded guilty to assault with a deadly weapon. He claimed he was drunk and didn't know why he struck the doctor.

Superior Judge Lewis E. Lerman refused probation. The probation office said Holloway, arrested scores of times for a variety of crimes, was "a genuine menace to the community" because of his aggressiveness.

Dr. Monson, United Nations mediator slain during his attempts to mediate the Arab-Israeli conflict in 1948.

The Warren Legal Center, named for the chief justice, will be built alongside the university's Boalt Hall School of Law in Berkeley, from which Warren graduated.

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We are pleased to announce the opening of our new shop in Berkeley for men who enjoy the look and comfort of natural shoulder clothing.

And for the sophisticated young man, we have a complete prep department, sizes fourteen to twenty.

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BERKELEY
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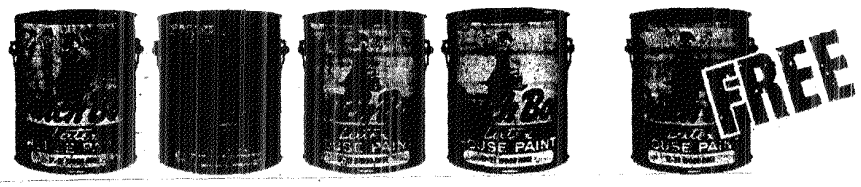
(Directly across from the University of California)

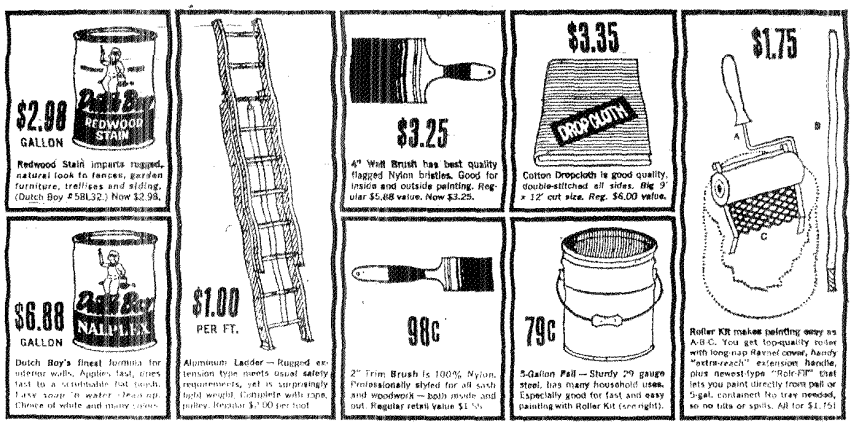
Dutch Boy Fall Painting Festival



FREE gallon of any exterior Dutch Boy paint when you buy 4 gallons of Latex House Paint

Famous "Dutch Boy" Latex House Paint cuts painting time practically in half — easy to use with brush or roller. Covers any exterior surface — siding, shakes, shingles, stucco, masonry, even metal. Wide choice of colors. Brush or roller cleans with soap and water. Enjoy top Dutch Boy quality. Buy 4 gallons now, and get free gallon of gloss or flat — for trim or whatever surface needs painting! Or buy 1 gallon — you'll receive a free quart!

Check these other Fall clean-up values at your Dutch Boy dealers



Here's where you can get your Festival values

ALAMEDA
Alameda Glass & Paint Co. 1617 Park Street
Encinal Hardware 2123 Encinal Avenue

ALBANY
Albany Paint & Supply 715 San Pablo Avenue

ANTIOCH
Silvera Lumber Company 213 Railroad Avenue

BERKELEY
Dutch Boy Paint Store 2370 University Avenue
Hoffman Lake Hardware 1841 Solano Avenue

CASTRO VALLEY
Castro Valley Lumber Co. 2499 Castro Valley Blvd.
Village Building Supply 4969 Village Drive

CONCORD
Concord Color Center 1411 Colfax Street
Dublin Glass & Paint 2370 Concord Avenue
Payless Paint Store 4430 Clayton Road

EAST OAKLAND
Lunn Hardware 3930 MacArthur Blvd.

FREMONT
Edgewood Hardware 4634 Decoto Road
Mowbray Hardware 1411 Washington Blvd
Shannon's Paint 4074 Fremont Blvd

HAYWARD
Tom Stores 1395 "A" Street
Howard Paint Co. 2181 Mission Blvd.
Shannon's Paint 1147 "A" Street

LAFAYETTE
Dublin Paint Co. 3659 Mt. Diablo Blvd.

LIVERMORE
Valley Paint—Wallpaper 1421 First Street

NORTH OAKLAND
Ellis Hardware 2438 College Avenue

OAKLAND
Centre Automotive Parts 362 - 8th Street
Dutch Boy Paint Store 4400 San Leandro Street
Dutch Boy Paint Store 297 - 10th Street
East 14th St. Hardware 1029 East 14th Street
Fitzgerald Hardware 5429 Telegraph Avenue

OAKLAND
Fruitvale Paint 3939 Broadway
Wise Paint Co. 5419 Foothill Boulevard

PIEDMONT
Shannon's Paint & Electric 6708 Piedmont Avenue

PITTSBURG
Dublin Valley Lumber Co. Hardware 800 Central Avenue

PLEASANT HILL
Dutch Boy Paint Store 1725 Contra Costa Hwy

RHEEM
Center Hardware 47 Center Street

RICHMOND
Fine Paint Supply Co. 3715 Macdonald Avenue
Lawson Paint 632 - 23rd Street

SAN LEANDRO
Larkson Hardware 1555 Dutton Avenue
Earle Bros. Hardware 1492 Manor Blvd.
San Leandro Paint Store 1429 E. 14th Street

SAN LORENZO
Bockman Road Hardware 1367 Bockman Road
Village Building Supply 15715 Hesperian Blvd.

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