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The Torrance Herald and LOMITA NEWS

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TORRANCE INVITES FORD WORKERS

SCHOOLS HOLD OPEN HOUSE HERE FRIDAY

Elaborate Program Prepared For Visitors In Observance of Public School Week

A combined public schools week program and open house celebration is being given at the local schools tomorrow. Both the Torrance Elementary and Fern Street schools are participating as well as the High school.

The big celebration occurs at the High school where elaborate plans have been made to entertain a large number of parents and other visitors. The festivities start at 2 p. m. when all rooms and departments will be thrown open for inspection with exhibits of work and special activities in shops and laboratories. The entire school will be open for inspection until 7 p. m.

The recently erected Science and Home Economics Building will be open and ready for public inspection during the day.

A Fashion Show and Musical program will be presented in the auditorium at 2:30 when girls of the Home Economics Department will display garments made by them, with musical numbers by the orchestra and glee club.

A cafeteria supper prepared by Mrs. Bell, the well-known chef and manager of the High-School Cafe, will be served the visitors from 5 to 7 p. m. The new school cafeteria is now under the auditorium and visitors are urged to inspect it and the kitchen as well.

The Elementary school children will present a half-hour of entertainment in the High School auditorium at 7:45 which will be followed by a short musical program by the High School orchestra. The small children may leave the audi-

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MAYOR ROLPH TO ADDRESS HARBOR FOLK

Celebrated Mayor of San Francisco and Candidate For Governor To Speak at Harbor District Chambers of Commerce

Mayor James Rolph, Jr. of San Francisco has accepted an invitation extended him by Carl Hyde, secretary of the Harbor District Chambers of Commerce to be the speaker at the harbor districts meeting at Avalon, Santa Catalina Island, Saturday, June 14.

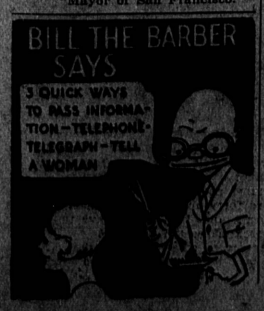
Mayor Rolph, Jr. has recently announced his candidacy on the Republican ticket for Governor of California, and a record crowd is expected on the Magic Isle for the June meeting. His telegram of acceptance to Secretary Hyde's invitation is as follows:

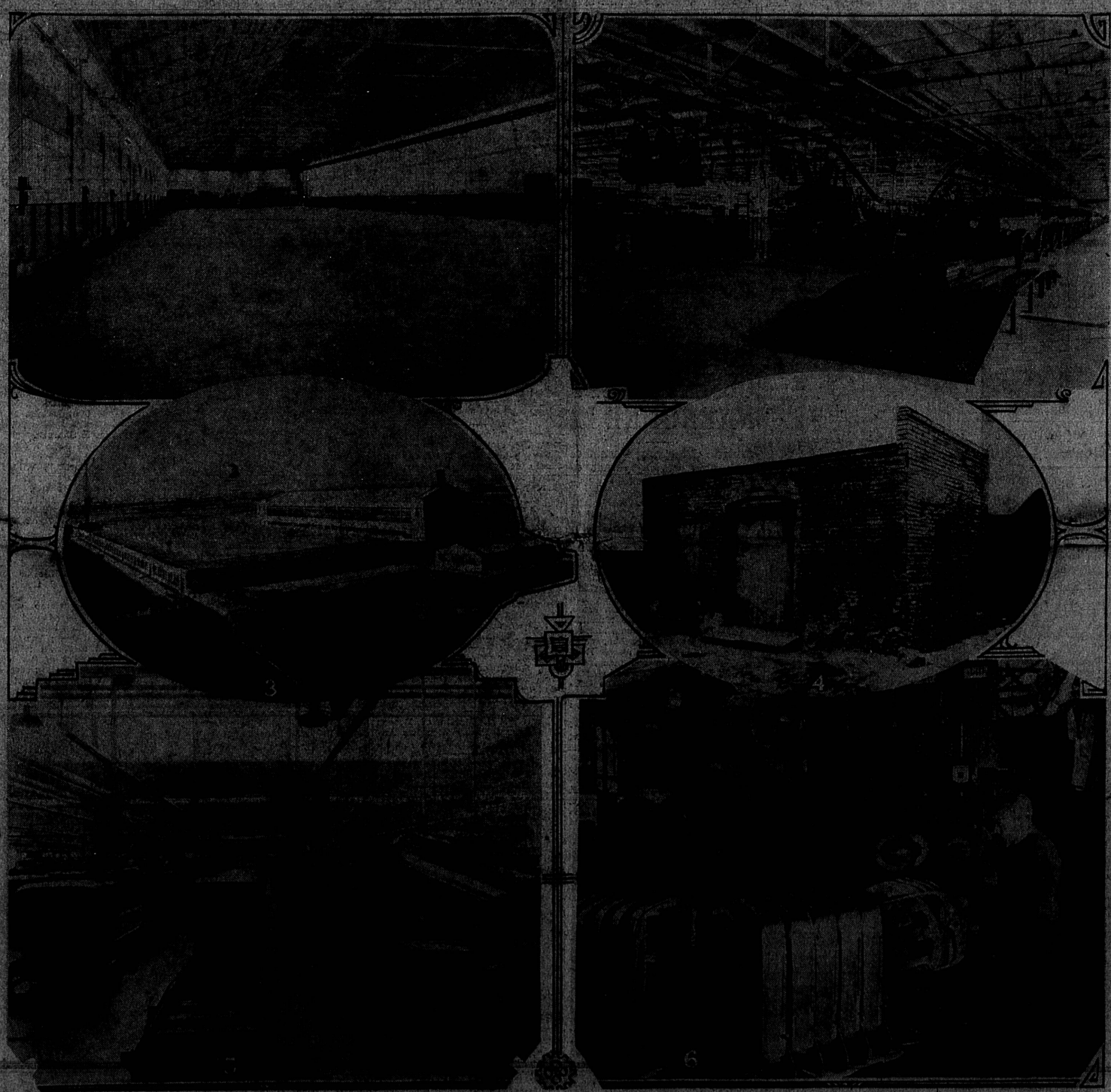
"San Francisco, Calif.,
April 18, 1930.

"Mr. Carl L. Hyde, Secretary
Torrance Chamber of Commerce,
Torrance, California.

"I very greatly appreciate the high compliment you pay me in inviting me to be the speaker of your gathering on June 14, Flag Day, at Avalon, and I accept with very great pleasure.

"JAMES ROLPH, JR.,
"Mayor of San Francisco."





An idea of the huge size of the new $5,000,000 Ford Motor Car Company's assembly plant on Badger avenue at Cerritos channel is given in the above views. 1—Shows a view of the second floor warehouse for storage of assembly stock. 2—Shows the unload end of the enamel oven and overhead stock conveyor. 3—Is an air view of the exterior of the buildings. 4—It was in this little brick building in Detroit that the first Ford car was built by Henry Ford. Compare it with the new local branch plant, which is but one of many great Ford plants scattered throughout the world. 5—Is a view showing the body painting conveyor. 6—Shows a view of the rustless steel section of the plant. The week of public inspection closes Saturday, and Schultz, Peckham and Schultz, Torrance authorized dealers, state that they will be glad to take individuals or parties over who may not have their own means of transportation. Reception hours are from 1 to 5 p. m. and 6 to 10 p. m.

OVER HUNDRED LOCAL PEOPLE FORM CARAVAN

W. Rufus Page Gives Inspiring Talk at Luncheon Preceding Trip

BRIGHT FUTURE IS SEEN

Speaker Predicts Torrance Steel Mills Will Furnish Material for Large Automobile Factories

Workers at the new harbor plant of the Ford Motor Company were impressed with the invitation from Torrance to make this city their home, Tuesday afternoon when nearly two hundred local citizens visited the plant in a body. The caravan was suggested by Harry E. Reeve who acted as chairman of the Chamber of Commerce forum luncheon at Earl's Cafe. Here nearly a hundred Torrance boosters met at lunch and heard an inspiring address by W. Rufus Page on what the Ford plant means to Torrance. They were joined by another hundred after the lunch. The visitors were given conspicuous badges to wear on the trip through the plant which read "Forward With Ford, Greeting From a Town That Welcomes the Working Man—Torrance—the Modern Industrial City."

Mr. Page drew a vivid picture of the magnitude of the Ford industry, which now furnishes a livelihood to nearly three million people.

"The three principal materials used in the manufacture of automobiles are rubber, glass and steel," said the speaker. "The big rubber plants in the Los Angeles area and the Pittsburg Plate Glass plant at Santa Ana are now able to supply two of these materials. And here in Torrance, we have the United States Steel Mills to furnish the steel."

Mr. Page then told of the saving by manufacturing automobiles on the Pacific coast to supply the Western and Orient trade. He stated that he had been informed that the savings on freight effected by assembly plants on the Pacific Coast was nearly $100 a car, and predicted that the coming of Ford in so large a scale would mean the location in this district of similar plants by General Motors, Chrysler and other automobile manufacturers.

At the Plant

Unloaded as parts on the dock in the morning and driven out as a finished model at night is the standard of the new harbor assembly plant of the Ford Motor Company. From the time the parts enter the big building on Cerritos Channel at Badger avenue on the east side of its 387-foot width until the car rolls off the line at the west sixteen and a half hours are consumed.

Up and down the 820-foot length of the structure from north to south slide conveyors, some on the floor, some overhead. Piece by piece, bolt by bolt, the bare chassis takes shape on the jigs. Body parts are locked in a stamping machine and welded and the conveyors move on with added weight. A row of fenders on another conveyor slide into enamel tanks, another carries incomplete bodies through paint spray booths and drying ovens after steel rivets have done their work.

Every movement about the plant reflects the Ford system. Everything fits into something else without waste time or effort. It is the combined skill of genius with the most-human machinery and more than 2000 men applying methods.

The plant has a capacity of [illegible] cars per day. At present it is running nearly 200. The Los Angeles plant which was abandoned had a capacity of 225. The new plant is the largest on the Pacific Coast. They build big assembly plants today.

This plant is fireproof. Including the two-story warehouse adjoining it on the east, the building occupy nearly nine acres of the Ford forty-acre tract. With equipment and land the investment approximates $5,000,000. The plant is of steel frame work [illegible] formed concrete [illegible]

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Library, Three Other El Prado Lots Are Sold

Escrows for the sale of the Torrance library property and the three vacant lots on El Prado between the library and the Friedman building were filed this week, according to J. C. Smith, who is acting for Burton and Company, realtors of Los Angeles.

The sale of the four El Prado lots was made to the Trabue Pittman Corporation, an Indiana company, for a reported consideration of $30,000, or $250 a front foot.

This is the fifth major investment by the Pittman interests in El Prado property within the last two months. Other purchases recently made include the Friedman block, the Burkhart block, the old Domingues office building, and the vacant corner of El Prado and Cravens adjacent to the Torrance Herald building.

Bob Ueda Loses Finger When Gun Explodes in Hand

Bob Ueda, well-known Japanese living at the corner of Vermont and Ocean avenue, lost the first finger of his right hand when a shotgun accidentally discharged in his hand Sunday. The accident happened during an attempted effort by two strangers to force Ueda to pay for a truck load of groceries which they left without orders at Ueda's place of business. Police later learned that both the truck and the groceries had been stolen in Los Angeles by the strangers.

Ueda was rushed to the Torrance Memorial Hospital, where his first finger on the right hand was amputated.

Long Beach Woman Building Court on Marcelina Avenue

Ground was broken this week for a six-family court at the junction of Marcelina and Arlington avenues, adjoining the Union Oil Company service station. The court is being built by Grace J. McKibben of Long Beach at a cost of $14,000. Plans call for two single apartments, a duplex, and four garages with two apartments above. All the buildings will be of stucco. The contract was let to J. M. Reid of Long Beach.

Over 250 Moose Coming Tomorrow

About 250 members of the Moose Lodges throughout the Southland are expected at the installation of new Torrance officers tomorrow evening, April 25, in American Recreation Hall, Carson street. The program will begin at 8 p. m. and Ward Davies, district supervisor, will be the installing officer.

New officers to be installed are: T. J. Kennedy, dictator; F. M. Stacey, vice-dictator; G. L. Schmidt, prelate; and Joseph Kent, secretary.

Lillian's Heart Nearly Stops as Car Hits Youth

Mrs. Lillian Ulbright, wife of Henry Ulbright of the Automatic Printing Company, had a bad scare Monday when her car struck eleven-year-old Melros Corbett. The accident happened at the corner of Vernon and Vermont at 3:35 p. m. as the lad ran out into the path of Mrs. Ulbright's car after a ball. He was rushed to the University Station, where it was found he had escaped with merely a bruised knee.

Eileen Maskrey on Program at Biltmore

Little Eileen Maskrey, daughter of Mr. and Mrs. Arthur J. Maskrey, 1749 Martina, will be heard in some of her characteristic readings at a program at the Biltmore ballroom on Friday night, in company with Brother Ken and others. This young lady is much in demand for entertainments, although of very tender age her talent is widely recognized.

She appeared on Monday last at the George Washington school, Los Angeles, where she gave two "lectures."

Public Hear of Legion at Open House Meeting

About 100 Legionnaires and Torrance citizens attended the open house meeting of the Bert S. Crossland Post, American Legion Tuesday evening in the Legion clubhouse. The speaker of the evening was Charles McGonegal, commander of the County Council, who told of the Veterans' hospital, the employment bureau of the legion and other activities and ideals of the American Legion.

Among those who responded to requests by Commander H. M. Bailey of the local post were Mayor John Dennis, Councilman Carleton B. Ball, Rev. R. A. Young and Mrs. Crossland. Mrs. Anna Green, commander of the County Council of the Legion Auxiliary, also spoke briefly of the auxiliary's activities.