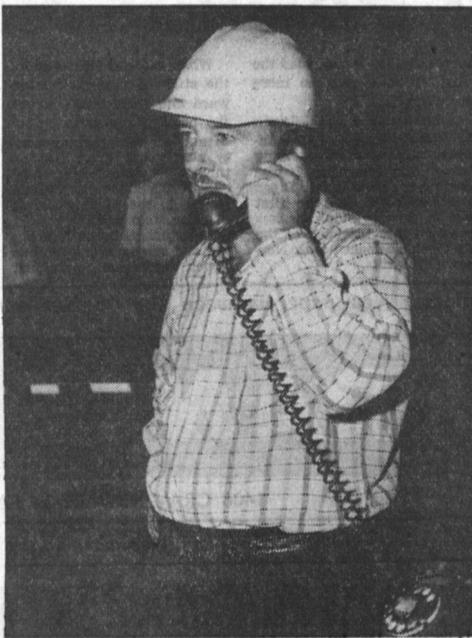




RECORDING THE MESSAGE: Don Lasell, right, general superintendent, Torrance Works of U. S. Steel's Columbia-Geneva Steel Division, records message on new in-plant telephone communications system. Don Hyde,

superintendent of industrial relations, times message to make certain it does not run over the one-minute maximum length the set's recording unit is capable of handling.



GETTING THE WORD: G. L. Derouin, turn form of the 16-12-inch mills of the Torrance Works of U. S. Steel's Columbia-Geneva Steel Division listens to recorded messages on new in-plant telephone communications system.

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'Word' Gets Around Fast In U. S. Steel Torrance Plant

Officials of the Torrance works of U. S. Steel's Columbia-Geneva Steel Division have a new way to dispel rumors at their steel mill.

Believed to be a breakthrough in industrial communications, the new system enables plant employees to "get the word, get it straight and get it fast" by simply a couple of flicks of the wrist, according to Don Lasell, general superintendent.

The first installation of its kind on the West Coast, the system consist of an automatic answering device on the in-plant telephone circuit that enables employees to hear a recorded message by dialing an assigned station number.

Installed by Pacific Telephone Company, the automatic answer-

ing set can carry messages of up to one minute in length on its self-contained recording unit. Message subjects are selected at the plant superintendent's meeting the week previous to when they are to run, and recorded on the answering unit at 3 a.m. each Monday. Since the unit is equipped with an erasing device, plant officials can remove the current message and record a new one at a moment's notice.

Messages are usually recorded by the head of the department most directly concerned with the subject being discussed. Subjects plant-wide in scope are given by the general superintendent.

Employee response has been enthusiastic, Torrance Works of-

ficials declared. A typical reaction was that of G. J. Derouin, turn foreman of the 16-12-inch mills. "We like getting the word straight from the horse's mouth. Each speaker identifies himself before he gives his message, so there's no doubt about who's talking. This means the listener knows the speaker knows what he's talking about, and is authorized to do so."

Torrance Works officials emphasized that the in-plant telephone system is used to augment other existing means of communications providing for a two-way flow of information.

R. S. Rojas, service engineer of Pacific Telephone's southern Los Angeles County area, said the Torrance Works' installation is the first on the West Coast.

Harvey Aluminum Takes Over Arsenal Operation

Leo M. Harvey, president of Harvey Aluminum, Inc., of Torrance, predicted last week that close cooperation between government and industry research experts will enable the United States to maintain its proper place in the world's missile race and will develop public confidence in America's ability to move ahead of other nations.

Harvey spoke at a welcoming dinner for his company given in Memphis by the Tennessee Agricultural and Industrial Development Commission. The Harvey firm became contractor-operator of the U. S. Army's Milan, Tenn., Arsenal on Oct. 15. It was operated previously by the Proctor and Gamble Defense Corp., but the firm relinquished its operation when its president, Neil H. McElroy, was appointed by President Eisenhower as Secretary of Defense.

Harvey, told a group of 250 defense, government, business and industrial leaders "we know

16 Candidates In Race for Chamber Post

Ballots have been mailed to all Torrance Chamber of Commerce members to elect four new directors, it was announced Monday by President A. E. Thompson.

Sixteen Torrance Civic leaders representing all types of commerce and industry, are on the ballots. Ballots must be post-marked not later than December 10 to be official. Dean L. Sears, Nomination and Election Chairman added.

Candidates for the four three-year terms include:

W. E. Bowen, George A. Bradford, Paul Diamond, Milton Isbell, Don W. Lasell, Leonard Mills, George Naylor, Arthur O. Otsea, Abe Robinson, C. N. Rucker, Dan W. Ryan, James Squire, J. D. "Jim" Thomas, Fred C. Todd, Jr., Howard Wood, William R. Zappas.

Bradford, Otsea and Dr. Wood are incumbents.

N. American Sales Rise

Record net sales of \$1,243,767,483, by North American Aviation in the year ended September 30, 1957, were announced by J. H. Kindelberger, Chairman of the Board, this week. The previous high of \$913,981,913 was reached in 1956.

Net income after all costs and provision for Federal income taxes was \$33,864,462, also a record, as against \$28,760,962 in the previous year.

While this was the tenth year of increased sales, and the first in which sales were in excess of one billion dollars, Kindelberger estimated that sales in the 1958 fiscal year would drop to approximately \$700,000,000 because of termination of the Navaho missile program in July and declining schedules in other programs. However, he said this figure may vary as a result of any further policy changes on the part of the government.

North American's current backlog of unfilled orders amounts to \$581,000,000, the lowest since 1951, compared with a backlog of \$1,285,000,000 at the end of the 1956 fiscal year. Including orders that are not yet funded but are currently being negotiated as continuations of authorized programs, the total backlog at September 30 would be \$918,000,000.

Despite this decline, Kindelberger expressed confidence in the company's future, declaring that the "long-range outlook is excellent because of the nation's continuing security requirements and the company's proven ability to meet those requirements." North American, he said, has a greater technical and production capability than ever before, and intends to continue as one of the nation's principal suppliers of weapon systems and related military equipment.

Diversification is also a factor in the company's future, he said, pointing out that sales of non-aircraft divisions in 1957 were more than double corresponding sales in 1956 and accounted for more than half the increase in company sales between the two years.

HAVE SURPLUS FURNITURE? Through Torrance Press Classified ads you swap it for dollars before Christmas! Dial FA 8-2345.

The government-owned Milan Arsenal is located 90 miles northeast of Memphis. Its facilities include an ammunition loading plant and a field service storage depot.

Gov. Clement, on behalf of the National American Legion, presented the Harvey firm with a citation for its program of hiring handicapped veterans.

Harvey Aluminum is the largest fabricator of wrought mill aluminum products under one roof in the world. It was recently named by the Atomic Energy Commission to test zirconium - the metal that made possible the atomic-powered submarine, Nautilus. The company was the first successful extruder of titanium in the world and now owns one of the two fully integrated titanium facilities in the U. S. Harvey research teams are presently working on metals and components for use in missiles.

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SAT. NIGHT
9 p.m. to 2 a.m.

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75c PER PERSON
Adults Only

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Opens at 6:00 DA. 4-2664
Thursday, Friday and Sat.

"GUN FOR A COWARD"
"RAINS OF RANCHIPUR"

1st Show Starts 6:30 P.M.
2nd Show Starts 8:30 P.M.

GRAND Opens 6:45
FA 8-6500
Friday, Saturday, Sunday

"THE MOLE PEOPLE"
"CURUCU, BEAST OF THE AMAZON"

STADIUM Open 6:45
FA 8-6375
Opens 6:00 P.M. •
Thursday, Friday, Saturday

"THE CURSE OF FRANKENSTEIN"
"KRONOS"

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Opens 6:00 • TE. 4-8501
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"BEYOND MOMBASA"

HARBOR 125 PER CAR LOA.
DRIVE-IN THEATRE
23322 SOVERMONT AT SEPULVEDA
Now thru Saturday, Nov. 30

WAYNE • DAILEY • O'HARA
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CORNEL WILDE • DONNA REID

Sunday, Monday, Tuesday
December 1, 2, 3

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starring TOM EWELL ANNE FRANCIS ANN MILLER

JOHNSON RYTH STEVE COCHRAN MARJORIE RAMBAU
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NOW — through Saturday
Continuous Thanksgiving Day
In Technicolor

"The Curse Of Frankenstein"
— and —
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BARBARA LAWRENCE
"Kronos"
THE THING FROM SPACE

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Doris Day - John Raitt
"Pajama Game"
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"Johnny Trouble"

GRAND
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FRI.-SAT.-SUN.
John Agar - Hugh Beaumont
"The Mole People"
— and —
JOHN BROMFIELD
BEVERLY GARLAND
"Curucu, Beast of the Amazon"



18 ways new for performance surpassing that of any car you have ever owned

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Marauder V-8 engines have new-power design: 12 new ideas that cut heat and friction, make fuel go farther. New from fan to rear axle — 18 ways in all. Up to 400 hp for unsurpassed performance! Plus an air-smooth ride!

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Seek Aid For Needy

Homeless, transient men without families or friends will receive holiday dinners and gifts of tobacco, shaving cream and other necessities from the St. Vincent de Paul Society at Christmas.

Baskets containing a turkey or ham and all the trimmings for Christmas dinner will be provided for families not receiving care from other agencies, as will warm clothing, home furnishings and toys.

The public is asked to help this fund by contributing to the St. Vincent de Paul Christmas Gift Program, 717 S. Burlington avenue, Los Angeles 57.

Candy and gum add up to big business in this country. The food chains alone will sell something like \$400 million worth of these savories this year.

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