

Open Hearth Men Turn Miners

It is a far cry from the making of steel in the roaring hot Open Hearth Furnaces at the Columbia Steel plant here to digging tungsten ore in the San Bernardino mountains, but that is just what a number of the Open Hearth men did when work was not available here.

Starting out with no more equipment than just a few picks and shovels plus a lot of determination and will-to-do lot of hard work, they piled up enough ore to assure them a good living during the Open Hearth shut-down.

"Sandy" Sandstrom, "Whitey" Paddock, (pictured above right and left), and George Leach, worked one "diggins," while Jack Hiatt and June Gallyer worked another. "Big" Dan Daniels and Orville Bishop teamed up on another "diggins." All of these boys did considerably well and each accumulated a considerable amount of ore.



Cut courtesy of The Steel Blade

This is the second adventure of mining for "Sandy" and "Whitey," as these two boys went prospecting for gold during the slack period in 1934. As evidenced on their return to the plant, all of these boys are in excellent condition as a result of the hard outdoor work, and they had lots of fun at the same time.

The above photo shows "Sandy" and "Whitey" taking a breathing spell after moving out the big pile of ore at "Whitey's" back. All of these boys were paid a surprise visit recently by Otto Kresse, Open Hearth superintendent, accompanied by Ted Lund, melter, and Neil McConlogue, second helper.

IF

You Know of

- A blessed event.
- Shower.
- Death.
- Party.
- Trip.
- Return from a trip.
- Guest.
- Wedding.
- Sickness.
- Construction of a new home.
- Sale of a house.
- Change of address.
- Purchase of a house.
- Club party.
- Club meeting.
- A dinner, breakfast, or luncheon party.
- Children's party.
- or anything usual or unusual—that is NEWS!

And News is The Herald's "stock in trade." Phone or write your News to The Herald office on El Prado, telephone 443 and we'll thank you!

IN SOCIETY

DESSERT BRIDGE AND 500 PARTY

Women of the Moose invite the public to attend a dessert bridge and 500 party to be held in their hall, 1526 Cravens avenue, Tuesday, March 8, at 12:30 p. m.

Attractive prizes. Secure tickets from members or at the door.

DOUGHNUTS ON SALE SATURDAY

Torrance Bethel Job's Daughters announce a doughnut sale for Saturday, March 5. Phone any member for delivery Saturday morning.

TO OBSERVE DAY OF PRAYER

World Day of the Baptist will be held at the First Baptist church Friday. All churches will unite in prayer at 11:00 a. m. Mrs. Bode will have charge of the devotions. The guest speaker will be from Sherman Institute at Riverside.

Luncheon at noon will be followed by devotional and a talk by Mrs. F. T. Porter.

GATEWAY COUNCIL MEETS HERE MONDAY

Torrance high school P.T.A. will be hostess group to Gateway Council at their regular meeting, which will be held in the school music room Monday, March 7, at 10:00 a. m.

All members of the high school group are welcome to attend. The Mothers Chorus will sing.

C. E. LADIES PLAN ALL DAY SESSION

Central Evangelical Guild will meet for covered dish luncheon and all day sewing at the home of Mrs. M. J. Beale, 1402 Acacia avenue, Wednesday, March 9, at 10:00 a. m.

Ladies will please bring their individual dishes and silver.

Radio Rector to Speak at Church Dinner Here

Rev. Perry G. M. Austin, rector of St. Luke's Episcopal church, Long Beach, will speak at a dinner in St. Andrew's parish hall Tuesday night. Rev. Austin is known throughout Southern California for his Sunday morning broadcasts.

The dinner will be served at 6:30 and the address will follow. Reservations should be made by telephoning 576-J before Monday noon.

This will be the first of a group of Lenten speakers who will be heard at St. Andrew's during the coming weeks. Rev. Francis P. Foote of Hermosa Beach will speak March 28.

TIME TO PLANT

Governor Frank F. Merriam has designated this week as "planting week," urging Californians to join in honoring Luther Burbank's birthday.

State's Witness



Red Carson, union teamster, who has pleaded guilty to charges of arson in recent Oregon labor disturbances. Carson is expected to be one of the state's chief witnesses during the trial of other asserted "moon squad" members.

Day-Long Service Dedicates Cross On Lomita Church

All-day services were held Monday at Lomita's Calvary Evangelical church, Oak and 255th street, to dedicate a towering neon cross erected atop the church tower. Rev. Harold Adams, pastor, had the assistance of a number of preachers from nearby churches in conducting the hourly prayer meetings that started at 6 a. m.

The cross towers 18 feet above the highest part of the church and can be seen from most of Lomita. It is illuminated by neon tubing and automatically revolves. A dinner was served Monday evening and services continued leading up to the first illumination of the cross at 9 p. m.

Christian Science Radiocast Sunday

A radiocast program of Christian Science will be given over KFWB Sunday, March 6, from 4:30 to 5 p. m., under the direction of the Christian Science Committee on Publication for Southern California in co-operation with the Federation of Protestant Churches of Los Angeles. The broadcast will be conducted by W. H. Waite, First Reader of Eighteenth Church of Christ, Scientist, of Los Angeles, assisted by Robert Hoag, soloist, and Miss Claude Williams, pianist of the church.

THIS WEEK

Only!



to Celebrate America's First

NATIONAL USED CAR EXCHANGE WEEK!

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| 1937 CHEVROLET DELUXE COUPE. Radio. New car, 90 day unconditional Guarantee! Was \$745 NOW \$675 | 1933 BUICK "56-S" COUPE. Like new, 6 wire wheels. Was \$395 NOW \$365 |
| 1935 CHEVROLET DELUXE COUPE. A Real OK'd Value! Was \$445 NOW \$385 | 1936 CHEVROLET COACH. Driven only 12,000 miles. Has had only one owner. Was \$545 NOW \$495 |
| 1933 FORD DELUXE FORDOR SEDAN. New Motor. Was \$295 NOW \$295 | 1931 BUICK SEDAN. Was \$165 NOW \$95 |

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"The Man Who Treats You Right!"
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24730 NARBONNE LOMITA Phone 66

LOCAL AUTOMOBILE DEALERS NATIONAL-WIDE, USED CAR

Local Automobile Dealers Pool Efforts In Sales of Used Cars

Backed by a nation-wide used car campaign sponsored by every one of the large automobile manufacturers, Torrance motor car dealers made plans today to co-operate to the limit with the rest of the nation in National Used Car Exchange Week in an effort to dispose of the large stock of used cars that has glutted the market the past few months.

Already enlisted in the campaign are Schultz & Peckham, Ford dealers; Ed Thompson, Chevrolet; Allen Paull, of the Torrance Auto Sales, DeSoto and Plymouth; Prewett Motor Sales, Buick; and Mullin's Service, Oldsmobile. Five out of the six local dealers have entered the drive, and every effort is being made by these five to make this co-operative effort as successful locally as it is nationally.

With a national appropriation of \$1,200,000 to be spent in one week of advertising and promotion, automobile manufacturers are covering the nation with publicity about the campaign, which is scheduled for March 5 to 12. In line with the drive, Torrance dealers are dressing up their lots, shining up their cars and as a final gesture have cut used car prices way below the market.

During the campaign it will be possible to buy a good, reconditioned used car at much less than the usual or market value and local dealers are anticipating a large increase in used car sales.

ALLEN PAULL BACKS DRIVE

"Never before in the history of the automotive industry with which I have been associated since 1912 has such a splendid array of used cars been available at such low prices as there will be during National Used Car Exchange Week," Allen Paull, of the Torrance Auto Sales, said today.

"Chrysler corporation, makers of DeSoto and Plymouth, are doing their share to make this week, March 5 to 12, outstanding. Our firm, too, is doing everything it can to cooperate with other Torrance dealers in the drive to sell more used cars."

Farmers Refuse Bonus
REGINA, Sask. (U.P.)—Two Saskatchewan Mennonite farmers recently turned down government farm employment bonus checks because they believed it would involve them in compulsory service in the event of war.

PARTNERS IN SUPPORT

Both George Peckham and Charlie Schultz, long-time dealers in Ford products in Torrance, are enthusiastic about National Used Car Exchange Week, March 5 to 12.

"With an appropriation of \$1,200,000 to be spent in one week in advertising used cars, certainly the dealers in Torrance can look forward to a successful campaign," George Peckham said today.

Added Partner Charlie Schultz: "This is the biggest drive ever known to sell used cars and Ford dealers throughout the nation are cooperating."

PREWETT IS COOPERATING

Every motorist desiring a better car can certainly find one among the many used cars to be found in Torrance—especially during National Used Car Exchange Week, Manager Prewett of the Prewett Motor Sales pointed out today.

"The used car market, flooded as it has been with a host of exceptionally fine bargains is to be opened wide for thirty buyers who would appreciate the exceptional values to be found in these cars along with a price that is almost irresistible."

Mar. 5 to Mar. 12 Designated National Used Car Exchange Week By Dealers

NEW YORK, March 3—A national American automobile industry outburst to stimulate American business generally here today by Alvan Macaulay, speaking as an automobile manufacturer and the industry's spokesman.

The campaign is to be known as "The Used Car Exchange Week" and scheduled for March 5 to 12, is the outgrowth of recent conferences at the White House between President Roosevelt and leaders of the automobile industry. Mr. Macaulay said. The President has been advised of plans for the campaign, which is the first cooperative effort ever undertaken in which all American automobile manufacturers have taken part.

The campaign is timed at the outset of the spring selling season when both new and used cars usually begin to move in greatest volume. Mr. Macaulay said. It is aimed primarily at stimulating the disposal of used car stocks now in dealer hands. Once this is accomplished, a substantial increase in car manufacturing is expected.

To supply Macaulay's statement in newspaper door advertisement, the industry is expected to spend \$1,200,000 in advertising and promotion.

The industry is expected to spend \$1,200,000 in advertising and promotion.

WE SET THE PACE

DURING NATIONAL USED CAR EXCHANGE WEEK

USED CAR VALUES

TORRANCE AUTO SALES

1420 CABRILLO AVENUE TORRANCE PHONE 324



BARGAINS IN BETTER USED CARS

- 1937 PLYMOUTH TOURING SEDAN. Just like new! Only 2900 miles! Radio, good tires, very clean. **\$750**
 - 1936 DE SOTO TOURING SEDAN. Clean inside and out. A real buy! Radio, upholstery good! **\$595**
 - 1936 PLYMOUTH TOURING SEDAN. A fine car priced low! See this one today! In fine shape! **\$565**
 - 1936 FORD DELUXE TUDOR TOURING SEDAN. In top running condition! Locally owned car! **\$445**
 - 1934 PLYMOUTH 4-DOOR SEDAN. In A-1 shape! Trade in your old car this week! You'll like this one! **\$395**
 - 1935 FORD TUDOR TOURING SEDAN. A car you'll be proud to own! Runs and looks like new! **\$375**
 - 1934 FORD FORDOR DELUXE SEDAN. Has everything a car should have! Good mechanical condition! **\$295**
 - 1933 PLYMOUTH 4-DOOR SEDAN. What a buy this is! You too, will like this one! **\$295**
 - 1933 PLYMOUTH 2-DOOR SEDAN. Must see this one to appreciate it! An ideal family car! Low mileage **\$275**
 - 1932 PLYMOUTH PA 4-DOOR SEDAN. Especially low priced for National Used Car Week. A Steal at only **\$195**
 - 1930 CHEVROLET 4-DOOR SEDAN. A give away at this low price! A fine work car at a low price! **\$145**
- IF IT'S A MODEL-A FORD YOU'RE LOOKING FOR THEN WE HAVE THE LARGEST AND BEST STOCK IN THE CITY!! COUPES, ROADSTERS, SEDANS. CUT FOR THIS WEEK!! MANY TO CHOOSE FROM AT \$45 to \$95!!!

Inspect Our Large Stock Before You Buy... You'll Get A Better Bargain at The TORRANCE AUTO SALES

TYPICAL BUYS

We're Offering During NATIONAL USED CAR EXCHANGE WEEK!



- ★ 1937 BUICK CENTURY SEDAN — Model "61" A locally owned car that has had the best of care. You can't tell it from a new one. Completely reconditioned and fully guaranteed. Priced low for this week. **\$950**
- ★ 1936 PLYMOUTH 4-DOOR SEDAN — Another car that has been given Prewett's careful reconditioning. Clean inside and out. A real bargain at. **\$525**
- ★ 1935 BUICK "41" CLUB SEDAN — Has roomy trunk and all features that make up a modern, satisfactory car. Fully reconditioned in our shop and backed with a guarantee. Special for this week. **\$525**

PREWETT MOTOR SALES

1629 CABRILLO Telephone 1071



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