

Rubinoff and His Chevrolet



Dave Rubinoff, Chevrolet's maestro of the violin, will be in Los Angeles for the next several weeks, making a motion picture and broadcasting Chevrolet's national program each Sunday from Los Angeles. Here he is seen with one of the new 1937 Chevrolets.

Former Herald Printer Winner of National Essay Contest

One of 4,000 entrants in an essay contest sponsored by the International Printing Ink Corporation, Reginald Sundin, 22, a former printer in The Herald plant and now a student at the Frank Wiggins trade school in Los Angeles, won first place, it was announced this week in "The Trade Winds," student publication of the trade institution. The award he is to receive is a \$400 scholarship to Carnegie Tech's printing institute, a trip to New York, and a job with the ink corporation.

Sundin was employed by The Herald in 1934-35 and while a resident here lived in the home of Mr. and Mrs. Reese J. Roberts at 1739 Andrew avenue. The title of his essay was "Color Simplification for Printers." Winning papers were chosen from entries coming from students in 243 technical trade schools and public high schools.

Color work is Sundin's hobby and he intends, his eyesight permitting, to specialize in that phase of printing after he finishes schooling. His sight requires regular attention from a Montana specialist to whom he goes about twice a year for treatment and new glasses. His present ambition is to get a B. A. degree in printing from Carnegie Tech.

Knew Ambition Early

Young Sundin is a native of Harlan, Montana, where he graduated from that community's small high school. At an early age, he showed an interest in things mechanical. At his Montana home, Sundin had a small workshop where he made furniture and did quite a bit of cabinet work.

After graduation from high school, the "small town boy who made good" worked on the Harlan newspaper. Deciding to further his education as a printer, Sundin gave up his small town job, packed up what he could carry and came to Los Angeles. He had three dollars in his pocket and a goodly store of ambition when he arrived in the Southland. Sundin found a job, enrolled at the trade school and began to assist in the matter of his younger brother's education.

When he worked in Torrance he declared his ambition was to attend Carnegie Tech and after leaving here he continued his studies with that goal uppermost in his mind. Learning of the International Printing Ink's essay contest he decided at once to enter and make a try at gaining his ambition thru this means.

Extensive research and long hours of careful study went into preparation of the essay, "The Trade Winds" story of his achievement states. "From his studies, Sundin was able to conclude that colors are psychological in effect on individuals and that color appeal was purely emotional and should be

studied by printers with a view towards making their work more effective.

"Sundin now awaits word from the east on the details and arrangements of the awards he has won. Students in the printing department and instructors and administrators of the Frank Wiggins School have been congratulating the boy on his accomplishment."



Compiled by
FRED MARSTELLER

Parents Bid to "Cub Scout" Sessions

The first of a series of three educational meetings for parents of boys from nine to 12 years of age will be held in the courtroom in the city hall next Wednesday evening, April 28, to launch "Cub Scouting" in Torrance, it was announced today by Dale Riley, local Cub commissioner.

Boy Scout leaders here have been planning to start "Cubbing" for the past several months and they hope that a large number of parents will be interested in the sessions designed to acquaint them with the purposes of this junior Scout movement.

Full details of what "Cubbing" means will be explained by Donald Monroe, assistant executive of the Los Angeles Scout council, and Riley. The meetings will begin at 7:30 o'clock.

Fortune in Tinsans
MENDON, Mich. (U.P.)—Mrs. Anna Van Loeffer pushed a trunk-laden wheelbarrow from her farm home to a town residence here some time ago. When she died recently, \$12,000 was found in the trunk, mostly in tin cans.

Synagogue to Be Home
CHELSEA, Mass. (U.P.)—The seven-year-old \$150,000 Temple Beth-El here will be remodeled into a modern apartment house.

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Owner Finds Turtle Thru Herald Story

As result of the news-story in The Herald, a wandering desert turtle was claimed by its owner, Mrs. Alice Thomas of 1028 Annapola avenue, recently from the critter's temporary home at Mrs. Alex Lawson's residence, 1020 Annapola.

Mrs. Thomas did not know where her pet strayed to until she saw The Herald's account of its self-appointed haven of refuge from faster moving things of this world.

LOMITA KIWANIS TO CHANGE MEETING PLACE

The Lomita Kiwanis club will change its meeting place the first Tuesday in May from the social hall on 245th street to the Artisans Hall upstairs over the Lomita Shoe store on Narbonne avenue, according to President John Holm.

Eskimos Make Sundaes
SEWARD, Alaska (U.P.)—Eskimos in the Good News Bay area have a reliable concoction similar to ice cream sundaes.

IN SOCIETY

P. E. LADIES VISIT SAN BERNARDINO CLUB

Women of the Pacific Electric club of Los Angeles were special guests at a meeting of the San Bernardino Woman's club at their clubhouse, Friday. Torrance ladies attending the affair included Mrs. May Howe, Vincent Villenave, Emma Green, Alice Ruppel, Sarah Murray, Mable Carr, Mary Hopkins, D. A. Barnard, T. J. Wilkes and Marie Humer.

ELEMENTARY P. T. A. MEETS TUESDAY

The regular meeting of the Torrance Elementary Parent Teachers Association will be held in the school auditorium Tuesday, April 27, at 2:00 p. m.

Mrs. Helen Paulson will be the guest speaker. Pupils of the school under the direction of Miss Hayden will present a short program. Officers for the ensuing year and delegates to the state convention will be elected.

FASHION TIP

White and gold is a popular combination for evening.

ATTEND PARTY AT PADUA HILLS

Mrs. O. A. Kresse, 1443 El Prado, entertained at a luncheon and matinee in the Padua Hills theatre near Claremont, Tuesday. Guests included Mrs. Mollie Meckley and Mrs. G. L. Von Plank of San Francisco, Mrs. Arthur Brown of Los Angeles, Mrs. Walter Hineman of Hollywood, and Mrs. Milton Barber of Palos Verdes Estates.

MRS. FESS ENTERTAINS AT EVENING PARTY

Mrs. John Fess, 1729 Arlington avenue, entertained at a bing party in her home Monday evening. Her guests included Mrs. Lillian Shriner, Estelle Graham, Sally West, Esther Dennis, Ruby Stegelmeyer, and Miss Eva McCormack.

POTLUCK AT MOOSE HALL, FRIDAY

Women of the Moose Torrance chapter No. 44 will have a potluck dinner in their hall, 1951 Carson street, April 23, at 6:30 o'clock. Thursday evening, April 1, a team of the Women of the Moose chapter No. 44 will go to Los Angeles to put on the initiation work at Golden State chapter.

TRIBUTE TO BARD

Governor Frank E. Merriam has proclaimed Friday, April 23, as "Poetry and Drama day" in order that fitting tribute might be paid to the memory of William Shakespeare, on the anniversary of his birth.

Moose Likes Meat Stew
SEWARD, Alaska (U.P.)—C. J. Lincke owns a meat-eating moose called "Sookie." The pet stole a mulligan stew and ate all of it.

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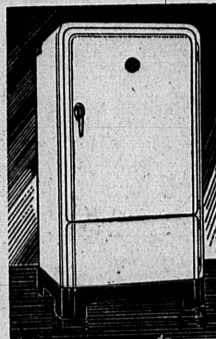
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