TORRANCE HERALD

PART TWO

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BY JACK O. BALDWIN
Managing Editor

Two score and 15 years ago Henry Ford brought forth upon this continent a new car. Conceived in a garage and dedicated to the supposition that horses were passe.

For the next 58 years all went pretty smoothly until Schultz and Peckham. Last week young Charles Schultz Jayare and Bob Peckham had a brainstorm. They hit upon a wild plan to call attention to the fact that the local Ford dealers had a past—30 years of it. Until recently the firm was operated by papa Charles Schultz and papa George Peckham with their two sons acting as co-pilots. When the agency became 30 years of age the dads handed the business over to the energetic young Mr. Schultz and his partner with the Ipana grin—young Mr. Peckham.

"We'll sell a car for a dollar—a 1921 dollar," the youngsters told their dads. (They went into business in 1921).

"You're crazy," yipped the elder S. & P.

"It's inherited," was the younger S. & P. answer.

And so it came about that the two Schultzes and the two Peckhams discovered that people, more than anyone else, get a terrific bang out of getting something for nothing.

They offered to peddle the 1937 V-8 for one silver cartwheel dated 1921. They expected maybe 10 or a dozen people to turn up with a 1921 silver dollar.

Here's what happened:

By auto, bus, bicycle and on foot came 928 persons, each with a 1921 dollar. Some had several—as many as fifty.

One couple drove to Reno, spent a few hours at the gambling tables at the Harold's Club and sped back with half a hundred 1921 dollars. They were a mite disappointed to learn it was on a "one-to-a-customer" basis.

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A lady came in with her 1921 silver buck dangling from her wrist.

"Is it all right if the dollar is attached to a charm bracelet? Your ad in the Herald (she refers of course to the Torrance Herald and not to the aforementioned Harold's Club) didn't say it couldn't be."

The young auto typhoons accepted her dollar, wrapped it in cellophane, labeled it and issued the lady a receipt.

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On bicycle came one unhappy individual to offer his buck.

"Want chu ta know this is the furst time I'a been in Torrance fer five years. Was here back in '46. Parked ma car in fronta yer post office. Twarn't a sign nowhere what said I couldn't. When I came out — had ticket on me car. Cost me five dollars. I ain't been back since till now."

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One silver dollar collector broke up his sequence of dollars to make his bid for the '37 Ford.

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News that something for nothing was being offered traveled fast and far. From Harbor Hills, Beverly Hills and Signal Hill they came—all toting a silver dollar.

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"If I turn in this dollar can I get the same one back my wife wants to know" asked one gentleman. "My wife has been saving that since the day we were married," he explained.

The dollar was wrapped around its girth with black tape.

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Apparently believing that 1921 silver dollars would be as hard to find as an unused sugar ration stamp, one prospective buyer explained to Mr. S. and Mr. P. that he had purchased the buck for $5. Several were reported as costing $2.

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Local banks, early Thursday morning were out of the silver circles.

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About one third of the people said their dollars came from Reno or Las Vegas. Several thought the U. S. had a mint in Las Vegas. It is Harold's Club that has the mint.

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The publicity stunt is believed responsible for one minor mishap. A motorist reading the sign on the side of the $1 Ford got into a fender argument with another motorist. He drove in for an estimate on the damage and to deposit his buck.

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The rush, and it was a rush, started early Thursday morning after the advertisement appeared in the columns of the Herald. At least three persons came running into the new car showroom exhausted and completely out of breath and on the verge of actually becoming sick. All early arrivals wanted to know, "Am I too late?"

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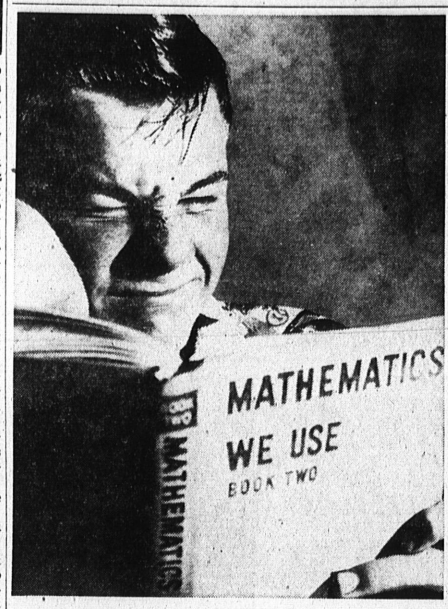
Whose dollar would purchase the car was decided by drawing the receipts given in exchange for each dollar from a 'hat.' The winner was Mrs. Nellie WeatherFORD of 25338 Walnut street, Lomita. She nearly fainted.

As busy as a one-armed man trying to retrieve feathers from a torn mattress during a windstorm are the two younger auto magnets who this week are buried beneath a stack of receipts as they return dollars to the unsuccessful would-be buyers.

Peckham, tossing down aspirin like it was Sen-Sen, offered one tablet to his partner.

"Has it got a 1921 dateline?"

(Continued in Next Column)



REAL PROBLEMS . . . Getting adjusted to school life after his vacation which ended rather abruptly Monday morning is a real problem for Victor Jones, 723 Pine drive, an eighth grader at the new Greenwood School. Mrs. Cathryn M. Chisholm, his teacher, had a math book ready when he and the rest of her class showed up this week. (Herald photo.)

FIRST LESSON . . . Taking his first lesson seriously is four-year-old Jack Snavely, who is watching his father, Earnest, fill out the enrollment form at Crenshaw Elementary School in North Torrance. It was the first day for both Jack and the school. The Snavelys live at 3124 West 186th street. (Herald photo).

Made in U.S.A.

By JACK BALDWIN

Once in every so many thousand pictures, a photographer produces a photograph which not only offers an image to view, but one which seems to have something to say. Such a picture is one I made last Monday during the first day of classes at the Catholic School of the Nativity. Thumbing through her new first grade reader is five-year-old Dale Barnum of 17020 Ardath avenue. We are of different faiths. It matters not, for what I see is there for anyone to see and hear regardless of faith, creed, or tongue. Perhaps you too can see what I see. This is a photograph—a picture of a clean, wholesome, happy little American girl in pigtails. Her face tells you she is American. Her eyes are wide with the excitement of learning new things. Her smile tells her joy of gaining knowledge. Her cheeks are full. There is an expression of peace across her face. There is no fear. Here, under the guidance of Sister Rita Ann of the Congregation of Saint Joseph, she radiates the joy she finds in her freedom of religious worship guaranteed to her many years before. This is an American picture. It could not be from "over there." Missing are the hollow cheeks of the underfed, the stringy hair and ragged clothing of the unkempt, and the blank, far-away stare of the war orphan. Even the impish boy peeking into the lens is typical of Americans who love to "get into the act." Let those who would, look at the face of this little girl and then let them suggest that the American way of life is not the best there is, and that there is a better way of life in an "ism."

As clear as if it were written across the face of the picture in big letters I can see the label—

"MADE IN U.S.A."

AND DADS TOO . . . Teachers, so they say, are always glad to see "Dad" show up at school. Welcomed was one such father, Fred D. Gartrell, 1815 Marinette street, when he brought his daughter, Jo Marie, 7, to register in Mrs. Genevieve Midyett's second grade room at Torrance Elementary School. (Herald photo).

STILL POPULAR . . . Lunch time at Walteria Elementary School, as it has been since the days of long ago, is always a popular time. Chewing and chatting during the noon period on the first day of school on Monday were Linda and Pamela Martz, first grade twins at Walteria. (Herald photo).

LEFT BEHIND . . . Left outside when classes convened at Perry Elementary School in North Torrance was this friendly young pup which had followed some young lad to school. Principal Lester Foster drew the line at dogs in the classroom. (Herald photo).

Scout Charter To Be Given To Moose Lodge

The Boy Scouts of America through its Los Angeles area council will honor the Torrance Lodge of the Loyal Order of Moose with the presentation of an institutional charter, in public ceremonies at the Moose hall, 1744 Carson street, on Tuesday September 25, at 7:30 p.m., George Powell, governor, announced this week.

Members of Troop 315, sponsored by the Torrance Moose, will present a full program of scouting activities which will include a "Court of Honor" investiture of the "Tenderfoot" rank.

A representative of the Toastmasters Club of Torrance will preside as master of ceremonies and introduce officials of the Los Angeles Area Council, Harbor District, Governor Powell and Joseph Piatt, the institutional representative.

Refreshments will be served following the formal proceedings.

A LITTLE DUTCH BOY . . . Mrs. Gus Dodos (right), a war bride from Holland, lingers a while during the first day of classes at Fern Avenue Elementary School while her son, Hubert, gets acquainted with his kindergarten teacher, Mrs. Jean Verdell. Mrs. Dodos, who lives at 1116 Cerise avenue, became an American citizen last Friday. (Herald photo).

Remains Sent To Nebraska

Private funeral services for Rosa May Ratliff, 79, mother of Edward H. Ratliff, of 1104 Arlington avenue, were held Sunday afternoon in the Stone and Myers Chapel here with Rev. C. J. England, pastor of the First Christian Church, officiating.

Following Sunday's services, the remains were shipped to Tekamah, Nebraska, for final services.

A native of Oceola, Iowa, Mrs. Ratliff died at the home of her son last Thursday.

A member of the Torrance Townsend Club for several years she leaves besides her son here a daughter, Mrs. Mildred Reynolds, in Falfurras, Texas; a son, Benjamin F. Ray, in Maywood, Illinois, and two brothers, Samuel and Charles Edgerton. She also leaves seven grandchildren and three great-grandchildren.