

Local Dealers Launch 'You Auto Buy Now' Campaign

"You Auto Buy Now" Week, a tremendous auto and general economy stimulation program is being launched today in Torrance.

A Los Angeles county-wide promotion, it will run through Sunday, May 4, under the sponsorship locally of three Torrance automobile dealers—Herman Miller Plymouth, Paul's Chevrolet and Vel's Ford.

The Torrance plan is tied in with a nationwide sales campaign that is to blanket 115 major cities and 100 million people. Purpose of the campaign is to stimulate the country's economy through automobile purchases.

have announced ambitious and enthusiastic plans locally, beginning with a parade of scores of 1958 models along with rare vintage machines on Friday at 3 p.m. The police-escorted parade will wind its way along principal Torrance streets.

Special advertisements featuring outstanding values and other extraordinary inducements appear in today's HERALD on pages 33, 43, and 44. In addition the dealers will each award a number of \$25 merchandise certificates to persons telephoned at random who answer the call with the magic phrase "You Auto Buy Now."

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To Be Open Sunday

There will be a special display of new Chevrolets, Fords and Plymouths in blocked off portions of Cabrillo between Sartori and Carson this week end. Dealers will have all models available. All salesrooms will be open both Sundays of the 11-day event.

Economists have sized up the current economic downslide as partly psychological. The Torrance dealers reported. They have issued the following statement:

"Despite the fact that the nation's wealth is at a record level, there is an atmosphere

of doubt that has driven consumers to hold back buying what they want and need with an attitude of 'Let's wait until things look better.'

"As a result, savings in our banks have piled up to among the highest in history. We are going through what is probably the wealthiest recession of all time.

"This decreased buying turns into less production which in turn becomes less employment. This, in turn, creates more pessimism and apprehension, which in turn creates less buying—a vicious down-spiral.

"By urging those persons who have money to buy now,

Torrance franchised dealers hope to help turn this cycle around. In effect this means that when you spend you help preserve somebody else's job—and hence insure your own."

Support From Others

The local dealers pointed out that while the theme of the program is "You Auto Buy Now," the entire program has been expanded to encompass an over-all "Buy Now—Buy SOMETHING" theme, which lends itself to all forms of merchandising effort.

Civic and industrial leaders throughout the area are joining hands with them in this push to make a break in the

dike that is holding money out of circulation.

The nation-wide, local-level, campaigns are being put on with the full support of the auto industry.

The basic idea behind our own portion of the "Buy Now" campaign is that the automobile is one of the keystones of the American economy. As such, a purchase stimulates a major piece of the economy.

Governor's Declaration

Governor Good J. Knight, in a state-wide declaration, today hailed the automobile dealers' "You Auto Buy Now" campaign as an effective counter-recession measure.

In an official statement issued at a ceremony in his office in the State Building in downtown Los Angeles, the governor said:

"Recession talk has no place in a state as dynamic as ours, a state which has demonstrated a potential to become the greatest in the nation and which is manifestly headed that way. The manner in which insurance men, bankers, wholesalers and retailers have joined in support of "You Auto Buy Now Weeks" reflects the same aggressive spirit which has made California great.

"Statistics reveal that bank deposits in our state are at a top level, and one way in

which to put this money to work for the benefit of the economy is to purchase automobiles now. It should be remembered that the purchase of an automobile spreads the money paid for it down along the line of many industries allied to the automobile manufacturers.

"I would like to extend my best wishes and admiration to the entire business community of California for supporting the observance of "You Auto Buy Now Weeks," sponsored by numerous motor car dealers, associations and chambers of commerce throughout the state, which are under way this month."

LARGEST HOME DELIVERY BY FAR
IN THE GREATER TORRANCE AREA

Herald Phone Numbers

- FAIRfax 8-5164—For Society.
- FAIRfax 8-4000—For General News, Circulation.
- FAIRfax 8-4000—For Classified. Ask for Ad-Taker.

44th Year—No. 33

10¢ Per Copy

California's Greatest Semi-Weekly—Every Sunday and Thursday

Torrance Herald

OFFICE AND PLANT AT 1619 GRAMERCY AVE., TORRANCE

TORRANCE, CALIFORNIA, THURSDAY, APRIL 24, 1958

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44 PAGES

A Penny
for
your
Thoughts

Looking about the "All-America City," the HERALD's inquiring photographer asked: "What changes would you like to see made in Torrance to make it a really outstanding city?"

Mrs. Norma Spall, 1010 Faysmith Ave., housewife:

"I would like to see more and larger shopping facilities here and I think we could use a few more public parks. Since the burning ban, the trash collection seems to be drawing more insects."

Richard Griffith, 1836 Marquette, dry cleaner:

"I think Torrance should concentrate on bettering its bad parking problem downtown. It also needs more large chain stores so that Torrance-earned dollars will be spent in Torrance."

Miss Lea McGilvery, 2708 Cabrillo, waitress:

"I think it's a pretty good town. Traffic is a problem sometimes and I think they ought to take down the overhead stoplights and put them at the side of the road."

R. S. Pyle, San Pedro, local manager, Pacific Telephone Co.:

"I'd like to see a big ball park built in the Walteria Lake area to house the Dodgers. It would eliminate the present nuisance and put Torrance on the map."

Mrs. Josephine Duran, 1418 W. 216th St., garment maker:

"There should be more recreation for little children. There really isn't much of a place for them to play. I'd like to see more park developments."

Roger Valdez, 20802 New Hampshire Ave., aircraft assembler:

"I like it the way it is. I can't see that it really needs any changes. I only wish that the shopping section was a little bit larger."



LAUNCHING CAMPAIGN . . . Torrance new car dealers are today launching the "Auto Buy Now" campaign locally. From the left are Herman Miller, of Herman Miller Plymouth; Paul Loranger, of Paul's Chevrolet, and Vel Miletich, of Vel's Ford. The campaign has received nationwide attention in its efforts to counteract sales slumps. (Herald Photo)

Off-Duty Firemen Save Three Girls in Riptides

Three Torrance firemen who had just completed a course in advanced first aid were credited with saving the lives of three teenage girls caught in riptides near Pt. Hueneme Saturday, but they arrived too late to save a fourth.

The trio—Carl Hanni, 1304 Cordary; Fred Bickar, 2517 Lesserman; and Ray Hawkes, 2216 W. 229th St.—were surf fishing along the beach when they heard cries and noticed a group of 10 or 12 girls being swept along in the ocean, about 100 yards from shore.

The three firemen stripped to their shorts and plunged into the water. All but four of the girls managed to find footing and struggled ashore, but the trio set out to get the others.

They swam out to the area and managed to bring them to shore, although one of the victims became hysterical and

nearly drowned Bickar as he fought to get her ashore. Two of the girls were given artificial respiration, but efforts to save one of them proved futile.

A passerby called the Oxnard Fire Department, which arrived to aid with the girls.

Caught by Tide
The girls apparently had been playing on a sandbar when the tide came in. They found themselves surrounded by deep water and were swept away by the tide when they tried to cross. Several other persons also lost their lives as they were caught in the treacherous riptides.

The three firemen, who were

competing in the Redondo Perch Derby, arrived at Pt. Hueneme Saturday and returned Sunday.

Finishes Second
Out of 200 contestants, Hanni finished second with a 3 lb., 3 oz. catch, while Bickar was fourth and Hawkes was seventh.

Such a rescue was a little out of the ordinary for the three men, who have at various times been on resuscitation runs with the Torrance Fire Department, but they were glad they had the training. They had just completed a fire department course in advanced first aid, good in just such cases.

11 CITY DAIRIES FACE EVICTION

Council Orders Nuisance Check

A movement to oust the city's 11 dairies by a process similar to that used to rid Torrance of its hog farms was ordered by the city council this week.

Action of the council followed a series of protests to the city that dairies throughout

City Protest To Election Costs Voted

Charges that the cost of the municipal election earlier this month was excessive were voiced this week by Mayor Albert Isen and other members of the council who asked that the balance of the election bill be held up until a satisfactory revision or agreement can be reached.

Isen said the costs were shocking, and that "Wheeler should have to prove his case in court."

He referred to the Duane W. Wheeler and Co. of Los Angeles, suppliers of election facilities, ballots, and other election assistance.

Tuesday's action followed an earlier demand that Wheeler submit an itemized statement of his charges for the April 8 election. A comparison of costs of the election here with those in other cities showed Torrance was high with a precinct cost of \$309. Other cities reported costs ranging from \$97 per precinct to \$239.

Council Backs 'You Auto Buy' Sales Campaign

The spreaders of gloom and doom were on official notice this week that they could expect a solid battle to halt the spreading of the "atmosphere of doubt, gloom, and pessimism."

By formal resolution, the city council proclaimed the week of April 24 to May 4 as "You Auto Buy Now Week," and strongly urged all residents of Torrance and neighboring communities "to buy something during said week, whether it be a new car or a home improvement, or something else they need or want, but have put off buying."

Action of the council was implemented with their approval to block off the east half of Cabrillo Ave. between Carson St. and Sartori Saturday and Sunday to permit a mass display of automobiles.

Other downtown Torrance and neighborhood shopping centers are joining the campaign with the suggestion that everybody "Buy Something."

Curfew Hours Enforced by Local Police

Torrance police will continue to clamp down on juveniles found wandering around after curfew hours, following a week end of rigid enforcement of the after hours law.

Lt. D. C. Cook, of the local juvenile department, warned parents to know where their children are during the evening.

School Bond Issues Sold

The Security First National Bank today was the successful bidder for \$1,260,000 in Torrance Unified School District Bonds at a sale of the securities before the Board of Supervisors, it was announced by Board Chairman Burton W. Chace.

The Bank offered an interest rate of 2.75 per cent with payment of a premium of \$471 reducing the interest to a net rate of 2.74 per cent.

Man Electrocuted In Local Oil Field

A Long Beach oil worker was electrocuted Monday afternoon when the oil rig he was working on got tangled in overhead power lines.

Courtney Dunkle Burch, 55, died enroute to Harbor General Hospital. Another worker, Patrick Black, also of Long Beach, was seriously burned in the accident.

According to police reports, Burch, Black, William Walker Bradley of Long Beach and John D. Oriani, 1410 W. 218th

St., were working on an oil well at 236th St. and Walnut Ave.

Bradley was operating a portable boom rig and the other three were holding the rigging when it struck the 16,000 volt power lines.

Three of the workers were knocked back off the rig.

Black was severely burned on his arms and hands and Bradley, although not burned, complained of a back hurt.

Carter Wins First Place in Bank of America Competition

Local students won three of 12 top awards in the zone competition of Bank of America's annual achievement awards program, as Torrance High students won a first and a second and a North High student won a third place.

Top winner was Tom Carter, son of Mr. and Mrs. A. D. Carter, 3256 Dalemead St., who won first place in the science and mathematics field. He will receive a cash award of \$100 as a result, and may up the total to as much as \$1000 if he can win first place in division finals on May 22.

Winners Told
Second place winner in the vocational arts competition

was Anita Wood, 24607 Madison St., who will receive \$50 in cash. A third place in the liberal arts field was taken by Bill Lee, son of Mr. and Mrs. William M. Lee Jr., 3143 W. 179th St. who will get \$25.

A straight "A" student, Carter ranks first in his class. He was named Sen. William Knowland's principal appointment to the Naval Academy this year and hopes to be a Naval engineer.

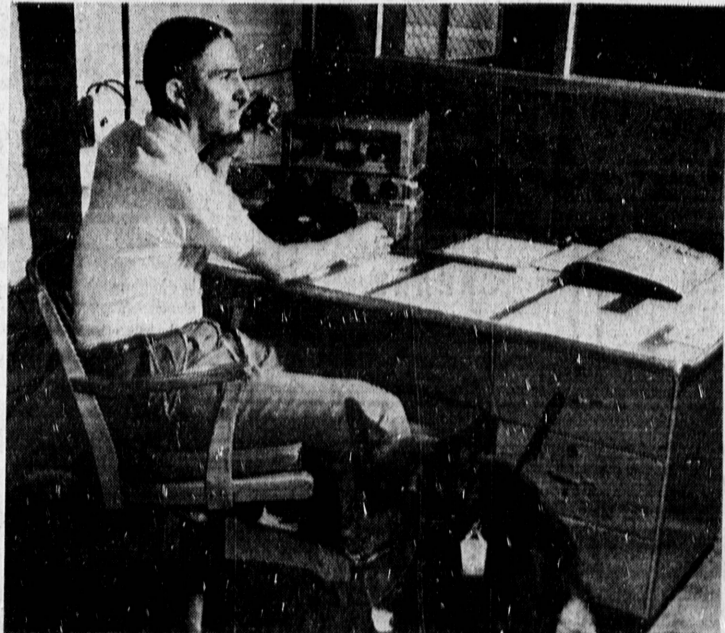
He won the Seymour award, given to the outstanding member of the California Scholarship Federation in Southern California and was runner-up in American Chemical Society's inter-school competi-

tion. He also was Torrance High's delegate to Boys State and was a city councilman on Junior Citizens' Day.

Letterman
A letterman in track and cross-country, he belongs to the Tartar Knights Scholarship Society, Future Engineers of America Science Clubs of America, and Varsity Club.

Miss Wood, who ranks third in her class at Torrance High, plans to be a social worker. She has been a member of the Girls Athletic Assn., Rally Club, Spanish Club, Bowling Club, Scholarship Society, and Civil Air Patrol.

A North High student, Lee (Continued on Page 5)



MAN'S BEST FRIEND . . . Gina sits at her master's side while he goes about his job as public address announcer at Douglas Aircraft. Gina is more than a dog to Ron Sanders (Story on Page 2)