

NINE-DAY OPEN HOUSE STARTS SATURDAY

Home Demonstrates FHA and Torrance Building Facilities

As the culmination of months of planning and building a modest-priced five-room residence to show what can be done with the aid of a Federal Housing Administration insured mortgage loan, local craftsmen and supply firms, The Herald presents its Demonstration Home to the public Saturday afternoon, March 6.

It is with genuine pleasure that this newspaper invites all residents of Torrance and vicinity and all local workers who are not yet residents of this city to inspect the completely furnished residence at the corner of Beech and Sierra streets.

The Herald will feel that it has been more than repaid for its efforts in behalf of increasing housing facilities for Torrance if its Demonstration Home attracts a steady stream of visitors during the succeeding days. It will be open daily and evenings thru Sunday night, March 16.

Located just one block north of Torrance boulevard on Beech street, the attractive California-Cape Cod cottage will be shown ready for occupancy. However, the home is not for sale and neither is it for rent. Complete in every detail with the exception of landscaping, the residence cost approximately \$3,500 to build. It was financed with an FHA insured mortgage loan which has 19½ years to run and will be paid for at the rate of only \$29.13 a month—this sum including payment on principal and interest, taxes and insurance.

Final Touches Added

Torrance labor and Torrance firms, wherever possible, were used in the construction of the Demonstration home. Its furnishings throughout will be supplied by local dealers. Although it may well be considered a "model home," The Herald prefers to call its project a Demonstration Home because it was conceived and built solely to demonstrate home-building facilities right here in Torrance.

Started the second week in December, construction was greatly delayed on the residence by the periodic rains. The storms, however, merely tested the weather-worthiness of the structure and in no way impaired the final result of the builders. Finishing touches were made on the home yesterday and now the work of furnishing it is in progress.

Visitors are cordially invited to spend as much time in the home as they desire and to come as many times during the open-house period as they wish. Continuing the cooperation that began when the home was first conceived, representatives of the Better Housing Bureau of the FHA will be at the home every day to answer any questions about the FHA insured mortgage plan for home-financing.

FHA INSURES

The Federal Housing Administration lends no money. It insures loans made by private financial institutions operating under provisions of the National Housing Act.

First FHA Home in City Built Two Years Ago

Inaugurating a new and better homes program sponsored by the FHA, Torrance workmen broke ground Feb. 22, 1935, for the home of Ralph Rigg at 1043 Acacia avenue.

Funds to finance the construction of the home represented the first new housing loan under Title II of the National Housing Act in Los Angeles county territory outside of the city of Los Angeles.

The truth of the statement "Your rent money will buy a home" is strikingly illustrated by the small monthly payments of \$24.50 Rigg is making for the privilege of paying for and at the same time living in a home which will eventually become his free and clear of debt; under a plan made possible by the National Housing Act.

A loan of \$3,240 was secured thru the Torrance National bank and insured by the FHA. Ralph P. Gage of Torrance was the contractor.

Contractors Who Built Home Listed

General contractor on The Herald's Demonstration Home was F. L. Marvin. Sub-contractors on the job were:

Consolidated Lumber company—rough lumber.

Montgomery Lumber company, now the Torrance Lumber company—sash and doors, finished lumber and roofing.

Z. W. Jennings—painting and paperhanging.

Tom E. Watson—plastering and stucco.

Torrance Electric shop—electrical wiring and fixtures.

Southwest Materials company—hardwood floors.

David Jacobs—plumbing and fixtures.

Torrance Plumbing company—heating and sheet metal.

Worrell Hardware and Paxman Hardware—some of the finished hardware.

E. M. Thomas—tile and tile accessories.

Star Brick company—brick.

Coy Farquhar—excavating and grading.

Bob Clark—concrete work.

O. B. Hamilton—cabinet work.

Build a Home Now!

THIS IS THE HOME YOU ARE INVITED TO VISIT AND INSPECT



Photo by Haig and Haig.

Behind this attractive Californian-Cape Cod cottage's walls are ideas for all.

Things-to-See Guide for Demonstration Home:

Many New Ideas Are Incorporated In Structural Plan, Room Arrangement, Color Scheme and Conveniences for Good Living

When you visit The Herald's Demonstration Home this week-end or any time next week thru Sunday night, March 14, plan to spend some time observing its many features and furnishings.

After all, this newspaper built the five-room residence so that you could gain some good ideas about home-construction and equipment and not just to provide a "model home."

Here are some points of interest that you should see:

The latest type of porch roof construction with masonry air ducts to eliminate "dry rot."

An attractive "hurricane lamp" porch light, setting the style for the illumination fixtures throughout the house.

Wood-Paneled Ceiling

Wood for the fireplace may be stored within the wall to the right of the entrance door and removed from inside the living room.

The fireplace chimney with its "set-back" lines to provide space for potted plants and flowers.

An unusually well proportioned bay window to the master bedroom—and the flower space around it and the bay facing Sierra street.

Now let's go inside—here is the living room:

Note the wood-paneled ceiling and—then the pegged hardwood floor—both adaptations of the Cape Cod cottage mode.

Opens to Rear Porch

The generous space provided for books opposite the fireplace

—and the practical fireplace itself.

The furnishings are worthy of a study all by themselves, the maple being a component part of the whole home's style.

That wide bay window at the end of the living room affords excellent light—and speaking of light, notice that there is no overhead center illumination fixtures.

Wall brackets in the lamp style and floor lamps provide all the light necessary at night. Thru this doorway is the dining room, small but well-proportioned.

The French sliding doors permit access to the bricked outdoor dining room.

Then thru this doorway—either by way of the dining room or the living room—is the combined kitchen and service porch.

Symphony In Blue

The cheery red trimmings, excellent illumination and corner window are worthy of note by every housewife.

Small but serviceable is the breakfast corner with its port-hole window and recessed space for a minor decorative note.

In the service porch are laundry trays, refrigerator, broom closet and a little gadget that will interest all women.

This is the hole in the floor to receive sweepings, the material dropping down into a box that can be removed from time to time outside the house.

Now let's go back thru the living room and into the good-

sized hall to the master bedroom.

It's a symphony in blue with a most distinctive wallpaper design.

Provide for Porch

The window seat, lined with Cedex, offers a storage space in addition to the large double wardrobe closets.

Then we come to the bath. Color here has been kept to a minimum and all of the facilities are well appointed.

The other or guest bedroom

has a golden-brown color tone. The wallpaper permits a totally different treatment of colors for the furnishings than the blue master bedroom.

This room also has a large wardrobe and it has a corner window.

At the rear of the house, not too far away, is the square two-car garage with one of those new balanced main doors that are so easy to operate.

At the right of the side door

(Continued on Page 4-B)

HOW TO BUILD HOMES WITH LONG LIFE

Houses should be built to last. And a good way to make sure your house is well-built is to finance it with a single mortgage insured by the FHA, whose appraisers insist on sound construction and good materials.

Insured mortgages are repayable by the month, and they're available at approved lending institutions.

Efficiency Raised By Wall Colors

Employers have discovered that special attention given to the painting of the interior of shops, factories, etc., is well worth the extra effort involved. The painting of walls and ceilings with soft, light, cheerful colors tends to reduce eye and nerve strain of employees and to add to their efficiency. The expense of artificial light is lessened as well as the possibility of accident.



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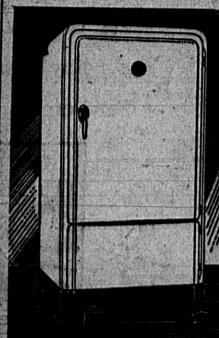
FHA Loans for New Homes!

Our long experience in the building and loan business enables us to give helpful suggestions for the planning of your home and to render prompt, efficient service on your application for an FHA loan.

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THE TORRANCE PLUMBING COMPANY also furnished the ANDREWS WALL HEATERS and all the sheet metal work for the Demonstration Home.

Torrance Plumbing Co.

F. L. PARKS, Proprietor

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PHONE 60

(Opposite Post Office)