



A Page for BUILDERS and HOME OWNERS!



DID YOU NOTICE THE ATTRACTIVE LIGHTING FIXTURES IN THE DEMONSTRATION HOME?

Nearly everybody did and commented favorably about them—which pleases us because we furnished all the Electrical Fixtures and did all the wiring on the job.

Let us help you with your plans and you'll be pleased too.

TORRANCE ELECTRIC SHOP
1419 MARCELINA AVE.
Phone 576

Dunham Service Station Robbed

While Mr. and Mrs. Charles B. Dunham were attending the Torrance Symphony concert last Friday night, thieves pried off the lock at their service station, 1403 Carson street, to commit the third robbery of the Dunham place has suffered in as many months.

Cigarettes valued at \$15, a large quantity of cigars and candy and \$2 in pennies were stolen, Dunham reported.

Starlings Hold Fireplace
CLEVELAND, (U.P.)—Because a colony of starlings is living in the chimney, the Robert Newcomb family hasn't used its fireplace this winter.

SAYS SOLICITOR IS MAKING FALSE CLAIMS

Informed late this week that a solicitor for a correspondence course in "public training" was using her name as reference and recommendation, Postmaster Birda Padlock of Lomita, emphatically denied that she ever endorsed a concern or course.

"I understand that a young Lomita woman paid a down payment of \$10 for instruction she had been led to believe would lead to a civil service appointment on my recommendation. I want it known that I have never seen the solicitor and have never endorsed any business venture of this kind. If I can locate such a canvasser I'll do my best to see that he retracts any such statements," she declared.

Profit In Catalpa Trees
OKLAHOMA CITY, (U.P.)—An Arcadia farmer gambled \$75 on a patch of catalpa trees to see whether his idea of the value of the wood in them would materialize. In a dozen years he was ahead almost \$13,000.

Renew Your Floors Do the Work Yourself—AND SAVE!

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DEMONSTRATION HOME OPEN TO PUBLIC THRU SUNDAY NITE

DON'T FAIL TO SEE the Demonstration Home at the corner of Beech and Sierra streets, one block north of Torrance boulevard. It is open from 7 to 9 p. m., tonight and 1 to 5 p. m., and 7 to 9 p. m., Friday and Saturday. On Sunday it will be open from 1 to 5 p. m., when the open-house period will come to an end.

CONTINUED FROM PAGE 1-A

a noticeable response from their displays, it is reported.

Attendants at the home have noted several points which nearly all visitors there have in common. First, people look at the wood paneled ceiling of the front room, give that architectural feature a thorough study and pay but scant attention to the remainder of the room. Then they make for the hallway and the bedrooms. That part of the home inspected, they go thru the small but serviceable dining room to the kitchen and that's the part of the home which stops most feminine guests the longest.

Wood Box Puzzles
Then they come back to the living room and give that carefully designed and furnished space the attention it deserves. The more common comments are "cute," "pretty" and "charming" from the women visitors, "comfortable," "well arranged" and "livable" from the men. Hardly a single visitor forebears to try the chimes in the hallway, either by plugging them with a finger-nail or by pushing the button at the front or back door.

Chief puzzle of the home is the wood box built in the frame work so that it can be loaded from outside—near the front door and the wood removed inside the living room for the practical fireplace. The combined kitchen and service porch attract much favorable comment and the dust trap wins approval from every visiting housewife.

At any time the home is open

the kitchen has from one to five or six women giving that light and airy department a critical once-over. They like the corner window and the port-hole window and the color scheme, white with red trim, draws many exclamations of pure delight.

Distinctive Draperies
The abundant cupboard space is drawing much attention and the Electrolux, installed and operating by the Torrance Plumbing Company, and the Tappan gas range, also in white with a red trim, furnished by National Home Appliance Company. The same concern also displays the latest type Magic-Aire vacuum cleaner in the kitchen. David Jacobs, plumber for the entire home, displays a Hoyt gas water heater.

Two other indispensable household aids, a Norge washer and ironer from the Modern Appliance Company, are on view in the large garage. Here the Holmes overhead door, perfectly balanced for easy operation, is another attraction.

King's Nursery has placed a number of shrubs, plants and flowers around the house which greatly improve its appearance. The stock is all from the local nurseryman's large supply.

One of the most outstanding features of the home's furnishings are the drapes and curtains. These are the work of Mrs. Ray Brooks of this city. Her sense of color values and styles in window decoration have made the Demonstration Home an interior decorating triumph. Late in arriving, the

B-B Gunmen Break School Windows

Several windows were broken at the Perry (county) school in North Torrance Monday by boys with B-B guns, the principal reported to police here. He said he "colored" one Japanese youngster who had an air-rifle but while the boy admitted shooting in at birds in the vicinity of the school he denied he broke any of the windows.

Venetian blinds in white are by Carl Schmidt, of Lomita, a decorator of considerable ability who has designed interiors of many more expensive homes in Hollywood and Palos Verdes. Schmidt also furnished the window curtains.

Medicine Cabinet Stocked
The living room furniture, in Early American maple and the dining room in Californian-Monterey, furnished by Sam Levy, carry out the happy combination that makes the Demonstration Home so charming. The master bedroom set is maple and from the Miller Furniture Company who also furnished the colorful Californian set for the guest bedroom. The bedroom clocks, which add to the effectiveness of the furnishings, are from Howard's Jewelers.

From the opening day thru Tuesday, Harriet Leach, florist, provided the flowers. From Wednesday until the home closes Sunday night, this homey touch is being added by the Poppy Flower Shop, which also furnished some of the interesting wall brackets and candle sticks on view. Pottery and dishes are from the National Home Appliance Company and the contributed by the J. C. Penney Company store here.

In the bathroom, the Pullman-type lavatory is winning much praise and the glass shower door has interested scores of families who are planning to add this attractive note to their bathrooms. And even the medicine cabinet is stocked. Shelves full of nationally advertised medicinal and toilet articles have been provided by the R-B Cut Rate Drug store of this city.

They Built Home
Firms and craftsmen who built the Demonstration Home under the supervision of Contractor Marvin were:

The Consolidated Lumber Company—rough lumber.
The Montgomery Lumber company, now the Torrance Lumber Company—sash and doors, finished lumber and roofing.
L. J. Acree—hardwood floors.
Z. W. Jennings—painting and paperhanging.

Tom E. Watson—plastering and stucco.
Electric Shop—electrical wiring and fixtures.
Southwest Materials Company—hardwood floors.

David Jacobs—plumbing and fixtures.
Torrance Plumbing Company—heating, sheet metal and Electrolux.

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.
Sam Levy—linoleum.

LOSSES EQUIPMENT
While the car was parked on Neece street in Waverly, the spare tire and wheel were stolen Friday night from Kenneth Talley's machine, according to police reports. Talley lives in Waverly.

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Auto Radios

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LAND VALUES INCREASE AS DEMAND FOLLOWS EXHIBIT OF DEMONSTRATION HOME

Torrance residents who keep in close touch with the realty market generally agree that The Herald's Demonstration Home at the corner of Beech and Sierra streets is contributing greatly toward interest in home-ownership, home renovation and increased land values here.

A survey made of local real estate offices this week revealed that property agents are experiencing a rush for building sites almost equal to the boom days of the early '20s here.

Families who have been more or less "dreaming" about building have now advanced their decisions to the lot-buying, finish-home-plan and seeing-the-contractor stage.

Realtors say that land values are increasing daily. One office here reported that lots formerly priced around \$500 and \$600 have advanced to \$800 and \$1,000 and another concern admits that it cannot supply the demand for good building lots under \$650.

"Huddles" are Frequent
Building supply firms report excellent demand for materials and they credit The Herald's project with spurring local interest in home construction and improvement. Contractors and builders likewise are busy, with several jubilantly saying that they will have to compile "waiting lists" if the demand for their services continues.

Attendants at the Demonstration Home, which will end its open house period Sunday afternoon at 5 o'clock, have observed that many wives "go into a huddle" with their husbands after seeing something there that "would be just the thing for our home."

And Friend Husband, usually, agrees. It may be only a new ironing board, but it is an improvement and an aid to more comfortable living.

Building cost was approximately \$3,500, financed with an FHA insured mortgage loan to run for 19½ years.

Monthly payments, which include retirement of principal, interest, taxes and insurance, will be \$29.13.

The living room is 14 feet three inches by 18 feet six inches. The master bedroom is 13 feet three inches by 14 feet six inches. The bathroom is seven feet by 11 feet. The guest bedroom is 10 feet three inches by 14 feet six inches.

And the kitchen and service porch are combined, the kitchen being nine feet six inches by nine feet nine inches, and the porch, six feet six inches by seven feet.

New Service for Builders Offered In Torrance Now

The extensive building service represented by Whiting-Mead company, well-known Southern California concern—dealing in building materials, complete home finance service and architectural assistance, was made available to residents of this city and vicinity this week.

Frank Waller, who was formerly with the Better Housing campaign for Los Angeles county under the FHA and who is now associated with Whiting-Mead company, opened an office in the Torrance Development company headquarters at 1261 Cabrillo avenue. He will be available there for any building information desired from 9 a. m. to 3 p. m., daily.

Waller is in the finance department of Whiting-Mead and has been in Torrance several months maintaining the Better Housing office of the FHA in the Chamber of Commerce. He states that he has free information and building literature for distribution and that local lending institutions and builders will be given full opportunity to share in the Whiting-Mead program of activities here.

Elson to Attend Police Gathering
Principal Thomas H. Elson of the high school will attend a meeting at Banning high school tomorrow sponsored by the crime prevention division of the Los Angeles police department. The meeting is one of a series being held for school authorities to form a closer relationship between the police and public.

READ OUR WANT ADS

We Sometimes Build Better Than We Know,

The Torrance Herald Did It In Their Demonstration Home

We are never mistaken when we require SHERWIN-WILLIAMS PAINTS on any kind of a job for they will tell their own story and we forget the price before we have to renew them.

I have plenty of Lawn Mowers, priced to suit your salary.

Lawn seed of many kinds, Hoes, Rakes, Shovels, Lawn Hose, Garden Trowels. Just ask for what you want. I will have it at the right price—which is the bottom.

Get out your Fishing Tackle. See what is short, then ask me and see me and your Fishing License awaits you.

Many are coming and selecting their Guns for Fall Hunting.

If Worrell doesn't have it, he will get it for you.

WORRELL
THE HARDWARE MAN
1517 CABRILLO
Phone 167-M

This Week's BUYS!

Due to the increasing activity in real estate we cannot guarantee these prices for more than a few days.

If you're planning on building or buying a home to escape higher rents which are sure to come, snap up these bargains while you can—

- | | |
|---|---|
| <p>Lots
AMAPOLA: Very desirable level lot surrounded by beautiful homes, \$600.
COTA: 50 ft. lot in best district, \$900.
ENGRACIA: Nice high 50 ft. lot. No street assessments, \$900.
ACACIA: Two nice corners, \$550 and \$650.</p> | <p>Homes
ACACIA: One of the most attractive homes on this street. Beautifully landscaped. 5 large rooms, fireplace, tile bath, etc., \$5000. Attractive terms.
NEAR FERN AVE. SCHOOL: 3 modern 4-room bungalows; large living room and two bed rooms, \$2100 each. Small down payment. Balance like rent.
CEDAR AVE.: 5 room stucco house, reconditioned and in first class shape. Double garage. An exceptional buy at \$3500.</p> |
|---|---|

REMCO

1315 Post Ave., Torrance. Phone 5



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Have circumstances been more favorable for people to acquire homes

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Our Finance Department can help you with your loan problem. A complete and efficient loan service is always glad to help any contractor or individual Home Builder who desires a construction loan—any type of construction, repair or modernization.

An Advisory Service by An Experienced Loan Personnel

We have direct connections and efficient service with the banks and lending institutions in Los Angeles, San Diego and vicinity. We can negotiate your loan.

Knowing just when to place your loan for the best results is of vital importance.

Contractors should use the service—you spend valuable time trying to place your clients' loan—

Investigate the advantages of this loan service—It will save you time, money, and many a headache—Relieve you and your office of an endless amount of detail—Increase your efficiency in closing your contracts—Speed up your loan facilities and start that job.

There are dozens of contractors and owners who are using this service. Let them tell you what it has done for them.

It Costs You Nothing For This Service

"It's a pleasure to talk it over." Phone, write, or come in. (For contractors who can not come to the office or store, call for an appointment at the job.)

Whiting-Mead Torrance Address

Use Our Complete Service
Finance-Loan Service Home Building Help
FREE... Complete Material Catalogues.

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WHITING-MEAD MAIN OFFICES
Store and 40 Acre Yard
2260 EAST VERNON AVE. LOS ANGELES

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Is Concerned!

• You don't buy Lumber every day and there is only ONE safe way to buy it... Insist on "Grade-Marked" lumber. It is your protection, your guarantee.

And you don't have to leave Torrance to secure every building need. We can build ANYTHING, ANYWHERE, ANY TIME! Complete stocks, increased quantities! Call on us.

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1825 213th St. Dudley Burns Phone 129

UP! UP! UP!

HIGHER AND HIGHER GO THE RENTS.—Everywhere! Your only protection is to Buy or Build NOW!

Here are some REAL VALUES in Ideal Building Lots and Homes:

Houses	Building Lots
\$3250 Buys good 6-room house; 3 bedrooms, breakfast room, lots of built-ins in the kitchen, oak floors, fireplace, double garage. On Amapola. Terms.	50x140 lot, Cota \$1000
\$2250 Buys good 5-room frame house, 1700 block on Andreo, close in. This is a snap.	50x140 corner lot on Beech st. \$1000
\$2750 Buys 5-room stucco house, large garage, lot 50x140 feet, east front. On Amapola. Terms.	50x140 lot on Beech st. \$750
\$2600 Buys 5-room frame house on corner lot on Portola. Terms.	40x140 lot on Beech st. \$700
	40x140 lot on Acacia \$650
	40x140 lot on Acacia \$550
	40x140 lot on Acacia \$500

Torrance Investment Co.

1409 SARTORI AVE. PHONE 176