

## ELECTRICAL CONTRACTING

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# 4% IS TWICE AS MUCH AS 2%

Getting back to elementary arithmetic... if you had a horse to sell and one buyer offered \$100 and the other \$200... which offer would you take? The answer is obvious.

It's just a matter of simple arithmetic! And, remember, with us your savings are INSURED! You SAVE with SAFETY!

## TORRANCE MUTUAL BUILDING & LOAN ASSN.

WE HAVE NEVER PAID LESS THAN

4%

Our Current Interest Rate!



1335 Post Ave.

Phone 423

# Housing Group Maps Educational Campaign

## Home Ownership Easily Achieved Under FHA Plan

Many potential home owners may be depriving themselves of the satisfaction derived from occupying a residence of their own due to unfamiliarity with the comparatively simple procedure now available for acquiring one, according to F.H.A. officials.

Moreover, many responsible persons may be foregoing home ownership under the impression that the initial equity requirement as well as the subsequent payment of the mortgage debt is beyond their capacity.

Consult Agency  
Probably one of the best ways to settle the question of whether to build or buy a home and whether one's resources are sufficient is to consult either local bank or the Torrance Mutual Building and Loan association.

Any of these local financial institutions possesses the necessary information to guide the potential home owner venture. It's their business, in fact, and their advice proves helpful in avoiding unwise home-buying and building ventures.

Owner Aided  
In addition to the information on local conditions, the advisability of venturing into a home-buying program and other vital advice, the local lending institutions' service is further augmented by the National Housing Act provisions. These provisions also give the potential home buyer a better picture of whether he is at present able to build; deter him if his ability to repay the indebtedness is not sufficient; group into one single monthly payment on one mortgage only all fixed charges, including mortgage reduction, interest, mortgage-insurance premium, taxes, and hazard insurance; and give him an added measure of assistance and protection in seeing that the proper construction standards and property location are followed.

## FHA Insures Loans For Conversion

A loan to convert one type of building into a different type will be eligible for insurance under the Property Improvement Credit Plan of the F.H.A., provided a substantial part of the original building is left standing. For instance, a loan for the conversion of a single-family dwelling into an apartment house would be eligible if the walls and other main structural elements are incorporated in the remodeled building.

Thus, extensive improvements in the form of a fireproof stairway, new windows, additional rooms or a rearrangement of existing rooms by means of new partitioning, new bathrooms, etc., may be undertaken in the course of the conversion work, but the remodeling operations may not involve the virtual demolition of the original building.

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## Assessors Will Consider Flood Loss in Survey

As a measure of indirect relief for those whose property was damaged by the recent floods, deputy county assessors have been instructed to take into consideration the amount of damage done when they begin the annual canvass and assessment of personal property in the county this week, according to Chief Deputy Assessor John W. Hartman.

Personal property deputies will make a notation of every parcel of real property which has suffered flood damage, and real estate deputies will then recheck the property. The instructions were given to some 300 personal property deputies at the annual school of instruction of Ed Hopkins, county assessor.

## Slough May Get Added Ingredients From Factory

New ingredients are to be added to the effluent discharged into Nigger Slough by various manufacturing and commercial plants it appeared this week.

Alfred Jones, county engineer, recommended that the John-Manville Products Corp. be permitted to discharge "trade wastes and rainwater run-off" from their property at Alameda street and 223rd street into the slough.

Approval of the flood control district must first be obtained, however, and Jones recommended that the permit be subject to a condition that no overflow from septic tanks be discharged into the slough.

## People

what they're doing

Mr. and Mrs. I. C. Rous, 1328 Engracia avenue, entertained at dinner for Mrs. Alta Van Winkle of Indianapolis and Miss Charlotte Rous of Los Angeles.

Mr. and Mrs. Frank Kreckow, 1734 Manuel avenue, were busy visitors at Blythe, Friday.

Dinner guests at the John Fess home, 1729 Arlington avenue, Sunday were Mr. and Mrs. S. O. Coruthers of El Monte.

Mrs. Margaret Fordice of Santa Maria, is in Torrance caring for her daughter, Mrs. Glen Robinson, 2122 Arlington avenue. The Robinsons are the proud parents of a son, Gary Martin, born at the Stork's Nest in Inglewood, February 23.

Mrs. O. W. Hudson, 1753 Andree avenue, with her guests, Mr. and Mrs. Hal Taylor of Muncie, Indiana, visited over the week-end with Mr. and Mrs. Howard Gilchrist of San Diego.

Mrs. Lily Hugson, 1920 218th street, has as her guest for the winter, Mrs. Emma Beatty of Dayton, Ohio.

Attending the Los Angeles District Federation of Woman's Clubs Presidents conference to be held in Pomona, Friday, will be Misses H. C. Barrington, Hal Taylor, O. W. Hudson, Flora McDonald, Ma M. Gilbert, and E. A. Miles.

## SUBSCRIBE TODAY!

The Torrance Herald carries all the news. Don't be an "outsider"—Subscribe today!

## COMMITTEE POINTS OUT LIBERALIZED FHA FEATURES

Once the general public realizes the unprecedented opportunities for home building under the recently liberalized Federal Housing Act, there will be hundreds of new homes built in Torrance.

This was almost unanimous expression of opinion expressed by members of the newly-organized Better Housing Committee last Friday afternoon.

"For the first time in 12 years it is now cheaper to own a home than to rent," commented DeKalb Spurge, owner of extensive rental property in Torrance and active member of the Better Housing Committee. A number of others among the 20 committee members present at the Friday meeting also expressed themselves as heartily endorsing the movement for encouraging the erection of additional homes by Torrance residents.

Mayor Is Chairman  
Perhaps the most compelling argument of new home construction is strikingly set forth in the half-page educational advertisement printed in this issue by the Torrance Chamber of Commerce. A study of the figures set forth in this advertisement will convince the most skeptical that it is now cheaper to own than pay rent.

E. M. Barber, president of the chamber and general superintendent of the Columbia Steel company, was present at the meeting and spoke briefly. He had previously stated that a new housing drive would be the major objective of the chamber this year.

Emphasizing the importance of additional homes to the development of the city, the better housing committee unanimously elected Mayor William H. Tolson, chairman. Mayor Tolson acted as temporary chairman of the meeting, prior to his selection as permanent chairman. A. H. Siligo was named vice-chairman and L. J. Gilmeister, secretary.

NEW KIWANIAN  
Arnold Berg, manager of the A. & P. store on Sartori avenue, was initiated a member of the Torrance Kiwanis club Monday night.

Herald Ads Save You Money

## When You Build Your Home Demand the Best in...

### SHEET METAL WORK!

### TORRANCE SHEET METAL SHOP

• Offers finest workmanship in Columbia-made steel at moderate prices. No job too large or too small. Estimates freely given. Complete work shop capable of turning out the best in industrial... Commercial and private dwelling Sheet Metal Work.

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## Your New Home Should Have the Best! Demand PREMIER

PAINTS • VARNISHES  
SHELLACS • WAX

Complete Line NEW MAYFLOWER WALL PAPERS

## TORRANCE PAINT STORE

CORNER POST and SARTORI

PHONE 884

# Look How Easily You Can Build a NEW HOME Under the Liberalized FHA Plan;

Appraised Value of House and Lot!	Cash Required or Value of Lot Owned!	Amount of Loan Obtainable!	MONTHLY PAYMENTS Including Principal Payments, Interest, Taxes and Insurance.	
			20-Year Plan!	25-Year Plan
\$2000	\$200*	\$1800	\$16 <sup>00</sup>	\$15 <sup>00</sup>
\$2500	\$250*	\$2250	\$19 <sup>00</sup>	\$17 <sup>00</sup>
\$3000	\$300*	\$2700	\$23 <sup>00</sup>	\$21 <sup>00</sup>
\$3500	\$350*	\$3150	\$26 <sup>00</sup>	\$24 <sup>00</sup>
\$4000	\$400*	\$3600	\$30 <sup>00</sup>	\$27 <sup>50</sup>
\$5000	\$500*	\$4500	\$38 <sup>00</sup>	\$35 <sup>50</sup>
\$6000	\$600*	\$5400	\$45 <sup>00</sup>	\$41 <sup>00</sup>

\*Plus usual Service Charges, Escrow Fee and Title Search. Above Figures Apply ONLY to Owner-Occupied Single Family Dwellings. Other Attractive FHA Terms Are Offered on Multiple Family Dwellings and Modernization of Existing Structures!

## Why Pay Rent When You Can Build for Less!

Convinced that few people realize the unprecedented opportunities offered them to build a home of their own under the newly liberalized Federal Housing Act, an educational campaign has been undertaken by the Torrance Chamber of Commerce under the leadership of the Better Housing Committee.

Complete information regarding the revised FHA plan is now available without charge or obligation at the Chamber of Commerce office, next to the Civic Auditorium. This is strictly a FREE SERVICE BUREAU to assist anyone who is considering building a new home. No effort will be made to sell anyone anything.

## Attractive Homes and Modern Floor Plans

Within a few days there will be on exhibit at the Chamber of Commerce a number of pictures and floor plans of attractive new style California-type homes. Watch for announcement in this paper for this highly interesting exhibit which will be free to the public.

**Better Housing Committee, Torrance Chamber of Commerce, 1345 El Prado, Phone 881**

"WE NEVER DREAMED OUR LITTLE \$300 NEST EGG WOULD BUILD US A COZY NEW HOME OF OUR OWN!"

