

BUDDING BUILDING BOOM
Pooling their resources and efforts in one mighty drive for more houses in Torrance, the Chamber of Commerce, together with the leading realtors, lumber companies, electricians, plumbers, etc., start this week a campaign in the Torrance Herald which it is hoped will result in increased activity in R.H.A. single family homes.

Notoriously scarce are rentals in this city. But if several hundred present renters build homes it will leave their old places open for industrial workers, etc., who under no conditions would be able or have the desire to build. By thus providing more homes for industrial workers who now reside elsewhere, the population would be increased, property values would boom, merchants would hire more help and improve their properties as gross sales jumped.

It's all a rather endless cycle, but certainly not beyond the realm of possibility. With the new 90% F.H.A. plan now in effect all that is necessary is to convince these several hundred people of the advantages of owning their homes. Why, think of it! All the builder has to have is three or four hundred tomatoes and presto! he has a home built to his own plans and just the house he's long dreamed of. And what's more, there are few residents of Torrance who couldn't find the few paltry shekels stuck away in the old sock.

Lots are now selling at prices only a fraction of the amount paid for them several years ago. Building materials are lowest in years. Banks are ready and eager to lend the dough; labor is available; the time is ripe!

So, if you have a few hundred smacks or a lot (your lot doesn't even have to be paid for) think seriously of building. Contact any of the concerns advertising in today's Herald.

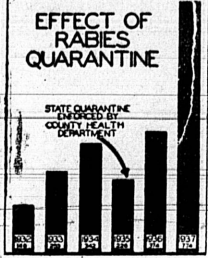
SMOKE
Where there's smoke there's usually a fire and where there's a fire around a steel plant then there are usually men at work. Get it? It is then to watch long columns of that old dirty stuff pouring out of the skyscraping stacks over at Columbia these days with the knowledge that below them are men earning good old dollars again.

MILLER'S MULE
Revising the old adage about "all work and no play makes a jackass out of you," Don Miller, Firestone Service Station manager, found himself in a cold sweat when he read of the Firestone selling campaign for March and the reward if the station is low any week during the month. With Don it's "all work & nothing else or you'll get a jackass sent to you." Actually & positively, because the Firestone management has either rented, stolen or borrowed a real, live jackass that is sent to the manager of the Firestone retail store each week whose station is lowest in sales for the entire group of Firestone stations. It's the manager's job to curry, and feed, and clean up after the donkey, which, I'm given to understand, is as wild a mule as ever stood in front of a service station.

Breaking a precedent of just running pictures in Torrance, Shop Talk herewith promises to depict in telltale photo an actual action shot of Don making friends with his donkey... provided, of course, the loving little animal is sent to Torrance.

HOST
Gaston Arec, prop. of La Mode Furniture, acted as host yesterday when about 25 students from the high school flopped themselves down in easy chairs, listened while Teacher Chase explained period furniture, streamlining, modern trends, etc. The class is one in Art Appreciation, one of those "elective" classes wherein much is studied, little remembered. Gaston, however, had much to show them in newest lines of furniture, ranges, etc., and a lot about Art could have been learned.

LIFE-SAVER
Harvel Gutfenfelder announces this week a new Goodrich Tire with a new tread. It's called the Life-Saver Tread and is just that, with an entirely different form composed of wavy lines in the rubber (it's darn hard to describe) that acts like a windshield wiper. When brakes are applied this new tread actually squeezes out the water and leaves a dry track for the rubber to grip. It's really something but you'll have to drop in and let Harvel show it to you.



Showing concern over the sharp rise during the past two years in the number of rabid animals including dogs, cats, cows, rabbits, goats, rats, sheep and mules, Los Angeles county health authorities are cooperating with the State Department of Health in the enforcement of the recently modified rabies quarantine.

School Board Must Provide Walteria Alley

A request by the Los Angeles board of education that the city order the alley west of Ward street off 213rd in Walteria vacated to permit erection of several new Walteria school bungalows was countered by the city council Tuesday night with a request that the school authorities provide an exit toward Park or Madison streets. City Engineer Frank R. Leonard said that about 30 property owners use the alley and they should not be cut off from this privilege unless other arrangements were made. He was instructed to advise the school board of this condition and suggest another alley entrance thru school property before the opening is closed.

Fed. Income Tax Deadline Nears

Nat Rogan, collector of Internal Revenue for Southern California, today announced that his offices at 939 South Broadway, Los Angeles, and 22 branches in this district will remain open beyond their usual hours next Saturday, March 12, and Tuesday, March 15 to accommodate taxpayers desirous of filing their federal income tax returns for 1937.

Saturday's closing hour will be 4 p. m.; and Tuesday's will be 9:30 p. m. March 15 is the deadline for filing federal income tax returns and Rogan stated that all forms should be received in his offices by closing time. There is a branch office in the Federal Building at Long Beach.

STATE PICNICS

FOUR WESTERN states, New Mexico, Arizona, Nevada and Utah, will hold their annual picnic all day Saturday, March 12, in Sycamore Grove park, Los Angeles. Each state will have a separate section and will open up county registers where friends may meet. Programs will follow the picnic dinner hour.

CODY, WYO.... The picnic for former residents of this community was postponed to Sunday, March 13, at Bixby Park, Long Beach.

KENNEY'S SHOE REBUILDING

Few Shoes are too old to be beyond Repairing. . . . Have them repaired by an expert who knows how!

1917 CARSON at CABRILLO

TORRANCE HERALD

TWENTY-FOURTH YEAR

TORRANCE, CALIF., MARCH 10, 1938

SECTION B

HOSPITAL IN GROUP INSURANCE PLAN

March 15 Set for Start of Service

Twenty-seven Southern California hospitals—including Torrance Memorial hospital—are to inaugurate group hospitalization March 15 as a result of the granting late last week of the first permit issued by the state insurance commission under a 1937 legislative amendment. This statute makes it possible for individuals and families to pay their hospital bills like insurance at the rate of a few cents per day.

A non-profit organization, known as the Associated Hospital Service of Southern California, has been formed among leading institutions to provide this group hospitalization insurance plan, according to Dr. L. B. Rogers, executive director of the group, which has opened offices in the Los Angeles Chamber of Commerce building.

The group is headed by Ritz E. Heerman, superintendent of the L. A. California hospital. Other officers are Dr. William H. Kiger, vice-president; Leonard K. Brown, secretary; Dr. Edw. M. Pallette, treasurer; and Rt. Rev. Mgr. T. J. O'Dwyer, Dr. Glen E. Myers, Dr. Phillip J. Edson, Dr. J. M. Burlew, Roland Maxwell, Anna K. Voller and Alice G. Henniger, R.N., as directors.

Budgeting Planned

Hospitals in the group are Alhambra, California, Cedars of Lebanon, Centinela, Collis P. and Howard Huntington Memorial, Foster Memorial, Good Samaritan, Jared Sidney Torrance Memorial, Las Campanas, Loma Linda, Long Beach Community, Mercy, Methodist, Mission, Physicians and Surgeons, Presbyterian-United Memorial (Hollywood), Riverside Community, San Pedro General, Santa Barbara Cottage, Santa Fe, Santa Monica, Scripps Memorial, Seaside Hospital, St. John's, St. Joseph's, St. Luke's and White Memorial.

Group budgeting plans for hospitalization have been developed in fifty communities in the United States having a total membership of over one million subscribers, according to President Heerman of the new California group. All these plans have been carefully studied and the enabling legislation for California drawn with the utmost public protection in mind.

Terms of Service

No hospital is admitted to the group which does not hold a certificate from the California Board of Public Health, and groups formed under this law must be non-profit and must have a permit from the insurance commissioner.

Designed as a service to persons of moderate means, the plan permits enrollment of employed groups of five or more at rates ranging from 3 cents a day for individuals to 7 cents a day for an entire family, regardless of size.

No physical examination is required, and service will include all items usually furnished in a hospital with the exception of fees of the medical practitioner. The subscriber will have free selection of physician and hospital, but he must pay for the physician. The plan covers all illnesses or accidents except those covered by compensation laws or diseases which are quarantinable or subject to isolation by the board or health.

13th Precinct Carved Out for City Election

With the number of qualified voters expected to set a new high for the April 12 municipal election, county officials this week informed City Clerk A. H. Bartlett that they have given Torrance a 13th precinct.

This voting sector alters the boundaries of Precincts 6 and 3 and includes all the area between Sartori and Torrance boulevards, Arlington and Cota avenues and extending over to Anapola street between Maricopa and Dominguez streets.

Leona Lincoln, 1027 Arlington, will be inspector at the new precinct. Other election officials to serve next month there will be Emma M. Evans, 1024 Portola, judge, and Bertha L. Brennan, 812 Portola, clerk.

Would Unify Storm Drains

Municipalities throughout Los Angeles county are being canvassed by Supervisor Herbert Legg to obtain their approval of his plan for centering all storm drain construction and upkeep in one central agency, such as the county flood control district.

Legg said his proposal is not entirely new, pointing out that 17 drainage districts were taken over last year by the flood control district. Scores of others, however, in all parts of the county still remain independent and with limited scope and resources, he said.

"Serious conditions prevail in many parts of the county because local storm drain systems are unable to carry off flood waters in heavy rains," Legg said. "This is true in north-east Long Beach, Culver City, Inglewood, Venice, many sections of Los Angeles city and other parts of the county."

Lomita Kiwanis Plan Dance March 19

The Lomita Kiwanis club is sponsoring a dance to be held Saturday night, March 19, at the San Pedro Elks club. The affair is being planned to raise money to send delegates from the club to the International convention in San Francisco next June.

The plan covers all illnesses or accidents except those covered by compensation laws or diseases which are quarantinable or subject to isolation by the board or health.

Flood Waters Bring Death, Destruction to Anaheim



One of the outlying communities suffering most severe damage in the Los Angeles flood was the city of Anaheim, pictured above as flood waters raced through its streets. More than 12 lives were lost in this area.

Truck Gardens Hard Hit By Flood Waters

Numerous crops suffered last week's unprecedented rainfall, according to Harold J. Ryan, county agricultural commissioner. Strawberries were seriously hurt due to flooding of patches. About 40 per cent of the 1000-acre celery crop around Venice was under water. Pink and black rot is resulting from this condition.

Quality and yield of spring cabbage and cauliflower, which was just coming on nicely, will suffer. Crops in the sprouting stage were injured, including late spring potatoes. Spinach was particularly hurt.

Tomatoes, beans and peas in the Palos Verdes hills were damaged by washing away of the light soil. About 2,000 acres in this area was planted to tomatoes, and there were about 1,100 acres in string beans.

Four Patients Enter Hospital

Among the new patients received this week at Torrance Memorial hospital were Mrs. Dora Honrath, 1447 Post avenue, who entered Monday for surgery; Mrs. Mae Murray, 703 Columbia Court, who was received last Wednesday for surgery; Mrs. Ruth Tarrant, Redondo Beach, Tuesday for surgery; and Robert Tobin, Redondo, Monday for medical care.

PRIVATE DAY NURSERY

Lenora H. Ralston, having best of references, respectfully calls your attention to her Day Nursery, 1333 El Prado, where children are cared for in safety and refinement. Daily except Sat. Sat. nights till 12 and over week-ends.

Old Spanish Ranch to Be County Park

April 5 has been set for consummation of purchase of the Tapia Ranch property in the Malibu mountains, for use as a public park for residents of the western end of the county, by action of the board of supervisors this week.

The county proposes to pay \$39,714 for the 132 acres, or at the rate of \$300 an acre. The park site is practically in the center of the Malibu mountain area, and is located on Las Virgenes road, which intersects Ventura boulevard at Brent's junction. Malibu creek flows through the property, and there are some 2000 oak trees on the site. Heirs to the old ranch property are named in the notice of intention to purchase as Reginaldo, Benito, Felipe, Raimundo, and Mugin Tapia de Alvarez.

Mrs. Carter Home From Trip East

Mrs. Ruby Carter, wife of Steve Carter, Columbia Steel worker, has returned home from Belle Vernon, Pa., where she was called three weeks ago on account of the death of her mother, Mrs. Reuben Smith. The latter resided in Los Angeles and Torrance for nearly 30 years. She was about 73 years of age and had been confined to her bed for the past two years. A minister who knew Mrs. Smith for half a century came from his home in Ohio to conduct the funeral.

HOLD SKATING PARTY
Thirty members of the Junior lodge, A.O.U.W., enjoyed a skating party at Long Beach last Saturday afternoon, accompanied by Mrs. Margaret Massey, supervisor; Wallace Gilbert, district manager of the lodge, and several parents.

TO THE PEOPLE of TORRANCE and VICINITY:

Through the hospitality of your merchants and citizens we have chosen Torrance as our future home, and we will attempt to make ourselves beneficial to you and your community.

We have installed the most modern, most fully equipped Automotive Electrical Department in Torrance and are well qualified to assist you in Generator and Starter Repairing, Carburetion, Motor Tuning and Brake Adjustment and Service.

We extend you a cordial invitation to call on us at any time when we can be of service to you.

We also extend a personal invitation to drive in and inspect our shop and equipment, which you will find fully capable of rendering you the best possible Service in our particular lines. Our new, modern machines enable us to analyze your motor completely for Gas Mileage, Power, Performance or any other Electrical troubles.

Shop hours are from 7:30 A.M. to 6 P.M. week days and Sundays from 8 A.M. to 12 noon.

"We welcome and are appreciative of the friendly spirit already shown us and hope to prove worthy of that welcome."

Yours for Service,

GENE and ED

AUTO ELECTRIC SERVICE

1320 Cabrillo Avenue

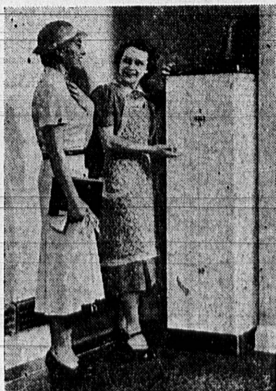
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NO DOWN PAYMENT IF BOUGHT THIS MONTH (THRU HOME MODERNIZATION LOANS)

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David Jacobs

"YOUR PLUMBER"

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