

Better Building Of Houses Aim Of Large Group

Newspaper Advertising Will Be Used in Big Educational Campaign

CLEVELAND, O.—Better building of small homes and the elimination of the "jerry-builder" will be supported nationally during 1927 by the expenditure of approximately five million dollars in educational newspaper and magazine advertising. L. Porter Moore of New York City, president of the Home Owners' Service Institute, informed members of the American Construction Council here at the close of its fifth annual convention, with Vice-President D. Knickerbocker Boyd, A.I.A. of Philadelphia, presiding in the absence of its president, Hon. Franklin D. Roosevelt.

"This will be an increase of about one million dollars for advertising over the expenditures for the current year in this field," Mr. Moore declared, "and the increased expenditures will be made largely in newspaper advertising.

"Figures already compiled indicate that 1926 will be the biggest year in the history of the construction industry. While it is anticipated that there will be a decline in large building projects during the coming year, the demands for medium and moderate cost small homes and their consequent construction at peak will continue," he predicted. "But small homes must be better built, and educational advertising must be used to that end."

That the building materials and construction industries are awake to this need for educational advertising to produce better homes was indicated by the report of the Home Owners' Service Institute that 31 leading associations and manufacturers have, for the first time co-operatively, this year combined for this purpose with the building of model demonstration homes throughout the United States, supported by newspaper and magazine advertising, and the local aid of the National Association of Real Estate Boards, the American Gas Association, and the National Electric Light Association.

The associations in the building materials field include the Copper and Brass Research Association, Common Brick Manufacturers' Association, and Wallpaper Manufac-

turers' Association supporting the campaign. In 1927 this co-operative group is planning to spend \$225,000 for better homes advertising. Mr. Moore stated, \$150,000 in newspaper advertising and \$75,000 in magazine advertising, largely in trade papers. "The trend is decidedly toward newspaper advertising," he said. "With our newspapers today taking the leadership in advocating better homes and educating the everyday reader on the subject of better building and home ownership for better citizenship, sponsoring model homes and 'own-your-home' and building materials expositions, the manufacturer is finding that newspaper advertising pays. Our co-operative organization will spend twice as much in newspapers next year as in magazines."

A report of the better building committee of the American Construction Council, through its chairman, Rudolph P. Miller, president of the National Fire Protection Association of New York City, pointed out that "many houses recently built are so carelessly constructed that within ten years time, sometimes less, they will be practically valueless." The American Construction Council advocates correcting this by national advertising and educational publicity.

Tire Prices Down 15%, Says Palmer

Also Announces New Twelve-Week Deferred Pay Plan

Tire prices have dropped 15 per cent, it was announced today by Fred Palmer, tire merchant of Torrance. The new twelve-week payment plan is offered at this time," said Mr. Palmer, "because we realize that our customers are naturally conserving their funds for Christmas shopping. At the same time, the wet pavements of the winter months make driving extremely hazardous unless tires are in good condition. So in order that local motorists may drive in perfect safety during the busy holiday season, and at the same time keep their funds for holiday shopping, we have decided to initiate the convenient twelve-week deferred payment plan."

The reductions cover both the Kelly-Springfield and Brunswick makes, for which Mr. Palmer is distributor in the harbor district. The new price list runs from 12 to 18 per cent lower, according to the size of the tire, Mr. Palmer explained, averaging about 15 per cent throughout the line. Coincidentally with the price drop Fred Palmer inaugurates a new twelve-week deferred payment plan for the purchase of tires and tubes. "The new twelve-week payment plan is offered at this time," said Mr. Palmer, "because we realize that our customers are naturally conserving their funds for Christmas shopping. At the same time, the wet pavements of the winter months make driving extremely hazardous unless tires are in good condition. So in order that local motorists may drive in perfect safety during the busy holiday season, and at the same time keep their funds for holiday shopping, we have decided to initiate the convenient twelve-week deferred payment plan."

Good Program Is Prepared for P.-T. A. Meeting

Arthur G. Ray, city attorney of Whittier, will lead a round-table discussion at the P.-T. A. meeting at the elementary school next Tuesday, Nov. 23. Miss Laura Thomas will discuss "The Value of Story-Telling." The membership drive, which closed last week, brought the number of members up to 300, and it is hoped that every one will be present Tuesday. The meeting starts promptly at 2 o'clock.

Three Birthdays Are Celebrated

The birthdays of Mrs. F. C. Marston of Los Angeles, her daughter, Elizabeth, and Hazel Bruno were the occasion of a delightful dinner party Sunday at the home of Mrs. Marston's mother, Mrs. Annabelle Webb, of Cota avenue. Covers were laid for Mr. and Mrs. Marston and children, Mr. and Mrs. Howard Padgett of Los Angeles, and Mrs. Webb and family.

Mrs. Austin's Aunt Dies Suddenly

Funeral services for Mrs. Helma Petto, 65, were conducted by Rev. F. A. Zeller at Stone and Myers' chapel Friday, Nov. 12. Mrs. Petto, an aunt of Mrs. Frank Austin of Hammonrton Tract, died suddenly while alone at her home at Lancaster.

Class Is Formed To Aid Aliens

Principal Bell of the Torrance night school announces that a class in naturalization will be organized, should the required 15 persons enroll. All those interested should get in touch with Mr. Woods at the high school immediately.

New Central Office In Inglewood

Inglewood's new telephone central office will go into use December 4, states Fred W. Smith, manager of the Pacific Telephone and Telegraph Company. To make possible the change to the new telephone building a new directory will be needed. There will be 4700 copies of the new book, an increase of 700 over the number required for the September issue.

Fans Expect Fast Game Sunday

Sunday, Nov. 21, baseball fans of Torrance and vicinity will have a chance to watch a fast game, when the Torrance Merchants will endeavor to put the vacuum on the Welch Cleaners, a classy outfit from Los Angeles. Harlan and Wagner will start the game for Torrance. Game will be called promptly at 2:15 at the C.-C. M. O. park.

AMARANTH NOTES

The Auxiliary met Monday in Community hall and worked on comfortables and other articles to be displayed at the bazaar to be held in Odd Fellows Temple Saturday, Dec. 1. A dinner and dance will follow the bazaar.

Mrs. Helen Wilson attended the dinner given at the Mary Louise in Los Angeles Sunday evening by the Royal Matrons and Royal Patrons Association. The guests of honor were Mrs. Mary Rice grand royal matron, and David Livingston, grand royal patron.

TORRANCE NOTES

Guests Sunday of Mr. and Mrs. Sam Henderson of Spurlin Court were Mr. and Mrs. Henry Challie of Los Angeles.

Mr. and Mrs. A. B. Westfall of Glendale spent Sunday with Mr. and Mrs. Howard Veith of Kern County.

Mr. and Mrs. S. J. Jackson of Normandie avenue attended a party Saturday evening at the W. B. Sullivan home in Los Angeles.

Dinner guests Sunday of Miss Helma Greenlund were Mrs. Pauline Samuelson and daughters Ruth and Kathryn, and Mrs. Leona Thurber, of Hollywood.

Miss Harriet Veith has recovered from the effects of tonsillectomy and has returned to her work at the First National Bank.

Mrs. F. Lewis Peters, Mrs. Kate Dales and Mrs. Greenlund were visitors in Riverside Monday.

Mr. and Mrs. L. F. Stanberry of San Marino were entertained Sunday at the home of their daughter, Mrs. Tony Haun, of Portola avenue.

Mr. and Mrs. C. M. Mackenzie were Long Beach visitors Sunday.

A number of Torrance residents were noticed at the Christian Science lecture at Redondo Beach Sunday afternoon.

Mrs. Annabelle Webb of Cota avenue is participating with a great deal of pleasure the arrival of her sister, Mrs. Edward Hunnicutt, whom she has not seen for twenty years. Mr. and Mrs. Hunnicutt are driving through from Des Moines, Ia.

On their return from a weekend hunting trip to Thompson's Gun Club near Carlsbad S. F. Webb, Mr. Hawkins and Floyd Hudson were dinner guests at the home of Ed Friel of Los Angeles, also one of the hunting party.

Mrs. M. L. Acree, who is ill at the home of her son, L. J. Acree, suffered a relapse Sunday. Her condition has greatly improved since.

Mr. and Mrs. Ralph Clever and daughters, of Fullerton, and Miss Wona Wimmer and Sidney Smith of Burbank were guests Sunday at the E. N. Tomkins and L. J. Acree homes.

Mrs. Helen Webb of Cota avenue was a Sunday dinner guest of Mrs. Ada Parks of Los Angeles.

Mr. and Mrs. James McDonald, Wyoming folks who are spending the winter at Long Beach, were entertained Sunday by Mr. and Mrs. Edward Clarkson of Andro avenue.

Mr. and Mrs. Yost were Sunday guests of Mr. and Mrs. J. R. Richhart of Gramercy avenue.

Mr. and Mrs. John Pollock of Los Angeles were guests Sunday of Mr. and Mrs. Luther Hyde.

George G. Watson, a student at the California Institute of Technology, was a weekend visitor at his home here.

Guests Sunday of Mr. and Mrs. J. V. Murray of Andro avenue were their cousins, Mrs. Ellen Osman and daughter Pauline, of Los Angeles.

The ladies of the Episcopal Church served 118 dinners last Wednesday in connection with their bazaar.

Everyone present reports an extremely pleasant time at K. of C. dinner dance held at Recreation hall.

The Red Bluff-Susanville lateral is now in good condition, according to reports received by the touring department of the National Automobile Club. While some poor stretches will be encountered between Red Bluff and Paynes Creek, the grader is at work on this stretch and it will be improved in the near future.

NOTICE OF TRUSTEE'S SALE WHEREAS, by a Deed of Trust executed by HARRY L. BALE and ROBERTA BALE, his wife, therein called Trustor, dated August 15, 1925, and recorded October 1, 1925, in Book 5397, Page 271, of Official Records in the office of the Recorder of Los Angeles County, California, said Trustor did grant the property therein and hereinafter described to Title Insurance and Trust Company, a corporation, as Trustee, with power of sale, to secure, among other things, the payment of one promissory note, dated August 15, 1925, made by the said Harry L. Bale and Roberta Bale, for the sum of THIRTY-FIVE HUNDRED DOLLARS (\$3500.00) payable in installments to the order of MORTGAGE GUARANTEE COMPANY, a corporation, with interest from its date on deferred payments until paid at the rate of seven per cent per annum, payable November 1, 1925, and semi-annually thereafter on the first day of each month, beginning on the first day of May, 1926, and continuing to and including May 1, 1940; the balance of said principal payable in installments of One Hundred Five Dollars (\$105.00) each, on the first day of each and every sixth month, beginning on the first day of May, 1926, and continuing to and including May 1, 1940; together with all accrued interest thereon; and WHEREAS, said Deed of Trust provides that should breach or default be made in payment of any indebtedness and/or in performance of any obligation, covenant, promise or agreement thereunder, then the owner and holder of said note may declare all sums

—growing with you

COMMUNITY INTERESTS . . . ARE BETTERED . . . OUR CITY AND THE VICINITY ARE ENRICHED . . . BY YOUR CO-OPERATION WITH THIS STRONG BANK

—of course
—it's that home bank
—down on the corner

FIRST NATIONAL BANK
of Torrance

—where community service
—means real community helpfulness
—rendered.

—pioneers
—since '13.



15 BEAUTIFUL UNBREAKABLE TALKING DOLLS TO BE GIVEN AWAY At DOLLEY'S The Rexall Drug Store

THESE DOLLS RETAIL FROM \$2.25 UP TO \$15.00

We are going to give them away to the fifteen little girls receiving the largest number of votes between November 27th and 10 o'clock Friday evening, December 24th. The awards will be made Christmas morning at 10 o'clock.

For each penny spent with our store during the period stated above each customer will be allowed a vote. Ask all your friends to save the voting coupons for you or to put them in the Ballot Box in our store. A vote with every penny you spend at our store—Nominate your favorite little girl now—100 extra votes given with nomination. Nominations close Nov. 27.

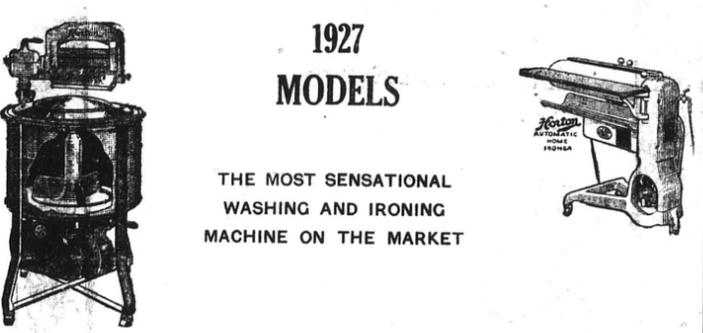
DOLLEY DRUG CO. "THE REXALL STORE" El Prado and Sartori Avenue, Torrance Phone 10

THE Horton TWINS

THE COMPLETE WASHER THE "ALMOST HUMAN" IRONER

1927 MODELS

THE MOST SENSATIONAL WASHING AND IRONING MACHINE ON THE MARKET



THE FACTORY IS WORKING NIGHT AND DAY TO FILL OUR ORDERS

Because HORTONS Are—

The most up-to-date machines being sold today. The fastest and easiest to operate; more pleasure, less work. The smoothest and most silent; new automatic features. Built to wear a lifetime; economy and efficiency combined. Backed by 85 Washer Wilson stores and service.

HORTON WASHERS AND IRONERS ARE IN DEMAND! WE CAN'T GET THEM FAST ENOUGH!

Do You Want to Know Why? Do You Want to Know the Truth? ONE WASHING AND IRONING WILL CONVINCING YOU

just TELEPHONE for FREE DEMONSTRATION.—No Obligation!

WASHER WILSON

From Canada to Mexico W. W. USSHER, Dist. Mgr.
TORRANCE, 1324 Sartori, Phone 174
REDONDO, 102 N. Pacific, Phone 6711
HERMOSA, 530 Camino Real, Phone 4724
The Largest Chain of Washing and Ironing Machine Stores in the World

A New Building Service for Torrance

Perry O. Guy and Associates Announce the Organization of the

P. O. Guy Building Co.

CONTRACTORS AND BUILDERS OF HOMES and BUSINESS PROPERTIES

—Including the—

FINANCING

If you are contemplating the erection of any new buildings, we offer you a liberal and economical method of financing and a dependable efficient erection service.

For Further Particulars See

P. O. Guy Building Co.

721 COTA AVENUE TORRANCE PHONE 276-R

Our Want Ads. Bring Results

(17) Torrance Tract, as per map recorded in Book No. 22, Pages Nos. 94 and 95 of Maps, in the office of the County Recorder of Los Angeles County, California. To pay the principal sum of said note, to-wit: \$3500.00, and the interest thereon from the 1st day of November, 1925, at the rate of seven percent per annum, compounded semi-annually; sums, if any, advanced under the provisions of said Deed of Trust, the expenses of said sale and also the costs, fees, charges and expenses of the trusts created by said Deed of Trust and of the said Trustee. Terms of sale cash in United States Gold Coin, payable at time and place of sale. Dated, November 4th, 1926. TITLE INSURANCE AND TRUST COMPANY, TRUSTEE, By L. J. BEYNOW, Vice President. By C. M. SPERRY, Assistant Secretary. (Corporate seal) T. O. No. 10199-VT