

HOME IDEAL WELL EXPRESSED BY STUDENT

Reasons for Ownership Show Desire for Family Security

Recently an Omaha, Neb., school girl won a prize for writing an essay on the reasons for owning a home. It is worth reprinting.

"I would like my daddy to own our home because then we would live in the same place a long time—always, maybe—and I wouldn't have to move away and leave my friends. I would always go to the same school where my friends go and where I know the teachers and the principal.

"We would fix up our house and yard the way we want it, build cupboards in the kitchen and screen the porch to suit mother. And we would plant flowers and bushes and be sure that we would get to see them grow and bloom.

"And if my daddy bought our home sometime we would have more money to spend on other things we want like vacation trips or a bicycle. And I would feel so important to be able to say, 'This is our home!'"

The thought probably will occur to many as they read those lines that perhaps never before in the history of this Nation has home ownership come to the fore as during the past year or so. Surely no one thing instills in the human heart so adequately that sense of stability as a home. Self-esteem and security in the community belong to the family that lives in its own home.

Demonstration Home's Appeal to Housewives Told By One of Them

EDITOR'S NOTE: Asked to write "the woman's angle" impression of the Demonstration Home, a local housewife visited the residence yesterday and submitted the following interesting review. Modest, she asked that no identifying "by-line" be attached to her story.

When a woman looks at a model home she usually halts on the threshold and says:

"Oh, this is darling—now let's look at the kitchen."

The Herald's Demonstration Home holds no disappointment for any woman in this, the workroom of the home-maker.

First of all there's a great deal of cupboard space. Who among us hasn't at one time or another had to put all our groceries on one shelf and then, while trying to bake a cake in a hurry, had to take everything out to find that elusive vanilla bottle?

The sink, range and refrigerator in the Demonstration Home are placed in such a way as to reduce the number of steps to a minimum. The corner sink affords plenty of daytime light thru the corner windows and a light placed directly over it eliminates having to wash dishes in one's own shadow at night time.

And then there's the dirt trap. I am sure this idea will gladden the heart of every kitchen-sweeping female. This is a small opening, about nine inches long and four inches wide, cut in the floor of the service porch. It works on a hinge and is quite inconspicuous when closed.

You simply lift it up and sweep the dirt down the hole. A large receptacle is placed directly under it and this may be emptied from the outside of the house. This, to my mind, is much more sanitary than the old dust-pan method or the equally popular one of "sweeping it around and around until you lose it."

The latter procedure might prove a little difficult in the Demonstration Home because, you see, there are no corners! Every floor corner in the entire house has been rounded out to prevent the accumulation of dirt.

The master bedroom contains two wardrobe closets. Each has a built-in shoe rack, a large utility drawer below and ample hat space above. When two people share the same room this is not a convenience but a necessity to the fastidious.

The window seat in the front bedroom—which has a beautiful square bay window whose ends may be raised for ventilation—lifts up to reveal a Cedex-lined box for storing blankets. Cedex is a lining applied to almost any surface to insure against moths. It is guaranteed for longer life and costs much less than cedar.

In the bathroom we find more drawers and shelving under the Fullman-type lavatory. The linen closet in the hall is large enough to accommodate even the most popular bride who has had four or five linen showers.

The living room contains a wood box which is filled from the outside and can be opened from the inside to provide fuel for the real fireplace. This does away with the necessity of nagging the man-of-the-house about wiping his feet and dropping chips on the rug after he has completely worn himself out chopping wood.

The entire home has been planned throughout with the thought of comfortable living and convenience such as our mothers never knew or our grandmothers never even dreamed about.

It must be seen to be appreciated. . . . so don't fail to see the Herald's Demonstration Home between Saturday afternoon, March 6, and Sunday evening, March 14!

Your rent money will buy a home.

I Had a Hand

In Furnishing Materials for the Herald's Demonstration Home

And if you're planning a new home of your own, I would like to talk with you about the builders' hardware, paints, and kitchen furnishings.

We'll both profit by getting together—and if you use Sherwin-Williams Paints and Varnishes, we know you'll thank us in years to come because they sure do hold up. Quality tells, and Sherwin-Williams products are famed for their high quality the world over.

See you at the Opening of the New Home Saturday.

WORRELL

The Hardware Man
1517 CABRILLO
Phone 167-M

Things to Discover

From the little brass knocker on the front door thru the garage there are a 101 things of interest to everyone at The Herald's Demonstration Home at the corner of Beech and Sierra streets.

You will enjoy discovering the attractions to be found in its five rooms during the open-house period beginning Saturday afternoon, 1 o'clock, March 6, and continuing thru Sunday evening, March 14.

METAL REINFORCES LEAKY SHINGLE ROOF

Old shingle roofs that spring leaks here and there may have their lives prolonged by slipping small sheets of weather-resistant metal under the shingles that have given way. These metal sheets may be painted where they show to match the color of the roof and will be hardly noticeable.

Wide Choice of Floor Coverings Allows Variety in Decorations

Floor coverings for shops, stores, and other commercial establishments are essential and should be considered as a matter of serious discrimination.

The wise merchant realizes that floors are apparent to every customer who enters the premises and that they are a definite indication of the condition of his business.

Many varieties of floor coverings with a wide price range are on the market, and the correct material for the right place is merely a question of judicious selection.

Easy Harmonizer
When soft, quiet flooring is desired, several types of materials may be used. Rubber tile adapts itself readily to surroundings with these requirements. It is rich, resilient, malleable in appearance, and can be laid on either a wood or concrete base.

Linoleum fulfills many floor needs. It is ideal for colorful effect, ease and speed of laying, and ability to withstand heavy floor traffic. Its use is growing rapidly, and owing to the many designs, as well as plain colorings, it can be employed with good effect in many types of stores or office buildings. Linoleum is easily kept clean, is sound absorbing, comfortable under foot, and the upkeep cost is small.

It may be laid over old uneven floors of wood, concrete, or practically any material. Owing to its varieties in color and weight, linoleum harmonizes easily with the many styles of furnishings and fixtures of diverse types of establishments.

Cork tile is effectively used in certain establishments, such as antique shops and art galleries. It is durable and has acoustical qualities.

BAY WINDOW HELPS MODERN INTERIOR

In remodeling old houses, the room with a bay window has a distinct advantage. An ultra-modern effect can be obtained by building in a window seat or placing the new sectional couches in the bay and curtaining the window with full, straight curtains.

Torrance Herald

And The Lomita News
Published Every Thursday
Grover C. Whyte
Editor-Publisher
1336 El Prado, Phone 444
Torrance, Calif.

Entered as second class matter January 30, 1914, at post office, Torrance, Calif., under Act of March 3, 1897.

Official Newspaper of City of Torrance

Adjudicated a Legal Newspaper By Superior Court, Los Angeles County.



And It's Time to Buy . . .

PREMIER PAINTS - VARNISHES - ENAMELS

We stock a full line of Premier Products, made by the largest manufacturer on the coast. You pay no transportation charges from the East. Electric Floor Sander For Rent Reasonably. WE MEET ALL LOS ANGELES PRICES!!

We Furnish the PREMIER PAINTS AND MAYFLOWER WALL-PAPER FOR THE DEMONSTRATION HOME

Torrance Paint Store
Corner Sartori & Post Phone 884



DUDLEY BURNS

is the new manager of the Torrance yard of the Consolidated Lumber Company, the oldest building supply firm in the city and one of the oldest on the Pacific Coast. Dudley Burns, lumber man since 1923, is well qualified to handle all building problems, large or small, and will give unlimited assistance to private builders, large contractors, or parties wishing only to build a chicken coop.

FHA DEMANDS GOOD Materials!

CONSOLIDATED Can Supply Them

Building regulations under an FHA loan, as well as under a loan gotten directly from a private lending institution, are more rigid than ever before. "Just any old materials" won't do. They MUST be good, they must conform to severe specifications!

The Consolidated, selling only the best, passes all regulations with "colors flying." It excels in every test, and to you, Mr. Builder, we say,

For PRICE, for SERVICE, for QUALITY, you can't beat

CONSOLIDATED!



A House in the
HAND
Is Worth Two in the
HOPE!

NOW is the time to make your "HOPE" come true!

NOW IS THE TIME TO BUILD!!

Rents are up! Materials are going up! Land has gone up!

**DON'T DELAY! BUILD NOW!
ACT TODAY!!**



INSIST ON "GRADE-MARKED" LUMBER

So that it would be easy for the layman to know and get good lumber, a system of marking was devised known as "Grade-Marked." This made available to everyone in building—owners, architects, engineers, lenders and contractors—right quality lumber, easily identified.

**It Is YOUR Protection!
Insist Upon It!**



Ask Us About
FHA
REQUIREMENTS!

Since the inception of the Federal Housing Administration and subsequent increased activity in building, Consolidated has been foremost in the movement to "restore" this community to its previous high position.

We have aided and advised hundreds of buyers on the details and requirements necessary to secure a building loan, both FHA and private.

From this experience we feel qualified in saying that there are many problems we can iron out, many obstacles we can help you overcome.

Call on us. We are happy and willing to be of service.



BUT
Home Is Sweet ONLY As Long As It Is Covered By Reliable FIRE INSURANCE!

INSURE NOW WITH . . .
HOWARD G. LOCKE
1405 MARCELINA PHONE 135-M

CONSOLIDATED LUMBER CO.

1825 213th STREET

TORRANCE

PHONE 129