City to Observe Fire Prevention Week Tradition

Fire Prevention Week begins Oct. 4 as proclaimed by President Eisenhower.

Since the Chicago fire of Oct. 9 and 10, 1871, which wiped out the entire business section and a large part of the residential properties of that city, fire prevention and protection have progressed from a rule-of-thumb method, an occasional practice; to the status of a science. Sound rules of fire safety are now well established and are available to all.

Fire prevention was emphasized annually as "Fire Prevention Day" for some 30 years before 1920. In that year the President of the United States proclaimed "Fire Prevention Week," to include the date of Oct. 9, the anniversary of the Chicago fire.

In observing Fire Prevention Week, Fred Hansen, fire prevention chairman for the Torrance Chamber of Commerce, and Joan Phipps Luup, president of the Harbor Cities Insurance Women's Assn., announced that Torrance will take its place with other cities throughout the United States in carrying on a program which will result in a safer city in which to live.

Marineland to Put 1000 Hawaiian Natives in Tank

More than 1000 immigrants from the Hawaiian Islands arrived at the port of Los Angeles Friday night aboard the Hawaiian Rancher.

The newcomers were colorful tropical fish brought here from the 50th state by Marineland of the Pacific, which will provide them with a life of handfed luxury in a heated, half-million gallon tank of salt water with some 5000 other specimens.

The Hawaiian fish were netted from Island waters by Marineland's curator, Kenneth Norris; chief collector Frank Brocato, and assistant collector, Frank Calandrino, and kept alive in a 2600-gallon super aquarium aboard the ship during the trip to the mainland.

THE TROPICAL fish will be introduced into Marineland's big tank next week and will be continuously on display so that viewers can see what exotic underwater life abounds in the nation's newest state. They include jackfish, wrasse, tang, butterfly fish, mahi mahi, squirrel fish and some 40 other varieties.

William F. Monahan, vice president and general manager of Marineland, said that the super-aquarium used to transport the fish will be kept busy on future trips to bring unusual specimens to Marineland's tanks from all over the world.

On a trip from Los Angeles to the Islands last month, the same men and the same tank took a shipment of 10,000 California threadfin shad to Hawaii to stock streams and reservoirs with the beginnings of a live bait supply for the tuna fishing industry. Hawaii's live bait supply had been dwindling steadily because the Islands' topography is poor for small fish.

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BOWLED OVER . . . Bert Lynn, Harbor Area commerce and industry chairman, was "bowled over" as he accepted a check from Alex Schrieber representing Bowl-O-Drome donation to the Community Chest. Looking on at right is Howard Schreiber while Arnold W. Hogarth holds the Red Feather campaign symbol.

Bowl-O-Drome Makes First Pro-Rata Gift

First "pro rata" share in the Community Chest's current Commerce and Industry drive in the Harbor Area has been given by the same Torrance donors who set the pace last year.

Every firm solicited by Chest volunteers is invited to donate a "pro rata" share, assessed for each firm according to business trends, profits, previous giving and employment, and takinig into account trade association information, interviews with leading executives, etc.

Harbor Area pace setters are the Schreiber family, operators of The Bowl-O-Drome, well-known Torrance bowling alley. Within a few hours of the Commerce and Industry kick-off in Torrance, Bert Lynn, Harbor Area chairman, had brought in the Schreiber check, first pro-rata share to be received in the campaign, to Harbor Area headquarters.

This is the second successive year that The Bowl-O-Drome has led the field with its pro-rata share.

Gas Co. Sets Up Centers To Assist Home Purchasers

Prospective homebuyers planning the chore of searching for their "dream cottage" will have their tasks made easy for them in the future with the establishment of "Tour-Tested Home Guide Information Centers" throughout the Southland, according to an announcement today by Southern California Gas Co. division manager Carl W. Shupp.

The new step, which will further simplify the process of looking for a new home will take the form of a personalized home-buyiing guide and offer prospective homebuyers a way to organize their "shopping."

* * *

THE GUIDE is available at the "Tour-Tested Home Guide Information Centers" now set up in offices of both the Southern California and Southern Counties Gas Companies.

Shupp explained that a personal call at any of the gas companies' more than 100 offices during regular Monday-through-Friday office hours will put in the hands of homebuyers a full kit of informational material, tailored to the buyer's personal needs, on the "Tour-Tested Homes" of the Great Builders Series.

THE PROGRAM will cover the entire area served by the two gas companies, or roughly most of the territory south of Bakersfield to the Mexican border. Here in the southwest and beach cities, request for "Guide" information can be made at the gas company headquarters, 158 South La Brea, Inglewood.

The kit will include such information as locations, sizings, prices, and terms of Great Builders Series homes in any part of the area included in the program.

The sole function of these new "Information Centers" will be to assist the home buyer in finding the Great Builders Series home to match his wants and needs.

MECHANICAL PARTS AVAILABLE QUICKLY

Every owner of Sears mechanical merchandise purchased in the last 50 years is assured of parts replacement when required.

Several years ago the firm listed all parts information, and each store now has a complete listing, enabling the ordering of parts to be done quickly and shipped in the shortest possible time.

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