

IF THOU desire to be wise, be so wise as to hold thy tongue.—Lavater.

HERE'S MORE ABOUT BATHING SUITS
(Continued from Page 1)

strate the spring line of Rose Marie Reid creations. "Necessity" drove Mrs. Reid into her profession. When, as a young Canadian swimmer, she noticed how unattractive jersey swim suits were when wet, or even when dry, she set about making her own suits, using rigid fabrics. Other women wanted to buy them.

Inner Devices
Realizing that many women are self-conscious in swimwear, Mrs. Reid "engineered" inner devices in her suits such as girdle-control panels, bras and countless other camouflaging innovations that were to make hers a top fashion name not only in

Model Makers

The model building club meeting Saturdays at the Avalon-Sepulveda Park from 1 to 3 under the supervision and teaching of George Sirianni has proved popular with the boys. There was a group of ten boys who made solid models of jet planes. Then besides there were 13 boys under eight year who made simple wing models. Supplies have been furnished free to the class and also tools. The model building club is for boys 8 years to 12 years.

Canada but later in the United States. First to bring glitter to the beach when a non-tarnishable gold lame swim suit highlighted her original American presentation, she has repeatedly made fashion news throughout the world with her figure-making designs.

HERE'S MORE ABOUT CITY SUES
(Continued from Page 1)

the violations uncorrected, it was stated. **Three Complaints**
The three complaints entered with the court include: 1) the maintenance of an unlawful and dangerous open earthen sump; 2) owning and operating unguarded property; 3) the lack of a fence or barrier 6' 6" in height. It has been rumored that the company, as a result of the pending legal action, is already undertaking some of the safety measures which it promised to adopt originally. Fencing and planting of trees has already gotten underway, it has been reported.

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Palos Verdes... An Ideal Community Born Twenty Million Years Ago Comes of Age in the 20th Century

Four hundred eleven years ago Juan Cabrillo first sighted the rolling green hills of what is now known as Palos Verdes. Our story really begins, however, more than twenty million years ago when Palos Verdes was a part of a submerged continent.

The sea at that time — as it is now — was alive with billions of infinitesimal water plants known as diatoms. As they died they drifted to the sea-floor to collect in layers of microscopic, fossilized skeletons. Little did they suspect that more than twenty million years later they were to be responsible for the planning of the most remarkable community in modern times.

A new community has been planned for Southern California. This is not unusual in itself for we have seen many new communities come into being around us.

Yet, none of these combine the beauty of location and comprehensively detailed planning as that which is embraced in the Palos Verdes Peninsula program.

Picture a community situated in one of the loveliest spots in America.

- A Community favored by climate over all others in Southern California.
- A Community completely free of smog
- A community strategically located for year 'round living as well as near the growing centers of commerce and industry
- A community surrounded by panoramic vistas of rolling hills, cities and the sea.
- A community large enough to hold all of Brentwood and Bel Air.
- A community of individually designed homes on large lots situated in such a way as to take maximum advantage of picturesque terrain and scenic views.
- A community with public utilities planned to accommodate future growth.
- A community of parks, a centralized shopping center overlooking an artificial lake.
- A community with a road system designed to afford maximum pedestrian protection while affording easy traffic flow over its panoramic drives.
- A community so outstanding that it will attract worldwide attention as one of the great beauty spots in America.

Picture all of these things — and many more — and you have some small idea of the comprehensive magnitude of the community planned for Palos Verdes.

Not many years ago, a farmer, while cultivating a new section of land, turned up a light powdery, laminated substance which he first thought to be asbestos. Subsequent investigation proved it to be diatomaceous earth — layers of billions of skeletons of the diatoms that had lived twenty million years ago in the Niocene Age — before geologic upheavals had forced the Palos Verdes Peninsula to the surface.

A company was formed to mine this diatomaceous earth. It took the name of THE DICALITE COMPANY. From this name the diatomaceous earth became commercially known as Dicalite and was in great demand.

Following World War II, the Great Lakes Carbon Corporation, which had been originally developed as a coal and coke company, purchased the mine and plant. The mine was believed to be almost worked out and Great Lakes was anxious to assure itself of a processing plant in the Southern California area.

Subsequent geologic surveys, however, disclosed the existence of another deposit on another part of the peninsula, this one of approximately 165 acres. Dicalite has assumed by this time a vitally strategic role in our nation's defense. Its very rarity made any new discovery important.

Diatomaceous earth, although popularly unknown, is one of the most widely used of all non-metallic substances. This super-fine filter of hard diatom skeletons has become indispensable in practically all industries. This filter agent is responsible for the purity of just about all the materials modern man is accustomed to depending upon from sugar to synthetic fabrics, from insulation to toothpaste, from the "wonder drugs" and antibiotics to atomic development and research. It is almost impossible to name a product or substance which does not depend in some way upon the continuous production of diatomaceous earth.

There are two major dicalite deposits in America — both in California — one in Lompoc and the other in Palos Verdes.

Until this new discovery the Palos Verdes deposit was considered exhausted. It was imperative this new one be mined.

The only way Great Lakes was able to secure the 165 acre site of this new deposit was to option — with the right to purchase all the assets of the Palos Verdes Corporation including 6800 acres of land in the Palos Verdes area. Great Lakes then called in a team of experts to study the area and provide a plan for its development — whatever this development might be. The projected plan was basically simple: — if the balance of the acreage were capable of being put to some economically sound use Great Lakes would purchase the entire 6800 acres. If not, Great Lakes would be forced to abandon the entire project.

After an intensive survey this team of internationally-recognized experts announced that the Palos Verdes area was remarkably well suited for the building of one of the most livable and beautiful communities in the world.

This type of community, it was pointed out, is a distinct accelerator to land and property values — a most important ingredient in the field of sound investment at the level of home owning and graceful living.

The experts pointed out that expanding industry, the increasing population in the Southwestern sections of Los Angeles, and the development of the Harbor Freeway and other main traffic arteries would make Palos Verdes easily accessible to potential residents. This, plus the fact that it is the only large scale "view" property remaining assured its success as the ideal residential development.

Integrated with this master plan for developing the area is a new method of dicalite mining, which bears no resemblance to the old "open pit" method. This newly developed "trenching" or terracing system of dicalite extraction, leaves the mine area in as good — if not better — condition than it was before the mining began. As the dicalite is extracted, the excavation necessary for effecting the extraction is refilled. The net effect is a gradual lowering of the hill from which the substance is mined. At the conclusion of the mining operation, the hill merely will be about fifteen feet lower than it was prior to the commencement of the mining operation and with no disfigurement or scars. At that time it can be converted for use as a park, a golf course, a recreation center or any desired community project.

Before any mining operation begins the area to be mined will be heavily and attractively landscaped. This, plus the added natural advantage of working below earth level of one of the highest hills in the area, will render the operation all but invisible. The further fact that the inherent moisture of the diatomaceous earth is 60 per cent goes a long way toward solving what could be a major problem.

The operation is to be conducted by what is known as the "wet method." The dicalite will be continually wetted down as required and specially-designed trucks carrying the material will be given a shower bath and be covered by a tarpaulin before leaving the mine area.

Once the trucks leave the mining area — at the rate of about one every forty-five minutes — they will travel a private road which, also will be densely landscaped. This type of careful, intelligent planning, by men of vision and understanding as well as know-how opens up great opportunities for community life at its best. Those who understand this overall project frankly admit that it is a small price to pay in return for making possible the development of an "ideal" community — one that will serve as a model for future communities of the nation and perhaps — the world.

This planned community program is essential to the entire development. Great Lakes' dicalite operation, while supplying a basic national necessity — is only moderately profitable. It could not expand the millions of dollars involved in the purchase and development of the 6800 acres of surrounding land. Only a well-planned, sound and attractive community development program for the peninsula can make this operation successful.

Surely the diatoms who lived twenty million years ago have accomplished much for our twentieth century. Besides providing the essential ingredients for a variety of products essential to world peace as well as to our economy, they can be responsible for the building of the most livable and beautiful community in our time.

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