

# Kauffman Hails First Day Sale Of \$2,000,000

The Grand Opening of a new 600 house 1955 unit of South-west Park on Hawthorne Blvd., south of 190th, was held Sunday, Feb. 27, according to Milton Kauffman, builder. By the end of the day, the total homes sold in this unit was over \$2,000,000. Homes are all of the three bedroom, double garage size and are sold on veterans terms, requiring absolutely no cash down. Officials of the Kauffman organization term it the Pay-as-you-live plan, inasmuch as no cash is required, except in monthly payments, similar to rent. It is said to be the only plan like this in the Southwest Los Angeles area.

New models and new features are to be found among the 22 elevations offered. Of primary importance are the knotty pine kitchens, with a choice of five cabinet finishes; maple, blonde, clear, antique and driftwood. Hardware is brass, black or copper, antiqued or clear to suit the character of the home. Garbage disposals, ceiling blowers, and mahogany breakfast bars are other details that were mentioned. Styling Varied Exterior stylings range from the ever popular California Ranch House to Bermuda Modern. Both board and shingle siding are used for decorative

effect. Modern homes have roofs in a variety of Dolomite shades. Interesting roof lines and individual touches, such as planters, window boxes and shutters result in a completely separate identity for each house. Basic planting is completed with each house, including shrubs and trees in parkway. Other details mentioned in a description of the homes included a choice of front or rear facing living rooms, attached or detached double garages, and liberal use of decorator's wall papers. Colors are planned by prominent color consultant, Milton Tuttle. Bathrooms have ce-

ramic tile showers with glass doors, plus tile details and fan-type electric wall heaters. Attics are insulated with rock wool. Custom styled front doors have interlocking weather stripping, as do other exterior doors. Southwest Park is located on Hawthorne Boulevard, just south of 190th Street. There are nine model homes open for inspection, providing an excellent opportunity to choose floor plan and general appearance before actually picking an individual house. Models remain open daily from 10 a.m. until 9 p.m.

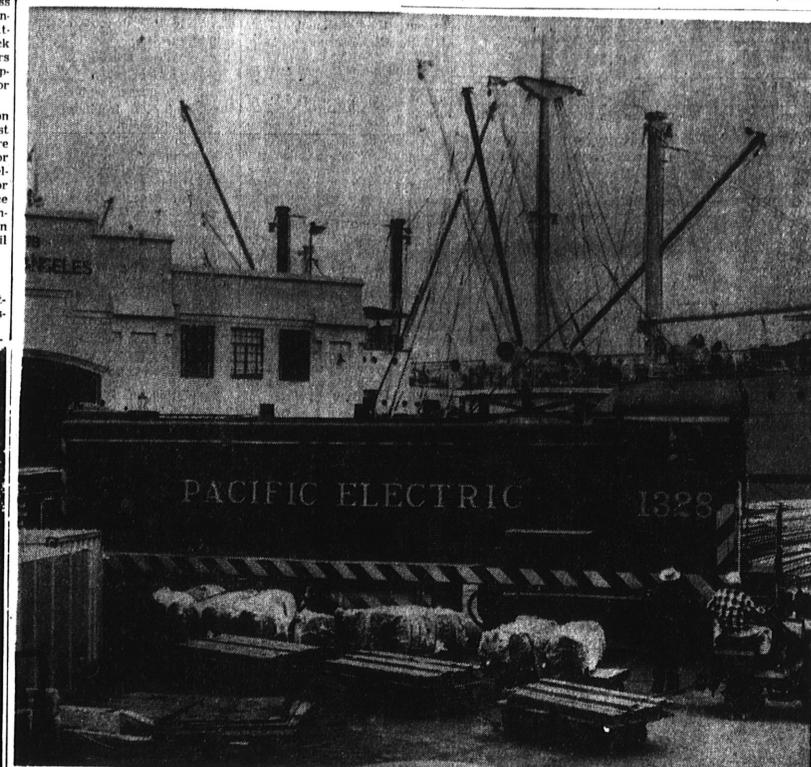
**PENSION LAWS**  
The first pension law for veterans of the Civil war was passed July 14, 1862.



In its 25th anniversary year the Dicalite Division, Great Lakes Carbon Corporation, extends greetings to the Torrance Herald on its 41st anniversary of publication. Dicalite grows with Torrance. Diatomite materials from our Walteria plant are shipped throughout the United States and to 63 foreign countries.



Great Lakes Carbon Corporation  
Plants at Walteria and Lumpoc,  
California • Terrebonne, Oregon,  
Basalt, Nevada.



HARBOR WORKHOUSE... Typical of Pacific Electric operation is this photograph of a Diesel switch engine at Los Angeles Harbor.

## Blueprints Completed for 61 Storm Drain Projects So Far

Completion of blueprints for 61 storm drain projects, out of 140 set up in the county-wide construction program which got underway two years ago, has been promised before the end of this year. H. E. Hedger, chief engineer of the County Flood Control District, gave this information in a report to the Board of Supervisors and, at the same time forecast that all storm drain construction work should be finished by 1958. Cost of the 61 projects, for which plans are to be prepared, has been estimated at \$74,000,000. During 1954, there were 15 projects, requiring approximately \$29,000,000, completed, Hedger said. The 1955 schedule of blueprint work calls for 19 sets of storm drain drawings by next April 1, requiring \$17,580,300. Plans for 14 projects are to come off the drafting boards by July 1, at an estimated cost of \$10,461,300. On Oct. 1, plans for 22 more projects are expected, at an outlay of \$36,155,200, and before the end of the year, another group of six projects would be on blueprints, requiring \$9,380,000.

Since the giant construction program started in May, 1953, a grand total of 83 storm drain projects and portions of 16 others have been in the hopper, representing an outlay of \$104,713,500. This is part of the \$179,000,000 bond issue approved by the voters in November, 1952. Hedger said that 32 contracts already awarded averaged \$641,998.88 each. Portions of four other contracts also were awarded at an average of \$326,926 each. The flood control engineer has built up a surplus of about \$5,000,000, which, he said, will come in handy if some unforeseen costs should crop up before the program is over. This amount represents the difference between his original estimates and the amount of the contractors' bid. Hedger pointed out in his report that since last May the average contract price per project has risen slightly over those awarded prior to that date. The county flood control engineer's chief function is to check and process plans for advertising. The blueprints are prepared by the various governments in whose territory the projects are to be constructed.

## P. E. Leads Area In Development

Pacific Electric freight service and its former passenger service have been recognized prime factors in the growth of Torrance and other Southern California cities over the past half century.

George B. Hanson, recently named president of the company, points out that following sale of the passenger service in October, 1953, Pacific Electric is better than ever prepared with freight facilities to serve its fast growing industrial and business areas. Pacific Electric, a wholly owned subsidiary of Southern Pacific, is well advanced on a program to convert all operations to diesel electric motive power. The recent opening of the Southern Pacific by-pass line has expedited freight handling points between Puente and the harbor areas. Long a leader in encouraging and assisting new industries to locate in its area, Pacific Electric maintains jointly with Southern Pacific an industrial department working steadily at this task. Pacific Electric exclusively serves the major industries in Torrance, Kenneth L. Anderson is the local agent assisted by J. P. Meyer.



GEORGE B. HANSON... P. E. President

## Increase in New Houses Predicted

A 5 1/2 per cent boost in home construction in 1955 was predicted today by the Southern California Plastering Institute following an analysis of major factors affecting real estate sales. Trends indicating an increase in building over 1954 were noted in the natural growth of present population, general healthy economy of the nation, and influx of population to the state. The Institute's study points out that 18.2 per cent of young couples, who purchased homes after World War II are now looking for larger houses to accommodate their growing family needs. More expansive living facilities are in demand as the result of increases in per capita income and savings, the survey showed. Another factor emphasized in the report was that the general economy of the state is good, and that the price of real estate will be maintained at its present levels. A third major trend indicating an increase in building is that the influx of population to the state, especially to the Southern California area, continues unabated according to official counts taken at the ports of entry. In January, the number of out-of-state residents entering California was 289,271, a 6 per cent increase over January last year. The survey also indicated that consumers are demanding plaster walls and ceilings, hardwood floors and general excellence of construction materials.

### Prepaid Insurance Offered Dependents

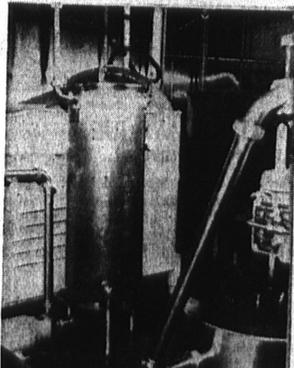
Harvey Aluminum's recent extension of their group insurance plan to include all dependents - employees affects over 19,000 persons living in this area, according to Lawrence A. Harvey, executive vice president of the Torrance company. The policy was formulated to bring employees and their families a greater feeling of security by providing hospital, surgical, and similar benefits for the wives and children of the firm's employees. Entire cost of the dependents' policy is being paid for by Harvey. Underwritten by the Prudential Insurance Company of America, the insurance policy represents a forward step by private industry to share responsibility in the community health program.

**LAKE SURFACE**  
The surface of Lake Erie is about eight feet lower than that of Lake Huron.

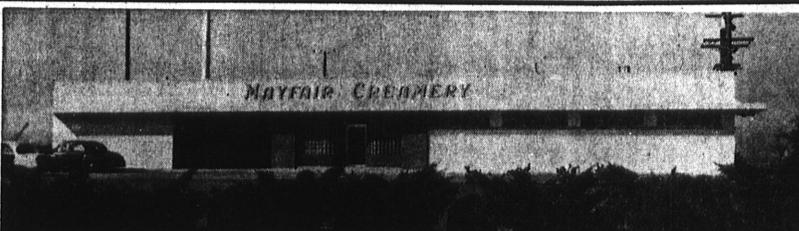
**HEAVIEST SNOW**  
Greatest seasonal snowfall on record in the U. S. was 864 inches, recorded at Tamarack, California, during the winter season of 1906-07.



THE TWO-TOTERS is a plastic handle that snaps on two quart cartons of milk so that they may be easily carried. The Two-Toter holds tight and cannot slip off until cartons are separated at bottom. It was developed by John Melville, General Manager of Mayfair Creamery, and sold throughout the United States.



VACUUM PROCESSING is used exclusively in Southern California by Mayfair to retain the vitamin C in milk. This process removes the gases normally present in milk and so keeps the vitamin C from being oxidized. It also improves the flavor of the milk. Above is Mayfair's Vacuumizer.



## MAYFAIR CREAMERY develops modern methods to produce vitamin-rich dairy products

Modern in every detail, the 10,000 square foot Mayfair Creamery on Western Avenue is completely equipped to serve you pasteurized, homogenized and VACUUM PROCESSED fresh milk and dairy products. Vacuum processing of fresh milk is an exclusive Mayfair process for retaining the vitamin C in milk. Laboratory tests PROVE Mayfair Milk contains more vitamin C and holds it longer than milk that is not vacuum processed. Another Mayfair development is the "Two-Toter" for coupling two quart cartons so that a child can easily carry them. And, another is the Hot Dairy Chocolate dispenser enabling cafes to serve wholesome dairy chocolate immediately upon order. Home-owned and operated by E. R. Brunner, who established Mayfair Creamery in 1929 the plant now has 63 employees and is one of Torrance's major industries. Mayfair Dairy products are available at local food markets or home delivered.

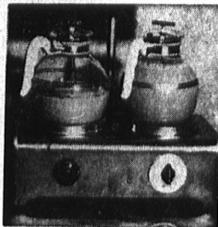


## MAYFAIR CREAMERY

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### HOT DAIRY CHOCOLATE DISPENSING UNIT

HOT DAIRY CHOCOLATE dispensing unit with magnetically controlled stirring action has been developed by Mayfair Creamery to enable the immediate serving of their wholesome dairy chocolate. They can be found in many local cafes and restaurants. Just ask for Mayfair hot dairy chocolate and enjoy a real taste treat.