

Fortune Magazine Lauds Future Growth of Greater Los Angeles

Fortune Magazine has this to say about 190th street and Normandie avenue:

"... There the government in 1941-42 put up an \$8 million plant and installed \$15 million worth of aluminum-milling equipment. Under the Alcoa operation, the plant produced enough aluminum for some 30,000 pursuit planes."

Under the title of "The Undiscovered City" the national magazine painted in graphic words (and illustrations) a post-war picture of Los Angeles County with a population of nine million. Materialization of the picture, the magazine pointed out, depended upon the success of California to obtain Colorado River water.

The article told of the sale of the "White Elephant" Alcoa plant, not to a sun-crazed promoter of a supermarket, a drive-in theater or headquarters for a new religion but to the stable, strong back-boned United States Steel—daddy of Columbia Steel.

The transaction was exemplary of the unexpected turn of events that tipped over the carts of many prophets who tried to size up Los Angeles' postwar prospects and who "fell flat on their long faces."

The purchase of the Alcoa plant by Columbia for a reported \$4 million was one factor that the prophets had not anticipated. There were four others, Fortune pointed out:

(1) Population has increased 40 to 45 percent in Los Angeles County, in Southern California, in California as a whole, and in the three coast states, compared to a national increase of 11 percent.

(2) Several Los Angeles export industries (such as airframes and apparel) have greatly expanded.

(3) Many prewar imports from other parts of the country (such as steel) now are being manufactured in Los Angeles for the west.

(4) The importance of raw materials production has declined in comparison to manufacturing.

Columbia engineers headed by Carl Warner superintendent of construction are presently converting the former pig-aluminum producing plant into a cold-rolling mill with an expected capacity of 325,000 tons. This move, Fortune says, shows Southern California still is continuing the reconversion process—a move that started months before the end of the war.

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Pointing to the Southland's possible future growth the magazine has this to say:

"It is significant that this plant, added to expanded plants elsewhere in the state, will bring California's total sheet capacity to 700,000 tons, which is more than all seven far-western states consumed last year. Columbia's investment in the project will come to about \$30 million. For the Steel Corporation, which is not in the habit of creating capacity in advance of demand, this is a sizable bet on the west, and, more specifically, on the dynamic industrial market of Los Angeles."

The magazine pointed out that such deals as the Alcoa-Columbia switch has caused greater Los Angeles to nearly equal in postwar industrial plants expansion the growth of the area's plants during the wartime boom.

Los Angeles, whose industrial tentacles are considered as encircling Torrance, has risen like yeast bread from ninth place as a manufacturing center in pre-war days to fifth—possibly fourth place. Such deals as the aforementioned switch from aluminum to steel gives some body to the growth that is not likely to collapse (as a prophesied) when the phenomenal rise cools off.

Whether or not Los Angeles can reach the nine million population mark (it stands at six million now) will depend upon the ability of the courageous thinking men in Southern California to write a happy ending to the age-old story of supply and demand—the demand for a supply of the most plentiful of all natural resources, WATER!

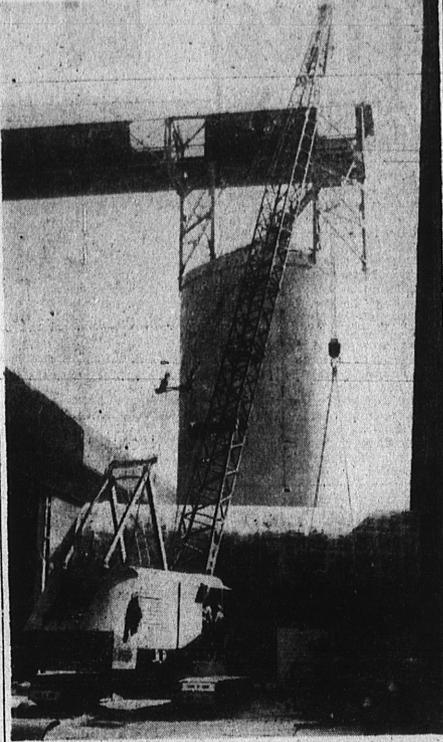
Fortune's editors report that when talk turns to "Population—Nine Million" thoughts turn to distillation of sea water and/or a pipeline to the Columbia River basin.

In the final analysis the magazine mentions rather poignantly: "... The only thing that makes Los Angeles County much different from other big industrial centers is the extraordinary number of Americans who keep moving out there. And that is a potent difference."

Shoestring Community Association Elects 'Seven New Officers

Heading the Shoestring Community Association for the ensuing year will be M. D. Hiebert, according to an announcement made early this week.

Others chosen to head the group are Mrs. C. C. Devore, vice president; Mrs. E. M. Berardin, secretary; N. A. Henry, treasurer; Mrs. E. G. Spratt, corresponding secretary; Bud Reed, auditor; and Mrs. Robert Lenton, historian.



NATIONAL ATTENTION... This month's Fortune Magazine devotes several pages to the purchase of the former Alcoa plant by the Columbia Steel company and other deals which point to the steady growth of the Greater Los Angeles area. One full page photo almost identical to one above (Torrance Herald March 3, 1949) illustrates the article.

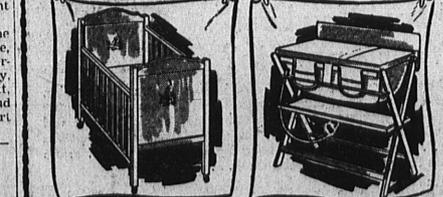
TAINTED FOOD
A large percentage of cat and dog poisonings is due to tainted food.

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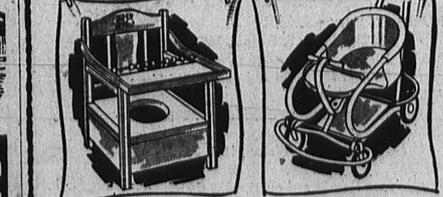
REMARRIAGE RATE
Rate of remarriage among the divorced is higher than the overall marriage rate.

BIG BUYS for Little Folks

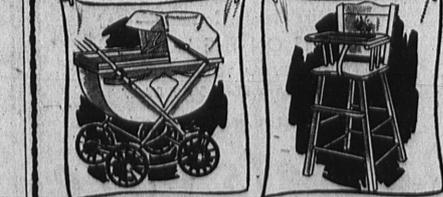
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BOWRON GETS 4th TERM; BAKER BEATS GARDNER

Harbor City helped re-elect Fletcher Bowron to his fourth term as mayor of the city of Los Angeles Tuesday. Final returns showed that Bowron defeated his opponent, City Engineer Lloyd M. Aldrich, by a majority of 30,978 votes.

Luoma joined with Harbor City in helping elect Earle Baker to Board of Education office No. 2 in the L. A. City School System over opposing candidate John Gardner, 150,111 to 228,041.

Bowron triumphed over Aldrich by 238,190 votes to 207,211, according to unofficial final returns announced by City Clerk Walter Peterson.

The vote represented about 48 per cent of the total number of registered voters. Bowron's vote was approximately 25 per cent of those eligible to ballot.

All five charter amendments on the L. A. City ballot passed. The vote follows: Amendment No. 1 increasing the pay of water and power commissioners from \$5 to \$25 per meeting—Yes, 176,521; No, 154,355. No. 2 allowing the civil service commission to specify temporary city jobs—Yes, 200,368; No, 108,339. No. 3 changing harbor department functions—Yes, 179,259; No, 127,551. No. 4 appointing the city clerk sales tax collector—Yes, 203,522; No, 100,225. No. 5 allowing delay of mayor's annual report—Yes, 240,074; No, 77,483.

Breakdown of Luoma and Harbor City voting was not available last night.

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