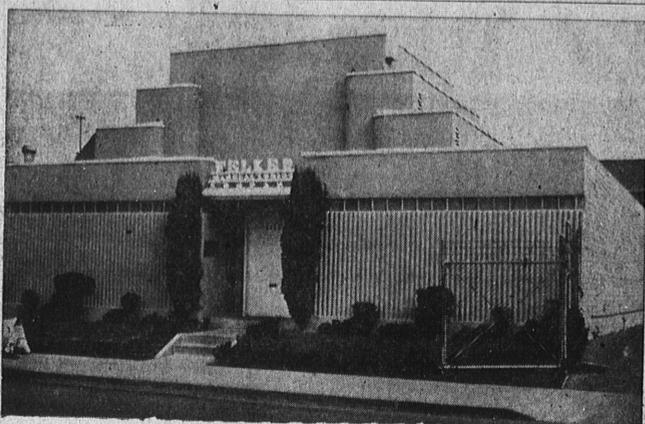


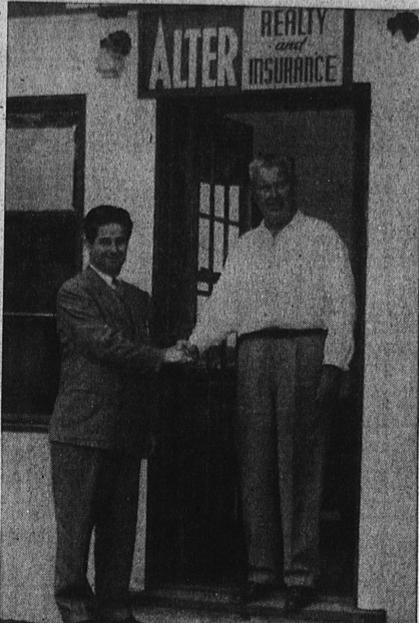
Prominent Realtor Tells Torrance Real Estate Story



WORLD'S LARGEST . . . That's the Felker Manufacturing Co., whose output of diamond abrasive cutting wheels is exceeded by no other firm on earth. The Torrance industry has been turning out the wheels, core drills and machines since 1936. Their products, shipped to the far ends of the earth, are used on tile, concrete, granite, marble and quartz used for radio-frequency modulation. About 100 specialists on the team are headed by M. N. Felker, president; M. W. Hinshaw, vice president, and W. B. Siner, secretary-treasurer.



STEEL LEADER . . . General Superintendent of the Torrance Works of the Columbia-Geneva Division of United States Steel, known locally as the Columbia Steel Co., is Donald E. Rice, who succeeded Otto B. Kresse when he retired earlier this year. Rice heads the plant which employs about 1300 men in a basic steel industry.



FIRST OFFICE REOPENS . . . Jerry Alter (left) congratulates C. J. (Paddy) Ryan as he assumes the management of the latest Alter Realty office to open, at 1425 W. Carson St. The branch was the first opened following the establishment of Alter Realty in Torrance, and reopened last month.

1912, \$350 Acre: 1952, \$1000 Foot

By **GERALD L. ALTER**
The investor who seeks gold may find it in Torrance real estate. Fortunes have been made in industrial and commercial property since that day back in 1912 when J. S. Torrance paid the Dominguez family \$350 an acre for 2800 acres. The acreage included, of course, the downtown section which is now valued as high as \$1000 a front foot. And there is no ceiling in sight because this community, like all of the Southland, is constantly growing in population, which increases the demand for business property with a resultant rise in values.

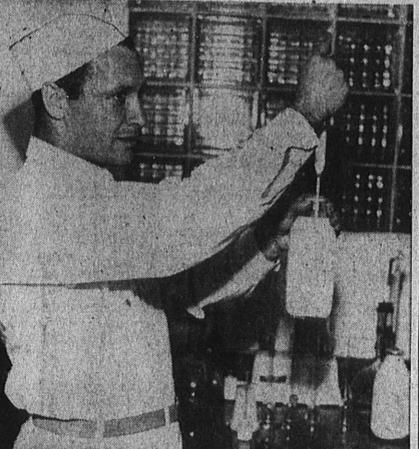
Business District Loop
Torrance actually has had such a remarkable and almost unprecedented growth in the past 12 years, from 12,000 to nearly 40,000 population that our business district has lagged behind in proportionate expansion for a city of this size. However, new buildings and an increase in size of those already here is steadily going forward to bring this downtown section in the future up to the size needed for a community this large. Torrance, actually, is now the shopping center for a population area of more than 100,000. No realtor wishes to be caught out on a limb with over-optimistic predictions. However, the fact that the Southland has such a bright future and that Torrance's growth is built on the solid foundation of an industrial payroll means that few investments look more secure than good old terra firma in Torrance.

Sites Available
There are many industrial sites available but demand for this acreage is expected to be steady, what with nearly all big eastern firms setting up factories on the Pacific coast for distribution in the rapidly-expanding Asiatic and Western markets. There was a time when the Far West represented less than 10 per cent of a national manufacturer's sales, but this percentage has grown until it is seldom possible for a firm to manufacture in the east, ship the merchandise out here and meet competition on the ground.

Good Investment
Many of our clients have found residential income property a good investment here. Rentals in this area, anyone seeking a house or an apartment will tell you, are hard to find. With a staff of more than 30 employees and with nine offices in Torrance and nearby communities, our firm of Alter Realty is able to keep track of the trends in realty values and we are able to state that



INDUSTRIAL LEADER . . . A. E. Thompson, general manager of the Torrance refinery of the General Petroleum Corp., was graduated from Cal Tech in June, 1934, went to work for General Petroleum the next day. He has come "up through the ranks." In 1936 he was a chemical engineer at the Vernon refinery, and came to Torrance in 1943 as a refinery engineer. In 1945 he was made assistant manager, and in 1949 the manager. He is a member of the Torrance Rotary Club and active in Boy Scout activities in the area. He is married and has two sons and one daughter. The Thompson family lives at 2717 Via Elevado, Palos Verdes Estates.



MILK TEST . . . E. S. "Barnes" Barnhard, superintendent of the Inglewood Farms Dairy, tests a bottle of milk on the line before it is put on the trucks for home delivery in the area.

The Good Old Days
(Jan. 1, 1914)
Ft. Worth, Ark.—Eggs became so scarce here that operators of moving picture shows are accepting one egg for the admission of a child and two eggs for an adult. They sold for 50 cents a dozen.

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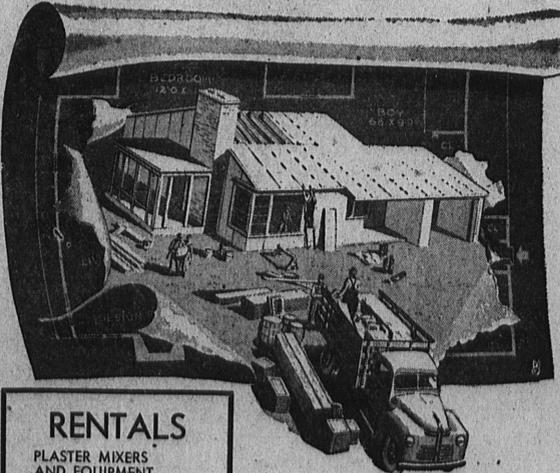
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