

Cold War To Be Intensified in 1958, Babson Says

(See Forecast, Page 11)

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NEW SCHOOL SIGNALS APPROVED

South High Gets Traffic Control

Traffic control signals at Calle Mayor and Pacific Coast Hwy. were assured Tuesday when the State Department of Public Works allocated funds for the project and several others in the city of Torrance.

Assemblyman Vincent Thomas of San Pedro, who was notified of the allocations immediately, said the state had allocated \$32,500 for their share of the costs of the Calle Mayor signals and for signals at Hawthorne Ave. and 177th St. and for additional work at Pacific Coast Hwy. and Hawthorne.

The Calle Mayor signal will control traffic adjacent to the new South High School which is scheduled to open next Monday when school resumes.

City to Share Costs
Total cost of the work, which includes signals, lighting, and channelization, is \$85,500. The cities of Torrance and Redondo Beach will be asked to put up \$23,500 as their share, Thomas said. Construction on the projects will begin as soon as the agreements with the cities have been signed.

Torrance will share costs of the Pacific Coast Hwy. projects with the state while Torrance and Redondo Beach will join the state in financing the 177th St. and Hawthorne Ave. improvement.

Announcement of the state

approval of the improvements followed consideration by the city council of the Calle Mayor problem at its Monday night meeting. The council was notified by the state that approval was expected soon, and that the city would not gain time by undertaking to complete the project on its own and letting the state share costs later.

However, L. R. Gillis, district engineer for the State Division of Highways, indicated that the city might be able to go ahead with the signal at 174th and Arlington by reaching an agreement with the state prior to beginning the work.

Studies Under Way

In a letter to the council, Gillis said studies were still under way to determine the necessity of the signal at Tulita Ave. and Pacific Coast Hwy. near the new St. Lawrence Martyr Catholic church and school. The signal costs at Tulita probably would be shared by Torrance, Redondo, and the state.

(Continued on Page 5)



NEARLY READY . . . Putting on the final blossoms early yesterday before the Torrance float entered the forming area for the annual Tournament of Roses Parade in Pasadena are George Bradford (upper left) chairman of the float committee, and volunteers working under the direction of Mrs. Victor E. Benstead Jr.

Babson's Annual Forecast Today

The business and financial forecast for 1958 prepared by Roger W. Babson, an annual feature of the HERALD, is published today on page 11 along with the forecasts prepared by a HERALD staff member on the outlook for Torrance. Babson's annual forecasts, holding one of the highest records of accuracy in predicting the trends of U. S. business, cover a range of subjects from banking policies to the effects of Sputnik and politics on the economic scene.

Main conclusions of the venerable forecaster this year are that the cold war will be intensified, and that the Russian situation and President Eisenhower's health will be major factors in any changes.

On the local scene, Staff Writer Tom Rische has checked out the plans for Torrance building for the coming year and has painted a bright picture of commercial and industrial development.

The HERALD survey is also published today on page 11. Accuracy of Babson's annual forecasts is attested by the fact that he has been more than 80 per cent correct since 1941 when he scored with 78 per cent. He had a high in 1945 of 94 per cent accuracy, and has averaged nearly 90 per cent since that time. Last year's forecasts proved out 88 per cent accurate.

Turn now to page 11 and read Babson's national forecast and check on the plans for Torrance during 1958.

Numbers Game Puts Postmen On the Spot

What' at 1617 Cabrillo Ave.?

City councilmen are not sure . . . because both the Christian Science Reading Room and a market claim the same address.

Board of directors of the First Church of Christ, Scientist, called the matter to the attention of the council declaring that the identical numbering causes a great deal of confusion.

Letters, packages and periodicals are delivered to the market, then must be re-routed to next door.

Meanwhile, the market owner doesn't want to change his street number because it would mean obtaining a new liquor license.

The whole confusing business was referred by the council to the building superintendent and the city attorney.

City Protests Telephone Rate Increase

Torrance councilmen have forwarded a resolution to the Public Utilities Commission protesting General Telephone Co.'s request for a boost in rates.

The resolution was adopted Monday upon motion of Robert Jahn, and is similar to the one recently adopted protesting a similar hike in rates by the Pacific Telephone Co.

Jahn also suggested that an organization of city managers throughout the county be formed as a group to protest the utility increases.

"The people have no protection against these increases. It's just like going to court without an attorney," he declared.

A powerful organization, such as one composed of city managers, might be able to block utility increases, Jahn said.

Lomitans to Hear Johnson

Norman S. Johnson, director of the County Department of Parks and Recreation, will be guest speaker at the meeting of the Lomita Civic League at 8 p.m. tonight in the Fleming Junior High School little theater, 254th and Walnut.

Johnson will discuss the work of his department and of Lomita Park, with an eye to future park needs of Lomita.

After the program, the League will elect its officers for the coming year.

A Penny for your Thoughts

Looking back over the past year, the HERALD's inquiring photographer found almost unanimous agreement when he asked this question:

"What do you think was the most important event of the past year? Why?"

Mrs. Jeannette Adams, 18102 Prairie Ave., housewife:

"To me, the satellite that didn't get off the ground would be the most important. The first country that can get fixed in space will control the future."

Edward L. Workmaster, 406 W. Griffith, Gardena, woodworker:

"During 1957, the Russian problem and Sputnik did more to sober us up than two world wars did. These two things will help to bring us to our feet, I hope."

Mrs. Joan Perry, 21821 Bonita St., housewife:

"Sputnik is probably the most important thing. It makes you wonder what the world is coming to. I wonder if my son will be on the first trip to the moon. I wonder if people felt the same when autos first came on the market."

Stanford Lougee, 21814 S. Western Ave., insulation maker:

"The biggest things were when Russia launched Sputnik and when Eisenhower was sick. Our future depends on these events. We're getting behind and this education training is badly needed. The American people don't worry about getting behind—just about new cars, clothes, and things like that."

Mrs. Wanda McCoy, 20315 Denker Ave., housewife:

"I think that the education program that the president proposed is most important. I have three boys growing up and I hope they will go to college. It might be of use to them."

Rev. Johnson, 3127 W. 187th St., aircraft worker:

"Sputnik was one of the most talked about things that happened. It seems as if everybody was talking about it — that we were behind and how soon we would get a satellite."

Plans for \$2 Million Del Amo Medical Center Announced

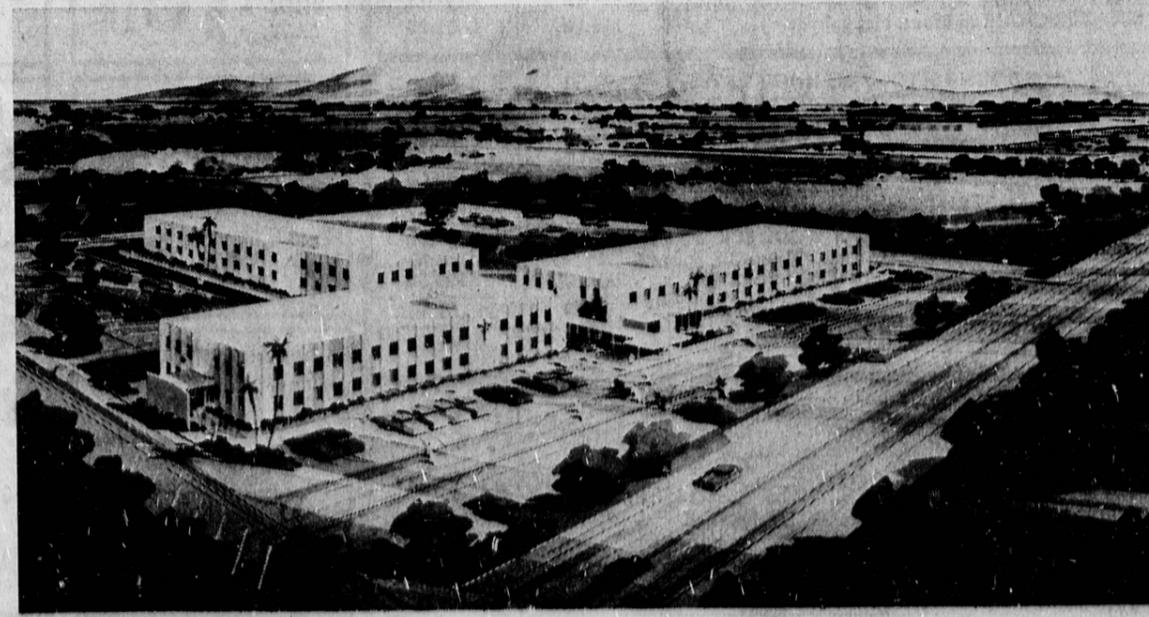
Coldwell, Banker & Co., prominent state-wide realtors, today formally announced plans for a large \$2,000,000 Del Amo Medical Building Center in Torrance to be owned and developed by the Del Amo Estate Co.

The selected location is a five-acre site on the east side of Hawthorne Ave., just north of Carson St. adjoining the Del Amo Shopping Center. This location is in close proximity both to the new multi-million dollar 156-bed Little Company of Mary Catholic Hospital near Hawthorne Ave. and Torrance Blvd. for which a community ground breaking ceremony was

recently held, and the 63-bed Riviera Hospital just completed and located near Hawthorne Ave. and Sepulveda Blvd.

Coldwell, Banker & Co. will also act as the sole leasing agent and manager for the Del Amo Medical Center. This firm recently completed an extensive medical survey of the entire South Bay Area for the Del Amo Estate Co., the results of which conclusively proved a strong need for this modern, multi-million dollar Del Amo Medical Building Center.

Three Buildings
The Del Amo Medical Center as planned will include 3 separate 2-story, modern air-conditioned brick office buildings located around a central patio and completely surrounded by parking areas accommodating some 500 automobiles. Facilities will be provided for some 75 doctors in the 3 buildings which will contain an estimated 100,000 sq. ft. of area.



MEDICAL CENTER PLANNED . . . Plans for a \$2 million, multi-unit medical center near Hawthorne Ave. and Carson St. were announced formally today by Coldwell, Banker & Co., agents for the \$40 million Del Amo Shopping Center nearby. The first unit of the medical center nearly leased will include as tenants some of the Southland's top medical specialists. The medical center will be near the new Little Company of Mary and the Riviera hospitals.

Joins New Center

The Del Amo Medical Center location is considered to be an enlargement of the 85-acre \$40,000,000 Del Amo Regional Shopping Center now under construction and also owned and being developed by the Del Amo Estate Co. A ground breaking ceremony was held for the Del Amo Center on Dec. 23 and is scheduled for completion early in 1959.

This shopping center as planned will include well over 1,000,000 sq. ft. of building area, including major units of the Broadway-Hale Department Stores, Inc. and Sears, Roebuck & Co. In addition, there will be some 75 to 100 other prominent national chain stores and local merchants in both the better grade and popular price merchandise fields. It is estimated that there will be some 2500 to 3000 people employed in the Del Amo Center.

Coldwell, Banker & Co. today further disclosed that although the Del Amo Estate Co. has already revealed some very ambitious plans for the year 1958 within the City of Torrance, including the shopping center, medical center, and an industrial research and development center, that such an-

Historic Land

This Del Amo land is the natural geographic center of the Torrance area and extends a distance of one mile along both sides of Hawthorne Ave. from Torrance to Sepulveda Blvds. The property is part of an old original Spanish Land Grant which has been held in the family since 1784.

Torrance is now a city with a population in excess of 93,000 and is only exceeded in size in Los Angeles County by the cities of Los Angeles, Long Beach, Pasadena, and Glendale.

Coldwell, Banker & Co. revealed that careful planning is already under way to give Torrance the type of facilities it is entitled to such as modern buildings to house attorneys, accountants, insurance and finance companies, investment firms, banks, building and loan associations, transportation ticket offices, and other professional and businesses to serve the many large diversified industries in Torrance as well as some 300,000 residents now located within a five-mile radius of the Del Amo Estate Co. property.

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