

Shopping Center Plans Told At 'Good Luck Friday' Fete

At an inaugural luncheon on Good Luck Friday, Jan. 13th at the Plush Horse, future plans called Rolling Hills Plaza, at Crenshaw and Pacific Coast Highway, were revealed by the developers, James Bower and Albert Levitt of Jefferson, Inc. Embracing a total of more than 36 acres, the new center will ultimately house more than 40 retail establishments, including department stores, specialty shops and service stores, as well as a Foods Co. super-market and a modern supervised child-care center. The general architectural plan calls for a fully-landscaped fun and family center accented

with shade trees, kiosks, canopied way-side tables and chairs for the tired shopper, and a first-class restaurant. **ALTHOUGH** a grand opening has been deferred until March 15, the first merchants in the new deluxe center will be open for business within 10 days. They are: Beck's Little Folks, a store specializing in high-style for the youngsters; Be-Jac's, a gift shop, unusually complete and diversified; Cabrillo Savings & Loan, a new South Bay savings and loan organization; Quality Shoes, fea-

turing brand names like Flore-sheim as well as a complete stock of casual and play shoes; Florence Yardage, long an established retail name in the South Bay area; Browne Enterprises, a unique beauty shop specializing in do-it-yourself beauty equipment; McNary's Dresses, emphasizing custom-made wedding gowns and party costumes; and Dr. Arthur W. Overby, a Torrance resident and an optometrist.

Already established on the site is the giant Foods Co. market, as well as the Rolling Hills Plaza Car Wash and a Mobil gas station. **THE NEXT** few months will see the addition of a Newberry store, complete with garden shop and a Thrifty Drug store, plus numerous other specialty and service shops. At the Plush Horse meeting, architect Jim Stewart stressed the intimate nature of the architectural plan. "We are designing Rolling Hills Plaza well in advance," Stewart said, "in order to set a new area high in service. We are planning a center just as easy and conven-

ient and stimulating in character as the Farmers' Market in Los Angeles. For this reason we are including many points of exceptional visual interest, as well as customer comfort." Outlining the leasing program, leasing agent Neil Howard of Redondo Beach stressed the care with which each lessee is being selected in order to create a complete and well-rounded center where everybody's needs will be satisfied in just one shopping trip. **IN LINE** with a strong community program, Adland, a Torrance advertising agency, has been selected to manage and coordinate promotion for the newly created Merchants'

Assn. Mrs. Dorothy Mewborn is in charge of the account. At the luncheon, the agency delineated a "family and fun" oriented program for Rolling Hills Plaza. "We must create such interest in the Plaza that people actually want to shop there in order to find out what exciting new things are happening there every week," Mrs. Mewborn said. "We are incorporating a fun-loving, flower-eating donkey as our symbol of family fun, and we are looking forward to the day next summer when we can offer the children donkey-rides as a regular part of our program. We really mean it when we say, 'This is the Center, and we are particularly pleased to

be able to announce a child-care center, because we feel that shopping with small children in constant attendance makes young women old in the short space of a few hours." **ROLLING HILLS** Plaza's emphasis on "family fun" has been derived primarily from the fact that the Torrance area has more children under six years of age than any other similar geographical area in the country. Complete with acoustical tile and serene and inviting with muted hi-fi music in each store, the new stores expect to open

their doors to the public by January 28. Potential customers are urged to watch the big illuminated Rolling Hills Plaza signs for further specific information. Those merchants attending the luncheon were: Ben Schwartz of Foods Co., Mrs. McNary and Mrs. Sutton of McNary's Dresses, Les Silverstein of Quality Shoes, Jake Ogoado of Be-Jac's, Andy Browne of Browne Enterprises, Mr. and Mrs. Florence of Florence Yardage, Mrs. Beck of Beck's Little Folks, Ron Hardin of Rolling Hills Plaza Car Wash, and Wade Johnson, Mobilgas station manager.

\$9 Billion Estimated As State's 'Share' of New Federal Budget

California taxpayers will be called upon to contribute \$9,023,696,800 as their "share" of total receipts in the federal budget for fiscal 1962 just submitted by President Eisenhower, according to California Taxpayers Assn. estimates, S. J. Arnold, general manager said today. The total federal spending proposed for the fiscal year beginning next July 1 is estimated to be \$80 billion, 865 million, and budget receipts are

estimated at \$82 billion, 333 million, with a \$1 billion, 468 million surplus. These budget totals, of course, are advance estimates subject to major change by the incoming administration, by action of the Congress on budgetary authorizations, and also by economic developments. Per capita-wise, the estimated net budget receipt for fiscal 1962 will average \$574 for each and every one of the 15,772,044 people in California, according to the 1960 Census. This is higher than the per capita cost nationwide — because Californians, who comprise 8.8 per cent of the nation's population, carry very close to eleven per cent of the federal tax load.

Arnold, speaking for the statewide taxpayer organization, said that the new budget forecasts the public debt at \$283 billion, 400 million on June 30 at the close of fiscal year 1962. Californians, he said, are "mortgaged" for an estimated \$31,060,640,000 as their "share" of the national debt, asserting that "there is urgent need to get on with the development of a sound program for reduction and management of this burdensome debt." He added, "At the same time, our citizens must be alert to strong pressures for large new federal spending programs and the expansion of many existing programs."

Churches, 'Y' To Celebrate 'YMCA' Sunday

Local Torrance Churches will join Sunday with the Torrance YMCA in celebration of "YMCA Sunday in Church" which will be held throughout the nation as the beginning of "YMCA Week". Joe Wilcox, executive secretary of the YMCA, will preach at the First Methodist Church on the theme "Are Ye Able?" Doug Cannon, program secretary, will assist in the service. Other churches will be using the official bulletin that emphasizes the close relationship of the Y with the church. Those participating are the South Bay Church of God, St. Andrew's Episcopal Church, Seaside Community Church, WALTERIA Methodist Church, and the Hope Evangelical United Brethren Church. The Y will also be celebrating its 100th year of service to the Armed Forces. The Y started the first organized program of recreation and relief to servicemen during the Civil War and has continued to this day providing specialized activities to servicemen. Armed Forces YMCA's throughout the world provide a wholesome environment for recreation and counseling for men and women away from home.

Lomita Club Dance Is Set

An invitation has been extended to a people fifty years old and over to attend the Senior Citizens of Lomita dance to be held Friday at the Lomita Park, 24428 Eshelman. Dancing will be from 9 to 12 midnight. Admittance is a 50-cent donation. There will be prizes and refreshments. Music will be furnished by Lloyd Church and his Silvertones.

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