

# TORRANCE LOSING MILLIONS IN TRADE

## NEW SCHEDULE CURTAILS BUS SERVICE



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### Serving Greater Torrance Area

SECOND YEAR

TORRANCE, CALIFORNIA, THURSDAY, JULY 19, 1950

54

3c No. 13

### Travel Aided By End Of Bottlenecks

Elimination of travel bottlenecks is coming with progress in Torrance.

Border avenue has been opened from 22nd street to Plaza del Amo, for half its width, but full width pavement from 22nd street to Santa Fe (approximately 227 street) is promised.

Plaza del Amo has been improved and paved for a distance west of Western avenue, but will be further improved east of Border avenue, to provide another approach to Western avenue for Torrance residents.

Walnut street has been improved from 235th street to the city limits, and plans call for opening the area north of 235th street into the Kettler Knolls tract.

The two biggest improvements in recent years, in the way of travel convenience, have been the opening of Western avenue through Torrance, and the opening of a couple of years ago of Crenshaw boulevard, and for the opening of Carson street west of Madrona avenue will further contribute to progress of Torrance and travel convenience in reaching sections in and out of the community.

### Inspector Hired By Schools

The board of education this week approved the hiring of Mr. Joseph V. Lopez as District Building Inspector, effective July 1, 1950, at a minimum salary of \$500.00 per month and a maximum of \$750.00 per month; salary to be determined as follows:

- 1) The rate of pay shall be \$500.00 per month when one building is in the process of construction; and
- 2) The rate of pay shall be \$750.00 per month when two or more buildings are under construction.

### Site Acquired For Y.W.C.A. As City Acts

Acquisition of a site at Plaza del Amo and Carson St., for construction of a Y.W.C.A. clubhouse was assured yesterday when William A. Smith, chairman of the board of supervisors, signed a deed for the tract.

The deed gives the city all right and title to the property, adjacent to the county health center. It is now a little-used park area.

Local Y.M.C.A. leaders have been viewing the property for their proposed center, funds for which have been raised by a series of events during the past few years.



NO, IT'S NOT ACTION IN KOREA, but instruction at our local National Guards Headquarters stationed on the Torrance Flight-strip. Pictured above is M/Sgt. Clyde Garver, local instructor who points out various parts of the tank to M/Sgt. Vernon Crawford, M/Sgt. Azael Garcia, Sgt. H. Woodrow Dyar, and Sgt. 1st Class

Aaron Vaughan (in the tank). All of the men are attached to Headquarters, 589th Engineers Combat Battalion. According to Capt. Lee W. Gibbons, adjutant, the battalion is at half strength, and needs almost 200 enlistments to bring the unit to full peace-time strength. —Photo by Dixie Lee Studio

### Object To P. E. Car Parking

Property owners, residents and business establishments are protesting the standing of empty Pacific Electric RR cars on the track running parallel with Normandie Avenue.

One property owner states that empty cars have been standing on the single track opposite her property since Nov. 1949.

It is reported that RR franchise provided for moving of cars and not parking for long periods on their right of way. This particularly applies to the area South of Carson in Shoestring strip—including the improved Normandie Ave.—east of the railroad to the county line. Recently a furor was created in the City Council action was initiated by Councilman L. E. Timberlake who prosed a \$100 per minute fine for excessive traffic obstruction caused by RR trains.

It is reported and suggestions were made that perhaps there's no reason why this initiative could not be made applicable to railroad cars parked for month after month on Normandie to the detriment of the community.

### Registration For Y Camp Is Accepted

Registration for the YMCA Home Vacation camp, July 31 to Aug. 11, is now being held at the Y's office, 1339 Post Ave., according to Mill Isbell, YMCA secretary-camp director. The two camp periods will include overnight trips, cooking, hiking, swimming, handicraft and campfire entertainment.

A fee of \$4 is charged for accident insurance, bus fare, milk and swimming costs.

Professional supervision by trained leaders will be provided, said Isbell.

Members of the YMCA camp committee have completed camping plans. They are A. C. Turner, Bud Lee, Marvin Goetsch, V. T. Vanderpool, Dr. John Beeman and Gil Derouin.

A special trip to Los Angeles' sites of interest has been scheduled for each camp session.

### Press Accepted In A. P. A. Group

The Press has been accepted into membership in the American Press Association, it was announced this week by W. R. Zapata, business manager, and M. L. Owens, editor.

The American Press Association is made up of leading newspapers throughout the United States, and has its headquarters in New York.

The association will be the national advertising representative for the Press, and this national recognition of the Press

is another step forward in its progress with Torrance.

Membership is based on the paid circulation of the Press, through its subscription list and through the successful operation of the "Little Merchant Plan," whereby carrier boys go into business for themselves delivering and collecting for your Press.

The Press is recognized as having the largest paid circulation in the Torrance area. A total of 11,190 copies are now circulated weekly.

### Local Guard Units 181 Men Short Of Full Strength

National Guard units in Torrance; Companies A and D, stationed at the Torrance Ball Park; Headquarters and Service Co., stationed at the Torrance Airport; and a medical detachment of the 578th Engineer Battalion, also stationed at the airport will need an additional 181 men to bring them up to full strength, according to Major Dallas I. Downs, Commander of the 578th Engineers, Combat Bn.

This report was made after a statement by the commanding general of the 40th division, (which includes the Torrance units) that a total of 4100 recruits were required to bring the division up to authorized peace-time strength.

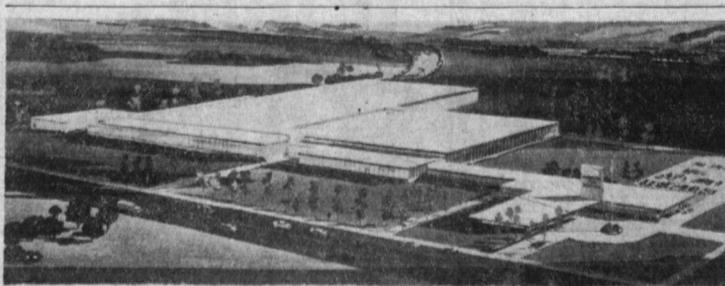
Eligible to enroll are veterans and men of draft age or boys 17 years old with their parents' consent.

National Guard troops are trained at weekly, evening, two-hour assemblies and are paid

regular armed forces rates, one day's pay for each assembly. A recruit's pay is \$2.50 a night.

Attendance is required at the annual two-week summer encampment, which is scheduled this year from August 13 to 27 and it is also paid.

"While it goes without saying that the guard is subject to call at any time, it should be obvious that men enlisting in the guard now will have unparalleled opportunities for advancement and, at the same time, will enjoy the



PROPOSED PLANT BUILDING. . . Architect's plans, above, visualize the new multi-million dollar American Can plant to be built at the corner of Sepulveda and Main streets. Between 400 and 500 men and women will be employed

in the streamlined one-story steel and brick Monitor-type plant which will manufacture food cans. C. W. Roberts, vice president in charge of the Pacific Division, said construction will start "in the very near future."

### RICH AREAS CUT OFF FROM CITY

Even as civic leaders and merchant groups are trying to find means of keeping the Torrance trade dollars in Torrance, the City Council is toying with somewhat secret plans to abandon some of the municipal bus lines.

One line which taps an area which has a total spending capacity of upwards of \$2,000,000 a year is being "surrendered" without a fight, merchants were told last week. This is Hollywood Riviera.

Councilman Willys Blount, explaining the bus situation to the merchants, said that since this line would cost the city \$1000 a month to operate, it will be cut off at WALTERIA.

Thus, according to the best figures obtainable, the city to save \$12,000 a year is casting aside as unwanted some \$2,000,000 a year in potential retail trade, it was pointed out. This trade, of course, will go to Redondo Beach, which runs a bus line to Hollywood Riviera and which is bidding for the business which Torrance declines to invite to its shopping center via the bus line.

The other curtailment will be the Hawthorne line, which will be stopped in the future at Redondo Beach Boulevard.

Better local service is promised to other areas, but curtailment plans are being forwarded which ignore the wealth of trade in southwestern Torrance sections.

Even the much-needed Harbor Hills and East Lomita line is being eliminated by the city.

One civic leader, in commenting on the plans, said: "You cannot progress by curtailment, and you cannot win a battle by turning your backs on the enemy and running away. That's what is being done here."

None of the new bus lines due to be adopted by the City Council at its next meeting give patrons the convenience of a ride

(Continued on Page Three)

### Changes Made In U.S. Army Enlistments

Two changes in Army enlistment requirements were announced by U. S. Army and U. S. Air Force recruiting station at P. O. Building, Torrance, yesterday.

Enlistment in the Regular Army for a period of 21 months is now authorized. Previously, enlistments were for three years or longer.

Army requirements for mental qualification test scores for male applicants have also been relaxed to a certain extent.

No changes were indicated for enlistment in the Air Force, Women's Army Corps or Women's Air Force.

### Cigarette Starts Theatre Fire

Fire, probably started when a cigarette became lodged in a chair at the Torrance Theatre, today resulted in damages to that one chair, according to Acting Chief J. J. Benner of Station No. 1.

The chair reportedly smouldered all night and resulted in a smoke-filled theatre this morning when firemen answered the alarm.

Damage was slight.

### Shoestring Leads In Population

According to the last census the Shoestring strip population leading to the harbor has increased more than 200 percent in the last 20 years and is rated first in growth in L. A. County.

### Retail Business Goes Elsewhere

Torrance retail trade should be double what it is today. Where the census of business for 1948 shows that there was a total of \$13,794,000 in retail sales in Torrance, there should have been \$26,294,240, based on comparisons with other nearby communities.

Torrance is at the bottom of the list.

### Sales Tax Shows Poor Trade Gain

Sales tax collections in the City of Torrance, from its one-half cent levy increased less than \$1000 in the year 1949-50 over the year 1948-49, according to figures from the City Hall.

Meanwhile, the number of new homes finished and occupied by families earning average wages in excess of \$3000 a year, increased the population of Torrance by nearly 4000 persons during that year.

City sales taxes for 1949-50 totaled \$45,810.65, on retail sales (exclusive of food sales which are not taxed) of \$9,162,130.

City sales taxes for the previous year amounted to \$44,925.02, on retail sales (exclusive of food) amounting to \$8,985,000.

Based on the population increase, the sales tax collections should have increased at least 25 percent, if the dollars earned by Torrance residents were spent in Torrance, officials said.

### Elementary Teachers Are Hired

The following elementary teachers have been employed for the School Year 1950-51:

Mrs. Esther King Amy, Mrs. Janice Buffington, Donald Alfred Hoffman; Miss Lois M. Hoffman, Miss Dorothy Jean McCarthy, Miss Mary Gloria Munson, Mrs. Wanda R. Reynolds, Miss Rolfe Tucker.

### Draft Board Ready For Registrants

Draft boards for this area are now open for registration, announced J. G. Caldwell, chairman of the local board No. 117.

Other boards to serve this area include No. 116, No. 118, and No. 119.

There are approximately 27,000 registrants in each group, according to Caldwell, and the board has selected their percentage for the first call. Draftees in this first group are expected to be in uniform by early fall.

Registrations are being accepted at the present time by Miss Helen K. Dill, Veteran's Service Center, 1339 Post Ave., and by W. E. Bowen at 1337 Post Ave.

### Local 1414 To Sponsor Scouts

United Steel Workers of America, Local 1414 announced this week that the local would sponsor the Boy Scout troop in WALTERIA. The troop has 35 members at present.

Officials of the Union said that this was the first time the local had sponsored any organization of this type, and hoped to make the troop the largest in the South Bay Area.

These deductions have been drawn by the Press from survey figures handed to the Retail Merchants Division of the Chamber of Commerce by Blaine Walker, secretary and manager of the chamber.

Torrance residents are spending only \$606.00 per capita per year in Torrance, computation of the figures shows. There were 185 retail establishments here, and the population per store was approximately 121.

HERMOSA \$1180.00  
Hermosa Beach, however, with 191 retail establishments, and a population of 62 persons per store, did a total business of \$13,973,000, or \$1180.00 per capita.

Even nearby Gardena, with 223 retail establishments, or 65 population per store, did \$14,610,000 in retail business, or \$1012 per capita.

Culver City, with 248 retail establishments, did \$21,057,000 in retail business, or \$1063 per capita.

Manhattan Beach, with 208 retail stores, or 83 persons per establishment, did a total business of \$19,079,000, or \$1098 per capita.

Redondo Beach and Hawthorne were low in sales per capita, but not so low as Torrance.

REDONDO LOW

Redondo Beach sales at 291 retail stores amounted to \$18,528,000, or \$730.00 per capita. There were approximately 87 persons in Redondo per store.

Hawthorne's sales amounted to \$12,242,000, or \$740 per capita, in 153 stores, with a population estimated at 107 per store.

Torrance should have a better business community, with progress the first thought, and merchants are groping for the idea to "keep Torrance business in Torrance," the Press was told.

Torrance has an annual payroll of \$36,400,000, and millions of additional dollars are earned by residents who are employed elsewhere, according to the survey by Walker as analyzed by the Press.

WHERE DOES IT GO

Not only should the payroll money go to Torrance business, but the trade of workers employed elsewhere should be lured to the community, they say.

Big business takes big ideas and big minds, and Torrance to grow "big" needs to discard the "small" diapers which have been pinned on by retarding interests, said one merchant, commenting on the figures.

He praised the Press for its stand for progress.

In addition to the retail trade figures, Walker told the merchants that Torrance wholesale business at 14 establishments amounted to \$10,466,000 in 1948, while 54 firms in selective service trades did business of \$780,000.

Torrance needs Torrance dollars, and with the figures now revealed, the drive is on.

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