



From Dream.

Artist's rendering of the completed Del Amo Shopping Center at Hawthorne and Sepulveda blvds. is shown at left. The \$40,000,000 center, containing two department stores and 50 other shops, will be one of the largest in the country when completed in two years.

... To Reality

Officials turn over the first earth to start construction of the shopping center. Shown at right are K. R. Barton, Sears, Roebuck Co. district manager, Mayor Albert Isen, Austin T. Cushman, Sears vice president; Edward W. Carter, Broadway Stores president; and Jaime Del Amo, president of Del Amo Estate Co.



'Broadway Stores Breaks Ground on Shopping Center Site

Building of \$40,000,000 Area Begins

Groundbreaking for the new \$40,000,000 Del Amo Shopping Center in Torrance took place Monday with civic dignitaries and officials from the South Bay area participating. Heading the ceremonies were Mayor Albert Isen of Torrance; Edward W. Carter, president of the Broadway-Hale Stores, Inc.; Austin T. Cushman, vice-president of Sears, Roebuck and Company and Jaime Del Amo, president of the Del Amo Estate Co.

Located on the northeast corner of the intersection of Sepulveda blvd. and Hawthorne ave. the new Del Amo development will occupy an 85-acre site, bordered on the north and east by Carson and Madrona aves. and providing parking space for more than 6,500 cars.

The project will represent the most advanced concepts of regional shopping centers, with stores of virtually every type included, and is expected to be one of the largest projects of this type in America.

Coldwell Banker and Co., sole leasing agents for the project, are now drawing up leases for several of the 50 men's, women's and children's apparel and accessory stores. These, along with other specialty shops, will be included in the 180,000 square feet of shop area surrounding the mall.

OTHER SERVICES

The development will also include a 56,000 square foot market, drug store and a large restaurant to be located at the corner of Hawthorne and Carson aves.

Classic simplicity is the design keynote of the center, which was planned by the Los Angeles architectural and engineering firm of Welton Becket, A.I.A. and Associates.

At one end of the spacious, beautifully landscaped central mall will be the Broadway Department Store with more than 222,000 square feet of merchandising area in a three-story building of natural rose-red stone.

At the other end of the mall, Sears, Roebuck and Company will occupy more than 234,000 square feet of space in a two-story building designed by the Los Angeles architectural firm of Stiles and Robert Clements. The Sears operation will include a garden shop and outside sales area, automobile supply store and service station.

COMPLETION IN 1959

L. C. Dunn and Co., general contractor for the Broadway and also in charge of site development, estimates completion of the Broadway in early 1959.

Construction of the mall shop building is tentatively scheduled to start early in 1958 and ground breaking for the Sears, Roebuck store is expected later in the year.

Also participating in today's ceremonies were the following civic representatives of Torrance: City Councilmen Victor E. Bonstead, Willys G. Blount, Nicholas O. Drale, Robert B. Jahn; City Manager, George W. Stevens; Assistant City Manager, Donald W. Mansfield; President of the Planning Commission, Bert Lynn; Planning Director, George C. Powell; Chairman of the Chamber of Commerce, A. E. Thompson; Manager of the Chamber of Commerce, Richard Fitzgerald; Director of Public Works, John V. Russell; Superintendent of Buildings, Lee Schlens; City Engineer, Ronald W. Bishop; Assistant City Engineer, John R. Patrick; City Attorney, S. E. Remelmeier; Director of Finance, Jerome Scharfman; Bus Superintendent, M. A. Chamberlain; Street Superintendent, Ralph Perkins; Recreation Director, H. Van Belleham; Water Superintendent, Angus McVicker; Fire Chief, J. J. Benner; Police Chief, Percy G. Bennett.

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IT WAS THE MORNING OF CHRISTMAS and all through the city, not a creature was silent—they were all too busy. End of poem. Walter Jefferson Tasker, IV, and his sister, Linda Joy, reenact the joyous scene in the homes of thousands of Torrance families Christmas morning. The children of Mr. and Mrs. Walter J. Tasker, of 1846 Reynosa dr., three-year

Walter and five year old Linda, eagerly fling off their Christmas gifts. Their eyes huge with anticipation, the children plunge into a new world when their toys come out of their boxes and wrappings. For a day, they delight over their new possessions. And, when they go to bed at night, they dream of next Christmas.

City of Hope Auxiliary Established in Torrance

An auxiliary to work on behalf of the free, nonsectarian City of Hope has been formed in Torrance and is now open to charter members, it was announced here this week by Mrs. Paul Roettger, temporary chairman.

The group was organized at a meeting in the home of Mrs. Edward Schwartz, 3244 El Dorado, where it will hold its next session at 8 p.m. Monday, January 27.

Temporary officers, in addition to Mrs. Roettger, are Mrs. Dean Sears, treasurer, and Mrs. Bert M. Lynn, secretary.

Supported by approximately 350 auxiliaries throughout the nation, the City of Hope Medical Center combats cancer, leukemia, blood, chest and heart disorders through a threefold program of patient care, research and postgraduate medical education.

In accordance with its emphasis on the preservation of individual dignity, in 45 years of service to the afflicted regardless of race, creed or national origin, the City of Hope has never billed a patient.

Torrance area residents who wish to join the auxiliary and help further the Medical Center's humanitarian work are urged to contact any of the following: Messrs. or Mmes. Paul Roettger, 23043 Doris Way; Sam Levy, 1503 El Prado; Edward Schwartz, 3244 El Dorado; Bert M. Lynn, 1208 Greenwood ave.; Murray Rudnick, 1635 Maple; Tom McLaughlin, 2367 El Dorado; Harold Greenband, 4603 1518 El Prado; Glenn Koger, Vanderhill rd.; John W. Beeman, 2505 Via La Selva; Arthur Berke, 1526 Cravens ave.; Jack N. Dabbs, 1640 Juniper ave.; Dean L. Sears, 1635 Post ave.; Clifford M. Trezise, 3232 El Dorado.

Flower Arrangers Sought to Help Decorate Float

Some help is still needed to decorate Torrance's float in New Year's Day Tournament of Roses Parade.

Mrs. Victor E. Benstead, chairman of the Decorating Committee, said work with flowers would start on Sunday afternoon, December 29, and continue until the afternoon of Tuesday, December 31.

Transportation and refreshments will be furnished by the sponsoring Torrance Chamber of Commerce.

Volunteers were asked to call the Chamber office for further information.

CHAMBER RAPS JUVENILE HALL

Opposition to the location of a juvenile hall in Torrance continued this week with the announcement that the Board of Directors of the Torrance Chamber of Commerce had turned thumbs down on the proposal. "We believe that a maximum security institution of the type proposed would not conform to the program of development planned for our civic center," Chamber President A. E. Thompson informed the Board of Supervisors in a letter Monday.

Thompson told the supervisors that four of the five locations being considered by them as a juvenile hall, site were "prime industrial property in the \$20,000 an acre category." The fifth site is in the Torrance Civic Center.

The Chamber president said that the \$400,000 that would be spent to buy 20 acres of this prime industrial property "would result in a tremendous burden on the already overtaxed citizens of Los Angeles County."

The Torrance areas under consideration by the Board of Supervisors are "much better suited for 'blue chip' industrial

development," the Chamber directors declared.

Thompson said the chamber would work closely with the Board of Supervisors and suggested that a location be sought in unincorporated county areas, "possibly in Carson or Dominguez."

Thompson, in his letter, noted that the city has "a responsibility to accept some of the 'un-glamorous' projects along with the many fine developments made possible" by the Board of Supervisors. "However," the chamber told the supervisors, "we hope you will understand our position on the matter."

Mayor Cold Shoulders Four-City Merger Plan

"We have everything to lose and nothing to gain," Mayor Albert Isen said this week as he cold shouldered the proposal to merge Torrance with Redondo, Hermosa and Manhattan Beaches.

The consolidation plan, advanced by Redondo Mayor LeRoy L. Center, offers "no tax

savings or benefits to Torrance but would only encumber us with the burdens and problems of the other South Bay cities," Isen declared.

The Torrance mayor suggested instead that the problems of most of the smaller incorporated communities in Los Angeles County would stand a better chance of solution if the county itself was split into smaller units.

One of the major problems of the smaller city stems from the fact that most of the tax money taken out of a city does not return to the city, Isen explained. "Most of the money is going to other areas in the county," he added.

Isen also suggested enlarging the number of supervisors. "Taking care of the county is too big a job for five supervisors. The number of their deputies ought to be cut down and more supervisors, with direct responsibility to the people, should be elected to keep close touch with area problems," the Torrance mayor maintained.

"The problems of five and a half million people are just too much for five men," Isen continued. "If the proponents of this plan to consolidate the South Bay cities are looking for tax reductions," Isen said, "they should start at the county level."

Isen said he would favor consolidation of the four cities if he lived in Redondo, Hermosa or Manhattan Beaches. "Torrance's tax rate is terrific. We have a great amount of industry. We are gaining shopping centers. In two years these shopping centers, and the growth of our industries will be reflected in further tax savings," he explained.

"Whatever opinion I have been able to sound leads me to conclude that there is no interest in this plan," he said.

Town Topics

TORRANCE LIONS Bulletin Editor, James Crockett, came up with the perfect quotation that conveys not only the spirit of Christmas but the spirit of America: "Our way of living together in America is a strong but delicate fabric. It is made up of many threads. It has been woven over many centuries by the patience and sacrifice of countless liberty-loving men and women. It serves as a cloak for the protection of poor and rich, of black and white, of Jew and Gentile, of foreign and native born. Let us not tear it asunder. For no man knows, once it is destroyed, where or when man will find its protective warmth again." It came from the pen of Wendell Wilkie in his book, "Our World."

AN EYE OPENER of a report has been issued by the Torrance Unified School District. Titled "So Much for So Little," the report graphically illustrates the amazing growth of the educational system in the city in the past ten years. There were 1995 pupils in four elementary schools in 1947, for example. Today, there are 19,265 in 23 elementary schools and three high schools.

THE COST of educating each pupil in Torrance school averages out to 32 cents per hour, the school district's booklet explains. This amounts to \$297.50 per pupil over the school year, as compared to the Los Angeles County average of \$351.45. The booklet, available from the school district, should be in the hands of every parent.

SHEBA, THE SPANIEL got an extra juicy bone from her owner, Alex Abramson, of 3627 West 171 st., last week. Sheba led Abramson to the door of a bedroom closet and barked fiercely at it. When Abramson opened the door, a man jumped out of the closet, grappled with him and fled out the front door. Nothing was taken, thanks to Sheba.

CHAIRMAN of the City Council's "self-censorship" committee to examine magazines sold in Torrance is Mrs. Dorothy Stoeckle, of 2612 West 175 st. An appointee of Councilman Nick Drale, Mrs. Stoeckle will call a meeting of the committee right after the first of the year. The committee consists of four other members named by Mayor Albert Isen and Councilmen Victor Benstead, Willys Blount and Robert Jahn, three distributors of magazines, and two representatives of merchants selling the magazines.



TORRANCE'S ENTRY in the Tournament of Roses Parade in Pasadena on New Year's Day is shown as it neared completion. Flowers to be arranged on the float by members of city garden clubs under the leadership of Mrs. Victor Benstead will be placed before the parade.

More than \$3,320 has been collected by the Torrance Chamber of Commerce toward the \$4,500 cost of the float. Chamber officials urged all citizens who have not contributed to the Float Drive to make their contributions this week.