

CITY'S INDUSTRIAL ACTIVITY EXPANDS; SIX NEW FIRMS BUILD PLANTS HERE

Employment is Expected to Rise in 1958

Continued industrial vigor and growth was on the horizon for Torrance as the city looked forward to the new year.

At least six new industries were in the process of building plants or locating sites before moving into Torrance. At least four major city industries were undertaking extensive expansion projects. And five large-scale commercial and medical centers were either in the preliminary construction stage or on the planning boards.

The continued expansion of industrial activity will bring increased payrolls and employment to the city. Additional population growth is also expected with the movement of new industry into the city.

Establishing new plants in Torrance are:
The Fulton Container Corp., now constructing a \$100,000 factory at 555 Maple ave.

Independent Building Materials Corp., now constructing a lumber processing yard on Dominguez off Madrona ave.

Reynolds Aluminum Corp., now repairing the old Pacific Electric Railway shops at Dominguez off Crenshaw ave.

Arrow Brands Co., a division of Reynolds Aluminum Corp., now constructing its plant at Jefferson and Crenshaw blvd.

Coleman Engineering Co., now completing its new research laboratories, office building and manufacturing units at Madrona and Torrance blvd., and

Belond Muffler Co., now negotiating for a site on which to construct its factory.

Foundations are being poured by Friedman Brothers Construction Co. for the Fulton company factory. An estimated 300 workers will be employed in the manufacture of boxes and other containers when the factory is completed sometime during the summer.

At the Independent Building Materials Corp., land is now being leveled for blacktopping. The company, moving redwood to the area to start the long air-dried process of curing, expects to employ about 100 workmen when full operations begin. Company officials told City Superintendent of Building Lee Schiens, that it had searched throughout the state for an ideal place to cure lumber. Torrance was selected because of its excellent climate.

Extensive refurbishing of one of the huge car barns that had been used by Pacific Electric Railway Co. has been contracted for by the Reynolds Aluminum Corp., one of the nation's major producers of aluminum. The shops, unused after being badly battered in the 1941 earthquake, will be gradually repaired by the company. The least damaged building is being repaired first. When repairs on the building are completed, Reynolds plans to move aluminum foil production machinery from its eastern plants.

Printing on the completed foil to be used to wrap food, candy and other perishable products will be done by the Arrow Brands Co. in their new factory now being constructed by the Ted R. Cooper Co. The building is expected to be completed within four months.

Formal dedication of the Coleman Engineering Co. units is due to take place early in February. The company is moving all its equipment and machinery from its present factories scattered around Los Angeles. Close to 50 employees have already purchased homes in the Torrance area and have moved into the city.

Belond is in the final stages of negotiating on a site for its auto and truck muffler factory. It was slated to establish its plant on Maple ave., near the Torrance Civic Center, but the area was ruled out because of its proximity to residential sections.

OLDER INDUSTRIES GROWING

Of the city's old-time industries, four were proceeding with major expansion activity. They were Ryan Aircraft, Felker Manufacturing Co., Rome Cable Co., and U. S. Steel.

Ryan was about one-third complete on its construction of two new production buildings and an addition to its office facilities at the Torrance Airport. When the new manufacturing facilities are ready this summer, the company expects to hire 600 additional workers on its Firebee target drone assembly line.

Felker was completing its plans to reconstruct its manufacturing buildings on Border ave. Its old buildings will be torn down and new structures erected to provide Felker with 30,000 square feet of floor space. When this expansion is completed, an additional force of employees will be needed.

Rome Cable Co., which recently acquired the City Yard for \$90,000, plans to utilize the yard, in back of its present plant, for additional production and storage facilities. Construction activity will not get underway until early summer when the city is scheduled to move its trucks, buses, construction equipment and storage tanks and tools to the new city yard on Madrona ave.

U. S. Steel's Columbia-Geneva Division plant is constructing a new blast furnace smoke stack at a cost of \$63,000 as part of its plan to increase output of its furnaces.

Dwarfing all other construction projects in the area is the building of the \$40,000,000 Del Amo Shopping Center at Hawthorne and Sepulveda blvds. When completed, the center will be a city of diverse shops, department stores, drug and food markets, banks and restaurants, providing employment to several thousand men and women.

The center has already spurred other construction. A \$2,000,000 medical center is now being planned for the west side of Hawthorne blvd., across from the center. A group of duplex apartment buildings near the center, on Sepulveda blvd., is also in the planning stage.

The entrance of Union Bank and Trust Co. into the Torrance area can also be credited to the shopping center. The bank will be one of three to maintain branch offices on the center site.

Two other new shopping centers in other parts of Torrance were also being developed. The North Torrance Shopping Center at 190 st. and Inglewood blvd., entered the construction phase with the announcement that groundbreaking ceremonies for the Food Giant store will take place January 10. Building plans for the Sav-On Drug store in the same center are now being examined by the city building department.

Developers of the Torrance Triangle Shopping Center at Crenshaw and Pacific Coast hwy. proceeded with their plans to begin the first \$250,000 stage of construction on their \$4,000,000 center. Construction is scheduled to start within six months, according to the terms of a lease negotiated with the city.

Full scale construction on the \$3,000,000 Little Company of Mary Hospital at Torrance blvd. and Earl st. was to start within two weeks. The 146-bed hospital is expected to be completed in early 1959.



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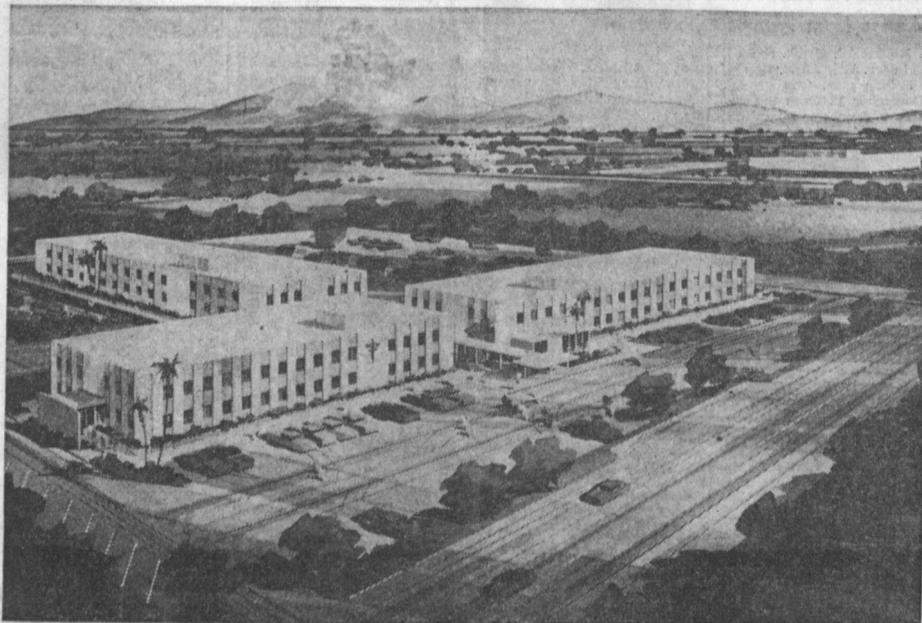
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\$2,000,000 Medical Center In City Announced by Del Amo Estates Co.



NEW MEDICAL CENTER in Torrance is scheduled for construction beginning in April. The \$2,000,000 medical building, on Hawthorne blvd. at Carson, is part of the Del Amo Estates, and is to be known as the Del Amo Medical Center. The center, designed by Miller, Royer and Kite, Beverly Hills architectural firm, is opposite the \$40,000,000 Del Amo Shopping Center, seen in the background.

Construction to Begin in April

Coldwell, Banker and company, prominent statewide realtors, this week 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 company.

The selected location is a five-acre site on the east side of Hawthorne ave., just north of Carson ave., adjoining the Del Amo shopping center. This location is in close proximity both to the new multi-million dollar 146-bed Little Company of Mary Catholic hospital on 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 and company 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 company, the results of which conclusively proved a strong need for this modern, multi-million dollar Del Amo Medical Building Center.

The Del Amo Medical Center as planned will include three separate two-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 three buildings which will contain an estimated 100,000 square feet of area.

CONSTRUCTION IN APRIL. Preliminary plans have already been prepared by the Beverly Hills architectural firm of Miller, Royer & Kite. Coldwell, Banker and company stated that over 70 per cent of the doctors' suites in the first building have already been reserved by leading medical specialists which assures the success and high character of the project.

Actual construction is scheduled to start in April with completion of the first office building set for late 1958. The very latest in design and innovations for medical buildings will be featured in the structures. Elevators, air-conditioning, acoustical treatment, insulation, and general conveniences for the complete comfort of both doctors and their patients are included.

A large pharmacy will occupy a portion of the ground floor of the first building to serve all three structures.

The Del Amo Medical center location is considered to be merely an enlargement of the \$5-acre \$40,000,000 Del Amo Regional Shopping Center now under construction and also owned and being developed by the Del Amo Estate company. The Del Amo center is scheduled for completion in 1959.

This shopping center as planned will include well over 1,000,000 square feet of building area, including major units of the Broadway-Hale Department Stores, Inc. and Sears, Roebuck and company. 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.

ONLY BEGINNING. Coldwell, Banker and company also disclosed that although the Del Amo Estates company revealed ambitious plans for the year 1958 within the city of Torrance, including the shopping center, medical center, and an industrial research and development center, such announcements are just the beginning of a long range well planned program for an intensive development of some 250 acres of its property.

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 avenue from Torrance to Sepulveda boulevards. 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

Town Topics

PRAIRIE AVENUE improvements were authorized by the City Council with acceptance of the low bid of \$24,775 from the S. A. Cummings Construction Co. The avenue will be repaved and gutters and curbs installed from 174th to 182nd streets. Cummings, the lowest of seven bidders, is expected to start work within the next two weeks.

EL NIDO PARK may soon be transferred to the city by the Board of Supervisors. A resolution, adopted by the supervisors, declared the intention of the board to convey the property to the city if the city council accepted. The council would have no time in taking up the offer.

COUNTY ENGINEERS were given the green light to proceed on the Welteria storm drain project. City Council members approved a resolution granting an easement deed to the county to complete the first phase of the project. The work, which will be done at a cost of \$328,000 entails the construction of a large drain to run off into an existing drain. City Manager George Stevens told the council that the project is "the first step toward the solution" of the perennial drainage problem in the Welteria area. Construction of a retention basin is not part of the current project, but is part of a second project now being sought by the city.

CITY WORKERS voted to supplement their present state retirement benefits by adding Federal Old Age Survivor's Insurance, City Clerk A. H. Bartlett reported to the City Council. Out of 226 city employees voting in the special referendum conducted December 18, Bartlett said 188 had voted for OASI while 38 had voted against.

THE AVALANCHE broke just before Christmas, and Torrance postmen struggled through it. Beginning December 14, the Torrance post office handled 3,580,954 letters and over 80,433 parcels. This was an increase of about 15 per cent over the number of letters handled last year. A staff of 200 regular employees and 100 additional helpers delivered 54,097 incoming parcels, and increase of 31 per cent over last year's amount.

THE LEAGUE of California Cities apparently wants to find out how Torrance increases its revenue and keeps its taxes low. The organization appointed Mayor Albert Isen to its revenue taxation committee to get the benefit of the city's experience.

821 Students Move Into New South High School Monday

South High School students will move into their new home at Pacific Coast hwy. and Calle Mayor on Monday.

Eight hundred and twenty-one freshmen and sophomore students will be attending classes for the first time in the new 3 million dollar school. Since school opened in September, they have been sharing quarters with Torrance High School and Torrance Elementary School.

South High School, the third high school in Torrance's ever-expanding educational system, will be when completed one of the most modern secondary school buildings in Southern California.

Plans call for an expected attendance of 2500 to 3000 students when freshman, sophomore, junior and senior classes are enrolled.

The plant is to be built in three stages. Completed in the first \$1,552,000 section opening Monday are 16 classrooms, two music rooms, two homemaking rooms, two industrial arts classrooms, an art room and an administration building.

Showers and dressing rooms for athletic teams and two physical education classrooms are being installed in a Quonset hut.

Financing of construction has been by bond issue.

Designed by Architect Roy W. Donley A.I.A., the buildings are ruffled red brick laid in stacked bond, with colored mortar exterior.

Buildings are laid out around a central mall and face north so that prevailing winds and highway noises will be to the rear.

Crown Construction Co., of Los Angeles built the first section of South High and has been awarded the \$1,086,529 contract for the second stage, construction of which will begin immediately.

W. Bruce Magner Jr. has been administrative director of South High School from early planning stages last year through the period of temporary housing to the present move to a permanent site.

John A. Lucas, assistant principal, heads other administrative officers, including Miss Carmolita Rous, girls' adviser; Franklin G. Anderson, boys' adviser; R. J. Ellsworth, student activities adviser; Joseph M. Meier Jr., attendance adviser, and C. L. Underwood, curriculum coordinator.

HOLIDAY MOVE

The work of transferring the school's equipment from the temporary locations at Torrance High and Torrance Elementary schools to the Pacific Coast hwy., site has been in progress

all during the Christmas holidays.

The Torrance Unified School District maintenance staff has been moving furniture, records, and supplies, while the contractor has been putting finishing touches on the new school.

Students and school personnel were thoroughly briefed about the layout of South High new school in preparation for the move. During the last day of school preceding the vacation, students were given a map of the buildings, new room assignments, bus schedules and other necessary information.

POLICE GUARDS

The Torrance police has also been preparing for the opening of South High School. Police Chief Percy Bennett announced to the City Council this week that police guards are to be posted at all the major crossing points around the school for the protection of the students.

The Hollywood Riviera Home Owners' Association had requested that, pending action by the state, crossing guards or police be temporarily stationed at intersections during the

hours when children are crossing the highway. The association has urged that the state provide traffic signals at major intersections near the school.

Such action has now been taken by the Los Angeles highway division of State's Department of Public Works. Signals have already been approved at the intersection of Calle Mayor and Pacific Coast hwy. Plans for the installation are nearing completion and await approval by the Sacramento office.

Class hours for South High school students will be from 8 a.m. to 2:50 p.m., commencing with the first day of school January 6, 1958. The bus stops and time for pick up are as follows:

- Hillside-Walteria Area
Bus No. 5, 7:15 a.m., 1. Matfield Drive and Ridgeland Rd., 2. Dalemead and Rolling Hills Rd. Bus No. 10, 7:20 a.m., 1. Dalemead and Rolling Hills Rd., 2. Newton and Tandem Way.
- Riviera-Parkway Area
Bus No. 17, 7:15 a.m. E. Montana and Tortugas, 2. Arboles and Colusa, Bus No. 15; 7:15

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Council Takes Another Shot at Phone Rate Hike

A second barrage was leveled by the City Council against the proposed telephone rate increase this week.

After passage of a resolution condemning the telephone rate increase and urging the State Public Utilities Commission to reject the company's appeal to extend charges for calls between zones, Councilman Robert Jahn called for the formation of an organization to "protect the people's interests before the Public Utilities Commission."

Jahn said "the people have no protection whatsoever" against unreasonable rate increases sought by utilities. The Public Utilities Commission is a "non-partisan body" that weighs the evidence brought before it, he explained.

Few individuals and organizations appear before the commission to present facts and figures to outweigh the appeals of the utilities, he disclosed.

He suggested the formation of an organization, "perhaps of city managers" who could collect the necessary data and prepare a protest against the current rate increase sought by the telephone company.

Protests against the rate increase forced the utilities commission to schedule additional hearings beginning next week. The commission had authorized rate increases last month after only one day of hearings in the Los Angeles area.

The hearings open January 6 in the commission's courtroom in the Mirror building, 145 S. Spring st., Los Angeles. Telephone company spokesmen will appear first to present their case, and will be followed by opposition spokesmen. If the opposition is large enough, the commission expects to continue its hearings February 5, 6, 7, 19, 20 and 21, and March 26, 27, and 28.

COUNCIL NIXES HALL

The City Council made its opposition to the proposed juvenile hall in Torrance official this week in a resolution to the Board of Supervisors.

"The location of such detention facility in the City of Torrance would be detrimental to the interests of the city and its inhabitants," the council told supervisors.

If the county located the juvenile hall in this city, the council added, it would forever associate the name of Torrance with a criminal detention facility and "negate the successful efforts of our citizens in establishing Torrance throughout the nation as an all-American city."

The use of three of four proposed sites in Torrance will remove 20 acres of valuable industrial land from the tax rolls and if the fourth site, the Torrance Civic Center, were chosen its beauty would be destroyed, the resolution declared.

The resolution had stated that the building "would be surrounded by a high, barbed wire fence and patrolled by armed guards," but after Mayor Albert Isen termed the statement unfair, the description was eliminated. He told the council of his tour with Police Chief Percy Bennett through the Downey juvenile facility and reported seeing no armed guards and high barbed wire fences. "We saw a nice looking building and a nice looking campus."

The council requested the board of supervisors to look to the largely uninhabited area east of Western ave., for a site.