

Torrance --1970

In order to visualize Torrance's future, a brief pause for reflection gives one fresh courage to dream and plan boldly.

Looking back to 1914 when I lived here as a small child, our population totaled 300. At that time, no one in his wildest flights of fancy would have predicted the present 101,000-plus.

We have achieved a pleasant balance of industry, business and homes.

Ours is a beautiful garden-like community. We can appreciate it best when showing it to visitors, and seeing it again through their eyes.

Already we are a vital, vibrant city. Torrance has now become of age. By 1970, it will have reached a respected maturity.

As a result of the national recognition we have received and will continue to receive, land will become even more valuable. Various sections in the older parts of the city will be razed in order to make room for a larger concentration of population. Major industry will vie for a location here as we become even more important as the hub of the Harbor and South Bay areas.

Our community will enjoy a general prosperity of which all residents will benefit.

Our schools will continue their growth and will be recognized as the best in the nation.

We may be nudging Long Beach as the second city of Los Angeles County.

More attention will be paid to cultural activities.

A park and recreation program will be developed to satisfy requirements of all age groups.

We are moving in the right direction, and as rapidly as our resources will permit.

There is no problem we cannot solve provided we work together. Our greatest asset is our people. Torrance is blessed with wonderful people, always ready to work energetically to transform dreams and plans into reality. This they have proven by winning for Torrance the "All-American City" award, and, more recently, by making such a success of our "People-to-People" program.

For the future, Torrance is moving steadily, surely on the road ahead.

ALBERT ISEN, Mayor
City of Torrance

Torrance Owes Its Success to a Good Business Climate

By DICK FITZGERALD
Manager, Chamber of Commerce

Where do we go from here? There's only one answer—Torrance will continue to grow and prosper at an even more rapid pace in the "Golden '60s."

In the past 10 years, Torrance has attained the honor of being the industrial and residential leader of the entire western section of Los Angeles County. 1960 will mark the year the All-American City will zoom to the top of the commercial field.

Continuing to be the anchor of Torrance's unparalleled growth (22,201 in 1950 to 103,000 in 1960) is fabulous industrial expansion.

Thanks to the aggressive industrial development program of the City of Torrance and the Torrance Chamber of Commerce, new blue-chip firms are locating here at an amazing rate. In 1959 alone, 23 firms, that will employ 9370 persons, selected Torrance as their home.

A logical question is: Why? Why does Torrance continue to expand, grow, and prosper—dwarfing even fabulous Los Angeles, percentage-wise? This writer believes it can all be summed up with three words—GOOD BUSINESS CLIMATE!

What does one mean by "Good Business Climate?" It's the result of many, many things—some planned, others just lucky. Probably the most important factor is good, sound and progressive city government.

Torrance is known nationwide among industrial firms and developers, financial institutions and by governmental agencies as a clean, well-planned community.

Credit for this goes to a dedicated City Council, efficient city administration, an

alert public and crusading and interested press.

Included also is the master planning by the Planning Department and its planning director. This planning protects all facets of community development—residential as well as industrial and commercial.

In selecting a site in this era, industry not only looks for sound city government but also a forward-looking school system, plentiful churches, proper recreation facilities (one of our few weaknesses), transportation facilities, and evidence of community participation by its citizenry.

All these items are important to today's industry as they know that a happy employee is a good employee, and a good employee is dependable, has a lower absentee and job jumping rate, and has more interest in both his job and his firm. Gone are the days when industrial giants located in miserable, run-down communities because taxes and real estate were cheaper.

Today's industry is responsible and plays an active part in community activity.

Other factors include location to trade markets, availability to airports, harbors, and highway arteries; proper climate (Torrance has no smog, due to natural air conditioning!), a large labor force, and, finally, a diversified type of industry. The latter is vital as the economy of the area is not seriously affected by a strike or slow-down in any field.

As industry locates, employees move to a town. As employees locate in a community, a need exists for goods and services—hence a commercial boom. Thus the reason for the wonderful and orderly growth of Torrance and

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POLICE MATRON LOIS REYNOLDS
Beauty Gives the Title an Entirely New Meaning

Gas Firm Plans Huge Fund for Expansion Here

A budget of \$1,753,700 to meet expected expansion in the Centinela Valley and South Bay area during 1960 has been set by the Southern California Gas Co., according to C. W. Shupp, Southern division manager.

This is part of the over-all capital budget of \$37,700,000 to handle costs of additions and betterments throughout the company's system, Shupp said.

"We are fully aware of the growth potential here in the Bay area, and we are dedicated to doing our part in fulfilling that potential by expanding and refining our facilities and services as it becomes feasible."

Along this line, expected growth of the area, resulting in an estimated increase of over 5000 new customers, will require installation of 138,000 feet of gas mains at a cost of \$514,300, with an additional outlay of \$637,700 for services.

Torrance Granted \$70,200 to Build Airport Tower

The Federal Aeronautics Administration has granted Torrance \$70,200 toward construction of an airport control tower, as was reported in a telegram from Sen. Claire Engle and disclosed by Chapman Bone, assistant city manager.

The city will have to provide about \$60,000 in addition, but it will be money saved in the long run, according to Bone.

If the transaction is approved by the City Council, which will get the proposal Tuesday night, federal personnel would man the tower. This would save the city the cost of employees and gradually return the outlay.

KC Breakfast Today

St. Gerard Council 4919, Knights of Columbus, is having its institution breakfast today at 9 a.m. in the Nativity Parish Hall, 1447 Engracia.

CALLING ALL BRAINS

Best of Police Departments Seeking Matrons to Match

Years ago a police matron needed only the soul of a house detective, disposition of a bilious camel, and a build like a bag of used army tents—but those days are dead.

Today's police matrons are pretty, brainy, and Torrance has more than its share of them—but more are needed.

Chief Percy G. Bennett, responsible for creating the most

efficient and friendliest of departments, wants more high-caliber matrons willing to do interesting work in a congenial atmosphere for above-average pay.

Lois Reynolds, for example, is typical of the dozen or so matrons now employed. She has been on the force two years and wouldn't want any other kind of work. Matrons alternate all three shifts and may do anything from switchboard duty to handling woman prisoners.

Best of all, there is little chance for boredom, for there's no way of predicting what the next phone call will bring.

Women from 21 to 31, properly proportioned and with a high-school education or its equivalent are eligible. They must be registered voters and residents of Torrance the past year.

The written exam will be given in the employees lounge, City Hall, March 19 at 9 a.m. Applications are obtained from the personnel office at City Hall. Prospective matrons may write or phone for information.

A good vocabulary, ability to spell, and knowledge of office procedure are prerequisites.

DR. CONANT SLATES VISIT TO SCHOOLS

Dr. James B. Conant and Dr. E. Alden Dunham will visit Torrance schools this month to confer with Superintendent J. H. Hull.

Dr. Conant, author of the "American High School Today," is doing a study of methods of teaching seventh and eighth grades.

He will get the views of Dr. Hull on Torrance's self-contained classrooms. Dr. Dunham is a member of the Conant staff.

My True Security

I was born in the quiet hospital of a noisy world. When I cried my first cry, wives, mothers, and sisters cried for lost loved ones. When I drew my first breaths, men breathed their last in far corners of the earth. My lullabies were interrupted by flash news reports over the radio and my first steps were made to enthusiastic marching songs. I was part of a generation born into a world of war—a world afraid.

No one felt secure then. They were worried about not only losing ones dear to them, but tangible things like their homes, cars, and businesses, not because they loved these structures of wood and steel but because they loved what they represented: free enterprise and the American way of life.

They pushed their fears to the back of their minds and hearts and fought with all they possessed for the freedom they know was rightly theirs. They freely gave to the war effort items we deem as necessities for living today.

I have grown up in peace and prosperity but know that just as it was when I was born, our country is always a little afraid and a little insecure. Perhaps that is what makes it great.

Anything that is completely secure stands dormant and does not progress. In order to advance in any way, chances must be taken. Where would we be now if the thirteen colonies had regarded fighting England as a little too risky?

Our country was begun by a group of determined individuals known as Pilgrims who traveled an awesome expanse of water to settle in a rough land inhabited by fearsome-looking humans with red skin. They traded the security of their home-lands for this. Why? They took the chance because security was not important enough to acquire at the price of personal liberty.

There are relatively few Americans who can look at their country and not feel a surge of pride, but there are few who do not worry slightly too. It is the time we stop worrying that we will be in trouble. It is the time this country becomes so apathetic, self-complacent, and overconfident that it will be in real jeopardy.

We realize, though, what a precious thing our freedom is and that it is something we should be willing only to share and spread—never to give up.

Our true security then, is not one thing or even 100 things, but 170,000,000 persons working, playing, and worrying together to make a really united United States of America.

Barbara Hunting, 17, of 2220 West 161st St., a senior at North High School, was the winner of the Torrance Junior Chamber of Commerce "My True Security" speaking contest held Monday in the City Council Chambers. This is the second year a senior from North High has taken the award. Runners-up were Effie Kozin of South High and Sidney Bereskin of North High School.

Awards will be presented March 17, 1960 at dinner in the Palms restaurant.

Shoestring Strip Committee Discusses 206th-Harvard Job

The L. A. Shoestring Strip Advisory Committee for Councilman John S. Gibson Jr. Tuesday discussed the 206th St. and Harvard improvement, scheduled for construction in June.

This job includes 203rd to Torrance Blvd., which will be paved and sidewalks installed.

Denker St. will be paved, and all cross streets between Denker and Western in this vicinity will be paved and sidewalks laid where needed.

The city already has contributed \$60,000 toward the Denker St. project. The job will not be done any cheaper than at this time, the committee agreed.

Within two weeks, residents will receive the city engineer's estimate of assessments. Last year, the jobs ran on an average 17% cheaper than estimates.

The next meeting of the committee will be held April 5. An engineer will bring a map showing where the sidewalks will be placed, size of the parkways, and explain charges, which may be paid in 10 years.

The meeting is held at the Normandie Playground, 22400 South Halldale, at 7:30.

George W. Mercer is chairman.

Bank Executive Wins Promotion in L.A.

Allison E. Stone Jr. has been elected to an assistant vice presidency by Bank of America's board of directors.

Stone took his new title in the municipal bond department at the bank's Los Angeles headquarters.

Stone and his wife, Beverly, live at 321 Via Linda Vista with their 12-year old son, Ronald.

The next meeting of the committee will be held April 5.



ABE ROBINSON

Robinson Leader of Merchants

Abe Robinson, vice-president of Lawson's Jewelers, is the new president of the Downtown Retail Merchants division of the Chamber of Commerce, according to Chamber President J. H. Paget.

Elected to serve with Robinson were Dudley Cook, vice president (Western Auto), and Floyd Schillings, secretary-treasurer (Gallen Kamps).

Directors are Leonard Barron (Karl's Shoes), Dava Baumgarten (Strum's Department Store), Paul Diamond (The Gay Shop), Hal Frenz (Bank of America), Jim Giacalone (A-1 Photo), Bernice Lee (Bernard's Bootery), Sam Levy (Levy Department Store), George Naylor (Torrance Hardware), J. H. Paget (J. J. Newberry Co.), George Post (California Bank), Lou Schlanger (Torrance Men's Store), John Schwartz (Schwartz Men's Store), Jim Squire (Squire Style Shoppe), Ben Smith (Torrance Cycle and Sports Shop), Jack Treskes (Treskes Men's Wear), Sol Young (Torrance Bootery), and Paul VaKay (VaKay Yardage).

Robinson has been with Lawson's Jewelers 15 years, 10 of them in Torrance. He was born and reared in Kansas City. He is a life member of the Masowic Lodge there.

The new retail leader is a member of the Elks Lodge, Moose Lodge, past president of the Lions Club, and is chairman of the traffic and parking committee of the Chamber of Commerce.

Robinson has organized a dynamic program to promote downtown Torrance.

He bases his program on a five-point system: (1) Prices are lower in downtown Torrance (2) Friendly and individual service (3) Larger free-parking areas within one block of the heart of town (4) Employees are paid highest wages in South Bay area, and (5) Stores are union stores.

Robinson said a kick-off rally will be held March 22 at 6 p.m. in the Home Savings & Loan Building.

All downtown Torrance merchants and professional men will be invited. Refreshments will be served.

Robinson and his wife, Ruth, live at 111 Via Segro in the Hollywood Riviera section of Torrance. One daughter, Barbara, is married to Dave Tanner, also of Lawson's Jewelers, and the other, Jean, lives in Kansas City.

Student Authors, Directors Preparing Plays for Competition at School Friday

Student authors and directors of Torrance High School are preparing their original one-act plays to be presented in the school auditorium Friday at 8 p.m.

Linda Kraegel's comedy, "Della," is the story of a teenage girl and her problems with her family, sister, and boy friends.

Della is played by Jan Plans, and Pat King is her sister. The parents are portrayed by Kay Wyman and David Rosen. Tim May and Dave Mullen enact the two boy friends. Bob Emrich has the role of the pesky little brother.

"I Was Mistaken," a drama by Earl Newson, finds its plot about a judge who could do no

wrong until a man's life hung on his decision.

The cast includes Jim White, the judge; Chuck Litaker, a lawyer; Wayne Hughes, the doctor; Phil Cosby, Lt. Mann; Larry Melton, the condemned man; and Carol Johnson, the housekeeper.

The third play to be presented is a comedy titled "Casting My Spell," and was written by Barbara Adams.

This play is about an amateur hypnotist who gets himself and his friends into hilarious predicaments. Lynn Keller, Jim Pritchard, Carol Mathlin, Larry Hendrickson, Carol Loupas, Nancy Osborn, and Flora Watson are the members of the cast.

A fourth play, "The Voice," by Verne Newson was selected to be presented to the student

body at a special assembly program.

In this mystery story, Noel Shire, Bill Miller, Phil Cosby, and Verne Newson play the part of boys exploring a haunted house.

The "Ninth Annual Original One-Act Play Festival" was organized and has been sponsored by Rosemary De Camp, TV and motion-picture actress. Miss De Camp, a Torrance resident, through her sponsorship is trying to encourage the creative-writing phase of the theatrical activities.

An advance sale of tickets is being made by the members of the cast and drama students. Tickets may also be bought at the door.



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