

Four More Open in 'Exciting Del Amo'

Mammoth Center Nears Completion

By BRUCE ALLYSON
Press Business Editor

In the seventeen hundreds Spanish Dons roamed the lands that today make up the lower section of Los Angeles County, including the booming business metropolis of Torrance, in quest of properties to develop. One day, in the era, a Don stopped his strong mount on a slight rise and surveyed an area many miles in each direction. Envisioning a market place similar to those in Spain he partitioned the Governor of Alta California for the land. The grant was made and many, many years later the heirs developed a portion known today to thousands of Torrance residents as the Del Amo Shopping Center, Hawthorne and Sepulveda Blvds.

During the past several years segments of the Center have been completed. First to open its doors was the Broadway Department Store, then Sears & Roebuck, Magic Chef Market and Thrifty Drugs. Later a handful of business's rolled out the grand opening carpet. Among them were Silverwoods, Wetherby-Kayser Shoes, Ontra Cafeteria, J. C. Penney, Lerner Shops, Leeds, Woolworth's. The latter group, along with Broadway and Sears comprised the West Mall of the Center.

Last week, before thousands of eager shoppers, a portion of the East Mall was opened. Grand Openings were held by Gallenkamp's LeRoy's Jewelers, and Foreman & Clark. Next week nationally known Thom McAn Shoes unlatches it's doors.

According to Pat O'Melveny, who as vice president of Del Amo Estate Company is in charge of center operations, the new store openings will augment the merchandising appeal currently being offered by the other quality stores in the center.

In the very near future the following emporium's will hold their openings to complete the East Mall; Del Mar Women Accessories, National Shirt Shop, Tamar's Women's Shop, Young's Maternity and Drs. Harvey Temkin & Kenneth Fein, Optometrists.

Developed for the residents of the Greater Torrance Area, the Del Amo Shopping Center is truly a magnificent feat of logical planning. To the more practical housewife it's a means to shop in an aura of splendor and convenience.



BEAMING WITH ENTHUSIASM, Phil Haberman, m'nager of Gallenkamp's Shoes, is welcomed to the Del Amo Center and Torrance by vivacious Miss Torrance, Betty Baker.



THE MAGIC HOUR was 12 noon Friday at Le Roy's Jewelers. Shoppers, however, lined up outside much earlier for bargains and special prizes offered by the firm in celebration of their grand opening in the Del Amo Shopping Center.



EUGENIO CABRERO (left) vice president and secretary-treasurer of the Del Amo Estate Company, tells Sam Kerzner, (center) of the planning that went into the Del Amo Shopping Center. Hector Haight, right, explains the merits of accessibility into the Center.



FRIENDLY CHAT was conducted between (left to right) William Belding, manager of Broadway Del Amo; Hector Haight, vice president and general manager of Del Amo Estate Co.; Sam Kerzner, president of Foreman & Clark; and Pat O'Melveny, vice president in charge of Del Amo Shopping Center.

NOW COMPLETED AND OPEN TO THE PUBLIC

- ★ Foreman & Clark
- ★ Gallenkamp's
- ★ Leroy's Jewelers
- ★ J. C. Penney
- ★ Broadway
- ★ Sears
- ★ Woolworth's
- ★ Lerner Shops
- ★ Ontra Cafeteria
- ★ Silverwood's
- ★ Weatherby-Kayser
- ★ Leeds
- ★ Magic Chef
- ★ Thrifty Drugs
- ★ Del Amo Cleaners



DOES IT FIT RIGHT, SIR? Customers attending the opening of Gallenkamp's Del Amo were asked the question as they sat in comfortable chairs in the spacious store.



CHARMINGLY PETITE Carol Robinson, North High students, gives Betty Baker an orchid and reverses the procedure. On behalf of Foreman & Clark, Carol welcomed Betty and other Torrance residents, women folk, naturally, with the presentation of the exotic flower.