Gold Medallion Development Offers 'New Look' In Southern California's Greater South Bay

Home building has a "new look" in Southern California's Greater South Bay Community.

Unique blending of the best in residential living and income-producing units are combined in the Gold Medallion development at Wood Ave. and Torrance Blvd. in Torrance, now nearing completion.

Veteran builder Gilbert D. Sellan and realtor and sales manager Albert McBride felt that prospective home owners in the fast-growing South Bay area needed a "better deal." Their research showed the average buyer is forced to make a substantial down payment with little hope of decreasing monthly payments because of rising taxes. With the same amount of money, the Sellan development offers advantages of a private home, plus security of income property.

HOUSEWIFE'S DREAM—All electric kitchens in the Gold Medallion development at Wood Ave. and Torrance Blvd., now nearing completion in Torrance, feature built-in ranges and ovens, automatic undercounter dishwashers and garabage disposals. Featuring the best by General Electric and Southern California Edison Company, the kitchens are just one of the many fine features adopted by veteran builder Gilbert D. Sellan.

SELECT COMMUNITY

The $5-million total-electric project covers five acres in an all-new select community. There are 21 homes, each with 3-unit apartments, where the owner can live in luxury and still obtain tax shelter benefits.

The four-in-one concept, consisting of 4600 square feet, includes a 3-bedroom home with family room and two custom baths. Detached, except for a roofed breezeway, are a 2-bedroom, 2-bathroom apartment on the ground floor, with two 1-bedroom apartments over a 5-car garage.

Designed by Eska Wilson of Torrance, the project combines push-button convenience with quality features. All outside walls and ceilings are fully insulated for maximum seclusion. Garages are located off a rear private roadway, eliminating street congestion and noise.

CONTRIBUTORS

Southern California Edison and local General Electrict specialists contributed to the Gold Medallion high quality electrical design.

The total-electric units feature G.E. products throughout. Ceiling cable radiant heat is clean and inconspicuous. According to Al McBride, "It's not only economical and easier to maintain, but most women now prefer it to all other types of heating." A thermostat is located in each room for individual temperature control.

The kitchens are built to satisfy every housewife's dream, featuring a built-in range and oven, automatic undercounter dishwasher, refrigerator, and disposall.

QUALITY

Quality is emphasized with a large stone fireplace, wall-to-wall carpeting, draperies, and sliding glass doors to the private patio area. Ceramic tile floors in kitchen and bath, natural ash-finish hardwood cabinets, and built-in FM background music add traditional luxury.

The area boasts a smog-free climate and proximity to fashionable Palos Verdes and Hollywood Riviera beaches. Only minutes away are shopping centers and the freeway interchange.

POTENTIAL INCOME

The rental units, with a substantial potential monthly income, give owner a profitable return on his investment. As Al McBride said, "It's almost like living rent and tax free"

Ten of the 4-unit buildings now competed have been sold all before completion. With such approval on the part of discriminating buyers, the eleven now under construction can look forward to the same success.

The Gilbert Sellan development undoubtedly gives the home-building industry a much-needed "new look."

KEEP A LIGHT — Torrance police and councilmen this week recommended keeping a light burning in unoccupied homes as a deterrent to possible burglaries. Councilmen last night okayed a proclamation recommending the action following a suggestion by police officers. Pointing out the program, advocated by all county law enforcement agencies, are Police Captain John Maestri, Chief Percy Bennett, and Mayor Albert Isen.

Red Cross Fund Raising Drive Starts Tomorrow

A corps of Torrance business men and women will be "in the field" starting tomorrow to collect commerce and industry contributions to the 1962 Red Cross fund drive.

"We're all sold on Red Cross and its tremendous value to each and every community," declared C & I Chairman Clarence Clark, Bank of America. "Red Cross instructs our families in water safety skills, trains our prospective parents and nursing homemakers, Red Cross blood is available to all . . . and there is no way of knowing how many Torrance families have been assisted through the Red Cross assistance to families of servicemen program."

Total quota for Torrance in the campaign which opens Thursday is $11,400. Five thousand dollars of this amount is expected to come from commerce and industry in the All-American city.

"When you give, we can help" is this year's Red Cross campaign slogan, explained Torrance fund chairman Kenneth Miller. "We expect full support from every part of our community."

Committee members who met with Clark and Miller at The Palms recently to receive their fund supplies and discuss the current campaign include: Jim Cole, Southwest Savings and Loan; Jim Post, insurance agent; Don Wolf, Marina Federal Savings; Irene Hart, Bank of America Sepulveda; Bill Peckstein, California Bank; Ralph Morris, Rome Cable; Leonard Peterson, Bank of America; William Patterson, Bank of America; Del Wright, Frontier Realty; Gilbert Gillis, National Supply; and Helen Lackey, Bank of America.

Civil Defense Workshop Slated For City Hall

A Civil Defense workshop, to include ten classes of 2½ hour sessions, will begin March 6, in the Civil Defense room of Torrance City Hall, 3031 Torrance Blvd.

One series of classes will be held each Tuesday evening from 7 until 9:30 p.m. and another will meet on Tuesdays from 9 until 11:30 a.m.

Evening classes will begin March 6 and a morning class will also be formed. Workshop will emphasize home protection and preparedness for "Self Preservation in an Atomic Attack."

Instruction will be offered by means of printed materials, motion pictures and speakers. The workshop is offered free of charge. Further information may be obtained by phoning FR 1-1736.

Mop-Up Efforts By County Halted By 'Overtime'

An attempt by County Supervisor Burton W. Chace to place all available road department personnel on an overtime basis to speedup restoration of county roads made impassable by the recurrent rainstorms was temporarily balked today.

Speaking as chairman of the board's road committee he asked "in the interest of safety" that overtime be authorized. Supervisor Frank G. Bonelli suggested that the overtime be recognized in additional "time off" for road department employees.

"Many of these men have worked through the nights, Saturdays, Sundays and holidays in the interest of public safety and to the detriment of their families," Chace returned.

The proposal was referred to County Manager L. S. Hollinger for recommendation.

"To date more than 30,000 sand bags and 4,000 barricades have been placed on our County roadways and, where necessary, pumping operations are continuing to drain ponded waters," Chace said.

The overtime authorization would have allowed roadway clearing operations to continue around the clock until the County's highway system is brought up to its pre-storm condition.

FLYING HIGH — Shown above with the sleek luxurious Cessna airplane being used by Key Real Estate, 2678 Pacific Coast Hwy., are brokers Mrs. Marjorie Krogman and Mrs. June Hansley. A member of the National Real Estate Flyers Association, Key is now able to show newcomers the Los Angeles area, South Bay area, Palos Verdes peninsula, recreation areas, industries, and future expansion potentials, much faster and better than previously.

Art Instructors at El Camino Sat.

Three hundred art instructors and supervisors will assemble at El Camino College for the winter conference of the Southern California Art Educators Association on Saturday, Robert Neice, El Camino art instructor and program chairman, announced this week.

Morning and afternoon programs will emphasize the concept of art as a career profession. The purpose of the meeting is to stimulate art education programs toward the demands of the career artist.

Following luncheon, a demonstration by Neice will be conducted with material from an experimental course established at El Camino.

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