

This Is Your Torrance: Schools Reflect Growth . . .

(Compiled by the League of Women Voters, Torrance)

The most graphic example of the phenomenal growth of Torrance since World War II is the school construction program.

From a modest enrollment of 2000 pupils, the number attending school in Torrance has mushroomed to 29,264 in the past decade and a half.

Buildings, equipment, and personnel have raced to keep up with the constantly expanding enrollment.

Taxable wealth during this period of time has fallen behind.

While the pupil enrollment soared more than twelve and a half times the 1947 figure, taxable wealth increased only five-fold.

Since 60 percent of school financing comes from local taxes, school administrators have become adept at budget-stretching.

State funds provide the

remaining 40 percent of the Torrance school money.

Of the 29,264 pupils attending school on Feb. 5, 1963, in Torrance, 22,330 are enrolled in kindergarten through eighth grade in 33 elementary schools, and 6,934 attend the four high schools.

There always is some building under construction in the Torrance district.

Administering the public school system in Torrance is the Torrance Unified School District.

School personnel are hired by the Superintendent of Schools, who in turn is engaged by the Board of Education.

Elected by the citizens of Torrance, the board is composed of five members who each serve a three-year term of office.

In addition to hiring the Superintendent, the board establishes policy, places bond issues on the ballot, purchases land sites for schools, and contracts for construction of school facilities.

In addition to the 37 public schools, there are five parochial schools serving Torrance—four elementary schools and a high school. The parochial school administration is responsible to the state board of education.

Also serving the community is a nearby junior college.

Adult education needs in the community are served by the adult education program in the public high schools, at the junior college, by college extension courses, and various programs sponsored by the YMCA and YWCA organizations.

THE "12TH STATE"

The April 1, 1960, census discloses that Torrance and the South Coast area combined have a larger population than the states of South Dakota, Montana, Idaho, Hawaii, North Dakota, New Hampshire, Delaware, Vermont, Wyoming, Nevada, and Alaska.

McDonald's Hamburger Chain Salutes Torrance for Growth, Progress

Saluting Torrance for its growth and future expansion plans is the McDonald's chain of hamburger restaurants — whose own growth in many ways parallels that of Torrance.

McDonald's operates two units in Torrance — at 17305 Crenshaw since July, 1956, and the second, which opened in October, 1962, at 1452 W. Carson.

"Opening of the second McDonald's in Torrance last fall was typical of the growth of both Torrance and McDonald's," said Ray A. Kroc, board chairman of the big nationwide McDonald's chain. "We are proud to be a part of that growth, and feel that Torrance and McDonald's together have a tremendous future. Torrance is the kind of community that is especially suitable to an operation like McDonald's, keyed to the family trade, and we are happy to be able to play our part in the growth of Torrance."

The two McDonald's units in Torrance are part of the big nationwide chain of self-service carry-out hamburger restaurants, which now numbers 450 units in 42 states, Kroc explains.

McDonald's own growth since the chain was launched in April, 1955, has been called the greatest in the history of the restaurant business, and the chain is in the midst of a major expansion program, concentrated especially in California. New units are opening at the rate of three a week.

"We feel that California is truly the land of opportunity, and with more and more Americans moving west all the time, the potential for growth is virtually limitless. That is why California — and Torrance — figure so importantly in our own growth," Kroc points out.

McDonald's own success story began when Kroc put America's favorite food — the hamburger — on an assembly line and began dotting the U.S. landscape with golden-arched eateries all specializing in budget-priced burgers, French fries and the drinks to go with them. Rigid standards of uniformity assure top quality throughout the chain, and specializa-

tion and development of new "production line" techniques turn out hamburgers at a record pace. "We can serve a full meal — hamburger, French fries and milk shake — in just 50 seconds," says Kroc.

Last year the chain grossed more than \$7 million, and since its beginning McDonald's has sold well over 800 million hamburgers.

"We expect to pass the billion burger mark this year," Kroc predicts.

McDonald's unique approach to the matter of serving hamburgers, as well as preparing them, has virtually revolutionized eating-out habits of families not only in Torrance but in communities all over the U.S. The chain bypassed carhops and other "frills" and passed the savings along to families in the form of budget prices.

"We discovered that families are all too happy to get their own burgers at self-service windows. Not only do they like the lower prices which result, but self-service eliminates two other sources of irritation — tipping and waiting," Kroc explains.

The chain's unique emphasis on the family trade and on serving the local community explains its special role in Torrance's

"We build our trade around local families, and in looking for a location for a new McDonald's we look for a sold, substantial family community. Torrance is that kind of community, and it would seem that Torrance and McDonald's are 'made for each other.' Torrance families liked McDonald's approach to serving hamburgers so well that we opened the second unit last fall — and we are proud of the popularity of both our units with local families.

"Our aim is always to become a part of the local community, occupying the same kind of community role as a neighborhood drug store or hardware store, and to take part in local civic affairs. Torrance families welcomed us from the start, and we are happy to return the honor by joining other Torrance merchants in this important tribute to the growth of Torrance," Kroc concludes.



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