

Torrance---Dynamic City on the Grow



Mrs. Doris Stamm and Her Official Car

Official Greeter

To make Mrs. Newcomer feel at home in Torrance is the purpose of Welcome Wagon International, Inc., and this is the duty of Mrs. Doris Stamm, who has made over 8,000 calls on newcomers during the past five years.

On each of these calls, Mrs. Stamm furnishes the new resident with information on Torrance schools, library, bus schedules, City Council, Laws for Youth, voting data and other civic information.

Four main reasons Torrance is "on the grow," according to Mrs. Stamm, are schools, climate, location and industry.

There's lots to be told about Torrance, which covers 21 square miles and has a one and a half mile beach.

(Photos by Darrel Maddox Staff Photographer)

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MR., MRS. PAUL JOHNSON AND DAUGHTER, JOAN CAROLE

Location, Climate Inviting

Mr. and Mrs. Paul Johnson and their daughter, Joan, 18, are occupants of one of the new homes in the Southwood tract. Near the beach, the Johnsons are able to enjoy their boat and since all three are in business, the freeway access to International Airport was another attraction. Joan, a graduate of Hollywood Professional School, for the past seven years has been under contract to Walt Disney, working in the Golden Horseshoe Revue at Disneyland. The show has also toured Philadelphia, Chicago, Detroit and the Bahama Islands. She also appeared in the motion picture "Babes in Toyland" and the "Frontier Circus" television series.

Population Now Over 120,000

Torrance is not a new city in the California sense in that it was founded more than 50 years ago by Sidney Jared Torrance of Pasadena.

In 1911, Torrance purchased 3,500 acres of the storied Rancho San Pedro from the Dominguez Land Co. for the purpose of establishing an industrial city to serve Southern California.

By 1921, the year of incorporation of the City of Torrance, the population had grown to 1,800 persons. By 1940 the population had risen to 9,950 and in 1950 the figure was 22,241. Today, a short 14 years later, the population is estimated at more than 120,000.

Climate-Attraction

With an interest in plants and flowers, the Ernest Hoffmans chose 5509 Paseo de Pablo, Torrance, for their home after his retirement. They moved here from Gardena, where they had lived for 25 years. Mrs. Hoffman is a retired Los Angeles school teacher. Her husband, in the nursery business for many years, retired after ten years as guard at the Doak Aircraft. "We looked up and down the coast for the right place and then chose Torrance," stated the Hoffmans. "We wanted a view, we got it, we have the mountains and the shore, the Marina and its lights."



Mr. and Mrs. Alf Pike and family, on his lap, daughter Daryl, Susan, and Rick; from left seated, Linda and Arlene. Linda and Rick, twins, will attend El Camino. Eldest daughter, Coralee is moving here from Winnipeg, Can.

Residential, Industrial Balance

City is Characterized By Unusual Stability

Torrance, headquarters city of southwest Los Angeles County, where phenomenal growth is only half the success story, is a city of unique balance. Unlike many other cities in this sprawling metropolitan area, the city of Torrance is ideally composed of well rounded commercial, industrial and residential areas.

The 21 square mile community has eight major shopping centers alone. These plus other numerous commercial facilities cater to an area population of nearly a half million persons.

Providing major support to the city, not only from the standpoint of job opportunities but particularly in tax support, are several hundred industrial employers.

These manufacturing and processing firms provide thousands of jobs and millions of dollars in taxes each year. They are largely responsible for the unusual stability which characterizes Torrance.

Residential areas of the city are blessed with a smog-free climate. The prevailing off shore breezes from the Pacific Ocean provide a moderate and salubrious weather situation that is one of the main attractions in causing the movement of people to the city.

Torrance offers ideal living for family groups. More than 800,000 persons took part in the city's recreational program during the past year. The program caters to all ages, both at the Civic Center facilities and at numerous parks spread throughout the city. Nearby Torrance Beach on the blue Pacific attracts many of the residents.

From a small town a few years ago, Torrance is now the fifth largest city in Los Angeles County. It is anticipated that the continued phenomenal growth will soon make Torrance the third largest city.

The burgeoning population has brought more than 31,000 school children to the city, but despite this explosive growth, the Torrance Unified School District has kept pace with the needs of education.

At present the district has 34 elementary schools and four high schools. In addition to the public schools, Torrance has one Roman Catholic parochial high school, two Lutheran parochial elementary schools, three Roman Catholic parochial elementary schools, and one non-denominational Christian elementary school.

Torrance is in the El Camino Junior College system. With Torrance's great

growth has come a stability unusual in many cities of the West. Four out of five families own their own home, and the median income per family per year is \$8,400.

The city has already constructed a city hall, police headquarters, plunge and recreation building.

A municipal court house has been built in the center and the county has broken ground for a five-story superior court facility.

Other major Civic Center projects to be built in the future are a library and large municipal auditorium.

During the past year the city has also dedicated two new libraries, a new fire station, and three large parks.

Other improvements now in the planning stage are additional parking aprons and service roads, and new sewers and water mains.

Torrance is fortunate in having a population that is civic-minded and interested in developing a sound community with a long range economic plan built around a sound balance between people, commerce, and industry.

The people, together with municipal officials and the Chamber of Commerce, know that in Torrance they have a wonderful city in which to live, work and play.

Record Number Of Industries Added

According to a recent Chamber of Commerce survey, 33 new industrial firms were established in Torrance during the past year, and more than a dozen manufacturing and processing firms either added employees or expanded facilities, or both, the past year.

These statistics highlighted a survey made by the Chamber of Commerce following a review of business licenses issued by the City of Torrance last year.

"Underlying these figures is the evidence that industry in Torrance continued to expand and definitely started a diversification trend the past year," Arthur M. Reeves, Chairman of the Chamber's Industrial Development Committee pointed out.

Diversification has helped significantly in taking up the slack resulting from readjustments in the aircraft-space industry. A broadened base of products and employment opportunities resulting from diversification will serve to strengthen Torrance industrially in the future," Reeves said.

The 33 new industries added approximately 1,000 employees to local payrolls, according to the survey. New plants, land and equipment represent a total investment of over \$4 million.

The established plants that expanded or added employees, or both, added approximately 300 jobs and made a plant-equipment investment of \$1.5 million, the survey showed.



MR. AND MRS. ERNEST HOFFMAN

Industry Called

Dr. and Mrs. Robert S. Witte and their eight children, 230 Via Linda Vista, are among the many new residents in the area. Dr. Witte came here to assume the position of associate manager of Quantum Electronics Dept. of the Physical Research Division of Space Technology Laboratory. The family moved here from Indiana, where Dr. Witte had been a member of the faculty, Physics Dept., University of Notre Dame. In addition to his teaching duties, he directed research in solid-state physics.

Recreation Paradise

Other new inhabitants of the South Bay area are Mr. and Mrs. Alf Pike and family, who came here from Canada. Mr. Pike is manager-coach of the Los Angeles Blades Hockey Team. When he accepted this position he moved his family to Torrance and recently they took a house "right on the water" in Manhattan Beach. All avid sports enthusiasts, Mrs. Pike says, "we have found a recreation paradise." The oldest daughter, Carolee, came from Winnipeg last week for a visit, stayed four days, loved it and went home to pack.



Dr. and Mrs. Robert Witte and family. Seated front from left, Dr. Witte, Martha, 3; Elizabeth, 7; Katherine, 9; and Mrs. Witte. Back row, from left, Robert, 16; Thomas, 15; Mary, 13; Anne, 11, and Joseph 5.