



FASHION SQUARE BEGINNING . . . Principals in the development of the new Bullock's Fashion Square Torrance met at the northeast corner of Hawthorne Avenue and Carson Street yesterday to break ground for the 21-acre complex. Shown here from left are Don Thomas, assistant vice president, Crocker-Citizen's Bank; Robert Shannon, vice president, I. Magnin & Co.; Fred B. Huesman, president, Desmond's; and Frank Gillett, president, Bullock's.

Ground Broken for New 21-Acre Fashion Square for Bullock's

Groundbreaking ceremonies Tuesday marked the start of construction of Bullock's newest Fashion Square, a 21-acre complex at the northeastern corner of Hawthorne Boulevard and Carson Street. Master planned, designed and engineered by Welton Becket and Associates, architects and engineers, in conjunction with the Bullock's staff, the development will include a four-story Bullock's store, four buildings for distinctive specialty stores including I. Magnin's and Desmond's, and a separate branch of Crocker-Citizens National Bank.

Joined by decorative plazas and walkways, the Bullock's Torrance store and the other tenant stores will be located in the midst of a park-like setting. The specialty store buildings will complement the Bullock's store, presenting a contemporary feeling tempered by an atmosphere reminiscent of early California. Each individual store, however, will contribute its own excitingly distinctive character of design and merchandising concepts to Bullock's Fashion Square.

A TOTAL OF 20 Fashion tenants will occupy the nearly 600 feet of tenant stores with leasing being handled for Bullock's by Coldwell, Banker & Co.

A landscaped parking area for 2,000 automobiles will surround the center, with the bank building situated at the corner of Fashion Square at main intersection of Carson Street and Hawthorne Boulevard.

"This will be our third Fashion Square in Southern California and our ninth Bullock's store," stated Frank Gillett, president of Bullock's. "We have been watching the rapid growth of the area for some years and believe that there is a definite need for our type of shopping center, which emphasizes fashion, quality, and a wide selection of merchandise for all members of the family and for the home.

"All tenants will conform to the highly specialized fashion image presented by our Fashion Squares, providing discriminating shoppers with an exciting world of fashion accessories in an atmosphere of leisurely, pampered shopping similar to that of Bullock's itself," Gillett continued.

"IN LINE with Bullock's concept of individual operation geared to the community, the Del Amo store will have its own large staff of buyers who will purchase goods especially for the South

Bay way of life," Gillett said. "The store will emphasize the traditional fine quality of merchandise and full customer service that has earned for Bullock's its reputation as 'one of America's great stores,'" he continued.

Becket's design for the Bullock's Del Amo store will be based on elegance through simplicity by massing two basic rectangles, one overlapping the other, each with two selling floors. Service functions will be located in a basement. Both the basement and the third level are designed for future expansion.

SHELL BRICK facing in two shades of buff will unify the two rectangles, and a white sculptured cornice will add a touch of distinction around the top. Color accents, provided by glazed, handmade tile in shades of orange, will highlight the entrances and display windows, several of which will add interest along Carson Street.

The architects have designed a split-level site for the store, providing entrances on the first and second levels directly from the parking areas. A ramp along the north side of the building will lead to executive parking on the roof of the second level.

C. L. Peck is general con-

tractor for the 260,000 sq. ft. reinforced concrete structure and 67,500 sq. ft. of tenant store buildings.

A new lighting concept will utilize soft incandescent recessed light and chandeliers balanced by secluded fluorescent illumination.

Bullock's Complete Home Store will occupy the entire first level of the fully air conditioned building, the second level, with covered entrances on three sides, will stress fashion and will feature Bullock's famed Talk of the Town Shops. A separate men's store will also be found on this level.

Collegiate wear will highlight the third level, which will also contain a large beauty shop.

Children's wear and toys are on the fourth level, except for the top-level tea-room, which will present fashion shows and dining in a garden atmosphere. A fast service dining-room will also be located on the fourth level.

The entire basement will be devoted to receiving and marking of merchandise, while store offices will be on the Home Store level and an employe cafeteria is planned for the third level. The new Bullock's Fashion Square shopping center will employ approximately 1,000 persons.

Immunization Clinic Set At Area Health Centers

A night immunization clinic will be held Thursday, July 15, from 6 to 8 p.m. at the Torrance, Redondo Beach, and Avalon Village health centers, according to Dr. Earl W. Kendrick, Torrance District health officer.

Dr. Kendrick said the evening clinics would be held on the third Thursday of each month. Immunizations may be obtained from family doctors or at the area health centers, he added.

The Torrance Health Center is located at 2300 W. Carson St. Centers also are located at 406 E. 231st St., Wilmington, and at 217 Beryl St., Redondo Beach.

"Every parent in the South Bay area owes a serious obligation—not only to his or her own family, but to the

entire community—to make certain that every family is properly protected against the tragic, but preventable diseases—polio, diphtheria, tetanus, whooping cough and smallpox," Dr. Kendrick said. "The serious threat of epidemics from these diseases is a very real concern. The time to get protection is now—before an epidemic threatens," he added.

Recent studies show that in Los Angeles County, a large percentage of children are not adequately protected against the preventable diseases. In families with incomes of \$5,000 to \$7,499 per year, 43 per cent of children under the age of five are not adequately immunized against diphtheria, whooping cough and tetanus. In families earn-

Red Cross Baby Care Class Set

Mother and Baby Care, the Red Cross preparedness training course for expectant and adoptive parents will be given at two Torrance locations during July.

Each course consists of seven lessons taught by a specially trained registered nurse who will instruct prospective parents on what a well dressed baby must have, what his mother should wear, eat and do during her pregnancy to insure her own and her baby's health and safety.

ing under \$3,000, the percentage of inadequately immunized children increases to 64 per cent. Even in families earning \$10,000 and over, 31 per cent of the children under five are inadequately immunized.

Parents may call FA 8-3310 for information.

The nurse instructor describes the process of labor and delivery and discusses the baby's care during his important first year—including what to do when baby cries, a bath demonstration and practice, how to hold a baby, how to be a quick change artist and how to breast feed or bottle feed a new baby.

Classes will be held on Mondays and Wednesdays evenings from 7:30 to 9:30

David J. Vogl, son of Lt. Col. O. J. Vogl of 4909 Via El Sereno, has been commissioned a second lieutenant in the U. S. Air Force upon completion of the Air Force Reserve Officer Training Corps program at California State College, as a distinguished military graduate.

Lieutenant Vogl also received his B.S. degree in

p.m. beginning July 7 at Little Company of Mary Hospital, 4101 Torrance Blvd., Torrance.

Tuesday and Thursday classes from 7:30 to 9:30 p.m. are scheduled in Room 181 at Torrance High School, 2200 Carson St., beginning July 13.

All those expecting to care for a new baby within the next three months may enroll in one of the free classes by calling Red Cross, TE 2-8321.

criminology upon graduation at the college. He is being assigned to one of the more than 250 installations worldwide where Air Force combat and support units are based.

The lieutenant is a graduate of South High School. His wife, Karen, is the daughter of Mr. and Mrs. Arvol Ash of 464 35th St., Manhattan Beach, Calif.

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