

HUGE SHOPPING CENTER STARTED

Top Officials Start Project

Ground breaking for the new \$40,000,000 Del Amo Shopping Center in Torrance took place Monday with civic dignitaries and officials from the South Bay area participating. Heading the ceremonies were Edward W. Carter, president of the Broadway-Hale Stores; Austin T. Cushman, vice president of Sears, Roebuck and Co. and Jaime Del Amo, president of the Del Amo Estate Co.

Located on the northeast corner of the intersection of Sepulveda Blvd. and Hawthorne Ave., the new Del Amo development will occupy a 70-acre site, bordered on the north and east by Carson and Madrona Aves., and providing parking space for more than 6,500 cars. The project will represent the most advanced concepts of regional shopping centers, with stores of virtually every type included, and is expected to be one of the largest projects of this type in America.

Leases Under Way
Coldwell Banker and Co., sole leasing agents for the project, are now drawing up leases for several of the 50 men's, women's and children's apparel and accessory stores. These, along with other specialty shops and doctor's suites, will be included in the 180,000 sq. ft. of shop area surrounding the mall. The development will also include a 56,000 sq. ft. market, drug store and a large restaurant to be located at the corner of Hawthorne and Carson Aves.

Simple Design
Classic simplicity is the design keynote of the center, which was planned by the Los Angeles architectural and engineering firm of Welton Becket, F.A.I.A. and Associates. At one end of the spacious, beautifully landscaped central mall will be the Broadway Department Store with more than 222,000 square feet of merchandising area in a three-story building or natural rose-tinted stone.

At the other end of the mall, Sears, Roebuck and Co. will occupy more than 234,000 square feet of space in a two-story building designed by the Los Angeles architectural firm of Stiles and Robert Clements.

The Torrance Sears store will contain a full basement, main floor and penthouse for the utilities and mechanical equipment, and for an employees' restaurant and recreational facilities. There will be a total gross area under roof of 282,708 square feet, and in addition to the main store structure, there will be a service station 20,116 square feet in area which will accommodate 24 cars for servicing at one time.

More Parking
Besides the enormous parking accommodations to be made available for the entire Torrance Shopping Center, Sears announced that on its own property there will be parking for 2000 automobiles. The Sears unit will be completely air conditioned and equipped with an automatic

Paper Deadline Advanced 1 Day Due to Holiday

Because of the New Year's holiday the HERALD deadline for the Thursday edition will be moved up one day.

The paper will be delivered after 9 a.m. on Thursday morning, since the papers will not be printed on New Year's Day.

Persons wishing to insert want ads are asked to call by 5 p.m. Monday and display ads by 2 p.m. Monday. Society news items should be brought in by 10 a.m. Monday, while general news items should arrive before 5 p.m. Monday.



TOUGH DECISION . . . Trying to decide who will turn the first shovel of earth at the groundbreaking ceremonies for the new Broadway-Sears developments on the new Del Amo Shopping Center here (from the left) are Austin T. Cushman, vice president of Sears, Roebuck & Co.; Edward W. Carter, president of the Broadway-Hale stores, and Jaime Del Amo, president of the Del Amo Estate Co. (Herald Photo)

Local Firm Gets Bomber Contract

Employees of North American Aviation have received a multi-million dollar Christmas present from the United States Air Force.

The present came in the form of a contract to manufacture a bomber capable of an hour for long distances.

Details of the contract and the amount of money involved were kept secret.

An Air Force spokesman said the new plane, which previously was referred to as the WS110A, is intended as a long range development from the B52 family of bombers. This standard craft, now in use by the Air Force, is reported to have a speed of approximately 700 miles per hour.

The proposed bomber is expected to use an advanced fuel producing more thrust than the fuels burned in conventional jets.

The Air Forces' most advanced bomber, the B58 is reputed to have a speed of 1300 miles an hour and a ceiling of 50,000 feet.

Beauty Galore Set for Float, But Need Help

While some help is still needed to decorate Torrance's float in the New Year's Day Tournament of Roses Parade, the float will not be lacking in feminine pulchritude.

Mrs. Victor E. Benstead, chairman of the decorating committee said work with flowers would start on Sunday afternoon and continue until the afternoon of Tuesday, Dec. 31.

Transportation will be furnished by the sponsoring Torrance Chamber of Commerce.

Meanwhile, Chairman George A. Bradford announced that two of the city's prettiest young ladies will ride the float in the parade.

Sharon Starns, named "Miss

A total of \$3320 has been collected up to yesterday toward financing the city's float, Chamber Manager Dick Fitzgerald reported. One more week remains to make up the cost of the float. Fitzgerald urged those who had not contributed to drop their donation by the Torrance Chamber of Commerce Office, 1345 El Prado.

Torrance," and Sharon Smith, "Miss Torrance Chamber of Commerce" will don space suits and will be riding on a cloud that will be supporting a giant rocket ship.

Theme of the Torrance entry will be "Rocket-Ship to the Moon."

Garage Fire Extinguished
A garage fire at 23156 Doris Way Monday apparently was caused when Mrs. George C. Machado dumped some hot ashes in a trash barrel, Torrance firemen reported.

The fire started in a barrel of trash and spread through the roof and surrounding walls. The amount of damage was undetermined.

At Warren Southwest, 300 Maple Ave., the second fire in a week made timbers blaze when a creosote tank was being installed. Flames were quickly quelled.

Approve List Of Priority Storm Drains

Multi-million dollar storm drain proposals have been listed according to priorities by Torrance city councilmen.

The group Tuesday night approved the list of six projects sought by the city as part of the proposed county-wide bond issue.

Listed in order of preference were:

1. A system to drain the WALTERIA Lake area and the lower part of Hollywood Riviera.
2. A drain for the vicinity of 190th St. and Crenshaw Blvd.
3. Pipes to replace an open ditch that now extends through the Pacific Hills district.
4. A network to replace swales now located in the southerly portion of the city.
5. A drain along 182nd St.
6. A system for the Victor Precinct and adjacent areas. This would be contingent on a proposed Redondo Beach project.

No priority was given eight other possible projects for which preliminary plans have been prepared by the city engineer's office.

The list will be submitted by the end of this month to county officials who are gathering data for a possible flood control bond issue late next year.

Meterettes Hike Parking Meter Collections Here

Revenues from the city's 600 parking meters have shown an increase of about \$350 a month since parking meterettes started patrolling the downtown area in August.

That was the word from Jerome J. Scharfman, city finance officer. The meterettes have averaged about \$3000 per month since the meterettes went on duty, compared with an average of about \$2650 per month before they were hired. Wary motorists apparently have become very conscientious about putting their pennies in the meters.

Traffic Control

The meters are used by the city of Torrance primarily as a traffic control for the congested downtown area, not as a revenue-producing device. They are designed to create a higher turnover among cars, enabling shoppers to find parking places near local businesses.

The meters also are designed to encourage downtown employees to put their cars in other places than on the streets.

Each meter averages about \$5 per month, or 20 cents a day. The average meter is used, apparently only about four hours per day. However, in the downtown areas, some meters are in almost constant use, while those at the edge are used only during peak hours. In fringe areas, people generally park a half-block further away to avoid paying.

Meters Installed

Since the city began installing meters in 1954, the meters have brought in a total of \$102,582. The first year's receipts were \$19,447, but jumped to \$34,061 in 1955-56 and increased slightly to \$34,374 last year. For five months of this fiscal year, receipts have been \$14,900, which indicates a further increase.

El Camino Has Free Tuition, But Costs Each Homeowner \$17

This is the third in a series of articles exploring the place of the junior college in today's educational system. Others will be published in subsequent issues of the Torrance HERALD.

By VONDA CARLTON
Herald Staff Writer

Who says California schools are free? They're not by a long shot...the taxpayer continually breathes life into the institutions.

Junior colleges are no exception. El Camino College costs the average homeowner in Torrance \$17 per year.

The word "free" is correct only in that it signifies admittance without direct tuition. A better word to describe schools in this state is "open."

Any person over the age of 18, or those under 18 with a high school diploma, can enter junior college.

Buildings to house the 9600 students now at El Camino do

not come for free. It took \$8,000,000 to build the present 91-acre campus.

And for those who think tax-wise they've had it... what about the 20,000 expected by 1960? Where will they be housed? What will they do for jobs? What roof is going to cover their anxious heads-of-learning?

A Large Business

One guess. It takes money to run schools. They are one of the largest businesses in the state of California. The only source of revenue open to school administrators is taxes. This must come in addition to the yearly \$190 per student contributed by the state under the average daily attendance program.

Secondary schools estimate their tax rate will continue to climb for the next 10 years. Since more and more emphasis is being placed on college educations, it stands to reason colleges will continue to require more tax money.

Over and above the \$35 per \$100 assessed valuation basic operating tax which junior colleges legally can set as a tax rate, there are two other methods which can be used to raise funds.

Pay As You Go

One is used by Los Angeles City School District, the other by El Camino. The city district has voted bonds which are paid back over a 40 year period. El Camino is on a pay-as-you-go plan.

Forrest G. Murdock, able president of the local college, maintains that bonding is just not good business.

"Over a 40 year period, the interest rate amounts to nearly as much as the principal," he declared.

"Why saddle future generations with a dead horse when you can afford to pay for now?" he asked.

richest communities has an assessed valuation of approximately \$76,000,000. Its tax rate of \$.57 has provided as \$8,000,000 campus in nine years.

Los Angeles City School District supports seven junior colleges on a tax rate of slightly less than \$.20.

Other junior colleges do not fare so well. Mt. San Antonio district residents fork up nearly \$.60 to support their school.

One of the biggest rubs in junior college financing comes from cities and communities which are not in a Jaycee district.

Those taxpayers contribute \$.23. The money goes into a county fund and colleges draw \$120 per student per year for each person attending school who lives outside the district.

Currently a movement is under way to make these residents pay a higher tax, at least another \$.10, and junior colleges then would draw \$300 per student from the county fund.

Such action, school officials maintain, will start a scurry of outlying areas banding together to form their own districts.

An outspoken advocate of the free educational system, President Murdock held out little hope for relief from taxes.

Like county and city government officials—they all agree taxes are too high, but where shall the lopping off be done?

WRITERS PICK BANKS AS CLUB PRESIDENT

Ray Banks was elected president of the Southwest Manuscripters at the group's meeting Friday night in Clark Stadium, Hermosa Beach.

Other new officers include: Catherine Bolton, program chairman; Frances Grace, publicity; Vance Price, treasurer; Florence Hamcher, secretary; and Edith Battles, hospitality.

A Penny for your Thoughts

With highways filled with holiday traffic, the HERALD's inquiring photographer asked:

"Do you think California's penalties for drunk drivers are stiff enough?"

Frank Schmidt, 24407 Narbonne Ave., Lomita, instrument technician:

"The penalties are stiff enough, but the methods of determining who is drunk are not adequate. There must be a way devised to find who's under the influence and who isn't. Present methods are not accurate enough if somebody is scared and had only one beer."

Mrs. Barbara Flynn, 3414 W. 174th St., switchboard operator:

"I think that the way some people drive, the penalties are badly needed. I think the fines are plenty stiff enough to keep people from doing it."

Calvin Wade, 711 Amapola:

"They should be made as stiff as possible. Drunk drivers cause many good men to lose their lives. I think the book should be thrown at drunk drivers."

Mrs. A. E. Palmer, 1510 W. 214th St., housewife:

"I don't know whether it would help, but I think there should be no limit to the penalty. Drunk drivers can hurt so many other people and they have no business driving."

Elmer Johnson, 20844 Dalton Ave., factory worker:

"It seems to me that the penalties are stiff enough. I just came out from Michigan, where a first offense costs only \$100. If it costs a man \$250, he should know enough to behave."

Mrs. Raymond Marsh, Hayward, Calif., housewife:

"The penalties are about right. I'm not for punishment. I believe in prevention, but this seems to be the only way to prevent drunk driving."

The California penalties, incidentally, are:

First offense — minimum fine of \$250.

Second offense — minimum fine of \$250, five-day jail sentence, and revocation of driver's licenses for one year, providing the second offense occurs within seven years of the first.

POSTMEN ENJOY (??) WHITE YULE

Torrance may not have had a white Christmas, but its postmen did.

The local postmen struggled with a white avalanche of mail that was 14 to 31 per cent greater than last year's, according to Postmaster Clara Conner.

During the 10-day period starting Dec. 14, cancellations and outgoing mail totalled 1,595,943; incoming letters, 1,985,011; incoming parcels, 54,097; and outgoing parcels, 26,336.

This represented a gain of 15 per cent of outgoing letters; 14 per cent for incoming letters; 31 per cent for incoming parcels; and 21 per cent for outgoing parcels.

A staff of 200 regular employees and 100 Christmas helpers handled the local mail.

Locally, the rush started in earnest on Dec. 16, slowed down on Dec. 23, but picked up again on Dec. 24 with the arrival of a flood of mail, but the Postmaster said all of it was delivered for Christmas.

She said that there were several thousands cards with two-cent stamps which could not be delivered because the addresses had moved. Two-cent letters cannot be forwarded; three-cent letters are forwarded.

Ditch Battle Suit Filed Name School

Dispute over responsibility for a drainage ditch which has been caving in, taking fences and patios along with it, has reached the lawsuit stage it was learned here this week.

On one side is Burt Lenell, 25 of 4802 Mayor Dr., who lost a fence and part of his backyard to the ditch, designed to drain the new elementary school site adjacent to South High School.

On the other is the Torrance Unified School District, Arrow Engineering Co., designers of the ditch; and McAmis & Baker Co., contractors on the job. Lenell, who has complained to police, the district attorney, and other officials, filed the suit in Superior Court after the ditch started flaking off, taking his property with it. Other neighbors have voiced similar complaints.

School officials maintain completion of the ditch will end the trouble, but admit that it is inconvenient during the process.