

## Broadway Slates Early Spring Opening in 1959

Construction of the Broadway Department Store, located in the new \$40,000,000 Del Amo Shopping Center in Torrance, is progressing on schedule, officials of the Broadway announced today.

The foundations, including a giant subterranean service ramp, have been completed and the construction of the 220,000 square foot Broadway store is well under way.

Interior decor schemes have already been resolved for the store, which is scheduled for completion in the spring of 1959. Under the direction of the Raymond Loewy Corporation, many

custom decorative effects are already in work: specially designed carpets, chandeliers and murals.

Unusual color schemes, lavish use of natural wood panelling and Tennessee marble plus the newest in incandescent lighting systems will combine to create an atmosphere of elegance and friendly warmth.

The Broadway store was planned by the Los Angeles architectural and engineering firm of Welton Becket, F. A. I. A. and Associates. L. C. Dunn and Company are general contractors for the Broadway.

## Friendly Staff Contributes to Atmosphere at The Palms

One of the big reasons for the popularity of The Palms, where charcoal-broiled steaks and roast prime ribs of beef are specialties, is that the restaurant has a friendly, efficient staff.

"At least that's what I think," Mrs. Peggy Delaney, one of the owners of The Palms, said recently. "We do have very good personnel."

"Many of them," said Mrs. Delaney, "have been with us since the opening. And I think one of the reasons so many of our customers keep coming back is that they like a certain waitress or a certain bartender."

"You know, that does make for a more friendly atmosphere and that was one of the features we had in mind for The Palms when we started it," she said.

The "we" to whom she referred included her herself and co-owner, Ray Bell, who opened

The Palms together at 1925 W. Carson st. in 1953.

One of the interesting features of the restaurant is the open broiler at one end of the dining room. All food is served from there and patrons can observe its preparation.

Although the steaks and prime ribs are its specialties, The Palms does have a complete menu that also takes in such favorite dishes as seafood, chicken, chops and so forth.

The Palms also has a cocktail lounge and a private banquet room. The main dining room can seat 120 and the banquet room will accommodate 150.

"Our dining room does not have tables but booths," said Mrs. Delaney. "And all the booths are so arranged that each party has some privacy."

The Palms also has its own parking lot, which will accommodate about 50 automobiles.

## Dow Chemical in Torrance Shows Five-Year Record of Progress

The time was five years ago, and the activity was intense. The Dow Chemical Company was building a plant on a 50-acre tract at 305 Crenshaw blvd. in Torrance.

On the surface, the scene was one of a wide variety of chemical equipment—mixers, reactors, extruders, and various types of piping — that was going into place.

But as far as Torrance was concerned, the activity meant something more: the plant that was being constructed was to move Dow and Torrance alike deeper into the Age of Plastics.

Torrance as a city has been deeply aware of plastics for years. A large number of Torrance houses have ranked as pioneer users of plastics as fencing material, patio roofs, wall tile, dishes, furniture parts, and decorations.

But that is just part of the story. The building of the new Dow plant there in 1953 provided another chapter.

This year — just five years after that bustling start—Plant Manager D. W. Ryan and the approximately 85 other Dow employees at Torrance are geared to give almost undivided attention to the production, improvement, and distribution of plastics.

That fact is evident in the plant's three main functions: the production of Styron, the production of Styrofoam, and the work of a Special Plastic Technical Service laboratory.

When the plant was originally built, it was designed mainly for the purpose of manufacturing Styron, Dow's family of polystyrene compounds. Dow offices and warehouse facilities at Torrance became operational on June 6, 1953. The first production of Styron began September 14, 1953. Just 36 hours after the plant went on stream, the first salable material was produced. And twelve hours after that, the first sale had been made.

The rapid pace was virtually duplicated with the beginning of production of the Torrance Plant's second major product Styrofoam. Production of the special form of Dow polystyrene that is produced by expanding polystyrene to 40 times its original volume began in January, 1954. After a few short weeks of stockpiling the material, the first sale was made in February. Demand for Styrofoam on the

West Coast, incidentally, has been growing ever since. Production facilities for the material were recently expanded by approximately 50 per cent.

One reason for the continued success of Styron and Styrofoam lies in the work of the third major Dow activity at Torrance: the Plastics Technical Service laboratory that is directed by Louis E. Tallman.

The main object of the laboratory is to help turn research results into salable plastic products. This is done partly by integrating research with production—a job that involves close cooperation with Dow researchers on new products, with sales personnel on established products, and with production experts on specifications and long-range planning.

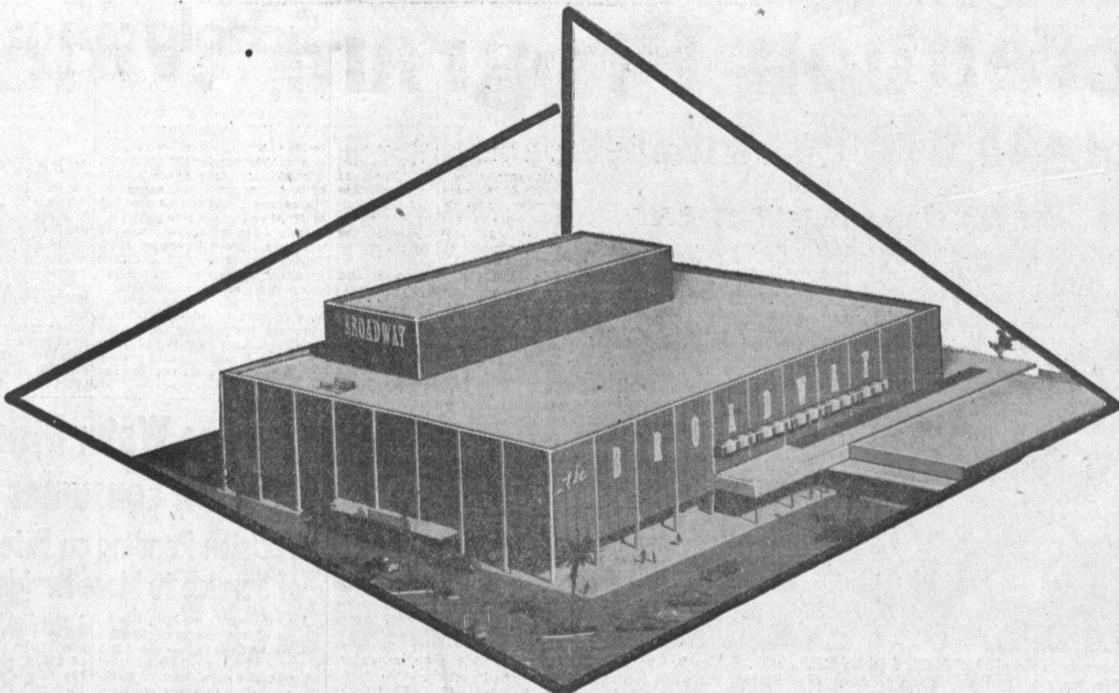
Another major job of the PTS laboratory is to give technical aid to customers throughout its entire area of operation. Other responsibilities of the laboratory include competitive surveys to aid in the maintaining of a good competitive position for Dow plastics, technical writing, liaison for the exchange of information with Midland and other Plastics Technical Service sections, and special assignments at the request of the plastics Department.

## Athletic Group Has Benefit Dance

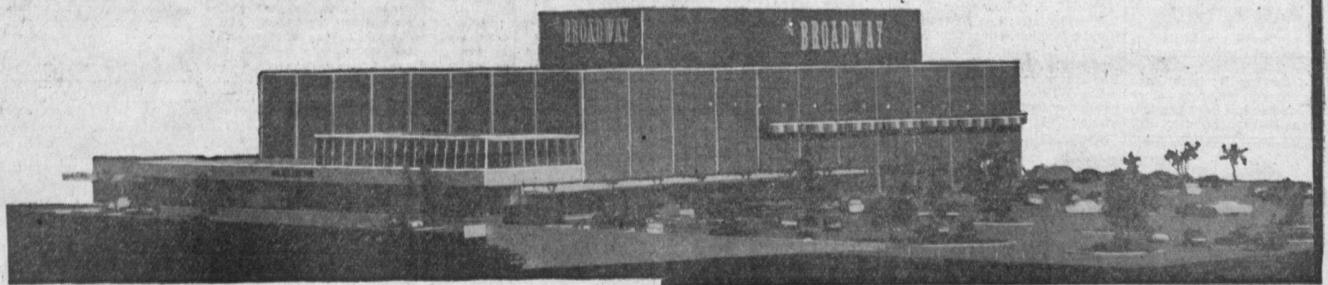
The first annual spring dance sponsored by the Athletic Association of St. Catherine Laboure Catholic Church was held Saturday at the parish hall, 3846 Redondo Beach blvd., North Torrance. Hours of dancing were from 8:30 p. m. to midnight with Owen Larson's orchestra furnishing the music. Door prizes were given and refreshments served.

The dance was a fund-raising affair for the purpose of acquiring additional playground equipment for St. Catherine's School.

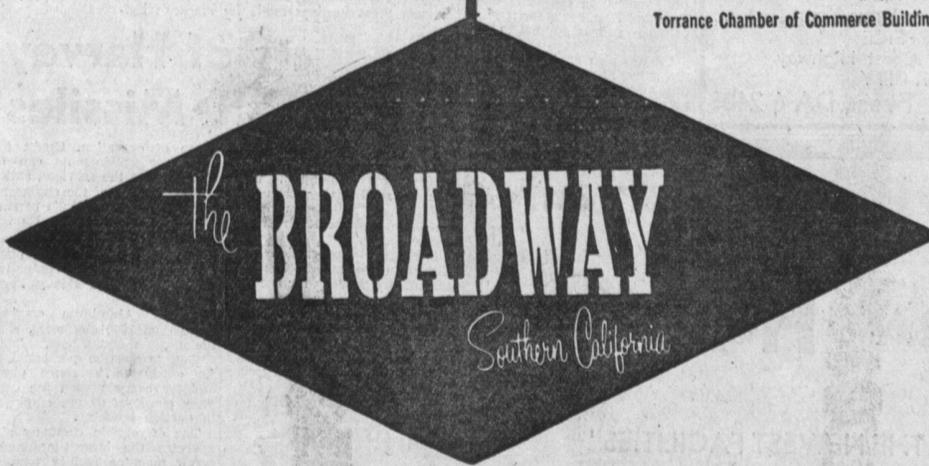
Mrs. Mary Ann Van Hoven was ticket chairman.



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