

Del Amo Center Is Torrance Landmark

Keynoter of Commercial Progress
Is the Del Amo Shopping Center

Chamber President Welcomes New Year, Tells Events of Old

Progress Report for Torrance Made by William E. Shawger

To the citizens of Torrance:
The City of Torrance's progress is evidenced by the energetic programs carried out and the outstanding growth achieved during the "Soaring 60's." Progress takes planning. This planning is accomplished through the combined efforts and cooperation of everyone in the city.

In the field of retail sales, there was an increase of \$6,690,000 in 1960 over a similar period in 1959. This outstanding increase ranks Torrance eighth in Los Angeles County and 24th statewide.

Population wise, we are the largest and fastest growing city in the South Bay area, rated 127th in the nation and 13th in the state. Our population is now 105,530, compared to 9950 in 1940.

Chosen the home of the Powder Puff Derby for 1960, the city obtained world-wide publicity from this event. More than 170 women pilots participated, making this the biggest race in the Derby's history.

The first annual Armed Forces Day parade was held on Armed Forces Day, May 21, with the Under Secretary of the Army from Washington, D. C., acting as grand marshal. Every branch of the armed forces was represented and this annual parade promises to be the biggest and best of its kind in the state.

The Torrance Chamber of Commerce was awarded the "sweepstakes" award for 1960 by the United States Chamber as the nation's best

in its population field. The chamber also sponsored the area's first Air Explorer Scout unit, which is proving itself to be one of the best scout groups in the area. Another youth activity, the Torrance Chamber of Commerce boys' baseball team, won the coveted Southern California baseball championship.

Torrance was represented in the gala Tournament of Roses parade for the fourth time with a float entry, and for the first time by a Torrance band. This parade was viewed by millions throughout the world.

Many banquets and testimonials were held during 1960, honoring such worthy people as Municipal Judge Otto Willet, Superior Court Judge John Shidler and County Supervisor Kenneth Hahn. An Hawaiian luau was held in honor of Hawaii's first Congressman, the Honorable Daniel K. Inouye with a record breaking attendance enjoying the celebration, Hawaiian style.

Other Chamber sponsored events held in 1960 were the Welcome New Teachers Steak Fry, Practical Politics course, Economics Understanding course, and many others, too numerous to mention.

One could go on and on quoting facts and activities proving the wonderful future that is Torrance's—it's sufficient to say the facts are here! Torrance will continue to grow and set records in every field.—Sincerely yours, W. E. Shawger, president.



WILLIAM E. SHAWGER
Chamber Prexy

Industrial Rise In Local Area Noted by C of C

Industrial growth in the South Bay area during 1960 rose to its highest point in the last four years, the Los Angeles Chamber of Commerce reported recently.

Continuing its role as the nation's third largest manufacturing center, Los Angeles County is expected to exceed earlier estimates of \$200,000,000 in new plants and expansions for the past 12 months.

That was the report from Harlan W. Holmwood, chairman of the Chamber's Industrial development committee, which has been attracting companies to the Southland for many years.

He listed 43 new locations and 194 plant expansions representing \$177,080,500 in capital investments during the first 10 months of the year with November and December expected to add at least \$23,000,000 to this total.

Crowning achievement in the commercial progress of the greater Torrance community is the new multi-million dollar Del Amo Shopping Center, currently unfolding under a planned program of development by the Del Amo Estate company.

Designed to serve the shopping needs of not only the families in the City of Torrance, but the greater South Bay area as well, the Del Amo Center is located at Hawthorne and Sepulveda Boulevards, virtually in the heart of the rapidly expanding southern portion of Los Angeles County.

1,000,000 SQ. FT.
Currently containing more than 680,000 square feet, the huge center when ultimately completed will exceed 1 million square feet. One of the Southland's newest shopping areas, it is destined to rank as one of the largest and most complete shopping facilities in all of California.

Already in operation in the center are an outstanding group of stores and businesses of both national and California merchandising prominence. Among the quality merchants are the Broadway Department store, Sears Roebuck, Silverwoods, Wetherby-Kayser Shoes, Thrifty Drug, Magic Chef Market, and a host of others.

The center will be further enhanced during March with the opening of the new 600' long west mall section. Scheduled to open are five new stores including J. C. Penney's Woolworth's, Lerner's, Leed's Shoes and Ontra Cafeteria.

COLORFUL PAST
Actual site of the Del Amo Shopping Center has a colorful history dating back to the days of the Spanish Dons. The property, as a portion of Rancho San Pedro, has re-



VIRTUALLY COMPLETED—Flanked by the Broadway to the north and Sears to the south, the Del Amo Shopping Center's West Mall is nearing completion. Five stores will open in March: J. C. Penney, Lerner Shops, Leed's Shoes, J. W.

Woolworth and Ontra Cafeteria. Besides Sears and Broadway, other shops opened include Silverwood's and Weatherby-Kayser Shoes.

—Press Photo

mained in the hands of descendants of Juan Jose Dominguez, of which the Del Amo Estate Company represents one segment of the family heirs. As a Spanish soldier, Jose Dominguez was granted the extensive "rancho" lands in 1784 by the Governor of Alta California as a reward for his long service to the Spanish Crown.

PLANNING CARE
With the exploding population of Southern California and foreseeing the promising future of the Torrance area, the Del Amo Estate Company in 1953 launched the initial

planning of the Del Amo Center to provide the area with the finest type of commercial development possible. In the planning stage for seven years, the center today incorporates the latest and most modern features, designed to give shoppers the finest in conveniences and shopping facilities. Many of its architectural concepts are the first of their kind to be used in regional shopping center construction.

FREE PARKING
Covering 75 acres, the center is designed to serve drive in trade as well as customers

using public transportation. Large free parking lots surround the entire area and can accommodate nearly 6,000 automobiles.

An extensive landscaping program is incorporated in the overall planning with planting of shrubs and trees in the parking area as well as along store fronts and the promenade-type mall.

The full scope of the center has as yet not been realized. Construction is continuing at a rapid pace on an east mall section which will contain some 21 new stores, the first of the retail units in this

section are expected to open during the summer months with others to follow as the buildings are completed.

40 STORES
With the Del Amo Center's ultimate completion it will comprise more than a million square feet of shopping area. Represented will be more than 40 shops for men's and women's apparel, shoes, home furnishings, food, drug, toys, jewelry, special shops and service stores. In addition, the center, as a total commercial development, will also have several business and professional units.

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Here and Abroad, Hi-Shear Product Considered Best

Originating in a plant 400 feet square with only a small bench lath, drill press and band saw, the Hi-Shear Corporation of Torrance, since 1943, has grown to 112,200 square feet with a staff of 330.

Founders of the plant President George S. Wing and Allan J. Kirk, executive vice president began with capital amounting to \$1000, an idea, and "willingness to work 16 hours a day, seven days a week."

Initial products of the firm were rivet installation tools, hence the origin of its old name, Hi-Shear Rivet Tool Company.

Aug. 1, 1960, the firm changed its name to the Hi-Shear Corporation because the old name described only a small part of the business.

For years, many friends in industry called the corporation "Hi-Shear" or "The Tool Company," so the firm changed its name. However, management, ownership, and policy remain the same.

The new plant, adjacent to Torrance Municipal Airport, is fully equipped with approximately 250 primary machine tools and specialized equipment.

Custom hardware devised by the firm represents, in most cases, products invented and developed within the plant's engineering department and research laboratories.

Hi-Shear products were first used when the firm supplied rivets for the famed World War II P51C Mustang Fighter.

Hi-Shears saved weight, space and 75,000 manhours per month in the North American Aviation Plants at the peak of production during the war.

From the late war, until now, precision fastener and assembly systems, developed by Hi-Shear, have been used on nearly every major military and commercial aircraft and principal space vehicles in the US and abroad.

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Vision to See...



Long years ago a rider on horseback paused on a slight rise and surveyed the lands that stretched in all directions, almost as far as the eye could see. As he gazed at the terrain his mind mirrored a picture not of the lands as they appeared in reality, but as a vision of what they could become. In place of wild grass he saw tilled soil, fertile with crops growing warm in the sun. With a knowledge that he had found "home," this Spanish soldier petitioned the Governor of Alta California for these lands that today represent the lower section of the great Los Angeles County, including the community of Torrance.

Years later the promise offered by the lands continues to unfold with the development of the DEL AMO SHOPPING CENTER on a portion of the original land grant at the intersection of Hawthorne and Sepulveda Boulevards.

Envisioned and planned by DEL AMO ESTATE COMPANY, the commanding shopping center is being developed to provide the finest in shopping conveniences for residents of Torrance and the surrounding greater South Bay district. Already containing an impressive array of quality stores and shops the center's role in community life has not yet reached full fruition. Additional stores are still to come to insure that the Del Amo Center will be an even finer community asset.

Del Amo Estate Company

"Commercial, financial and industrial developers
with community consideration"

21752 Hawthorne Blvd.

Torrance, California