

# Overflow Crowd Hears Plans for Downtown

## Development Ideas Aired By Planning Consultant

Development of Downtown Torrance as an important retail center would involve several related programs but could pay handsome dividends, a packed dinner crowd of businessmen and property owners was told Wednesday evening.

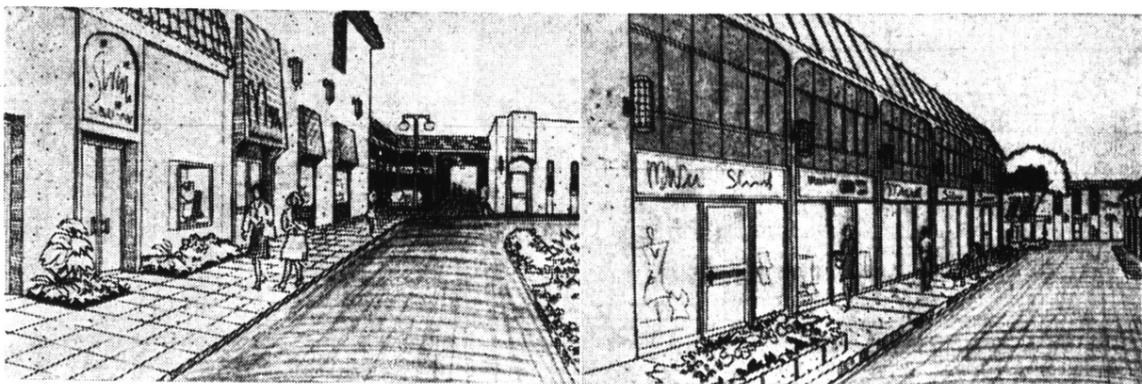
Speaking at the first report meeting of the recently formed Downtown Torrance Association was Kenneth E. Norwood, AIP, planning consultant and architect, who has been retained by the group to survey the downtown area and recommend a way to restore its business vitality.

those "convenience stores" which are needed to serve the community and to increase the attraction to a shopping area.

• Launch a building modernization program which will make maximum use of space in the area. Included in this, Norwood said, should be a very serious thought to making full use of the alley space for attracting the shopper.

James Giacalone, Torrance Camera; Mayor Albert Isen; Edward I. Raphael, Allen's Jewelers; Louis Schlanger, Torrance Men's Shop; and Ella Schwartz, Levy's Department Store.

A plan to raise funds for the program has been formulated, Babcock told the group this week. He said the association had worked out a fair and equitable method of sharing the financing—estimated at \$20,000 for the one-year program.



ATTRACTING SHOPPERS... Some of the sketches shown to members and guests of the Downtown Torrance Association Wednesday evening by city planner Ken Norwood of Burbank show what could be done to alleyways, areas which now contain no shopping inducement nor display cases. Many do not even provide entryways into the retail stores, the planning consultant and architect told the more than 100 persons at the dinner meeting.

NORWOOD told the downtown leaders that he saw a four-phase plan for development for the area:

- Determine the buying power of the community, the source of its potential shopping strength, and the best way to provide service to the potential area.
- Provide easy and convenient access to the area by means of street and roadway improvements, parking facilities, and other aids for the motoring public.
- Assist in establishing

"I SEE Downtown Torrance as an accumulation of specialty centers," the planner said.

Showing charts and aerial photos of the area, he pointed out its unique structure and urged the businessmen and property owners to take advantage of the plan.

The Downtown Torrance Association, headed by Lucius Babcock III, manager of the United California Bank, hopes to enter a one-year program which would include professional planning and economic consultation, plus promotion of the project.

SERVING with Babcock as association officers are

## Sheriff's Deputies Needed

In an effort to recruit more new deputies, Sheriff Peter J. Pitchess has arranged special testing programs on each Saturday during the month of May.

Ambitious young men, 21 to 35 years of age, who find it difficult to apply for this law enforcement position on weekdays are particularly encouraged to take advantage of this special arrangement. To further expedite the examination procedure, written tests will be scored immediately and successful candidates will receive an oral interview on the same day.

Applicants should apply at 8:30 a.m., in Room 493, Hall of Administration, 222 N. Grand Ave., Los Angeles.

## Club to Meet

The Torrance Stamp Club will meet Monday, May 13, in the Scott Park Community Building, 23410 Catskill Ave., Wilmington. A club sale is scheduled. The session will begin at 7:30 p.m.

## Carson Moves to Annex Lincoln Village Area

will initiate proceedings for the annexation of the Dominguez-Lincoln Village area to the city. A petition was filed with the Local Agency Formation Commission (LAFCO) Wednesday.

The council is acting as a result of a petition received from residents and property owners of the Dominguez-Lincoln Village area asking that they be annexed to the city of Carson.

The Dominguez-Lincoln Village area is situated next to the city's eastern boundary. This area was part of the original movement to incorporate the city of Carson, but was excluded from the incorporated city by the Local Agency Formation Commission.

The commission excluded the area at the time of incorporation with the commitment that if the residents and property owners of Dominguez-Lincoln Village wanted to be a part of the new city they should ask to be annexed. Members of

LAFCO stated that such an effort on the part of Dominguez-Lincoln Village would demonstrate a sincere desire to be a part of the new city.

## Earnings Show Big Increase

Buoyed by a continuing strong customer demand, Standard Brands Paint Company achieved record sales and earnings for the first half of its fiscal year, president Sid Greenberg announced today.

Earnings were up 27 per cent on a 17 per cent sales increase over the like period last year.

For the six months ended March 31, 1968, net sales were \$15,303,926 compared with \$13,071,331 recorded the first half of fiscal 1967. Net earnings after taxes amounted to \$980,292, equal to 78 cents per share on 1,256,575 common shares. This compares with \$773,517, equal to 62 cents per share on 1,247,507 shares a year earlier. The number of shares refer to the average number outstanding during the period.

For the second quarter, the three months ended March 31, 1968, net sales were \$7,746,291 compared with \$6,555,853 in the like period last year. Net earnings after taxes amounted to \$478,470, or 38 cents a share, compared with \$352,775, of 28 cents a share in the corresponding quarter of fiscal 1967 and was depressed due to moving expenses into new warehousing facilities in Torrance.

"Both long established stores and the two new retail outlets contributed to the improved operating results," Mr. Greenberg said.

The company now operates 30 paint and decorating centers in California and Arizona.

"Prospects are that both sales and profits will set new record highs in fiscal 1968," the executive concluded.

## South High Girl Wins Competition

Marcia Kirk, senior at South High School, has been selected as one of the 10 students nationally who will receive North American Rockwell college scholarships in 1968.

The College Scholarship competition is open to the children of the Aerospace Systems Group employees of North American Rockwell Corporation. The scholarship will provide for tuition and other required fees over \$500. In addition, the scholarship will provide an expense allowance of \$500 per year.

Marcia, daughter of Mr. and Mrs. Norman Kirk, 337 Calle Mayor, Redondo Beach, plans to study mathematics at either Pomona or Occidental College to become a teacher.

## DURING 1967

## Southland's Population Growth Slows

Southern California's impressive population growth rate declined slightly during 1967, it was reported today by Security First National Bank's Economic Research Department.

The Southland gained about 225,000 additional residents last year, fewer than the 249,000 it added in 1966.

Though the 14 southern counties in California contained an estimated 12,496,500 residents as of July, 1967—having added more than 2.5 million since the 1960 Census—population growth has moderated steadily since 1962, a peak year in which population swelled by 411,000.

SOUTHERN California continues to account for more than 10 per cent of the nation's growth. Its 1.8 per cent however, brings it closer to the average national growth rate, which was 1.1 per cent last year. In the early 1960s the Southland was growing

two and a half times as rapidly as the nation.

Two reasons are given by Security Bank's research department for the decline: fewer births and less in-migration.

The total number of births in Southern California has been declining each year since 1963. The birth rate (number of live births per 1,000 population) has been declining each year since 1957, when there were 24.7 babies born to every 1,000 residents. In 1967 there were 17.5 births per 1,000, the lowest Southland rate since 1941.

IN-MIGRATION, the principal source of local population growth for the past 30 years (except 1946-48 and possibly 1967), has been declining in relation to total population growth. In 1942, 320,000 newcomers accounted for nearly 90 per cent of the Southland's growth. With the exception of two periods, there's been

a general decline in the percentage of population growth contributed by in-migration since that time. In recent years, an average of 56 per cent of the total population growth has been attributed to migration. Los Angeles County currently owes only one-fifth of its total population increase to in-migration.

DESPITE dwindling contributions from other regions, however, Los Angeles County has remained the focal point for numerical population increase throughout the nation as well as in Southern California. It has accounted for nearly 40 per cent of Southern California's growth since 1960 in adding about 1 million residents since that time.

In rate of growth, Orange County continues to lead California and the nation. The Anaheim-Santa Ana-Garden Grove Metropolitan Area ranks far ahead of any other metropolitan area in the

United States in terms of percentage gain since 1960—barely behind the third and fourth census. The Orange metropolitan area ranks fifth in numerical increase since 1960—barely behind the third and fourth census. The Orange metropolitan area ranks fifth in numerical increase since 1960—barely behind the third and fourth census.

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