

Palos Verdes Realtor Tells How to Make South Bay District Boom

REVIEWS SALIENT POINTS OF THIS AREA AND PROPOSES BIG ADVERTISING CAMPAIGN

Outlines Program for Expansion, Development

One of the most illuminating talks on the potential development of the South Bay area, including Torrance and surrounding coastal communities was given recently by Oscar L. Willett, Torrance resident at Hollywood Riviera who is now engaged in the development of the Lunada Bay area of the Palos Verdes Estates.

His address, covering all phases of industrial, residential, business, recreational and economic progress of this district, was a revealing statement.

As such and as an inspiration for continued local development, portions of his talk before the South Bay Realty Board are published:

Some Natural Advantages
"Possibly, being rather a newcomer to this district, I may see it from a different viewpoint or from a different angle. What a photographer can include in a picture depends in part on how close he is to the object of his attentions at the time," he said. "If perchance the locations from which I have viewed the South Bay district have been favorable, then may I hope to leave with you some new views—to have induced you to think along new lines."

"To me the South Bay district is replete with advantages. It can be almost anything that it chooses to be. God has given this area about everything a God could give it and yet leave something for man to do to adapt the material advantages to his own manner of life. Man hasn't done a helluva lot about it."

"Does this district choose to be a recreational center and playground for the millions now in Los Angeles? The opportunity is ours. The best lures for the genus homo are water and hills—the ocean and the mountains. It would be rather difficult to become enthusiastic about the residential possibilities of the flat area best suited for industrial uses, but we have room here for many thousands of homes from the modest working man's abode to the estate of the scandalously rich."

"All in an area where truly every man's home is his playground, where within a few minutes of his home he can cast his line in the surf and be certain of catching at least a leopard shark or be on board a boat hoping for a broadbill or at least a whale of a good time; or be warming up to break par— he hopes—on his favorite golf courses or on the back of faithful Old Dobbin, changed by fancy into an Arabian stallion with flowing mane and tail; or trying to prove on tennis or badminton court that he has fooled Father Time."

"Does the South Bay district desire to be all of these things? Why not? The means for being all of these things is here. Fortunately there is little need for jealousy or competition. The favored industrial section has no beaches; the recreational areas have limited space; the better residential areas are not suitable for industries or commercialized recreation."

Two Favorable Factors
"Certainly we have disadvantages. The good Lord couldn't make an earth into a permanent form and yet have it changeable form and tastes and fashions, the needs and desires of a people who even insist on changing the styles of their houses at short intervals. He had to leave something for man to do—if for no other reason than to keep man interested and employed."

"Our factors are working in our favor to reduce the distance in time to the business, governmental, and financial center. One is the westward trend along Wilshire boulevard of retail business and population. The other is the South-west District Highways association."

"The Highways association, organized last spring, has developed and will fight for a comprehensive program for this area. One has only to look at a population and business progress map

Good Points and Drawbacks of District Cited by Speaker

What is the South Bay district about which Oscar L. Willett of Hollywood Riviera and Palos Verdes Estates spoke so colorfully and comprehensively in the adjoining report of his address?

"To me," he said, "the South Bay district means more than just the shore line from Manhattan Beach to Palos Verdes Estates. It means the contiguous areas to the north and east as far as Western avenue and the Baldwin Hills." Willett listed the advantages of this great area, which includes Torrance, and its shortcomings. These, he said, were:

ADVANTAGES	DISADVANTAGES
Recreation center and playground for millions	Distance in time from Los Angeles
Best of Southern California's climate	In some parts, inadequate reserve of water
Variety of natural beaches	Inability to obtain construction financing like some other sections
Great sport fishing center	Insufficient utilities on favorable terms
Splendid yacht and pleasure harbors	Entire absence of regional advertising
Outstanding industrial possibilities	
Unexcelled home sites.	

by both land and water transportation to domestic and foreign markets, and a densely populated surrounding area capable of absorbing immense quantities of manufactured articles.

All Can Be Realized
"Does this district choose to be the 'bedroom' of the Metropolitan Los Angeles? The opportunity is ours. The best lures for the genus homo are water and hills—the ocean and the mountains. It would be rather difficult to become enthusiastic about the residential possibilities of the flat area best suited for industrial uses, but we have room here for many thousands of homes from the modest working man's abode to the estate of the scandalously rich."

"Now try to name any direct highways from downtown Los Angeles to the South Bay area. There is scarcely a diagonal line of Los Angeles county to realize that development and growth and therefore business and wealth, has followed outwardly from downtown Los Angeles along the principal arterial highways. There are three principal reasons why the development has been west—rather than southwest—from Seventh and Broadway. Their names are Wilshire, Beverly and Santa Monica. There would be no such San Pedro, Wilmington, and Long Beach as we know them today except for Main, Long Beach boulevard, Atlantic, Alameda and other through north and south streets."

Highway Objectives
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Transportation Vital Factor
"This district must fight ceaselessly for better and faster transportation, Oscar L. Willett told the assembled South Bay Realtors and civic leaders. "This problem attaches itself naturally to the highway development; but there is much we can do now. We need not wait for better highways. Let us insist on better use of what we now have."

For example, the speaker pointed out that the present bus fare from Redondo to Long Beach is 50 cents one way (35 cents from Torrance) and the route is roundabout and the time required is a full hour (40 minutes from Torrance). By electric train the fare from Redondo to Long Beach is \$1.20 one way (39 cents from Torrance). "This situation needs a tention," Willett declared.

on the map and none of them go through. The Southwest District Highways association proposes to work for a 300-foot super highway with no grade crossings from Palos Verdes to downtown Los Angeles. We know this will take time and require new legislation but it must come, not only for civil but also military purposes."

"We propose also to carry on until La Cienega is carried through to Ventura boulevard; the gap in Sepulveda is filled in; Hawthorne and La Brea from Ventura boulevard to Alhambra 101 and thence up Hawthorne to Palos Verdes Drive and along it to San Pedro and a junction with Alhambra 101 in the State highway system and improved to full width as such; Crenshaw is opened as a continuous highway from Hollywood to Alhambra 101; and

Speaker



OSCAR L. WILLETT
... "we must tell the world"

Western opened and completed to the coast.

"Then with the proper development of such east and west highways as Carson, Torrance, Victoria, Redondo Beach, Rosemead, Imperial and Manchester, this South Bay District will be in position to compete favorably with Long Beach and Santa Monica areas."

Adequate Water Supply
"Selfish interests should dictate that every real estate broker, business man, and property owner in this area actively assist this Highways association in carrying through this program. This is the most important step in cutting down the distance in point of time to the center of Los Angeles county population, finance, and government. The number of industrial plants, permanent residents, and transient visitors will be increased in direct proportion to the reduction of this distance in point of time."

"Some consideration for your patience compels me to pass lightly over the utilities situation. Certainly telephone service is not what it should be in this area; and the position of all utility companies in the light of the new demands to come from constantly increasing development, both industrial and residential, should have earnest advance study. It is not safe to assume that such things can be left entirely to the utility companies."

"An adequate water reserve is an indispensable pre-requisite to the location of additional major industrial plants west of the Inglewood fault. One large factory, such as the Firestone plant, uses every day about as much water as the Palos Verdes Water company now pumps each day. A few such plants, or a number of smaller plants, would exhaust all the water supply for this area obtainable from present wells. Materially heavier demands on our sub-surface water strata might cause them to let in salt water."

Money for Building
"In the event of an earth movement along the Inglewood fault sufficient to break all water lines across it, the area between the fault and the ocean would be dependent entirely on our wells. Such a movement is not unlikely and it might result in serious fires in our more populous areas. Not many lot or home buyers think of this factor but some do—and all industrial plant executives are certain to investigate our water supply and reserve against emergencies before deciding to locate in our midst. Possibly our water problems can be handled through the Metropolitan Water District."

"Another matter to have in mind is water transportation. Soon Redondo is to have a harbor. Whatever the start, in time a commercial harbor of large proportions can be developed. Whether or not it is

so developed will depend mainly on the character and aggressiveness of the local leadership. If you want such a development enough to fight for it, such development is as certain as that time will continue to pass. If you don't fight, however, rival ports will see that you get nothing but scraps and bare bones."

"For our present needs as well as for the larger needs of the future, we should take steps to improve financing arrangements for this district particularly with reference to construction work. Should we not foster, stimulate, and encourage our local financial institutions, particularly building and loan associations? It would be better for this district to have some strong local financial institutions as shock absorbers when the time comes, as it will, that the orgy of government lending and spending comes to an end."

Must Tell the World
"We can have all these things however and yet it will not be enough. It isn't sufficient for you and me to know that we have here an area that would tempt any Adam out of any Garden of Eden, without the wiles of any serpent. It isn't enough for us to know that our skies are blue, our breezes gentle and balmy, our ocean azure, our soil prolific, our climate equable. It won't suffice that we have fish for all who care to take them, surf for those who love the water, sandy beaches as a style parade ground, harbors for every kind of ship, ships for every purpose, marvelous industrial sites, inspiring places to live, good roads, fast transportation, easy financing and plenty of everything."

"These things alone and our knowledge that we have them, won't fill up our vacant lots. We must tell the world about it. We must see to it that the world knows and sees the South Bay area as we know and see it. We must bring people here in large numbers to experience for themselves our superior advantages. Seeing is believing, and advertising is the thing that creates the desire to see."

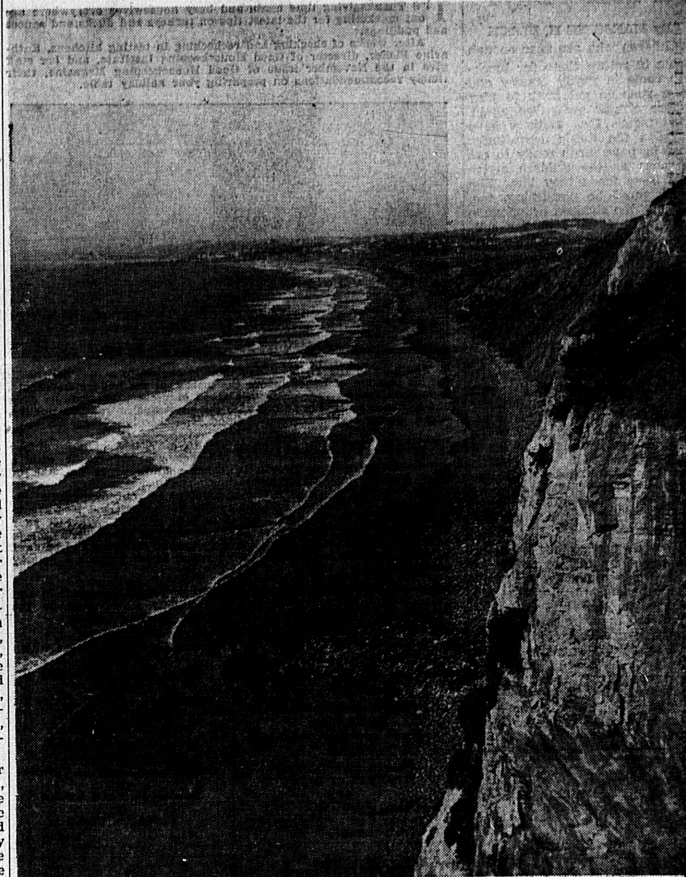
"This area needs an adequate regional advertising campaign conducted continuously thru all media reaching the people who are not here now but might be induced to come, even for a day. We should be telling the story, not of Inglewood, Torrance, Long Beach, Palos Verdes, Redondo, Hermosa, or Manhattan, but of the great area bounded on the east by Western Avenue, on the north by the Baldwin Hills and on the west by the greatest of all oceans."

Need Consistent Campaign
"The All Year Club spends money to bring people to Southern California. The Los Angeles Chamber of Commerce spends money to induce new industries to investigate the possibilities of the Coastal Plain. Why shouldn't we take advantage of and tie onto that advertising?"

"We should have literature to appeal to and draw to our midst the tourists, the plant executives looking for a new location, and all the other people induce to come, temporarily or permanently, to Southern California."

"Then we need to advertise in Los Angeles and elsewhere to attract to this area people now living in the other parts of this and neighboring counties. We need to advertise our cool beaches and wonderful places to live around Bakersfield, in the hot San Joaquin Valley, Imperial Valley, and similar places. We need to tell the world what we have—not in a whisper but thru a megaphone that can't be drowned out. We need to tell them not just once but over and over, day after day, month after month, year after year. By newspaper and magazine advertisements, literature for free distribution, direct mailings, word of mouth, moving pictures, radio, we should make and keep Southern California at least South Bay conscious."

Offers First Contribution
"This Realty Board can put across just such an advertising program. It need not interfere with the present program of any community. The general advertising can be done cooperatively cheaper and to better advantage. Then each community can tie onto the regional advertising to boost itself; and every real estate or other business man



"rugged rocky coast line beneath the palisades of Palos Verdes..."

COASTWISE STEAMERS NEEDED IN BAY AREA

"Have you thought of a coastwise pleasure steamer to run from Santa Monica to Long Beach and calling at all coast towns maintaining piers?" Oscar L. Willett questioned in his South Bay district talk.

"Can you imagine another tropical or semi-tropical area, near a large center of population, where miles of sandy beaches are covered with thousands of visitors every warm day—and yet there is no boat running on a regular schedule from which one can get a view of the shoreline?"

"Yacht harbors, a commercial harbor, a coastwise pleasure steamer, ocean going steamers of all kinds, more fishing boats for both sport and commercial fishing are all coming to the South Bay area. They are coming sooner than many of you suspect. Some of you probably will get run over by the procession. Some of you will help to organize the parade. The more organizers—call them promoters if you prefer—we have, the earlier and the greater will be the parade."

Four Babies Born at Hospital Here

Four babies were born at Torrance Memorial hospital during the past week. Mr. and Mrs. Charles Czelegar of Redondo Beach, welcomed their eighth child, a son, Tuesday night. Mr. and Mrs. E. J. Connoughton, Wilmington, greeted a daughter last Friday. Mr. and Mrs. LaVern Jones, 1315 Cedar, became parents of a daughter Sunday, and Mr. and Mrs. Thomas L. Kulp, 1004 Sierra Place, welcomed a son last Friday. Kulp is employed at the Torrance Laundry as a deliveryman.

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Oldsmobiles Win Instant Favor

The three new 1938 Oldsmobiles, introduced last week by Oldsmobile dealers throughout the United States, have won instant favor with motorists everywhere, according to A. Mullin, of Mullin's Service. The new Oldsmobiles are listed as the Series "Sixty," a six cylinder car in the low priced field, Series "Seventy" in the popular priced field, and the Series "Eighty" in the medium priced field.

"The combination of Oldsmobile's 1938 streamline styling, and the introduction of entirely new mechanical features to produce a new high in riding comfort and roadability, has resulted in public acclaim nationally, and as a result has greatly stimulated our new car sales," Mullin said.

"We have taken orders for 25 new cars, or more than four times the number sold last year during the same period," the local dealer reported. "Our new 'Sixty,' a big 90-horsepower, six-cylinder Oldsmobile in the low priced field, has been particularly well received. The new six-cylinder 'Seventy' and the eight-cylinder 'Eighty,' offered this year at greatly reduced prices, also figure very strongly in latest sales reports."

The Herald—50c for three months.

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