



MAY COMPANY BUILDING HERE . . . Redesigning of the new South Bay Shopping Center along lines shown here to permit construction of a 340,000 square foot May Co. Department Store is now in progress following completion of negotiations between developers and the nationally prominent

department store firm. Tom May, executive vice president of May Department Stores Co., made the announcement, saying, "This is the largest population area in the nation not now served by any

May Co. Store Scheduled for Shopping Area

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that will make this one of the most efficient shopping centers in the world, according to a spokesman at Quincy Jones-Frederick Emmons-Victore Gruen, associated architects responsible for the overall design of the South Bay Shopping Center.

An entirely new concept and method of exterior and interior lighting will make shopping at night at the South Bay Shopping Center as easy and pleasant as shopping in natural daylight, explained the architects.

Pedestrian traffic will be separated from vehicular traffic. Deliveries to all stores will be made from an underground delivery depot.

Parking areas will be strategically located to minimize walking distance from cars to shops. A parking ratio of approximately three feet of parking space to each square foot of building, will provide parking facilities for more than 5000 cars.

To Serve Big Area
The great, new Shopping Center will serve the communities of Redondo Beach, Torrance, Hawthorne, Lennox, Lawndale, Palos Verdes, Gardena, Manhattan Beach, Hermosa Beach, and El Segundo, Marks stated.

"When completed, South Bay Shopping Center will be the perfect example of the modern one-stop shopping center concept. It will serve the entire South Bay area with the finest "blue-ribbon" group of retail, service and recreational type business establishments yet brought together.

Albert C. Martin and Associates, architects and engineers of Los Angeles, will design the new May Co. store.



FINAL DETAILS DISCUSSED . . . Talking over plans for the new May Co. store to serve this area are executives of the May Department Stores Co. and developers of the South Bay Shopping Center at 174th St. and Hawthorne Ave. Sidney F. Brody, seated, president of Brody Investment Co., owners and developers of the center, shows the new lease to (left to right) David May, director, and Walter Brunmark, vice president and general manager, of the May Co., and Walter Marks, exclusive leasing agent for the development.

ELLINWOOD

Capt. Pickering Unhurt After Meeting Bale of Hay at 80 MPH

By JANET ROBINSON and BARBARA WEAVER
FR 5-7063

Capt. Ramon Pickering, a sports car racing enthusiast, emerged shaken, but unhurt, last Sunday after his little car plowed into a bale of hay at about 80 miles per hour.

Participating in the Palm Springs Road Races, he was piloting his MG Mark II in third place in the race when the accident occurred. It was raining at the time.

Capt. and Mrs. Pickering, also an avid fan, watched the rest of the race as spectators and saw Watson Gregory nose out Ernie McAfee in the main event.

The Pickering's, who live at 8003 Newton St., are planning to participate in races at Torrey Pines on Jan. 14 and 15, which will consist of a six-hour endurance race on Saturday and a series of short races on Sunday.

The Ellinwood Campfire Blue Bird groups participated in a Christmas program at the Torrance Civic Auditorium last Wednesday from 7:30 to 9 p.m. Girls from the Harbor Area Council turned out 500 strong to put on the program.

There was a series of seven skits about the Christmas Card Theme. The local girls were part of the bell theme, singing "I Heard the Bells on Christmas Day." "Winter Wonderland" and "Jingle Bells." The Bluebirds of the Harbor area closed the program with a rendition of "Hark the Herald Angels Sing." They were dressed as little angels with large silver wings.

Janny Robinson, Sandra Hill, Suzanne Wells, Donna Schenk, and Jeanne Tripaldi.

The Boy Scouts of our area are now selling tickets for 50 cents, which can be used toward the purchase of a Christmas tree in either of their two lots. They are working in conjunction with the Walteria Business Men's Club to help raise funds to finance the building now being established on Madison St. to be used for Scouts and other youth activities.

Members of Troop 240, led by Bill Read, of 4817 Highgrove, will be knocking at local doors. Persons who have already reserved a tree are asked to place their tickets in a front window so they won't be bothered again. If buyers find they cannot use a tree after buying a ticket they can present it at either the lot by the Ozark Barbecue on Pacific Coast Hwy. or the lot at the Nicholls Ranch at 3100 Newton, for a refund.

The Louis Pesce family of 5624 Riviera Way had a recent guest from St. George's, Del. Bill hadn't seen her uncle, Elmer Segars, for 15 years. He took a vacation from his construction business to go uranium hunting in Arizona and California.

Ray Smith of 4188 Green Meadows Ave. is chairman for the Christmas party that will be given for the children of the Knights of Columbus on Dec. 20. The party will start at 7 p.m. and there will be toys, games, and, of course, Santa.

Four new Brownie leaders and co-leaders attended the huge party for Lady Baden-Powell, world leader of Girl Scouts and Girl Guides, in the Redondo Beach High School Auditorium. More than 1000 Girl Scouts and their leaders attended to hear Lady Baden-Powell speak. In her address she traced the origin of Girl Scouting and its tremendous growth through the

years. We hear from the girls who attended that she has a sparkling personality and is a very interesting speaker.

The Scouts gave several skits and there was some rousing community singing. Those attending from this area were Mrs. Frank Adair, Mrs. Lelan Livingston, Mrs. Roland Rogers, and Mrs. George Peck.

Brownie Troop 240 is planning a Christmas party to be held on Dec. 20 in the home of the co-leader, Mrs. Roland Rogers, at 4521 Green Meadows Ave. The Brownies will exchange small gifts and will sing Christmas carols.

A trip planned for Dec. 27 will be to a bakery in Los Angeles. The girls will see bread made and cakes decorated.

Mr. and Mrs. William B. Greenwood, of 5425 Riviera Way, are the proud parents of a second little girl. The new-comer is named Carol Marie. She was born last Monday, at 10:28 a.m., at the David Freeman Memorial Hospital in Inglewood. She weighed in at 8 lb., 12 oz., and was 22 inches long. The new little miss has a sister, Teri, 2½.

Three couples helped Bill Cameron of 23655 Susana Ave. celebrate his birthday last Saturday night. They went out for the evening—first to a restaurant for dinner and then on to the Hilton Hotel. Those celebrating were Bill and Caroline Cameron, Bill and Sally Reed, and Ray and Janet Smith.

The Buzzin' Dozen Club met at Doris Udy's, 4514 Pacific Coast Hwy., for its Christmas party. Secret pal gifts were exchanged and one of the members, Merla Wilson, presented everyone with some beautifully-wrapped home-baked date-nut bread.

Bingo, and several other games were played. Prizes were won by everyone present. Doris served individual ice cream snowballs with a lighted candle on top and delicious cookies.

Those enjoying their night out were Helen Hackbusch, Jeanne Bowman, Dorothy Frey, Lucy Pesusch, Mary Wilhelm, Marilyn Forrester, Merla Wilson, Agnes Rogers, Ruth Manchester and Janet Robinson.

Virginia Harney and Jeanette Rice were co-hostesses at a baby shower for Teddy Mock at the Harney home, 4609 Highgrove Ave., on Dec. 1. It was a surprise and the honoree had been painting a bassinette in the garage and came over looking such.

The colors were pink and white in the decorations and the large sheet cake read "To the New Tax Deduction." A big stork kept watch over the gifts. Present were Sue Sommer, Peggy Files, Phyllis Wells, Joyce Sullivan, Ann Costello, Elaine Brunk, Pat Yates, Virginia Helland, Frances Clayton and Mrs. Esther Mock of Long Beach, and Jeanne Thomas of San Pedro.

Jack Fees Promoted
The Bureau of Naval Personnel authorized the advancement recently of Jack E. Fees, son of Mr. and Mrs. Lowell A. Fees of 1827 Reynosa Dr., Torrance, to metallsmith third class, USN, while serving aboard the attack aircraft carrier USS Oriskany. The advancement was the result of world-wide examinations conducted in August.

Palos Verdes Survey Shows Steady Growth

Population of the Palos Verdes Central office area is expected to reach approximately 38,500, according to the marketing and development section of the General Telephone Company, which recently completed a study in the area.

The territory covered in the study comprises approximately 10 square miles of the Palos Verdes Peninsula and includes the greater portion of the city of Palos Verdes Estates.

According to the utility the

population of this area has reached the current estimate of approximately 26,000. By 1980 the company predicts the population will reach nearly 65,000.

Statistics revealed in the survey indicate the corporation anticipates accelerated development in the region.

Dwelling and business units are expected to increase from a recent tabulation of 8,966 to an estimated 13,300 by 1960, a gain of 4,334 units, or an increase of 48.3 per cent over current units. Long range estimates show that the company forecasts approximately 21,900 residential and business units by 1980.

Other estimates contained in the forecast indicate a constant rise in primary station growth (excluding extensions) in the locality. By 1960 total primary telephones in service are expected to approach 12,500. This would represent a 58.1 per cent increase over the 7,904 telephones currently in use. By 1980 approximately 21,600 primary stations are predicted.

Sailor Reports to Base at Yokosuka, Japan

Edward D. Delight, musician seaman, USN, son of Mr. and Mrs. Arthur C. Delight, and husband of Mrs. Jeanne L. Delight, all of 4815 Spencer St., Torrance, reported last month to U. S. Fleet Activities at Yokosuka, Japan.

The Yokosuka Naval Station is the largest U. S. Naval installation in the Western Pacific.

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