

THS Grad Prestige Home Project In SC Band Scheduled for Riviera

Recent Torrance High School graduate, John Alter of 1742 Watson St., now enrolled in USC has been accepted in the Trojan band.

John, son of Gerald L. Alter, local realtor, plays trumpet, has earned four letters in band for four years in the Torrance High School Band, and has been in the Concert band of the Torrance Area Youth band under James Van Dyck.

Total post office receipts from third class mail amount to \$500 million a year. This revenue pays one-eighth of the cost of operating our entire postal system.

A panorama of prestige-type homes rising on an undeveloped section of the Hollywood Riviera in Torrance and rivaling the Splendor of the French



Riviera was envisioned in plans disclosed this week by J. George Wright, prominent Southern California builder.

Total area encompassed in the development program represents a land value of some \$4,000,000, it was said.

Wright made known the plans in revealing that the Don-Ja-Ran Construction Co., Inc., of which he is president, has leased to the Carcon Development Co. 20 seaview home sites, upon which fashion-type homes will be constructed.

THE HOME sites leased to Carcon comprise lots num-



RIVIERA PROJECT . . . This home is one of 20 residences scheduled for immediate construction in the Hollywood Riviera section of Torrance, Commanding a view of palisades and ocean the homes and multi residential fac-

ility will occupy a scenically engineered sight on a coastal land strip valued at \$4,000,000.

bered from 149 to 169 fronting on Paseo de la Playa and extending as much as 400 feet toward the seashore.

Carcon Development Co., headed by James A. Wilson and Traves Kleefeld, will begin construction immediately on the 20 homes which will grace this property. One-and-a-half and two stories in elevation and 3,100 square feet in living area, they will be designed with four bedrooms and three baths.

TIYPIFYING their luxurious decor, each home will boast three fireplaces, including a fireplace in the master bedroom. Commanding a sweeping view of palisades and ocean, the homes will occupy lots engineered to provide full enjoyment of the area's scenic setting, it was stated. Each will have its own private beach.

Wright stated that through a leasehold plan, the builders will be able to offer the homes in a \$40,000 price range. He expressed belief that soaring land values in this picturesque

coastal strip would force purchase prices as high as \$80,000 were a conventional house-and-land selling plan employed.

THE COMBINED development program of the Carcon and Don-Ja-Ran organizations reflects a master plan evolving from extensive studies of Hollywood Riviera and its residential beautification, Wright stated. He pointed out that although the area had originally been zoned for apartment and hotel construction, his company determined from the surveys that the area's best interests could be served by designating lots 149 to 168 for single-structure, privately owned residences.

A dramatic phase of the program is the projected construction of Cote d'Azur Villas, a three-story facility in which privately owned residential units will afford buyers the conveniences of ultra-fashionable apartments.

WRIGHT OBSERVED that through multi-residence archi-

tectural planning and leasehold arrangements already popularized in fashionable developments along the eastern seaboard, Cote d'Azur will be able to offer resident ownership of the home units at prices in the \$23,000 range.

The villas will rise on lots No. 143 to 148 fronting on Paseo de la Playa and comprising land value of some \$2,500,000, Wright said. A variety of floor plans will afford two-bedroom, two-bath stylings. Living rooms will open onto private balconies to create huge expanses of indoor-outdoor

living.

OFFERING unobstructed views of ocean and garden, Cote d'Azur Villas will provide its owners with such conveniences as high-speed elevators, subterranean garage and custodian services. An Olympic-size swimming pool will feature decorative design.

A notable innovation will be an automatic lift carrying family members and their guests down to and up from a private beach. Richly landscaped gardens, putting greens, and badminton, croquet and shuffle-

board courts are other features included in the plans.

THE DON-JA-RAN president stated that the land encompassed by the individually spaced homes as well as by Cote d'Azur Villas will be engineered to enhance the natural scenic charm of the Hollywood Riviera beach front. He predicted that the program will add substantially to property values in the picturesque area, already the site of homes in the upper price category including one residence reportedly worth \$200,000.

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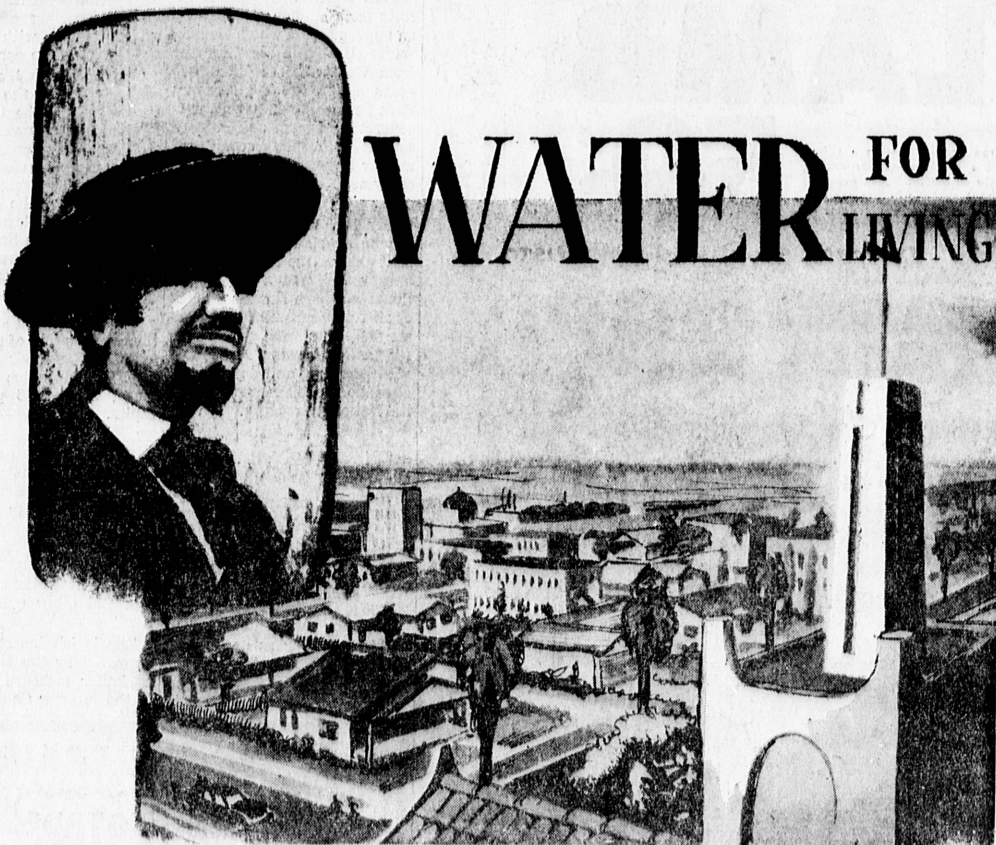
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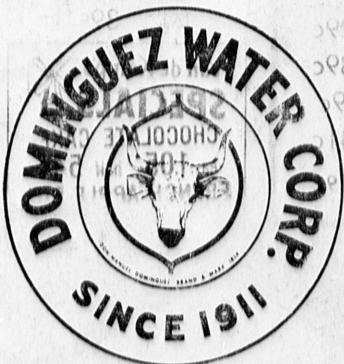
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