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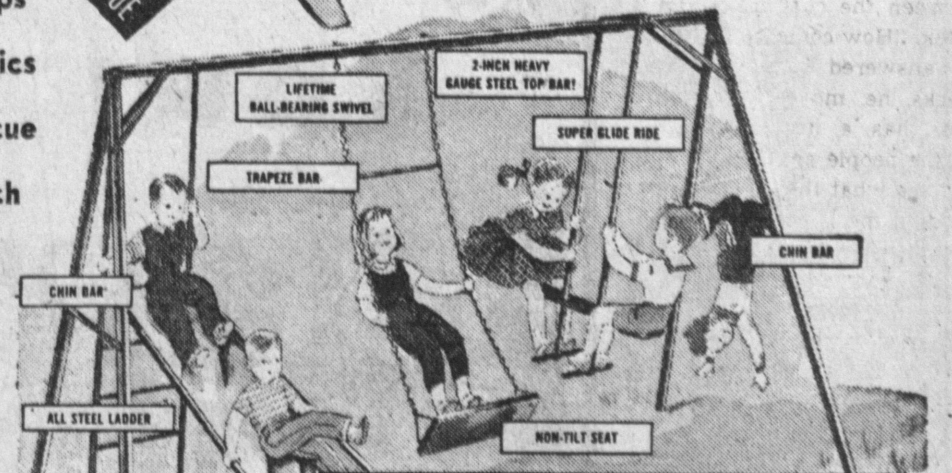
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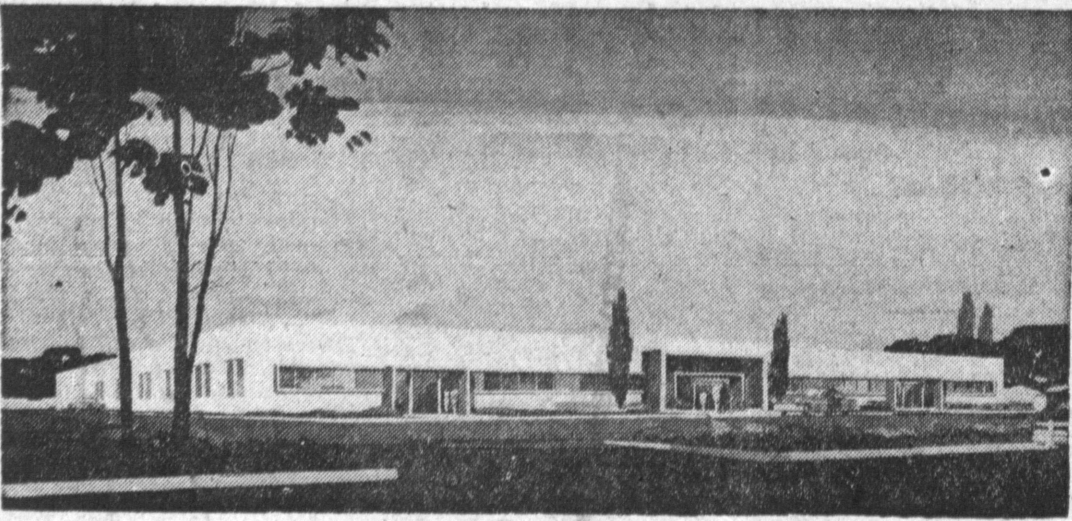


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DOWNTOWN TORRANCE



HOLLYWOOD INDUSTRIAL CENTER

Bird's eye view of Hollypark Industrial Center and nearby residential developments are shown above. Developer of the huge industrial area is the Hayden Lee Development Co.

\$300 Million Hollypark 'City Within a City'

A tremendous impact upon the future growth and development of the Torrance-Hawthorne-Inglewood-Gardena area is being effected by the construction of "Hollypark," the huge \$300,000,000, 900-acre "city within a city" development of homes and industrial section.

As spokesman for the Hayden Lee Development Co., which is moving rapidly into the industrial portion of the major building program, George Keiter said yesterday that a special survey of the entire area to be served by Hollypark spotlights a population of half a million with an annual expenditure of about a billion dollars.

Thousands of homes are being built and work is more than half completed on a major industrial center that will eventually serve an estimated 35 manufacturing concerns.

The entire project is being financed from 900 strategically located acres forming a portion of the colorful and historic O. T. Johnson ranches.

The Hayden Lee firm, whose outstanding developments in recent years included the nationally famed Los Angeles International Airport Industrial Tract and Culver City industrial area, is offering to build structures to suit various light manufacturing industries, ranging from

10,000 square feet to virtually any size, according to Keiter, and will lease or sell. Frontages on Western ave., El Segundo Blvd. and Crenshaw Blvd. are still available, he said.

Most of the buildings completed or under construction are one-story structures of modern tilt-up concrete, designed by S. Charles Lee of the Hayden Lee firm.

The initial section contains 10 such plants, now completed or nearing completion on 2,500,000 square feet of land. It is adjacent to a second and final section now rising at Western ave. and El Segundo Blvd. and at Crenshaw Blvd. and 132nd St., within 11 miles of the Los Angeles Civic Center and the heavy industrial area, and four miles from the Los Angeles International Airport, and only one mile from the new Harbor Freeway.

Thus far, Keiter explained, four new buildings are finished or in varying construction stages in the second section. They total 110,000 square feet

of facilities on 232,000 square feet of land. Two are for the Paller & Goldstein Sheet Metal Co. and Harn of California, and the other two for lease of sale.

Keiter said the Hayden Lee firm also has broken ground for two more modern tilt-up concrete buildings in the second section—one with 15,000 square feet of space on 27,000 square feet of land at the northwest corner of South Western ave. and 135th St., and the other with 47,000 square feet of space on 70,000 square feet of land at 13000 South Western ave. Both will be available shortly for lease or purchase for light manufacturing purposes.

Industries already represented in the new Hollypark Industrial Center development include Paller and Goldstein Sheet Metal Co., Harn of California, Standard Brands Paint Co., Lee-Tex Rubber Products of California, Sunshine Manufacturing Co., Crenshaw Development Co., Creative Process Printing, National Cash Register Co., and A & A Die Casting Co. Two large filling stations have been built in the area for Shell Oil Co. and Tidewater Associated Oil Co.

OFFICE MORALE

Dr. Samuel J. Wanous, chairman of the business education department on the Los Angeles campus of the University of California, says discord between

men and women office workers is by far the No. 1 morale problem he has encountered in years of counseling large business firms.



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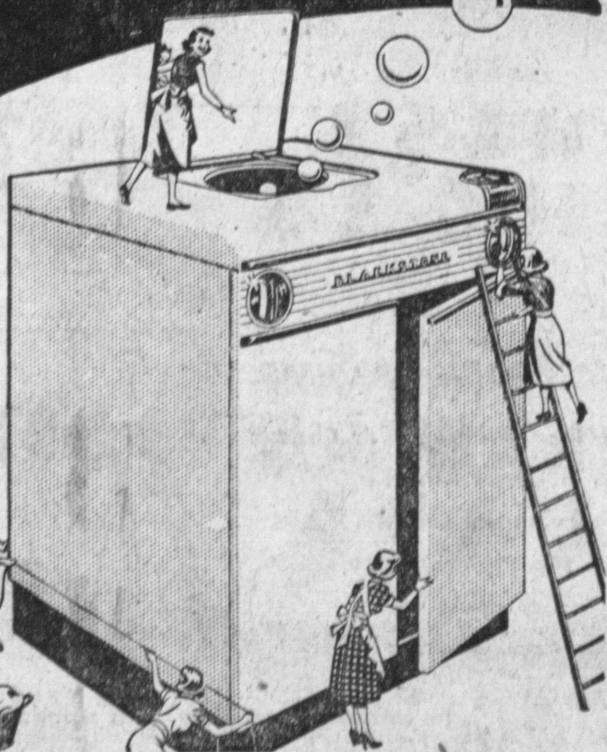
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