

MULTI-MILLION-DOLLAR HOME—Magnavox Co. will move into huge, modern research center on Maricopa St. this summer. Structure will be a standout in area becoming purely industrial. Firm is internationally known for hi-fi, radio, TV.

Magnavox Prepares to Move into Huge New Center Here

The Magnavox Co., well-known electronics firm will move this summer into its new multi-million-dollar research center at 2829 Maricopa St. in the manufacturing district of Torrance.

According to Dr. R. Thorensen, resident of Torrance and general manager of Magnavox Research Laboratories, the initial building will be constructed at a cost of \$1,500,000.

Growth plans, he said, call for a major facility at least four times the size of the first structure and to be built with an outlay of over \$5,000,000 on the site of 10 acres.

"The fact that Magnavox is consolidating and strengthening its position in the West not only underlines the certainty of our growth pattern, but is recognition of the Los Angeles area as the electronics capital of the nation," Dr. Thorensen said.

Dr. Thorensen further pointed out that Risley and Gould, Los Angeles architects, have master-planned the electronics center to assure flexibility of future expansion.

Use of a 50-foot module in construction will guarantee both economy and ease of facility growth.

The structural-steel frame of the building was designed to resist forces without reliance on typical shear walls which would inhibit the planned expansion. Exterior walls will be made of removable insulated steel plates coated with porcelain enamel.

The architects said design of the Magnavox Laboratories recognizes the adjacent residential area and acts as a gradual transition to purely industrial construction of other facilities within the manufacturing district. Projection of the porcelainized aluminum plates five feet beyond the windows will provide a run control on the south side. Metal grilles in the courtyard entrance will dampen glare in the lobby.

An extensive air-conditioning system will include separate air handling units in each of the many segregated laboratories and their offices. Some of the labs will be adapted for rigid humidity, temperature, and air-pollution control. Other areas will be acoustically treated to suppress testing noise.

Set back 50 feet from the street, the research center will be fronted by lawns, shrubbery and trees which will act as an added buffer between residential and industrial areas.

William Simpson Construction Co. is the general contractor.

The Magnavox Co. has occupied industrial space in West Los Angeles since starting its R & D laboratory in 1953. The firm is nationally known for manufacture of customized high fidelity, radio, and television.

The corporate offices are in Ft. Wayne, Ind. The local Government and Industrial Division is heavily engaged in developing communications, radar, antisubmarine equipment, navigational devices, and electronic data-processing devices for the military.

Elementary Pupils Listed by Grades

Enrollment of elementary school children in the Torrance Unified School District is as follows:

Kindergarten, 2919; first grade, 2826; second grade, 2378; third grade, 2079; fourth grade, 2176; fifth grade, 1947; sixth grade, 1849; seventh grade, 1722; eighth grade, 1379; ninth grade, 1343; 10th grade, 1229; 11th grade, 1088; and 12th grade, 735.

City Manager Predicts More Apartment Units

The year 1960 will see more apartments built, according to George Stevens, city manager.

"We can see the trend, and there is a definite one at that. Already, the apartments are springing up in North Torrance and the central section of the city," he said.

The city manager also predicted a substantial growth in population for 1960. Another increase that is appearing above the horizon is the increase in sales tax.

"Our greatest source of income will come from the sales tax. I believe that is the best method of collecting taxes. The home owner will be spared the burden," Stevens declared. He said he is working on the budget, but it is too early to make any statement on it.

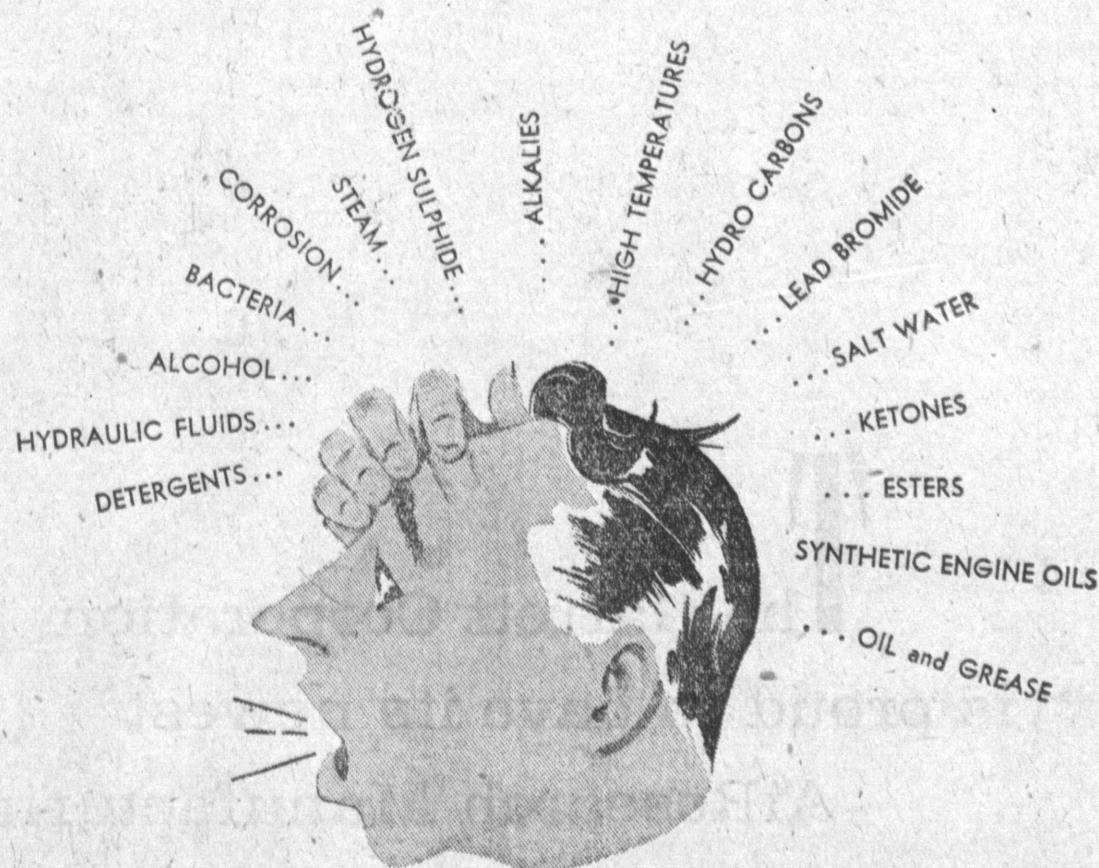
The state Finance Department is determining the official population of Torrance, the 1960 federal census notwithstanding, Stevens disclosed. He said:

"It will be effective March 1, 1960. The state has its own way of arriving at the figure. They consider the automobile taxes as one phase."

Apparel Stores' Volume Boosted

The 24 apparel stores in Torrance had a volume of business by \$508,000. The year, state ranking and increase hiked the city's state sales in that order are as follows:

ranking from 52nd to 43rd, or a jump of nine spots. The year, state ranking and increase hiked the city's state sales in that order are as follows: 1955-59-\$2,297,000; 1956-62-\$3,019,000; 1957-59-\$3,226,000; 1958-43-\$3,734,000.



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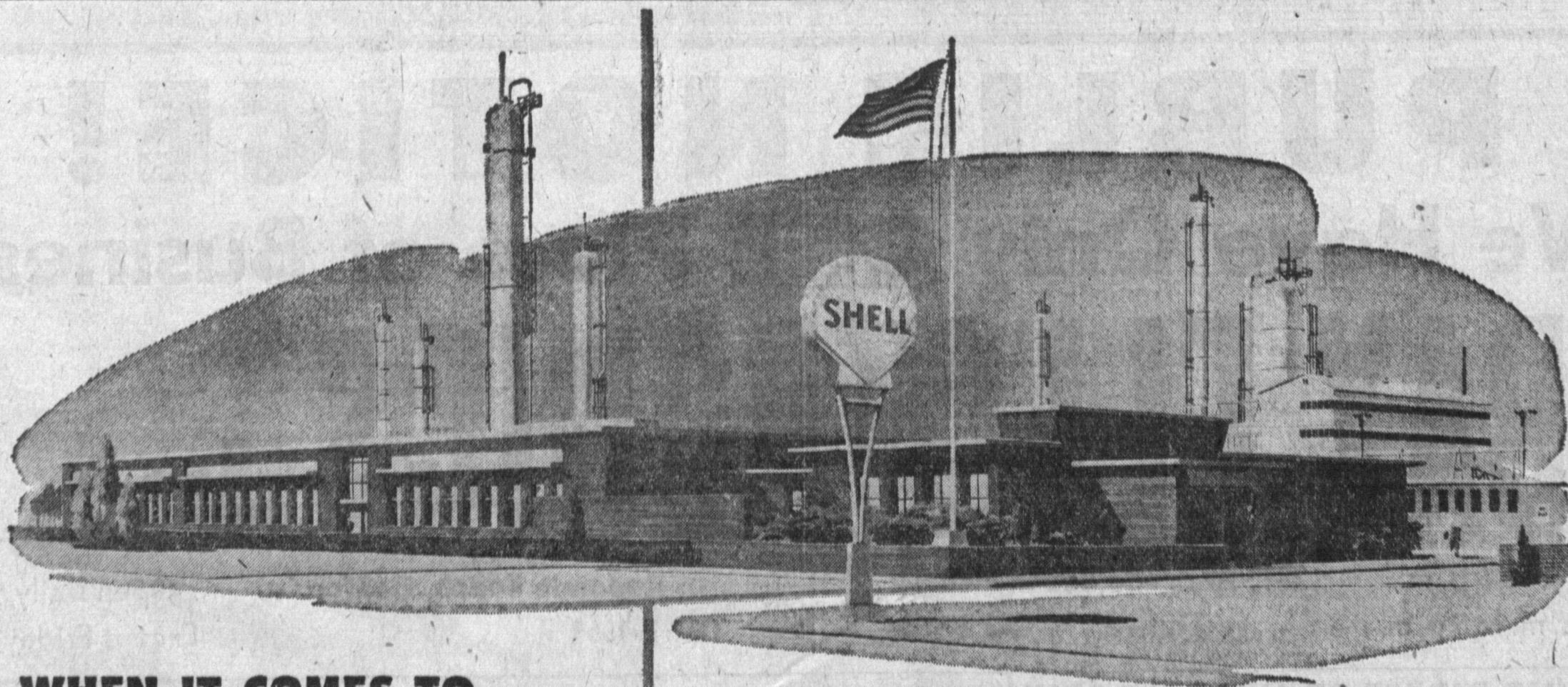
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