

# Hawthorne Blvd. to Be Five Miles of Miracles

Hawthorne Blvd., from 174th St. south to Highway 101 is developing into such a huge shopping center that it may rival the immense Los Angeles downtown shopping center.

It will make Miracle Mile look like a yard.

Already in operation are two centers that form the nucleus of Torrance's great potential. They are logically situated at each extreme of the thoroughfare to assure a can't-miss situation.

They are South Bay Shopping Center at the northern end and Del Amo Shopping Center at the southern pole. Either of the two is not very far from the distinction of being second only to Los Angeles' great commercial dynasty.

Some of the stores that have made Los Angeles famous are included in the Torrance layout. Among them are Broadway, Sears, Roebuck and Co., and May Co. Sears and Broadway spearhead the Del Amo center, while May Co. is the leader of the South Bay Center. The importance of these stores to a shopping center is only fully realized when residents of Torrance stop to think their presence alone automatically attract other progressive stores of national character. This reveals the prestige these leaders carry.

By the same token, these leaders do not make any move that will embarrass them commercially in a new area that does not justify their existence. Their every business move is the result of years of practical experience.

Just as the business acumen of the officials of these stores sees the great advantage of situating in Torrance, there are other commercial wizards who are quick to follow suit if the opportunity presents itself or they themselves take the initiative.

In this category are such stores as Silverwoods, Wetherby Kayser Shoes, Woolworth, Ontra Cafeteria, Penny's and Hub Furniture. Moreover, Silverwoods and Wetherby Kayser establishments can be found in the exclusive shopping center, Fashion Fair in Santa Ana.

Hundreds of other stores are in the negotiating stage preparatory to constructing buildings on Hawthorne Blvd.

Stores already on the avenue and widely known in Southern California because of their extensive advertising campaigns are Dorn's TV store and the great Carpet-Town, known for its complete stock of carpets.

Hawthorne Blvd. will not be without its sports attractions that will cater to the most fastidious. One of the activities will be bowling. Consistent with other fine structures will be the Gable House bowling emporium now under construction at Sepulveda Blvd. It will contain 40 lanes with automatic pin setting. That the bowling alley will figure in a picture is gleaned from the fact that Jerry Hamel, part owner, is one of the prime movers in organizing a national bowling league. The circuit will be to bowling what the National and American major baseball leagues are to baseball and the National Football League is to football.

That Hawthorne Blvd. will be a solid investment for the future is shown by the plans

on the drawing boards of two additional large department stores. Within five years there is not only a possibility but a probability of their opening stores on Hawthorne Blvd.

Four large department stores on one street within a five-mile stretch may sound fantastic to the average shopper but not to the shopping center financial magnates who possess that ingenuity known to the man on the street as the crystal ball.

## George Powell Says City Is Well Planned

Torrance is a well-balanced city, according to George Powell, planning director. He supported his statement with figures to show the city is one of the few in Southern California in that direction.

Area of Torrance is 20.8 square miles or 13,312 acres. A total of 1382 acres is used for streets. The remainder of the acreage, 11,930, is devoted to residential, agriculture, commercial, industrial and public and private schools.

Most acreage is residential. There are 6079 acres or 45.66% of the whole piece. A total of 5814 acres is developed, leaving 265 for conversion to dwellings.

But in the event residential reaches the saturation point, it can draw from agriculture, which is the fourth largest piece, with 262 acres or 6.47%. Of the 262 acres, 321 are developed and 541 undeveloped.

Set aside for industrial are 3221 or 24.20% to rank second to residential. Developed number of acres is 2065 and 7156 undeveloped.

Commercial land is in fifth place with 720 acres or 5.41%. In terms of acres, it is 720 with 565 developed and 155 undeveloped.

Sixth spot goes to airport industrial with 3.65 or 486 acres, all developed.

Next comes Torrance public schools with 3.28% or 437 acres, all developed.

Dwindling down to the last two classifications, 85 acres are to be used ultimately for city parks and 40 acres for private schools.

"The formula set for Torrance is a job in industry and commercial for every residential unit. This requires good planning, which I believe is being accomplished," Powell said.

He concurs with Building Superintendent Lee Schlens regarding population of Torrance within the next five years. Schlens sees 150,000 persons here while Powell said the figure will be 152,000 in 1963.

"I am proud of the plans laid out for Torrance. I don't believe there is any other city in Southern California that compares to it. Here, industry exists without being a blight to adjoining areas."

Powell sees Del Amo Shopping Center surpassing the \$80,000,000 shopping center in Lakewood.



IT'S A DATE—Charles Hestwood, who has had open-heart surgery, signs to give blood with his mother, Mrs. Charles Hestwood. Making reservation is Mrs. Robert Orsini.

## Organizations Will Donate as Bloodmobile Visits City

The Red Cross community bloodmobile will be at the American Legion hall, 1109 Border Ave., tomorrow from 2:30 to 7 p.m. it was announced by Mrs. Robert Orsini, blood-recruitment chairman.

Mrs. Orsini said business groups, service and fraternal organizations, church groups, industries, civic employees, and other organizations will be donating to build up their group blood accounts. Individuals also may donate.

The increasing need for blood for open-heart surgery was pointed out by Mrs. Orsini. "An average of 12 open-heart surgery cases a week are provided blood by the Red Cross," she said, "and a minimum of 20 pints of blood is required for each operation."

Mrs. Orsini cited Charles Michael Hestwood, 3305 Onrado, as a living example of the wonders of modern surgery of the heart.

"Charles had open heart surgery in January," she said, "and before his operation was not able to run, ride a bicycle, or perform any normal energetic activities of a growing boy. Now, two months after his surgery, he is able to join his playmates and soon will participate in all physical activity with them."

She said adults also have been given longer lives through open-heart surgery. Another resident of Torrance Mrs. Thomas E. Lilley, 3212 W. 182nd St., had

## William Rogers Promoted by Military School

William L. Rogers of 1506 A. Hickory Ave has been promoted by Brown Military Academy. He now holds the rank of cadet master sergeant.

## Library Provides Many Kinds of Books for Varied Wishes

As Torrance grows, Torrance reads.

That perhaps could be the theme of the city's reading habits, according to Dorothy Jamieson, this city's librarian since 1935.

What kind of a reading group has Torrance? With her long experience, Mrs. Jamieson, is qualified to speak with authority. She said:

"It is a well-balanced group. Naturally, with the big industry in Torrance, there should be a big demand for technical books."

Although Torrance library cannot house all the books demanded by patrons, the latter will not be deprived of them. A call to the main country library by Mrs. Jamieson will produce them.

Although reading was at all-time high in 1957-58, with a total of 217,195 books, 1958-59 showed 222,193 books in circulation.

The fact that Torrance is growing, so too, must its library facilities be increased. The city fathers, realizing this, are providing for the expanded area. New quarters are needed for the Walteria library and the North Torrance library must be enlarged. At the main Torrance library, more shelving is in demand, Mrs. Jamieson said.

New reference books are essential at all branches. Because technical books go out of date, renewal of books must be made available.

"Even rare and expensive books may be obtained," said Mrs. Jamieson. "We can telephone to the main library and the needs of our patrons will be supplied."

Different age groups have different tastes. For instance, adults in general prefer technological books. Then there is fiction and factual books for teen-age boys and books on romance and career books for the teen-age girls. Children like space books.

There is always a steady demand for the mystery books.

It is the plan of the county to provide each headquarters branch with 100,000 books. Torrance has no bookmobile for the industrial plants.

A telephone call from a plant to the local branch is the only requirement. If the book is available at the branch a trip is made by a messenger from the plant.

The librarian will call the main library if the book is not on the shelf.

When she receives it, she will call the plant, and the messenger will call for it.

## 6500 Licenses Issued Here by City Department

A total of 6500 licenses were issued last year by Torrance, according to Gale Whitacre, license inspector.

Value of licenses amounted to \$160,000, Whitacre said. Every type was included.

Breakdown in different classes, such as wholesale, retail, and commercial, is not now available due to lack of office help in the license department, Whitacre stated.

An increase in the number of licenses for 1960 is expected. Whitacre said:

"The increase of population of Torrance for 1960 will bring additional industries, commercial stores, and other establishments and consequently more licenses will be required."

## POPULATION RISE SHOWN

Population growth for Torrance since 1940 is as follows, compiled by Dick Fitzgerald, manager, Chamber of Commerce:

1940: 9950; 1950: 22,201; 1952: 31,834; 1953: 44,914; 1955: 67,459; 1956: 82,241; 1958: 95,962; 1959: 101,558.

## HUSBANDS AVAILABLE IN TORRANCE

Number of males exceeded the females by 380 as of November 14, 1958, according to the Chamber of Commerce.

Figures show 46,926 against 46,446. Median age of males was 25.7 years and for females, 25.4. Median age for both was 25.5 years.

Persons over 70 years of age numbered 1512 while those under five years of age totaled 15,245. White population was 92,424 with the non-white population put at 948, which figure includes 30 negroes.

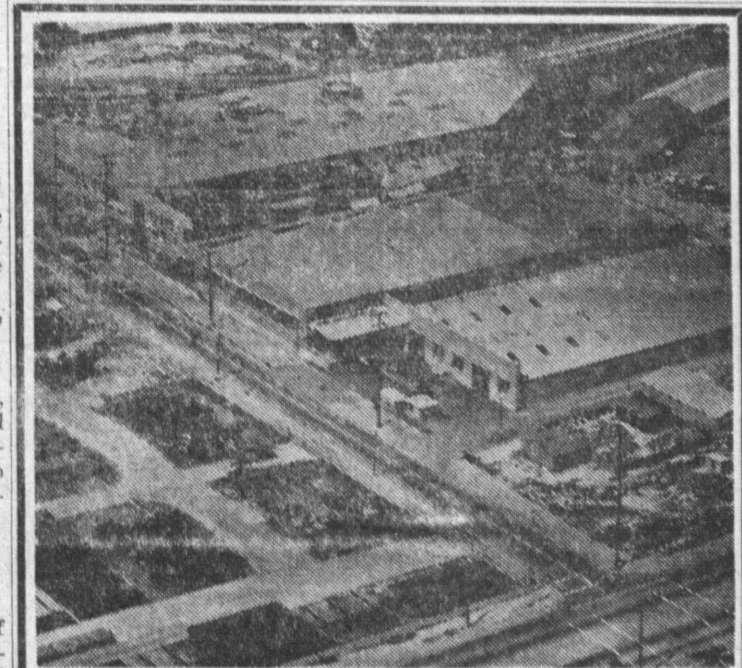
## Lutheran School Enrolls 196 in Nine Classes

Approximately 195 pupils attend the Resurrection Lutheran school, 330 Palos Verdes Blvd., according to S. P. Orwall, principal.

Pupils from kindergarten to eighth grade are taught, Orwall said.

The fundamentals of education are stressed, he declared. Orwall sees expansion of the school with the growth of Torrance.

"It will naturally follow," he said.



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TORRANCE  
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## TORRANCE HAS MUCH TO CROW ABOUT

Our city has shown remarkable growth and progress this last few years.

We here at Alpert's also have a lot to be proud of. In 8 short years, we have grown to be acknowledged the outstanding home furnishings center in the entire area—and now we're right in the middle of preparations to move into larger new quarters to keep pace with our fast-growing city. Our new store will be on Hawthorne Blvd. . . . in the heart of Torrance's newest and finest shopping area. We will be announcing the exact location (which will be real easy to get to) very soon.

While these plans are being carried out—our closing sale, at our present location, is continuing with truly remarkable prices. We have slashed our entire inventory as much as 70% to facilitate our move to new quarters.

Don't pass up this opportunity to buy the fine furniture we're famous for, at these fabulous "once-in-a-lifetime" savings!



**Alpert's** trend-maker  
FURNITURE  
Corner of Torrance Blvd. and Arlington Ave.  
Across from Huff's Restaurant

## West Virginia Pulp & Paper Co.

MULTIWALL BAG DIVISION

Announces its new West Coast facilities for manufacturing Multiwall Paper Bags for industrial packaging.

We are pleased to become a part of the Torrance community and to participate in its continued growth and prosperity

### TORRANCE PLANT:

555 Maple St. — FAirfax 8-9500

Headquarters—New York City

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