

TORRANCE UNLIMITED

Home Ownership Brings More Lasting Pleasure

By LEE R. DAWSON
President, Torrance-Lomita Realty Board

Key to lots of living: Buy a Home First.

No matter who you are, where you are, or how you figure it, if you are like most Americans, the best buy for you today is a home. That's why you'll want to buy a home first.

The reason is simple: No other purchase will bring more lasting pleasure and security. Unlike other purchases of fleeting value, ownership of a home—day after day, year after year—is about as close as you can come to having your cake and eating it.

There are dozens of reasons why your determination to buy a home is one of the smartest decisions you have ever made.

But first of all, Mr. and Mrs. Torrance, we want to consider YOU—YOU and the plain joy of living you owe yourselves by the ownership of your own home.

Until you swing open the door of your own home, you will never know the deep-rooted satisfaction of realizing that all of this is YOURS—that here, in the one spot on earth, you are, in all truth, the master of all you survey. And when you step across the threshold of your own home, you step into a world of your own making—one that is personal, and private if you wish to keep it so. This is why "HOME" means so much to the human heart.

Lets try to be more specific. Your home is the place—perhaps the one place in the world—where you can be YOU.

We said that owning a home is like having your cake and eating it. By that we mean that while nothing offers the potential of a richer, more luxurious life, both now and in the future, few purchases represent the prudence and practicality of a home.

For example, it is both prudent and practical—if you are younger or in the middle years—to establish an investment program. From the day you buy your home, you have the cornerstone of such a plan. The down payment represents your equity in the property and as you make the monthly payments—just like a monthly savings account deposits—you increase that equity at the same time you are enjoying your home.

More than one young couple who bought a home first have found that by the time the children were ready for college, they had their home completely paid for and were ready to finance that all-important higher education. And later, after the children were launched in life and retirement rolled around, the full equity in the home could be applied on the purchase of new quarters in the desired part of the country.

The security of home purchase as an investment is historic. Real-estate values, more than any others hold their own whether it is the day of the declining dollar or the era of hard money. Given the growing population and the fixed supply of land, it may be said that if you choose your property wisely, there is only one long range way for real-estate value to go up.



NEW FIRM—Harry Moritz, realtor, who had been with Ken Miller three years, has opened an office at 1646 W. Pacific Coast Hwy.

Moritz, who is a member of the Torrance-Lomita Realty Board, is a Class A broker. He has lived here 16 years, is member of Kiwanis.

John J. Hartsook Elected Head of Swimming Pool Contractor Group

Members of the Associated Swimming Pool Contractors have elected John J. Hartsook of Hallmark Pool Co. president for the coming year. He succeeded Edward Jim Modes of Sealight Construction Co.

Rupert F. Thompson, executive secretary, said other members of the board are Kenneth E. Whitford of Paddock of California, vice president; Charles O. Bachelier of Starbright Swimming Pool Equipment Co., treasurer; Frank M. Rush of Arcadia Pool Maintenance; and Jim Modes.

Hartsook said pool construction in the first quarter of 1960 was up 57 per cent over that of the first quarter average for the previous five years.

Major swimming pool builders in the Los Angeles area are members of the group, founded in 1953 as the nation's pool contractors association.



JOHN HARTSOOK

Alter Realty Opens Sixth Office Here

Alter Realty and Insurance Co. has opened its sixth office at 20912 Hawthorne Blvd.

Manager is Albert H. Adams, who has spent most of his adult life in the army, where he commanded an amphibian tank unit during the Philippine campaign. His other duties included commanding an ordnance battalion with the 8th Army in the Korean war besides being staff officer.

He lives with his wife Alice and two sons at 640 Calle Miramar. His office staff will be composed of four salesmen: Eula Haley, Eva Strauley, Paul Benedict and Cal Bostwick. The company will specialize in residential and commercial property.

Gerald Alter, owner, has been a resident of Torrance since 1936 and obtained his broker's license after returning from the army in 1946.

His father, Leslie, who founded the company in 1939, operated it until his death in 1955.

Zone Changes Sought for Duplexes

A zone change has been recommended by the Regional Planning Commission in the Carson district to permit construction of two-family houses.

George J. Miller, 22105 Dolores St., will develop the tract, which is zoned M-1.

The planning group would put the area into three divisions: C-4, which is limited multiple residence; R-1, single-family residence; and R-2, two-family residence.

Miller intends to construct duplexes on one section of the west side of Dolores St. The commission also recommended that Main St. zoning be changed to C-4, which is commercial and multiples.

Dress? Heck He Just Sells Real Estate

Bill McEwen, popular realtor at 2803 Cabrillo, is one Arkansas native who still does things the way he started out in the real-estate business in his home state 15 years ago.

Picture shows Bill in overalls. Today he wears overalls at times. He likes to tell the story of how he attended a real-estate agent meeting where the speaker stressed the importance of correct dress in selling. When the speaker was finished, Bill got up and told how he closed two deals in his overalls. He was working under his car when he was interrupted twice by customers. He said:

"I am going to put 'overall Bill' in my advertisements." Associated with him now in business is his son Bill Jr.



McEWEN

Real Estate Large Crowds to See Model Homes Today, 228-Vermont

Large crowds are expected to view today the beautiful new homes situated at 228th St. and Vermont Ave., according to M. D. Shepard, realtor. He said: "Model homes are now open to the public. They are close to everything. The homes have been built by Norris Construction Co., which built the Sandy Acres Estates."

The new homes, which are only 21 in number, should sell fast. They contain three bedrooms and family room. Features include all-gas kitchen which contain Wedgewood and Holly range and oven, with a hood over the range. Cabinets are made of ash.

Bathrooms with pullmans are ceramic-tiled. Floors are blocked in and are covered with gold-flecked vinyl linoleum.

Rear doors are sliding glass. The driveway and walks are concrete with a block wall in the rear. Front yards are planted. Sidewalks and sewers are in and paid for.

Use classified ads for quick results. Phone DA 5-1515.

You don't have to wear glasses!

You can be free from "spectacles" and actually enjoy wider, clearer vision! Plastic contact lenses will improve your appearance and make your life happier. Only one-third of an inch in diameter and thinner than a finger nail, improved "contacts" are designed to be worn comfortably all your waking hours. They are not expensive; may save you money over a period of time. Terms will be gladly arranged. Come in for a no-obligation demonstration or mail the coupon. Open Friday evenings and all day Saturday. 32 years in Harbor Area. Offices in Long Beach and Wilmington.

DR. J. M. SOSS
Optometrist
1268 Sartori Ave.
FA 5-5602

MAIL COUPON

Please mail me illustrated literature on the new plastic contact lenses. It is understood that I will not be obligated.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Medical Centers OK'd
The city Planning Commission has approved variances in the area south of Pacific Coast Highway along Rolling Hills Road for construction of two medical centers.

Use classified ads for quick results. Phone DA 5-1515.

1960 TORRANCE AREA Baseball Directory

The baseball aggregation statistics listed below have been compiled by staffers of the PRESS to better acquaint readers with the make-up of Little, PONY and Babe Ruth Leagues of the Greater Torrance Area. If your team is not listed write to Sports Editor, Torrance Press, 3238 W. Sepulveda Blvd., with information.

LITTLE LEAGUE

Little League baseball is for boys born between July 31, 1952 and Aug. 1, 1947.

TORRANCE CENTRAL LITTLE LEAGUE
President—Russell Haynes (FA 8-3162).
Players Agent—Jim Wray (FA 8-0176).
Boundaries—Hawthorne Blvd. on the west; 190th St. on the north; Crenshaw Blvd. on the east; and Carson St. on the south.
Registration—Completed.
Tryouts—Completed.
Opening Day—May 7.
Location of Ballpark—Mobil Park, south of entrance at 3400 190th St. (northwest corner of General Petroleum refinery); Shinoda Field (minor field), 182nd St. at Crenshaw Blvd.

LOMITA LITTLE LEAGUE
President—Ted Coggins (DA 6-2735).
Players Agent—Mrs. Bill Stowell (DA 6-5921).
Boundaries—Torrance city limits on the north; Walnut to the end of Ocean View Ave. on the east; end of Ocean Ave. to back of Pennsylvania Dr. on the south; Pennsylvania to Pacific Coast Hwy. to Crenshaw to 241st St. on the west.
Registration—Completed (135 boys to date).
League Dance—Saturday, May 14.
Opening Day—Saturday, May 14.
Location of Ballpark—Chandler Field, Narbonne Ave., north of Palos Verdes Drive North.

NORTH TORRANCE LITTLE LEAGUE
President—Bob Simons (DA 9-1343).
Players Agent—Sam Johnson (west), FR 9-2577; John Miller (east), DA 4-5249.
League Boundaries—(west league) Hawthorne Blvd. on the west between Redondo Beach Blvd. and 190th St.; north boundary Redondo Beach Blvd.; south boundary 190th St.; east and west divided by Glenburn 182nd; Palda; (east league) east city limits form boundary between Redondo Beach Blvd. and 190th.
Tryouts—Completed (566 boys).
Opening Day—Sunday, April 24.
Mixed Yippee Party—May 6.
Pancake Breakfast—May 31.
Hard Times Dance—June 18, Gardens VFW Hall.
Location of Ballpark—Dominique Park, 190th and Beryl St., Torrance. (Redondo Beach city limits).

RIVIERA LITTLE LEAGUE
President—Jack Holmes (FR 5-3915).
Players Agent—Fran Andrews (FR 5-4956).
Boundaries—Pacific Coast Hwy. on the north; Torrance city limits on the south; Nancy Lee through the center of Via El Sereno on the east and the Pacific Ocean on the west.
Tryouts—Completed.
Location of Ballpark—Lower Kissel Field, Pacific Coast Hwy., one half mile west of Hawthorne Blvd.

ROLLING HILLS LITTLE LEAGUE
President—Jack Palmer (FR 7-2522).
Players Agent—Jack Rathwell (FR 7-3744).
League Boundaries—Miraflores area, Rolling Hills area, Dapoglav area, Laros Vista area; City of Rolling Hills, Strawberry Lane area, Westfield area.
Registration—Completed.
Tryouts—Completed.
League Dance—April 23.
Opening Day—April 24.
Location of Ballpark—Rolling Hills Little League field, entrance off Rolling Hills road, north of Palos Verdes Drive North.

LITTLE LEAGUE (Cont.)

SOUTHWOOD LITTLE LEAGUE
President—Walter Virgil (FR 6-6048).
Players Agent—Paul Halbach (FR 4-5368).
Boundaries—Hawthorne Blvd. on the east; Sepulveda Blvd. on the south; Torrance city limits on the north; Del Amo to the west; Del Amo to Hawthorne Blvd. on the north.
Tryouts—Completed.
Location of Ballpark—Emerald St. between Anza and Victor St.

TORRANCE AMERICAN LITTLE LEAGUE
President—Carl Binford (FR 5-5159).
Players Agent—John Schnep (FR 5-6453).
Boundaries—Redondo city limits on the west; Sepulveda Blvd. on the north; Madrone Ave., Lomita Blvd., Hawthorne Blvd. on the east; Pacific Coast Hwy. on the south.
Registration—Continued during first two tryouts.
Tryouts—Completed.
Opening Day—May 7.
Location of Ballpark—Del Amo Field, Plaza Del Amo, one block west of Western Ave.

TORRANCE NATIONAL LITTLE LEAGUE
President—George Cole (FA 8-5079).
Players Agent—Ralph Schaefer (FA 8-3500).
Boundaries—Carson St. on the north; Western Ave. on the east; southern Torrance city limits to Crenshaw to Sepulveda to Hawthorne to Carson on the south on the west.
Registration—Completed.
Tryouts—Completed.
Opening Day—May 7, Saturday.
Location of Ballpark—Del Amo Field at Plaza del Amo, one block west of Western Ave. and Barrel Field, one block southeast of Carson and Crenshaw.

PONY LEAGUE
PONY League is a baseball program for 13 and 14-year-old boys born between the dates Aug. 1, 1945 and July 31, 1948.

PACIFIC-RIVIERA PONY LEAGUE
President—John Minch (FR 5-2225).
Players Agent—Leo La Porte (FR 5-7973).
Boundaries—Starting at the ocean, Torrance city limits on the south to Torrance city limits on the east. North on Crenshaw to Lomita, west on Lomita to Hawthorne, south on Hawthorne to Pacific Coast Hwy.; west on Pacific Coast Hwy. to Avenue 1; south to Camino del Campo and west to the ocean.
Registration—Throughout tryout date.
Tryouts—Completed.
Location of Ballpark—Kissel Field, 4000 Pacific Coast Hwy. just west of Fish Shanty.

NORTH TORRANCE PONY LEAGUE
President—Ronald Hiner (FR 4-5913).
Players Agent—Slim Wheeler (DA 4-0879).
Boundaries—Redondo Beach Blvd. on the north; Torrance city boundaries on the east; 190th St. and the south; Hawthorne Blvd. on the west.
Registration—Being continued until tryouts at president and players agent's homes.
Activities—Mixed Yippee Party April 29.
Tryouts—Completed.
Location of Ballpark—El Nido Park, Kingsdale Ave. near 182nd St. and Hawthorne Blvd.

PONY LEAGUE (Cont.)

ROLLING HILLS PONY LEAGUE
President—Bill Harrington (FR 5-4457).
Players Agent—Paul Halbach (FR 4-5368).
Boundaries—Palos Verdes Estates school district.
Registration—13 and 14 year old boys can contact league president.
Location of Ballpark—Landfill No. 2 on west side of Crenshaw Blvd. between Palos Verdes Drive North and Rolling Hills Road.

WEST TORRANCE PONY LEAGUE
President—Bob Myers (FR 6-6757).
Players Agent—Bob White (FR 6-8312).
League boundaries—Redondo city limits of the west between Torrance Blvd. and Pacific Coast Hwy.; north boundary follows Torrance Blvd., Hawthorne, Del Amo; east boundary follows Hawthorne Blvd., Sepulveda, Crenshaw, Lomita Blvd., Hawthorne to south boundary along Pacific Coast Hwy.
Registration—Evenings at the homes of G. A. Wells, 3433 29th Place; J. D. Johnston, 22021 Anza; R. S. Addison, 2124 Ocean Ave.; Richard Martin, 21726 Taltman St. (\$2 registration fee required).
Tryouts—Completed.
Location of Ballpark—Ryan Aircraft Co.

TORRANCE CENTRAL PONY LEAGUE
President—Edwin Friberg (FA 8-3233).
Players Agent—Carl Meadows.
Boundaries—Hawthorne Blvd. on the west; 190th St. on the north; Western Ave. on the east; Torrance city limits on the south.
Opening Day—April 30.

BABE RUTH LEAGUE
Babe Ruth League baseball is for 13, 14 and 15-year-old boys born since Sept. 1, 1944.

TORRANCE BABE RUTH LEAGUE
President—Bill Korcenisky (FA 8-1211).
Players Agent—Foster Kelly (FA 8-2963).
Boundaries—Pending revision.
Registration—To be continued at date of tryouts. (140 boys to date).
Tryouts—Completed.
Location of Ballpark—Plaza Del Amo, west of Western Ave. (Del Amo Field).

NORTH TORRANCE BABE RUTH
President—Richard Aspen (DA 9-2734).
Players Agent—Vera Foltz (DA 3-5242).
Boundaries—City limits of Torrance north of 190th St.
Registration and Tryouts—Completed.
Opening Day—Tentatively May 14 or 15.
Location of Ballpark—Babe Ruth Ball Park at 17th St. and Gramercy Place.

PACIFIC AMERICAN BABE RUTH
President—Ralph Broadon (FR 5-1993).
Players Agent—Joe Burden (FR 5-0950).
Boundaries—Torrance city area south of Pacific Coast Hwy., bounded by Redondo city limits on the west, Sepulveda Blvd. on the north, Madrone Ave., Lomita Blvd. and Hawthorne Blvd. on the east, including Hollywood Riviera.
Registration—Completed.
Tryouts—Completed.
Location of Ballpark—South High School diamond.

TORDONDO LITTLE LEAGUE
President—Leo Fischer (FR 2-1534).
Players Agent—Frank Harvey (FR 9-2240).
Boundaries—Ratliff Lane on North; Hawthorne Blvd. on East; Del Amo on South; Flagger St. on West.
Registration—Completed—401 boys to date.
Tryouts—Completed.
Opening Day—Tentatively May 7.
Location of Ballpark—Under construction at Entrada Sump, help needed. Entrance 5499 Hailton St.
Pancake Breakfast—April 23, Baker's Market 190th and Inglewood.

NOW IS THE TIME TO INVEST IN REAL ESTATE

ALTER REALTY & INSURANCE

FOR YOUR INSURANCE NEEDS SEE

ALTER INSURANCE AGENCY, INC.

FOR REMODELING AND BUILDING SEE

ALTER BUILDING COMPANY

FA 8-0373

MAGIC IN THE MAKING

If you're always in a hurry
Rushing home to fix a meal,
You'll love our speedy market!
It's a shopping dream turned real!
For menu-weary housewives,
Just a hint of treats in store:
There's a cinnamony bakery
And fine food ideas galore!

GRAND
OPENING DATE
TO BE
ANNOUNCED

MAGIC CHEF

SUPER MARKET
HAWTHORNE AT SEPULVEDA
DEL AMO SHOPPING CENTER