

Business

By JERRY MARKS

Thousand Homes a Boom

Whether you live in the Southwood, Southwest, or Southwood Dei Amo tracts, chances are that you are familiar with Don Wilson the builder.

All these three bedroom homes were constructed by him since 1955. Last Monday Don Wilson began work on a tract that will bring three thousand people into Torrance before the fall of 1961. According to a page one story appearing in the Press last week, the first of these 1000 homes will be completed in November. Two hundred of them.

The new tract is bounded by Pacific Coast Highway to the South and Hawthorne Blvd. to the East in a 200 acre area known to new and old residents alike as the Walteria Lake Area. Called that because of the floods that occur during the rainy season in Torrance.

The many new residents that these homes bring to the city will be a great boom to the numerous commercial businesses that have moved down here in the past two years.

For a long time now we have been hearing that two large Los Angeles department stores have been thinking seriously of adding another in Torrance. The firms are Bullock's and Orbach's. Perhaps the 1000 new homes in construction will help them to make rumors reality. Women residents certainly hope so.

Three New Markets

In the past several weeks three new markets have opened branches in the city. Magic Chef, in the Del Amo Shopping Center; Borders, Torrance Blvd. and Henrietta St., and Von's on Pacific Coast Highway and Calle Mayor St.

Another market is in construction now at the Northwest corner of Pacific Coast Highway and Crenshaw Blvd. It's another in the chain of McDaniel's supermarkets.

When McDaniel's is completed Torrance residents will have some 20 markets in which to do their food shopping.

Torrance 25th in Sales

In case you've missed it in Thursday's page one story in the Press, Torrance jumped from 36th to 25th in the state's survey of city taxable sales. In the county of Los Angeles Torrance was 9th surpassing Culver City, Lakewood, Huntington Park, Compton, Alhambra, Downey, Richmond, South Gate, Pomona and Modesto.

What this means in dollars and cents is that Torrance will receive more money in which to pay for city debts and pay some of that \$11.9 million for the coming school year budget approved earlier in the week.



EXCITING NEW FURNITURE STORE, Alpert's, opened its doors this past weekend at 20502 Hawthorne Blvd. On hand to welcome the new store to Torrance are (left to right), J. L. Harmon, Torrance Chamber of Commerce;

merc; Councilman J. A. Beasley; Dick Fitzgerald, manager Torrance Chamber; Mayor Albert Isen; Miss Torrance, Carolyn Perry; Lee Alpert Jr.; Lee Albert Sr.; Hal Little.

More Volkswagens Seen in Southland

Allocations of new Volkswagens to the Southwestern area are being increased 22% for the balance of 1960.

Announcement of the increase was made by Samuel Weill Jr., executive vice president of Competition Motors Distributors, Inc.

Commenting on the increased shipments, Weill

said, "We have long been after the factory to ship more Volkswagens to us to meet the tremendous demand, but until now, have not been successful in our attempts. We are delighted that all of our dealers will soon be able to offer Volkswagen buyers faster delivery."

Volkswagen sales by Comp-

etition Motors Distributors Inc., and its 48 dealers in Southern California, Arizona and Southern Nevada for the first five months of 1960 total 4820 passenger cars.

This represents an increase of 51% over 1959 sales—directly in the face of tremendous competition from the new American compacts which were introduced for the first time this year.

In contrast, sales of all other imports for the first five months of 1960 are down from the first five months of 1959.

Lark Dealer Opens Lawndale Location

After six years as a boat and imported car dealer in Lawndale, Ralph Greenup is becoming a Studebaker Lark dealer at 15629 Hawthorne Blvd., Lawndale.

His new building will include new showroom facilities, a complete modern repair shop of 2400 square feet, a parts department, and a service department.

Greenup has sponsored a Boy Scout troop, Brownie troop, Mariner troop, and has supported the Little League of Lawndale. He is a member of the Chamber of Commerce of Lawndale, Breakfast Club, Rotary Club, and has been a member of the school board for four years.

This Lark dealer has lived in the city for four years and is the father of five children.

PLUSH LOCATION of the Studebaker-Lark dealer Ralph Greenup at 15629 Hawthorne Blvd., Lawndale, former owner of the Lawndale Marine Supply, opened last week.



State Instigates Bay Association

Formation of the Association of Bay Area Governments representing five counties and 42 cities, and with a goal of nine counties and 83 cities which, it is hoped, will ultimately join the new intergovernmental organization, was established in May, Senator Richard Richards announced.

Notification of the approval of the by-laws by the participating entities was made at the recent hearing in Los Angeles of our Senate Fact-Finding Committee on Local Government, and the project has gone ahead since that time.

This organization is being instigated as an experiment in the approach to area-wide problems in the Bay Area. As constituted under the by-laws just adopted, A-BAG is a full partnership between the cities and counties.

It is to be governed by an executive committee composed half of county supervisors and half of mayors of cities. Costs are shared equally by counties and cities.

The new organization was voted a first-year budget not to exceed \$55,000, and provided with a small staff. Although it meets as a single body, voting is on a bicameral basis, with counties and cities casting separate votes.

Contracts for the performance of coordinated services will be entered into under the State's Joint Exercise of Powers Act, under which separate agencies of local government have been enabled to cooperate in the past.

When all agreements have been officially ratified, the new association will move to tackle such area-wide problems as sewage, water, rapid transit, duplication of governmental services and other problems in our larger urban concentrations.

"This is certainly an interesting new development in local government, and one that could be applied, with some necessary modifications, to other areas of California," Senator Richards said.

Courts Fine Truck Driver for Operating Illegally

A Torrance truck operator and 12 other Southern California truckers paid fines totaling \$3176.50 in justice and municipal courts recently for operating without a permit.

John Williamson was fined \$210 and placed on probation for three years. A Compton driver was sentenced to 30 days in jail and fined \$525 for operating illegally.

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20502 Hawthorne Blvd. (2 Blocks North of Torrance Blvd.) FR 2-1911 . . . Open Monday, Thursday and Friday Nights

VICE PRESIDENT duties will be assumed by Dr. John W. Peterson of Torrance, who was recently elected one of three new vice presidents of Pacific Semiconductors, Inc. in Culver City, by the board of directors. Peterson will head research and development of the company.



ABOUT TO TAKE OFFICE—Gordon A. Goodrich of Torrance anticipates duties as sales manager of Automation Development Company, a subsidiary of Lerco Electronics, Incorporated.

Central Storage for Hickory Set

(Continued from Page One)

al purposes—TV sets, pianos, movie projectors, record players, etc.—could be housed in the central storage area, easily accessible to each room in the building. Also, it might eliminate some duplication of equipment.

The sliding panels would allow adjustment of classrooms to any size needed in future teaching developments.

Construction of the new facility is expected to begin early next year.

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