

Optimism High as City Greet Three New Industries

Optimism and enthusiasm keyed the regular monthly breakfast meeting of the Torrance Chamber of Commerce held Tuesday at the YWCA building when a near capacity audience heard representatives of three new industries describe the community and its climate in glowing terms and pledge participation in civic activities.

Welcomed into the fold of Torrance's long list of "blue chip" industries were Arrow Brands, Inc., a division of Reynolds Metals; Fulton Container Co., Inc., and Inde-

pendent Building Materials Co. Co-chairmen of the meeting were Don Lassell, U. S. Steel, and Sy Frank, of Franks Liquor.

Arrow Brands President Harry Roth lashed out at what he termed "psychological recession" thinking.

"Americans have changed," he declared. "That's all that is wrong with our economy. We don't have much faith in the economists because they have to come to business and industry for all their facts anyway. There is nothing wrong with

us that creative products won't cure."

New Secret Products

Roth then went into a description of the products made by his company, emphasizing the fact that the company is moving to keep pace with the changing wants of the public.

"A product is no good unless it is packaged and prepared to sell. In the teeth of this so-called recession we're scheduling the largest expansion plans in our company's history. Our production for our Torrance plant will make headlines in more than one indus-

try in the nation. At the right time our marketing men will reveal our new products. Until then, we must maintain secrecy."

The new Arrow Brands plant is scheduled for opening in May on the company's property at Crenshaw and Jefferson. Executive offices are located at 101 S. Robertson Blvd., Los Angeles.

Workers Liked Torrance

Torrance climate and the Santa Fe R.R. had a lot to do with locating the new Fulton Container Co. in this city,

according to R. J. Gibler, sales manager.

"Our company owned 26 acres in the heart of the San Fernando Valley," he said "and naturally our expansion plans always had that location in mind. To our surprise, when we made a survey among our employees, we discovered that less than 50 per cent of them would have moved to that location. On the other hand, 85 per cent wanted to come to the Torrance area because of the favorable climate."

Gibler described the Fulton plant of 107,000 square feet on

12 acres north of the city hall, as "clean" industry with no dust, fumes or odors. They will open with a starting labor force of 125, and will produce paper, burlap, mesh and cotton bags used for industrial output and products.

"Natural Kiln"

W. E. Upton, president of Independent Building Materials Co., wood products, called Torrance a "natural drying kiln" because of favorable humidity not found in other sections of the Los Angeles area. He credited this factor, as well as Santa Fe R.R. for

the company's decision to locate here.

"We also learned that Torrance has an excellent school system and other factors favoring a good community life for our employees," Upton said. "We bring a \$500,000 annual payroll to Torrance which, in our opinion is a city with a future and not a past."

Mayor Gives Keys

"The next two years will be giant steps ahead for Torrance, declared Mayor Albert Isen in presenting keys to the city to the three industrialists.

We are glad to get industries like these but, we want to give as well as get so that Torrance will continue to be known as a city of balance where industry can also find our fine climate to be a climate of good will."

Rev. John Taylor of the First Methodist Church gave the invocation and benediction. Member Relations Chairman Jim Becker, Southern California Gas Co., introduced new members to the meeting which was termed one of the best in recent months.

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TORRANCE, CALIFORNIA, THURSDAY, APRIL 17, 1958

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36 PAGES

A Penny for your Thoughts



Eying the magazine stands, The HERALD'S inquiring photographer asked this question:

"Do you believe that a community group should screen magazines which might be considered unfit reading for children or should the matter be left up to parents?"

Mrs. Betty Pauling, 23011 Kathryn Ave., housewife:
"By all means, they should be screened. There is a lot of material on the stands today that is not fit reading for youngsters and teenagers."

Dr. Arthur Berke, 1526 Cravens Ave., dentist:
"Individual parents should take time to screen reading matter for their children. I'm opposed to a screening committee. Who is to say what is right and wrong? That's not our system of a free press and a committee would violate the Bill of Rights."

Mrs. Frank W. Lane, 1531 El Prado, housewife:
"I believe a committee should be formed. Some parents don't assume the responsibility. They don't know what their children read. Some magazines seem to be a bad influence on some children."

Mike Ludwig, 26304 Athena Ave., lab technician:
"It should be left up to the parents. They would be better judges of what their children should read. A screening committee might go too far in removing magazines."

Golda Hippik, 1442 W. 215th St., secretary:
"Parents should be responsible for what their children read. I don't think a screening committee would eliminate the problem. Literature probably would be available in other areas."

Five-Year-Old Set For TV Show Saturday
Five-year-old Cheryl Depp will make her television debut Saturday morning at 9 a. m. over Channel 5, singing a selection of popular songs.

New Councilman 'Out to Dinner'

The new city council members took oaths of office and were officially seated Tuesday evening, although for a few moments, it was touch and go with one of the new councilmen, J. A. Beasley.

While the old five-member city council tabulated absentee ballots and canvassed the 152 precinct returns (a process which required nearly two hours) Beasley decided to go get a sandwich.

"We've all heard about the man who came to dinner," Mayor Albert Isen quipped. "But Beasley may go down in Torrance history as the man who went out to dinner."

Beasley returned just as other newly elected officials of the city had completed their oaths and he was obliged to take his alone.

Roll Calls Longer

Actions of the new seven-man council was little different than that of the previous five-man governing board with one exception—recording roll call votes is going to be a little more demanding on the part of the council's secretary.

The new council set to work immediately after the new members were seated and waded into the lengthy agenda for the evening which was highlighted by a discussion on making city equipment available to promoters of Little League parks and other non-profit groups. The council finally agreed to let the city manager negotiate a nominal rental figure for the occasions when city equipment is used for such projects.

New Drain Plan
The council also approved a supplemental priority list for the County Flood Control District which would enable the city to obtain drainage for the general civic center and Dow Chemical Co. area in the event that surplus funds become available.

Recommendation on the supplemental project was given to the council by City Engineer Ronald Bishop. Cost of the project would be about \$620,000.

Tabulation of the 52 absentee ballots cast in the April 8 municipal election made only one significant change in the election outcome—it raised the total vote from 15,440 to 15,492. Otherwise, the outcome was the same.

Next meeting of the council will be at 8 p. m. Tuesday, April 22.

Fire Damages Roof, Den in Local House

Fire of undetermined origin destroyed a good part of the roof and did considerable damage to a den at the E. M. Johnston home, 1303 Beech Ave., late Tuesday afternoon.

Firemen were on duty for about an hour at the house, fighting the blaze and cleaning up.

They also answered a Monday alarm to 21811 Palos Verdes Blvd., where gasoline-soaked rags ignited while Wayne Powell was working on his car nearby.

A Sunday blaze occurred in some palm branches and trash which had apparently been ignited by persons unknown in a field behind the 2300 block on 166th St.

Together with her attorney and several neighbors, she urged the district to pick another site. The board declined to do so, stating that no protests had been received at the time the site was chosen and that great delay and expense would be involved in changing it.

The Jones-Vider Co. was the lowest of 13 bidders for the school.

Travel Trailer Club
Organization of a Travel Trailer Club of America chapter in Torrance is being sought by Mrs. Ralph Allen, 20909 LaSalle Ave.

Area Survey Seeks End to Traffic Jams



GRADUATION DAY . . . Robert I. Plomert Jr. (in cap and gown) is receiving his certificate of graduation in a course in economic education from O. R. Trueblood, president of the Torrance Chamber of Commerce. Plomert, General Petroleum tax executive, was chairman of the study group.

Four Held on Charges of Firm Burglary

Four men were arraigned yesterday in South Bay Municipal Court on charges of burglary.

Appearing in the Torrance court were James L. Nathaniel, 36; Carl Allen, 49; Andrew Jacobs, 27; and Herbert Barlow, 43, all of Los Angeles.

Nathaniel and Allen were discovered inside the office of a brick firm, at 177th St. and Western Ave., early Sunday morning by Police Officer Jim Kirby and Reserve Officer Dale Bigler.

The policemen became suspicious when they spotted Jacobs and Barlow tinkering with their car while it was parked by the office. Investigating they said they found the two men inside the building, a window of which had been forced open.

Rivets Reports

Variable high cloudiness and fog may be in prospect for Torrance residents today, according to the HERALD weather dog, Rivets. This contrast with a high of 89 Tuesday.

Highs and lows this week included: Sunday (78-51); Monday (86-50); Tuesday (89-51); and Wednesday (76-55).

Group Attacks Ancient Roads

An areawide traffic survey in Torrance, the South Bay, and neighboring cities has been proposed by the Inter-City Highway Committee, and is now being studied by city officials here.

Proposed to develop an efficient movement of traffic in the great southwest county area—which still has no freeway connections, the study would map out the congested areas and indicate better traffic arteries for peak hours, according to President Wilburn E. Baker of the Inter-City committee.

City Manager George Stevens and City Engineer Ronald Bishop were instructed to study the Inter-City proposal and give the city council an estimate of the cost to Torrance of such a survey.

Costs Studied
The city engineer's office would be required to assign personnel to the project, and the city may have to rent or lease traffic counting equipment, the council was told Tuesday.

Torrance and southwest county area has been a growing problem for years, according to Councilman Nick Draie, the city's representative on the Inter-City committee.

The growing industrial employment throughout the area, and the greatly increased population, inner guard.

Two Italian Groups Swing To Di Miceli

Leonard Di Miceli, candidate for Congress in the 17th District, announces he has received two additional outstanding endorsements of his candidacy—the California Republicans of Italian Origin and the Italo-American Voters, Inc.

The endorsements gave their approval "on the basis of his personal contribution to civic betterment."

A Young Man's Problems Drift Away Like Rain

In the Spring nowadays, the young man's fancy turns to more than thoughts of love alone—

The young man must solve the problem of where to house his "light-of-love!"

If you have such a problem, turn to THE HERALD'S special Realtor's page in the classified section right now, and your troubles will drift away like the winter rains.

You'll find two-bedroom and three-bedroom houses; homes with G.I. loans and Cal-Vet loans; small down payment deals and cashout deals. And you will find still more real estate bargains in Classification 50, also!

Why don't you turn to THE HERALD'S Classified pages right now?

Moose Lodge Installation Planned Here

James D. McCune, governor-elect of the Torrance Moose lodge, and a slate of new officers will be installed in a public ceremony at the lodge hall, 1744 W. Carson St., Saturday, at 7:45 p. m.

The installation ceremony will reach its climax when the governor-elect repeats the oath of office given by Stanley Heiman, a past-governor of the Torrance lodge. McCune will be escorted to the Moose altar for the ceremony by an escort team of lodge and chapter members directed by Mrs. Jack Koshak. The new Moose leader will succeed Fred Lydy as governor of the lodge.

Other officers to be installed Saturday night are Garvis Coffey, junior governor; William Olson, prelate; Joe Marley, treasurer; Mike Cicero, trustee; H. B. Casson, sergeant-at-arms; James Fitzgibbon, assistant sergeant-at-arms; Carter Dow, outer guard; and Judd Morris, inner guard.

McCune announced the appointment of Daniel Hutchinson, conservation committee chairman; Daniel Desmond, California Bldg. committee chairman; George Clay, ways and means committee chairman; and Joseph Piatt, publicity and civic affairs committee chairman.

Science Council Presents Case Before School Advisory Group

Two members of the Scientific Education Council presented a report of their findings on Torrance schools at the Torrance Education Advisory Committee meeting Monday, and the schools presented some of their top students in impressive reports on various subjects.

Robert L. Youngkin and David Thayer, president and vice president respectively of the SEC, were critical of certain aspects of the schools' policy.

Goals Eyed
The educational goals of the schools, Youngkin said, should be determined by the public through the Board of Education, not through the administrators.

He called for an annual statement of educational progress as well as financial progress.

Youngkin said that Torrance had only one National Merit Scholar, as compared with 38 top high schools in the country which had 20. He said his group's figures show that not as many Torrance students attend college as the national average, nor do as many of those who start finish college.

Tests Sought
Achievement tests should be given to high school seniors to determine what they had learned, he said.

(Continued on Page 2)