

Arrow Brands Sees City As Foil Center of World

Who's afraid of the Big Bad Recession?
Who believes in the Big Bad Recession?

Not Arrow Brands Inc., foil manufacturing subsidiary of Reynolds Metals Co., which is shelling out close to \$2,000,000 for its new 145,000 square foot plant now under construction in Torrance.

The first unit, in a series of contemplated units, scheduled for opening in late May, promises to be a Torrance city landmark because of its unusual design and its many construction innovations.

The facade is decorated with a group of colored aluminum panels, designed by one of America's leading designers Saul Bass. Extensive use of aluminum will be made in the entrance canopy as well as in the fencing surrounding the three acre property at Jefferson and Crenshaw Blvds.

Sees Foil Center
At the recent Chamber of Commerce sponsored Salute to New Industry Breakfast held at the Torrance YWCA, Harry W. Roth, president of Arrow Brands Inc., revealed his company's intention of making Torrance the "Aluminum Foil Center of the World."

The company plans a whopping \$20,000,000 in sales per annum, an unprecedented goal in the aluminum foil industry.

To hit this target, Arrow Brands has launched a research and development program which has already in-

volved the specialized talents and services of industrial engineers, designers, production, advertising, and sales promotion people. Undetermined miles of foil will roll from the finest, most up-to-date equipment. New products in the tens of thousands will be introduced into America's market places.

Wrote Own Orders
Behind the entire Arrow Brands prosperity drive program stands Harry W. Roth who started the company as a one-man business. He traveled the length and the breadth of the country, writing up his own orders. A pioneer in the foil industry, Roth is widely known, and a respected figure in the field.

Roth revealed some of the creative vitality of his firm when he told the industry breakfast guests that "as far as our company is concerned, we do not recognize the word recession."

"Nor are we disturbed at taking our biggest step forward when the so-called economists and forecasters are wailing about the state of the nation."

Roth declared that "American industrial expansion will be keyed to its ability to create new wants for a public which has had its post-war wants pretty thoroughly satisfied."

Accepted Challenge
Arrow Brands has accepted that challenge, Roth said. Actual company plans call for a substantial expansion in

the production of aluminum foil for new industries. High speed equipment for specific types of foil conversion are being installed at the Torrance site.

An increased plant and sales force will be employed as production gets under way, according to Robert H. Deutsch, marketing director of Arrow Brands Inc.

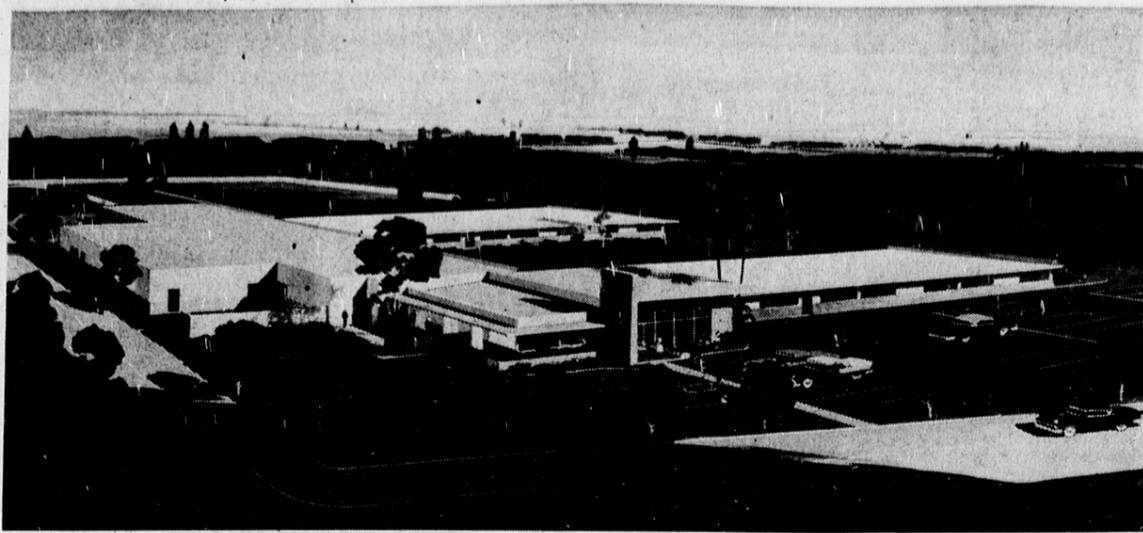
Production at the Torrance site will be confined to the first 45,000 square foot building for the present. Additional units are already past the drawing board stage and are geared to an ever expanding development of aluminum foil products. However, executive and sales offices will remain at 101 S. Robertson Blvd., Los Angeles.

Has Many Uses
Foil conversion, only one facet of the aluminum industry, takes on many facets of its own. Foil converts in a variety of ways: laminated to paper for gift wrap, laminated to cardboard for boxes, laminated to polyethylene for new types of packaging, without lamination for floral and decorative uses. Foil is a vital insulating material widely used in the building industry. Foil is an important printing stock, highly effective for prestige advertising.

"Each new foil product will mean further mass production of aluminum foil," Roth said at the industry breakfast. "And that will mean an increased employment force in the Southern California area. Our goal is to make the world conscious of Torrance as its new aluminum foil center."

"That is an exciting goal," said Roth. "We are glad to be in Torrance, itself a pioneer city. We intend to grow with the city. We hope our company will be accepted in this light."

DEPRESSION TOLL
Total farm income reached its lowest point in 1932 and 1934 in the U. S., the bottom of the depression era.



RIVIERA HOSPITAL . . . Serving Torrance and South Bay residents since its opening last July is the 93-bed Riviera Hospital, 226th and Kent Ave. It contains the latest medical treatment features and is non-sectarian. It has a staff of 275 doctors and 175 nurses and other personnel.

Riviera Hospital, Less Than A Year Old, Now a Busy Spot

One of the busiest places in town is the city's newest hospital, the 93-bed Riviera Hospital, 226th and Kent Ave.

Opened last July, the building cost \$1,200,000 and is operated by the Riviera Hospital Corp. It has 93 beds, three private rooms, 25 semi-private rooms, and five ward rooms of four beds each. Provided also are 77 medical surgical beds and 16 obstetrical beds, and 18 bassinets.

275 On Staff
Dr. Robert Nielsen is chief of staff at the hospital, which includes a staff of 275 doctors. Staff privileges are limited to doctors of medicine licensed to practice in California and eligible for membership in the County Medical Assn. New officers will be picked at a May 6 staff meeting.

About 175 employees serve the patients, all with at least five years hospital experience, according to Saylin.

The non-sectarian hospital is designed to serve the entire South Bay area and is seeking accreditation by the Joint Com-

mittee of Accreditation of Hospitals.

Intercom System
In addition to standard equipment, rooms are equipped with direction intercommunicating systems between nurses and patients, electrically operated hi-low beds, television, piped-in oxygen, and picture windows.

The surgical suite is all stainless steel, consisting of two major surgery, one minor surgery, cystoscopy, and cast rooms. There is a large recovery room for post-operative patients.

A large delivery room, emergency delivery room, labor rooms, and two nurseries make up the obstetrical suite. Stainless steel and plastic bassinets are inside the hospital. Babies can be viewed either from large windows inside the hospital or from an outside window for brothers and sisters under 16, who are not allowed inside the hospital.

Complete Facilities
Complete clinical laboratory and X-ray facilities also are maintained, with facilities for

out-patients. Since the opening the X-ray unit has been enlarged and another complete unit added to accommodate demands. A pediatric unit has just been completed to house medical and surgical patients at the request of pediatricians in the area.

Dr. John H. Woodruff is the radiologist, while Dr. David B. Dickey is pathologist.

There is a pharmacy and full-time pharmacist. A central supply suite includes two large sterilizers and water distilling apparatus. There also are two high speed sterilizers in the surgical and obstetrical suites for emergency sterilization.

Other facilities include doctors' lounge, cafeteria, medical library, stainless steel kitchen, and acoustical treatment for noise control.

The outgoing chief of staff, Dr. Nielsen, has spent 10 years in practice in this area. He is a graduate of the University of Southern California and of the Los Angeles County General Hospital. He lives at 260 Via Linda Vista with his wife and three children.

Jack Saylin, the hospital administrator, has been in hospital work for the past 14 years. Married and the father of two children, he lives in Palos Verdes Estates.

New Coleman Plant Stresses Research

Almost 1000 guests, representing industry and the community, attended an open house and buffet dinner at the Coleman Engineering Co. to celebrate its recent entrance into the Torrance industrial community Wednesday evening.

The administrative-engineering building and the research and development laboratory located on the company's new site at 3500 Torrance Blvd. were designed and constructed at a cost of \$900,000 by the William J. Moran Co. of Los Angeles. The facilities are presently occupied by Coleman under a long-term lease held by the Del Amo Estate Co.

Started April 2
Although the official opening of the Torrance facilities was marked at Wednesday's open house, the Coleman Engineering Co., Inc., actually took physical possession of, and started operations at the new site on April 2. The new, unified plant now combines in one area the company activities formerly carried out in a half-dozen locations in Culver City.

The company, was organized in 1950 by the same three men who presently direct its activi-

ties. During this period the firm has expanded from four to more than 350 personnel, of whom a full third are graduate engineers.

Area-wise the company has grown from a small office in Inglewood, to almost 100,000 square feet of facilities in Torrance (51,000 sq. ft.), Anaheim (Beattie-Coleman, 20,000 sq. ft.), Hurricane Mesa, Utah (20,000 sq. ft.), and additional sites in Santa Monica, Dayton, Ohio, and Washington, D.C.

Firm Grows
Ownership of the firm has grown, in the past eight years, from the original group of 12 stockholders to approximately 1000 to date; the greater number of the original stockholders still hold their stock and Coleman employees presently own 25 per cent of the company's issues.

In the past year the company has assumed a more diversified program of operation and production with the acquisition of the Beattie Co. (now Beattie-Coleman, Inc.), producer of commercial and industrial photographic equipment, and the formation of Coleman-Kramer, Inc., a basic research laboratory located in nearby Santa Monica.

Butchers' Union Emphasizes Civic Duties of Members

Civic consciousness is one of the basic aims of Butchers Local Union No. 551, which was first organized in this area in the early 1930's.

The 2700-member union, which covers employes in many phases of handling meat, was organized in the Torrance-Gardena-San Pedro area, but now covers employes working in southern Los Angeles County and all of Orange County. The union headquarters are at 125 W. E St., Wilmington.

Many Phases
Activities of the union members include wholesale fish markets in San Pedro and Long Beach, slaughter houses in Orange County, poultry houses in Torrance and Long Beach, Spanish food, sausage making, and hotel and restaurant supply.

One of the basic aims of the union has been a drive to get all of its members to register for voting and to cast their ballots.

"We feel the privilege of voting is part of being American citizens," said Harold

Woodard, secretary and business manager of the union.

The union holds five meetings a month in various parts of the large area which it covers, so that all of its members can attend business meetings.

Diversified Activities
Members of the union are diversified, engaged in many civic and religious activities. All of the officers of the union are homeowners in the area.

The president of the union, John Wick, has been a San Pedro resident since childhood and the secretary, Woodard, has been a California resident since 1911. He has had considerable experience in labor relations work. He served as secretary-business manager of Bakersfield local before entering the Navy in World War II.

He later served as an officer of the San Diego local, as an international organizer for California, Arizona, and Nevada, and has served with Local 551 since 1955.

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