

Former City Hall Taking on New Look; Home Savings Opening Set

Skilled workmen are reaching the finishing stages this week as officials for Home Savings and Loan Assn. complete plans to open their new Torrance office at 1511 Cravens Ave. next Dec. 28.

Remodeling of the former city hall in downtown Torrance has been underway for several months, and when opened the Monday after Christmas, the building will offer a dazzling change, both inside and out, for Torrance area residents who remember the more than 20 years the city used the building as its headquarters.

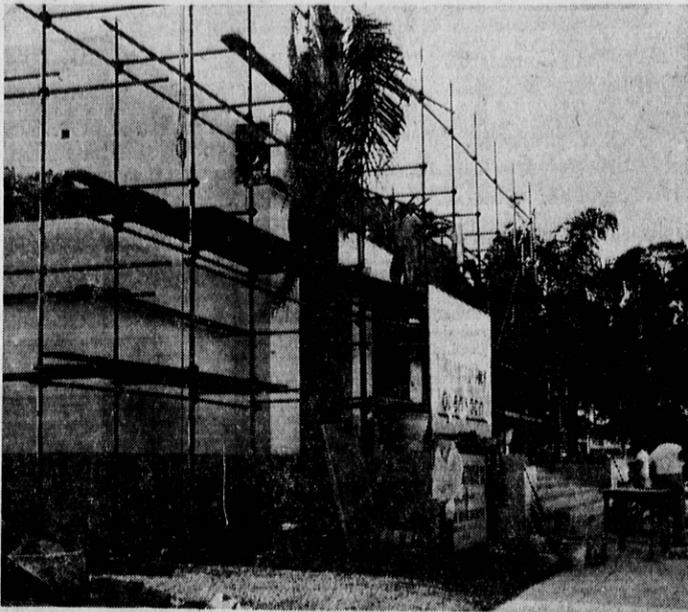
THE NEW Torrance office is part of a \$5 million expansion program embarked on by Home Savings and Loan this year. Eight new permanent offices are now being constructed.

Millard Sheets of Claremont, noted artist-designer, has been commissioned to blueprint the program, according to Board Chairman Howard Ahmanson. "The \$5 million being spent in the new construction and improvement program will better accommodate thousands of savers," Ahmanson said.

AREAS LISTED for new offices include Arcadia, Buena Park, Encino, Garden Grove, Lakewood, Whittier, and Victorville. The Encino office will be opened Dec. 28, the same day the Torrance office will open.

Rapid growth of the association is the reason given by Ahmanson for the huge construction program.

"Since our Beverly Hills office was completed three years ago, this single office has grown beyond \$100,000,000 in resources," he said. "We believe this is prima facie evidence that our savers appreciate both fine facilities and the ultimate in beautiful and efficient offices, and we are determined to provide them," he added. The Torrance Chamber of Commerce, which has been housed in the building during recent months, will continue to occupy quarters in the new Home Savings and Loan building for the present time under an agreement with the new Torrance firm.



PUSH FOR OPENING . . . Workmen are putting the finishing touches to a new facing for the old city hall at 1511 Cravens Ave., while others get the interior ready for opening of the new Home Savings and Loan Assn. office there Dec. 28. The firm will open a new Encino office the same day. (Herald photo)

Reynolds Metals Concentrating Aluminum Foil Plants in West

Reynolds Metals Co., second largest aluminum producer in this country and world's largest aluminum foil packaging concern, has concentrated much of this latter operation here in Southern California, company officials reported this week.

The foil packaging business on the West Coast is so substantial that Reynolds now has a complete West Coast service with facilities for sales, sales service, design and production art and, of course, the actual production of all types of rigid aluminum foil containers, cook-in-foil pouches, boil-in bags, printed aluminum foil overwraps and laminated folding cartons and labels.

REYNOLDS maintains three plants in Southern California for this purpose and in addition maintains one of its six regional sales offices in Los Angeles. These plants, the sales office, a large warehouse and distributor service and decorative foil division combine to pour about \$8,000,000 annually in the area's economy.

Of this sum approximately \$3,000,000 is in salaries and wages for more than 500 employees. The balance is expended for materials, rent, services, taxes, freight, supplies and travel.

W. C. YATES, vice president of Reynolds Aluminum Sales Co., heads the Reynolds sales organization in Southern California. Other major executives located here are A. T. Fortier, president of Reynolds Aluminum Supply Co. of California; Harry W. Roth, general manager of the Decorative Foil Division; W. J. Moran, manager of the Vernon plant and L. B. Ward, manager of the Torrance plant.

At Vernon Reynolds has one of the most complete foil print-

ing and carton-making installations of its kind in the Western United States. In addition to a new Champion eight-color press for printing 45-inch stock, the plant has the largest equipment for laminating, die-cutting, scoring, gluing, waxing, and applying metal cutting edges. The press is equipped with the latest electronic devices for precise registering of colors. At this plant is produced foil packaging labels and overwraps for some of Southern California's major industries.

AT ONE TORRANCE plant, three Precision Flex-o-presses turn out approximately 100,000 aluminum foil containers per shift. These include round and rectangular cook-in pans for pies, frozen foods, prepared cake mixes and similar food products. Other equipment spools and packages all the Reynolds Wrap household aluminum foil used in eleven Western states.

These products and those at Vernon are almost exclusively for West Coast use, but another plant in Torrance is producing a new product for national consumption. This is a decorative-foil gift wrap, produced in more than 80 beautiful designs and printed in six or seven brilliant colors on foil.

This new gift wrap has just been introduced on the market and already is being featured by top department and stationery stores throughout the country. The entire laminating and rotogravure printing job is done at this Torrance plant which also has equipment for laminating foil to board stock.



FAIR SHARE . . . Bert Lynn (standing), Community Chest commerce and industry chairman for the Harbor Area, accepts "fair share" check from Chester F. Yunker, director, Del Amo Estates Co. and general manager of the company's oil operation. Del Amo check is one of the largest received by the Chest in the Harbor Area drive. Torrance commerce and industry team leads entire area in money collected to date.

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Eat What You Like, Salon Owner Says

Eat what you like and lose weight, too!

That is the advice of Shirley Rauch, owner and operator of the Slenderama reducing salon at 1526 Cravens Ave.

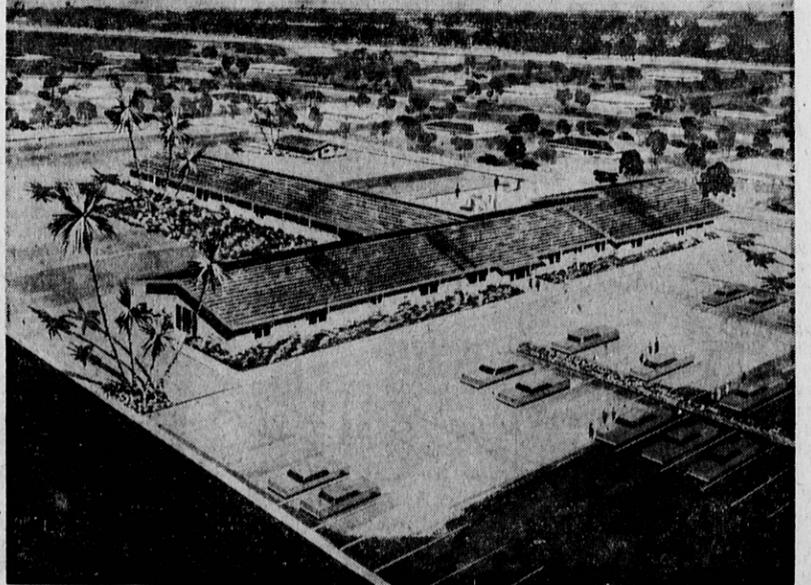
Mrs. Rauch has helped her clients through the benefit of her own experience in weight reducing. The wife of a Torrance physician, Mrs. Rauch's own successful experience is used as a guide and a goal for Slenderama weight control.

Slenderama's method, she said, is to let the client know how to "have their cake and eat it too."

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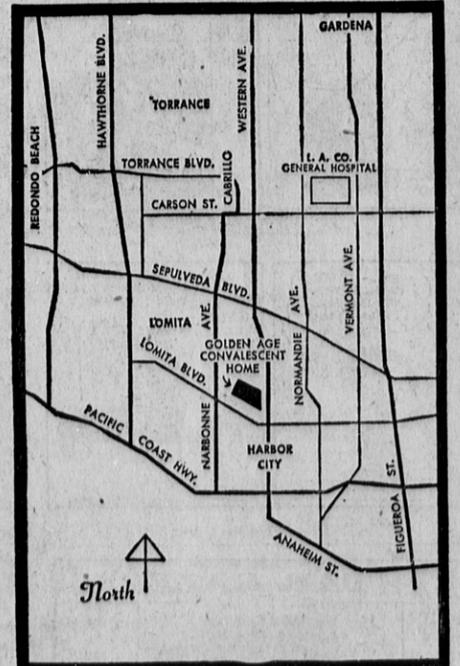


(Architect's Drawing of Golden Age Convalescent Home)

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We wish to extend an invitation to you, your family and friends of the Harbor Area to visit us anyday from 3 to 7 p.m. and let us show you around the beautiful Golden Age Convalescent Home. The new Golden Age is built to hospital specifications and licensed by the State Bureau of Hospitals. We have 35-bed accommodations.

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