

## Rome Cable Makes Wires Thin as Hair, Cables Thick as Baseball Bat



**ROME CABLE TORRANCE PLANT**  
The Torrance plant was acquired in 1950 and is the only plant west of St. Louis manufacturing steel conduit.—Press Photo.

Rome Cable corp. is one of the ten largest wire and cable producers in the United States. It is an independent manufacturer with no other company affiliation. Several of its major competitors are wholly owned and operated by larger parent companies.

Although a "depression baby" born in the midst of the country's worst depression, Rome Cable has grown consistently in spite of the retarded economy of the Thirties and the high corporate tax level of the Forties and Fifties.

The company's main plant is located in Rome, the heart of New York State's historically-rich Mohawk Valley. The city's industries consume over one-

tenth of all the copper used in the United States annually.

Starting on a modest basis with a 200,000 square foot building in 1936, approximately 1,000,000 square feet of manufacturing and office space are in use today. New buildings have been added in most of the post-war years, and a new research center will be constructed in Rome this year. The Torrance plant was acquired in 1950 and is the only plant west of St. Louis manufacturing steel conduit.

**Sales Total**  
Total sales in 1937, the first complete year of operation, were \$1,798,000. Last year sales approached the \$57,000,000 mark.

Total capital invested, \$1,762,000 in 1936, has climbed to nearly \$16,000,000 21 years later. An investor purchasing 100 shares of common stock in 1936 would now hold 242 shares with a market value of approximately \$7,100 because of stock distribution and stock dividends. He would have received \$2,886 in accumulative cash dividends in this 21 year period and his cash dividends income in 1956 alone would total \$343.

**Products**  
It is almost impossible to list all of the products manufactured by Rome Cable because of the many variations obtained by combining different size wires and types of coverings. The products vary from wires thinner than a human hair to cables thicker than a baseball bat.

A general product list would include bare and tinned wires and cables, weatherproof wires and cables, magnet wires, building wires and cables, conduits and industrial tubing (made exclusively in Torrance), radio and instrument wires, heavy-duty cords, heavy-duty portable cords, power cables, control cables, and service drop and service entrance cables.

**Uses**  
Street lights in country villages, power transformers in giant industrial cities, television cameras in New York City

studios, shuttle cars in coal mines far below the surface of the ground, diesel locomotives speeding across the country, telephone cables stretching thousands of miles beneath the ocean between North America and Europe, electrically-operated business machines working at faster than human speeds, electronic computers plotting the course of guided missiles, runway lights on busy air terminals—these are just a few of the many places where Rome Cable products are in daily use.

Because of the important role of wire and cable in today's Electronic Age, all products produced by Rome Cable are subject to strict quality requirements. Wire, insulation and sheathing materials, tapes—anything that goes into a cable has to meet strict standards. In many cases, one cable must conform to industry, federal, and customer specifications, as well as Rome Cable's own specifications. All cables manufactured for military purposes must adhere to rigid military requirements.

Rome Cable is one of the very few independent manufacturers in the United States who process raw copper and aluminum ingots into finished wire and cable. Because of these unique manufacturing facilities the company is capable of controlling completely all phases of the production from beginning to end.

Most of the men who originally founded the company are still actively associated with it. H. T. Dyett, the founder, is now the chairman of the board, A. D. Ross Fraser, president for the last thirteen years, was another of the original founders.

## Mayfair's Milk Keeps Vitamin C

Mayfair dairy products, produced at Mayfair Creamery, 20301 S. Western ave., are vacuum processed for finer flavor.

So stated E. R. Brunner, president of the firm, and John Melville, manager.

This exclusive process for retaining vitamin C was developed at Mayfair Creamery in 1952 and consists of subjecting the milk to a partial vacuum after it has been pre-heated, just prior to homogenizing.

Through this process the milk is deoxidized, eliminating unfavorable gases and flavors and preserving the vitamin C.

This is done in a matter of seconds in a modern vacuumizer. The oxygen, normally present in milk, is released by the heat and removed by the vacuum.

Where this process is not used, milk loses from 15 to 25 per cent of its vitamin C content every 24 hours, Melville said. Tests by Griffin-Hasson Laboratories show that Mayfair milk contains 49 per cent more vitamin C than its best competitor.

Other dairy products offered by the firm include chocolate flavored milk, buttermilk, non-fat milk, half and half, all-purpose cream, and whipped cream.

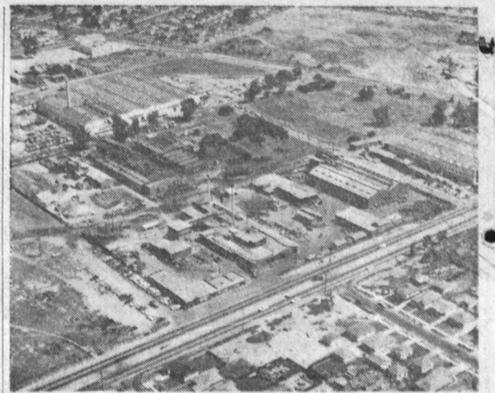
Mayfair Creamery moved to its present plant in May, 1951. Made of concrete block, the 10,000 sq. ft. plant is modern, spacious and functional.

The firm also operates wholesale routes servicing groceries and schools and specializes in bulk pickup.

All shippers now have refrigerated bulk milk tanks on their farms, which have vastly cut down the losses of butterfat.

Equipment within the creamery is arranged in the most compact modern methods, permitting shorter pipe lines and facilitating cleaning operations.

President Brunner has steadily increased the firm's sales volume since the new structure was occupied, reports show.



**BIRD'S EYE VIEW**  
Pacific Smelting co., 22219 S. Western ave., numbers among the outstanding local industries offering a unique service.

## Pacific Smelting among Largest Firms in Nation

In less than a quarter of a century of operation, the Pacific Smelting co. at 22219 S. Western ave. has grown into one of the largest plants of its type in the nation.

Construction of an office addition was completed recently.

The company produces all grades of slab zinc metal for the galvanizing trade and steel mills. The firm also produces French process zinc oxide, zinc dust and various types of zinc alloys.

The slab is the basic metal in a hot dip galvanizing process used to protect steel from atmospheric corrosion.

Typical end products of this process are galvanized water pipe, hot water heaters, chain link fences and corrugated roofing.

For many years the company has been a major supplier of zinc slab and zinc alloys to the western steel mills, water heater manufacturers, hot dip galvanizers and brass foundries.

The company has also added paint, rubber and ceramic industries to its list of customers.

Operations are now conducted on a 24-hour a day basis, seven days a week. The physical plant occupies an area of nearly eight

acres.

Products are distributed by rail, truck, and a considerable amount by water.

Pacific Smelting was started in the early 30's and in 1943 was acquired by Jack and Maury Schwartz. Present officials of the firm include Jack Schwartz, chairman of the board; M. D. Schwartz, president; Julian I. Schwartz, vice president; John O. Schmidt, vice president; Allen Klatzker, secretary, and Mrs. Jack Schwartz, treasurer.

All officers of the corporation are former employees of the Federated Metals Division of American Smelting and Refining co., of which Jack Schwartz was West Coast general manager. He was with the firm for more than 30 years.

Maury Schwartz was manager of the Seattle plant of Federated Metals and later assistant manager of the Los Angeles plant.

Phil B. Shubb is office manager of the firm.



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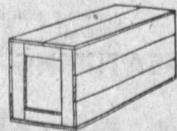
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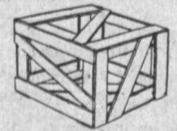
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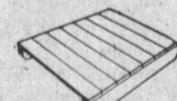
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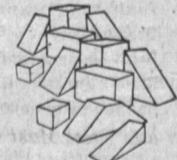
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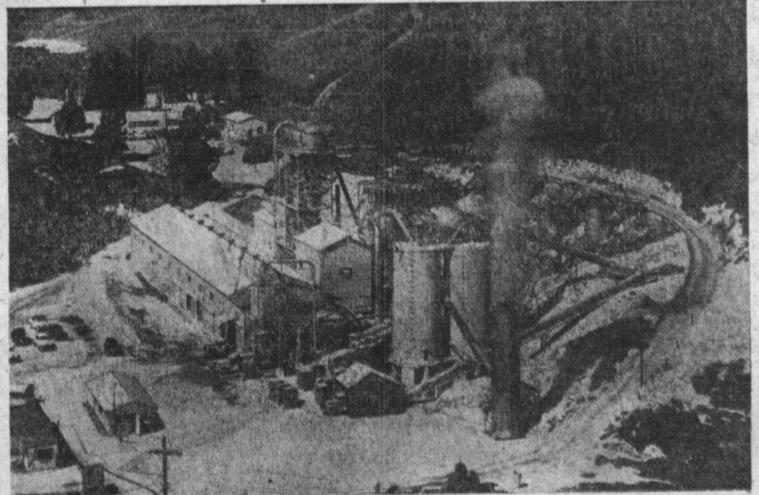
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## Vigorous at 27 Still Young and ... that's DICALITE

Dicalite operations at WALTERIA began in 1930. And, with each passing year, the Dicalite plant on Madison Avenue continues to grow as does the community of Torrance. It is a mutually beneficial arrangement, each contributing to the growth of the other. Dicalite gratefully utilizes the services,

equipment and supplies of neighboring firms and factories and is proud of its policy in employing community workers whenever possible... and the people of Torrance can be proud of their part in preparing a product so vital to the nation.

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