

Cool and Modern

The latest link in ABCO Construction Co.'s chain of Torrance industrial plants is this serenely beautiful structure created for W. H. Harper Co., manufacturer of office furniture. The 130,000-square-foot facility is one of the newest in the Torrance central manufacturing district, where some 80 per cent of all industrial structures

are products of ABCO planning and ingenuity. At the reins of ABCO's "package" approach to construction are President Dick Allanjan, Vice President John Bowler, and Secretary-Treasurer Jim Walsh. Prize-winning architectural designs are the work of William R. Reidenbach, A.I.A.

ABCO Buildings Add Beauty in Industrial Zone

A single construction company—with a unique "package" approach to industrial building—is largely responsible for developing Torrance's central manufacturing district.

Since it was organized in 1952, ABCO Construction has built 80 per cent of the structures within the manufacturing zone, coming up with designs and prices to please companies of every description.

Just in Torrance alone, ABCO has built imaginative and functional plans for W. H. Harper Co. (office furniture manufacturer); CPR Co., plastics division of Upjohn Co.; Wilshire Foam Co.; California Originals (ceramics manufacturer); Columbia Export Packers, Inc.; United Merchants; Corsaro Distributing Co. (Coors beer); United Shoe Machinery Corp., Nylock Division; Northrup Corp.; and a host of others.

So outstanding are the architectural designs of ABCO's William R. Reidenbach, A.I.A., that the firm was honored by the city of Torrance in 1964 for its contribution to city beautification. ABCO's Del Amo Furniture Store building was deemed the "Most Beautiful

Commercial Building" in the entire city that year.

The ABCO package of contracting services includes everything from land acquisition to construction. Planning, design, and financing are all part of the deal.

Torrance has proved to be such a profitable building location that ABCO moved its own primary offices to a site at 2535 Maricopa Ave. in 1965.

The ABCO success story springs from a synthesis of talent. President Dick Allanjan pooled his carpentry and contracting experience with the skills of Vice President John Bowler, former owner of a cement contracting firm. Augmenting technical knowledge with his financial wizardry is Jim Walsh, ABCO's secretary-treasurer.

The threesome not only construct buildings in Torrance, but actually encouraged firms to establish offices here.

The firm's proudest innovation has been Cast-on-Columns, a building process that slashes three weeks off concrete tilt-up construction time. Upjohn Pharmaceutical was surprised when ABCO completed its sprawling building in 30 days.

FOR CONTRIBUTIONS

Free Enterprise Award Given to Gas Company

Southern California Gas Co. has received the Alexander Hamilton Free Enterprise Public Relations Achievement Award by the Southern California Invest-in-America Council. This award is given annually to the local firm that is judged to have made an outstanding contribution to the free enterprise system.

The gas company received the award for its annual community relations program, "Business in Action," which affords 75 to 80 Los Angeles School District teachers an opportunity to view and learn about the various operations of the investor-owned utility.

F. M. Banks, recently retired chief executive officer of the Southern California Gas Co., accepted the award for the utility at a special luncheon held at the Los Angeles Chamber of Commerce building.

J. Earle Jardine Jr., executive committee chairman of the Invest-in-America, Southern California Council, made the award presentation. He praised the utility for its "Business in Action" program and its "outstanding accomplishments during the past year in promoting and furthering the ideals of 'Invest-in-

America and the free enterprise system."

Invest-in-America is a non-profit educational organization dedicated to better public understanding of the role of voluntary savings wisely invested for individual and national economic growth and freedom.

Houston I. Flournoy, controller of the State of California, was the keynote speaker for the chamber's special program.

The gas company's "Business in Action" program is slated this year for June 17 and 18.



Accept Award

F. M. Banks (right), recently retired chief executive officer of the Southern California Gas Co., accepts the Alexander Hamilton Free Enterprise Public Relations Achievement Award for the gas company. Making the presentation is J. Earle Jardine Jr., executive committee chairman of the Southern California Council, Invest-in-America.

Competition Key to Future of America

Robert C. Tyson, finance chairman of United States Steel, visited Torrance Works recently during his Western tour of corporation facilities at Provo, Utah, San Francisco, and Los Angeles.

Following his inspection of the new bloom-billet continuous casting facility at Torrance, he was guest of the Torrance Management Club at the S.S. Princess Louise Restaurant.

While in Los Angeles, Tyson addressed a joint meeting of the Southern California Council of the Invest-in-America Organization and the Rotary Club. Raising the question of whether America can compete at home and abroad, economically and politically, he stated that the new international competition is forcing us to reappraise our national competitiveness, to think in terms of competitive labor and competitive government.

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He added that competitiveness and investment and not profit-deflation are the remedies for cost-push inflation or our bulging balance of payments deficit. "I submit that preoccupation with demand-pull inflation reflects entirely too little recognition of the impact of cost-push inflation on the payments deficit. If our prices are increasingly non-competitive, it is because our costs, especially our employment costs, are increasingly noncompetitive.

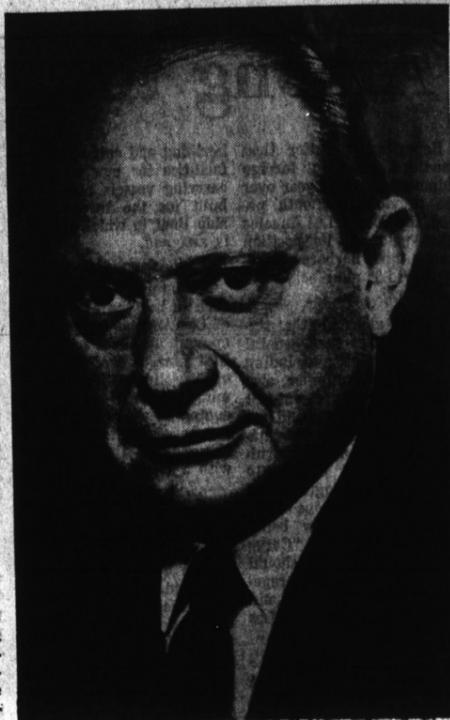
"Further, inasmuch as government is far and away the largest employer in the land, it follows that accelerating employment costs accelerate the cost of government. For in the U. S. economy as a whole, if not in the entire world, employment costs account for three-quarters or more of all costs."

Discussing the steel industry's rising problem, Tyson pointed out that, "These trends suggest that steel's well-known import problem today could well become other industries' import problem tomorrow, that many other industries are vulnerable to, if not already challenged by, intensifying imports, and that America generally has become less competitive than it was."

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Questioning what should be done about the import challenge and the related balance of payments deficit, Tyson stressed that most people believe in free trade. "But can we follow such a belief blindly—when much of the real world pays but lip service to free trade. I doubt it.

"Certainly in the field of international trade," Tyson



ROBERT C. TYSON
U.S. Steel Executive

noted, "there is striking evidence of areas where our government is not competitive. Other governments, while preaching free trade, in practice protect their markets and subsidize their exports. While the GATT agreement conclude last year lowered tariffs around the world, it did practically nothing about foreign non-tariff barriers which are just as formidable an obstacle to American trade as foreign tariffs."

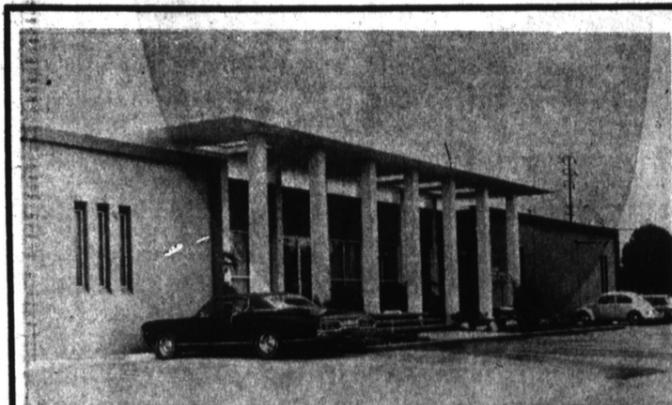
ing that both our basic inflation and competition problems can best be tackled by corrective actions at the roots of these problems. "So to my question, Can America Compete, I say, yes, it can. It can compete if it has competitive labor and competitive government. Competitive enterprise can then have the incentive to invest-in-America and America can enhance its international competitiveness."

... Manager

Outlining steps taken by Congress to curb inflation, Tyson said, "But on this score I think much more thought is needed. For example, despite the promised expenditure rollbacks, a tax increase almost invariably encourages public spending increases, not decreases. Also, the intended tax dampening of private spending could in fact encourage cost-push inflation as labor leaders seek to maintain take-home pay rates and as businesses seek to recoup resulting higher tax—and wage—costs.

And, of vital interest to Invest-in-America, tax hikes tend to repress the inherently anti-inflationary abilities and incentives to save and invest.

"In other words," Tyson summed up, "I am suggest-



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