

Aerocal Produces Practical Designs for Components in Aeronautical Fields

Established in Torrance in April of 1959, Aerocal, the California Division of Aeronautical Manufacturing Corporation, specializes in the design and production of aircraft and missile structures.

Aerocal facility located at 24751 Crenshaw Blvd. includes some 180,000 square feet of modern manufacturing space, ideally equipped to take a program from inception through the various engineering, prototype and qualification phases, to the production of a proven end item.

300 EMPLOYEES

Under the leadership of George M. Ebert, vice president and general manager of the division, some 300 employees are capable at work as certified welders, including automatic resistance welding, circumferential and longitudinal and also skill sport and Heliarc work of the highest quality.

As riveters using a wide variety of fastening systems and also specializing in bulge forming, hydro-forming and

hot-forming processes which demand the most careful techniques; stretch forming with emphasis on skins and difficult extrusions; roll forming and spinning to precise requirements and approved heat-treat and alodine processing.

Aerocal's engineering staff possesses a wide knowledge of systems and are experienced in many well known major projects. Past accomplishments demonstrate their ability to develop from the basic idea through all phases of engineering requirements.

NEW CONCEPTS

Long regarded as pioneers in metal structure and quick to employ and devise new processes in fabrication concepts, Aerocal has additional background strength to offer its customers. As a division of Aeronca Manufacturing Corporation, Middletown, Ohio, a very considerable support in experience and manufacturing skill is readily available at all times.

Some 2000 people, among them highly trained technicians, engineers, skilled operators and first class management, provide sound back-up to Aerocal's needs throughout all phases and whenever necessary.

Serving the community and progress, Aerocal prides itself in its purpose and its employees, encouraging careful coordination and teamwork to bring together diversified talents to produce practical designs for components now used in space and aeronautical fields.

Eastern Facility Establishes Office

Eastern Industries, Inc., recently opened an enlarged facility in Torrance to serve the rapidly expanding aircraft and electronics industries in the six western states.

For several years the sales office of Eastern in Southern California has been available for engineering consultation and liaison between the West Coast customers and headquarters of the Aviation Products Division in Hamden, Conn.

Severson, Heintz Head Collision Repair Company

Teaming up to serve Torrance, Bill Heintz and Earl Severson, partners in Casualty Auto Reconstruction, specialize in collision repairs, offering a 24-hour towing service to their shop.

Located at 2213 Border Ave., the business offers quality metal and paint work, along with a wheel straightening service.

Severson has formerly been associated with Chrysler and Cadillac dealers in the South Bay area for 20 years. Heintz became known for his service on foreign and domestic automobiles while associated with Butler Buick.

Casualty offers loan cars, pick-up and delivery services, along with quality workmanship on body and fender repairs and auto and appliance painting.

Requests for services of Casualty will be recognized by insurance companies.

BETTER LOOKING

Fine, wood paneled walls of Douglas fir actually improve with age, looking richer and more beautiful as the patina deepens.

INFORMAL

Plank and beam construction for living room ceilings lends an informal atmosphere when such woods as western red cedar or Douglas fir are used.



PRIMARY METAL—Harvey Aluminum's reduction plant supplies the company's Torrance plant with primary metal to be fabricated into aluminum mill products.

OUR COMMUNITY HAS MADE TREMENDOUS PROGRESS

A Quick Look Back . . . A Long, Long Look Forward



Ahead of us is another year filled with promises of growth in man's many fields of endeavor . . . not only throughout the world and our nation, but here within our own community.

Today, as in our pioneer past, progress is made by men who refuse to be satisfied with the achievements, however many, of bygone years. So in 1961, with our eyes on the far horizon, let us continue moving forward until we've met our many challenges.

The history of our community is one of continued advances . . . progress made possible by all our citizens working together to make our hometown a happy, prosperous place today . . . and tomorrow!

Chamber of Commerce Points Out Major Increase in Retail Sales During 1960

Statistical division of the Torrance Chamber of Commerce last month released information from the State Board of Equalization pointing out the city continues to make rapid progress in the field of retail sales.

Taxable retail sales reached \$30,771,000 for the third quarter of 1960, which is an increase of \$6,690,000 over a similar period in 1959 and \$9,459,000 over a similar period in 1958. This outstanding increase ranks Torrance eighth in Los Angeles County, an increase of two positions over last quarter, and twenty-fourth statewide.

Cities passed by Torrance's retail "surge" include: Alhambra, \$27,282,000; Compton, \$28,373,000; Culver City, \$23,418,000; Downey, \$27,634,000; Gardena, \$11,983,000; Hawthorne, \$13,004,000; Manhattan Beach, \$4,907,100; and Redondo Beach, \$16,421,000.

354% RISE

Population-wise, Torrance, whose 1960 population of 100,991 was 354.1 per cent higher than its 1950 population of 22,241, is the largest and fastest growing city in the South Bay area, and rated 127th in the nation and thirteenth in the state. According to a release by the Regional Planning Commission, Torrance's population was estimated at 105,551 on Jan. 1, 1961.

Commission also pointed out that in April, 1950, there were 7200 dwelling units in the city limits, and that figure had soared to a total of 28,822 by January, 1961.

According to the Greater Los Angeles Review of Business and Economic Conditions, Torrance also leads the South Bay area in the industrial and commercial field. Continually adding new industries to its present roster of more than 250 manufacturing firms, 23 firms employing 9770 people moved into the city during 1959. Two large shopping centers opened here. The Del Amo Shopping Center, built at a cost of \$40,000,000, opened in 1959 and is one of the largest in the country. Pacific Plaza shopping center, which cost \$3,500,000, also opened in 1959.

Chamber President W. E. Shawger stated, "These rising increases in retail sales, population, industry, commercial areas, and number of dwelling units certainly exemplifies the fact that Torrance is the 'City of Industrial Opportunity.'"

WHITE FIR

One of the few non-resinous woods, white fir, is gradually coming into its own as a fine construction and finish lumber. It is light in weight, but strong, and is widely used in home construction.

GOOD HAT

If you have a dull and uninteresting backyard, why not ask a landscape architect to design a pergola system to give texture, lights and shadows and shade. Western red cedar is the ideal wood for pergolas.

Lomita Optimists Hear Dr. Nielsen

Local businessmen learned about their hearts when Dr. Robert F. Nielsen, Redondo Beach, spoke to Lomita Optimists at a luncheon meeting recently.

Heart problems facing men from 45 to 65 were discussed as Dr. Nielsen reported on hardening of the arteries, progress in research, coronary artery disease, high blood pressure, obesity and the importance of emotions.

Care in heart disease prevention and control featured at the luncheon held at the Wayfarer Restaurant, 2230 Pacific Coast Highway. The Optimists planned this heart-centered meeting to coincide with Heart Month, February.

Dr. Nielsen is a staff affiliate, Torrance Memorial Hospital and Riviera Hospital. He is senior attending physician at Harbor General Hospital, assistant clinical professor of medicine at the UCLA School of Medicine, diplomate of the American Board of Internal Medicine, fellow of the American College of Physicians, member of board of directors and speakers bureau of Los Angeles County Heart Association, and is in private practice in Hollywood Riviera, Redondo Beach.

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