



FAST AND SAFE—The trim Bellanca is sold and serviced at the Torrance Municipal Airport, 3103 Pacific Coast Hwy., by Charles S. "Chuck" Froman of the Bellanca Service Co., shown in the Bellanca above. The Bellanca is manufactured in the United States by an outstanding Italian designer. Its sleek, modern exterior covers a very well built, strong frame and a hard-working motor. The plane is renowned for its ability to climb rapidly and cruise at a high rate of speed for its size. Froman is a Bellanca specialist, but he and his four employes also do maintenance and repair on all types of aircraft. The company has been located at the airport since 1951.

### James Post Co. Offers Complete Line of Insurance

A complete insurance brokerage is found at the office of the James Post Insurance Co., 1409 Marcelina ave., Torrance. The man for whom the company is named, James Post, sells all types of insurance including fire, automobile, bonds, life, accident, health, marine and others.

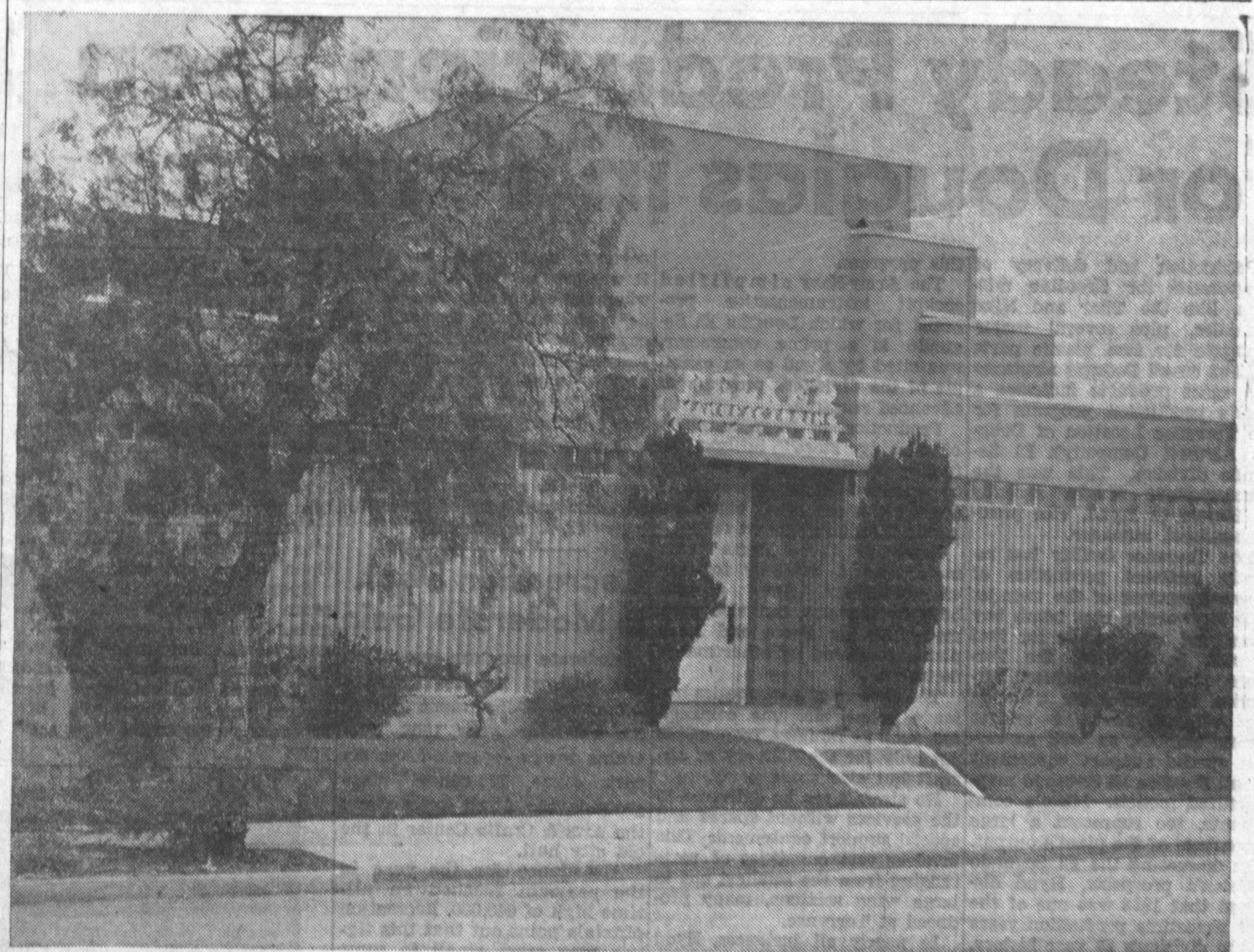
Post is a highly qualified specialist in the field. During his four years at the University of Southern California, he majored in insurance. After his graduation in 1950, he served as a special agent for the Northern Insurance Co. for four years. He then opened his own agency here in Torrance, his home town.

A year and a half ago Post moved his company to its present, attractive, modern offices on Marcelina.

The office staff at James Post Insurance Co. includes Mrs. Jane Stephens and Mrs. J. W. Post.



INSURANCE FIRM—James Post, above, has been interested in insurance since he attended the University of Southern California, where he majored in insurance. After graduation, he gained four years experience in the field, and then opened his own agency, James Post and Company, which is now located at 1409 Marcelina. He can truly be called an expert in the field.



TOOL MANUFACTURER — Felker Manufacturing Co., 1128 Border Ave., Torrance, makes diamond abrasive tools. One of their new tools, the Felker "Touch-a-Matic" masonry saw, was recently demonstrated at a convention in St. Louis, Mo. It is capable of cutting through a 16"x8"x8" concrete block in a single pass. Another new tool is the Core-Lock, which drills holes up to 14 inches in diameter. Felker has expanded to Europe by opening a plant in Copenhagen.

## Felker Expands Production and Sales of Diamond Tools

Development progress at Felker Manufacturing Company continues to expand this prosperous manufacturer of diamond abrasive tools.

A 30% increase in the national sales staff was noted at the recent sales convention held in St. Louis, Missouri. This meeting was held in conjunction with the Masonry Convention, where the new Felker "Touch-A-Matic" masonry saw was first unveiled to interested contractors. Possessing greatly increased capacity, this is the first saw available to the industry capable of ripping a 16"x8"x8" concrete block completely through in a single pass.

Not only was the sales meeting attended by all U. S. Salesmen

of the Felker force, but by the Managing Director and Sales Manager of the Felker overseas operation.

Felker growth is further indicated by two additional factories. Augmenting the production of the Torrance plant are new facilities in Santa Ana. Felker operations have also expanded into Europe with a plant in Copenhagen, which now makes both diamond blades and various types of Cut-Off Machines for sale in all parts of Europe.

Felker continues to develop new machines and diamond tools for better production in other industries. Most recent is the design of a new type diamond drill which produces holes up to 1 1/2" or greater in diameter, in all types of masonry, stone, concrete, etc. Known as CORE-LOCK, these drills differ from conventional types by utilizing whole industrial diamonds set in special metal-bonded rims. Previous Felker drills employed crushed diamond particles only.

### El Nido Park Used as Camp

One of the most popular facilities offered in the Torrance park system was the El Nido day and over-night camp primitive area. The camping area was developed by the Park Department and the Rotary Club of the City of Torrance, both of whom constructed fire pits. This camping area, reservations for which were booked through the Recreation Department, hosted 7720 Boy Scouts, Camp Fire Girls, Girl Scouts, etc., during the summer months. It was an important adjunct to the total recreation program for youth of the city.

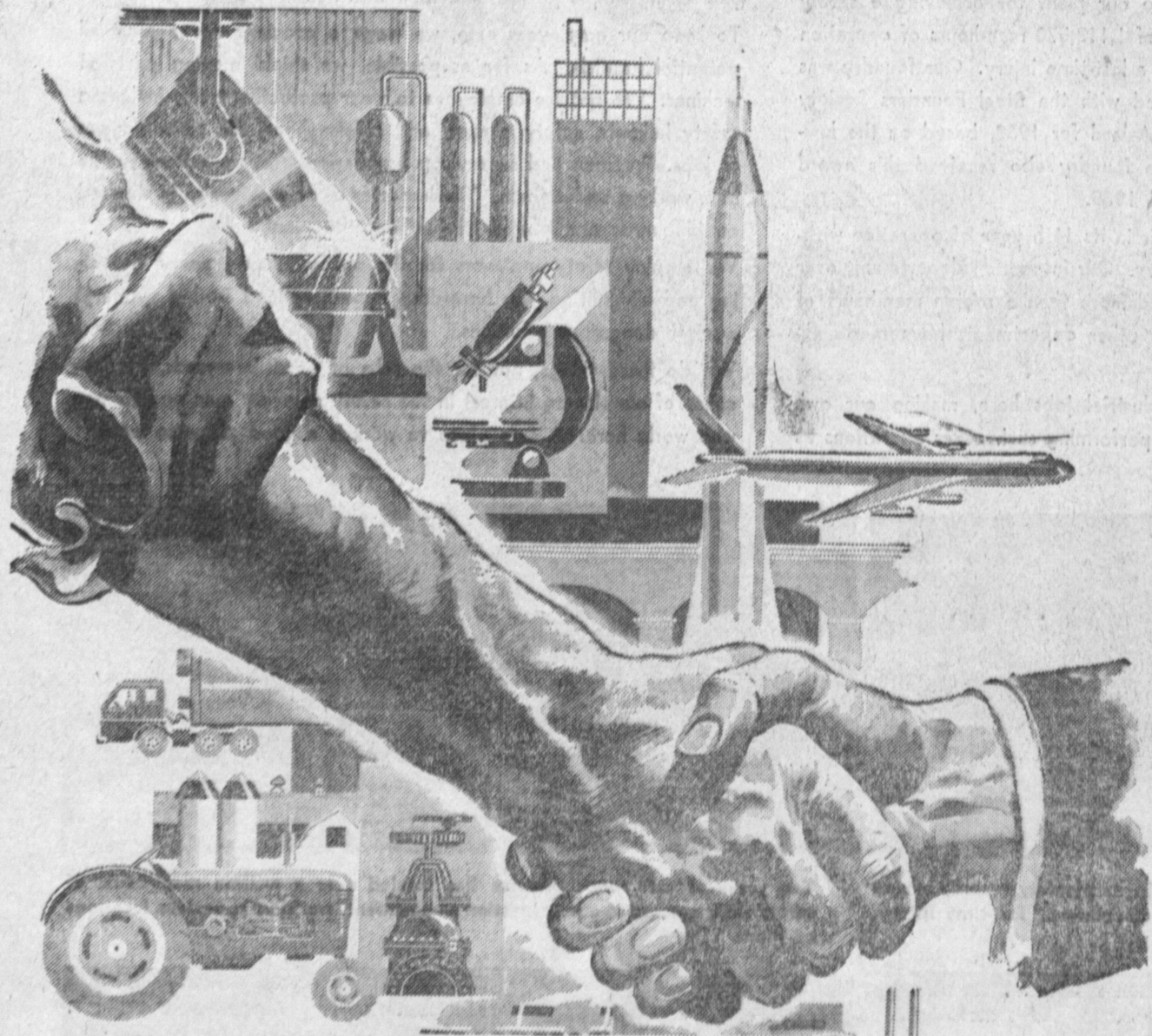
## HIGGINS BRICK & TILE COMPANY

For the past 30 years, Higgins brick has been an important factor in the building business of Torrance and Southern California. Many of the finest buildings in this great community and many others are tributes to the permanence, utility and beauty provided by the super quality of brick made in Torrance by this old reliable family firm.

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Torrance, California

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Torrance, California

## Magnavox to Erect Research Laboratory

The Magnavox Research Laboratories of Los Angeles will build a new attractive building on Maricopa in Torrance. It is expected that the 68,000 sq. ft. facility will be occupied late in 1959 or early 1960. Until then the company will continue to



DR. RAGNAR THORENSEN  
Director of Research

occupy quarters at 2255 Carmelina, West Los Angeles.

Approximately 200 people will make the move to Torrance according to John J. Slattery, Manager. About half of the employees are professional personnel or engineers. The staff of the laboratories is comprised of engineers and scientists with experience in the fields of digital com-

puters, fire control and missile guidance systems, business applications, data conversion equipment, magnetic component techniques, and mechanical devices. Dr. R. Thorenson of Vista del Parque, Redondo Beach is the Director of Research.

### Founded 1910

The Los Angeles Magnavox Company was formed in 1953 as a result of work on the SWAC computer at UCLA, however, the original idea that led to the founding of Magnavox was conceived in 1910 and the first laboratory built in Napa, California

in 1911. Later the electrodynamic principle and the Edison horn were combined, and the loudspeaker was invented, by the company.

Another early invention was the first public address system.

During World War I and II the Company devoted its energies toward manufacturing war materials. Through its radio-phonographs and television, Magnavox has earned an enviable reputation.

### Employees Here

The Electronic Development Section is headed by George

Fenn of Rolling Hills. Other employees who live in the Torrance area are: John F. Cameron, Palos Verdes Estates; Howard Eddy, Hermosa Beach; Arthur Evensen, Wilmington; C. Lee Fox, Torrance; Peter D. Freeman, Manhattan Beach; Walter E. Hudnall, Gardena; Theodore R. Jackson, Torrance; Stanley Kester, San Pedro; Emmanuel A. Knefel, Manhattan Beach; Robert L. Laurent, Torrance; Jerry C. Luethi, Manhattan Beach; Robert G. McPherson, Rolling Hills; and Joseph E. Stalder, Manhattan Beach.

In addition to the Los Angeles Government and Industrial Division of the Magnavox Company, additional facilities are located in Fort Wayne, Indiana, Urbana and Evanston, Illinois, Greenville and Jefferson, Tennessee and Paducah, Kentucky.

Your Municipal Water Department is increasing its facilities to keep up with the fantastic growth of Torrance and the greater demands for water by industry and modern living.



TORRANCE MUNICIPAL WATER DISTRICT NO. 3



JOHN J. SLATTERY  
Manager, West Coast Operation