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NORRIS INDUSTRIES IN STRONG BID FOR FORMULA 5000 CROWN

Norris Industries, a broadly diversified, Los Angeles-based manufacturing firm, is adding the SCCA Formula 5000 Road Racing series to a five-year record of racing sponsorships that includes the USAC Championship, NASCAR Grand National stock car, Trans-Am and Can-Am circuits.

The association with auto racing and its emphasis on engineering skill and technical proficiency is a natural one for Norris Industries whose long list of meticulously engineered products includes such familiar household names as Thermador ovens, Waste King dishwashers, Weiser door locks and Artistic Brass hardware.

Founded in the depression year of 1930 as the Norris Stamping & Manufacturing Co. with 15 employees and 7,000 square feet of space, it has grown, both through internal expansion and a process of selective acquisition, into a company with 16 divisions, some 12,000 employees and record sales for 1973 exceeding \$375 million.

With metal working technology -- then, as now -- the nucleus of its operations, the company made a profit in its first year, and has never

(more) . . .

had an unprofitable year since. Comparably, Norris Industries has paid a cash dividend in every quarter since it became a publicly held company in 1950.

The broad diversity of Norris Industries' commercial and industrial product lines and manufacturing activities is highlighted in these brief summaries of the Company's operating units:

Artistic Brass Division - Nationally distributed products include decorative plumbing faucets and hardware for the architect, decorator and designer specified markets.

Automobile Wheel Division - This California facility manufactures automobile wheels for the west coast assembly plants of General Motors Corporation and rims and wheels for the mobile home, trailer and custom wheel markets.

Automotive Trim Division - Produces full wheel covers and trim rings for automobile original equipment manufacturers which are distributed to nationwide assembly plants and parts supply depots.

Bowers Division - A complete line of electrical outlet and switch boxes of both metal and plastic is manufactured by this Division and distributed through wholesale electric supply houses nationwide.

California Tubular Products Division - Western states distribution is covered by California Tubular's production of brass sink traps, flanges, elbows and plugs for the plumbing industry.

Compressed Gas Cylinders Division - A variety of containers for the high pressure storage of gases comprises the product line of this Division. National distribution of its cylinders services such areas as industrial gas suppliers, bottling and beverage industry, and underwater diving equipment industry.

Defense Products - Five plants manufacture a variety of inert metal ordnance products including artillery cartridge cases, bomb casings, mortar shells, artillery projectiles, and miscellaneous rocket hardware components.

Fire & Safety Equipment Division - To serve the fire protection industry, this Division manufactures sprinkler devices, special hazard fire protection systems, and a variety of fire extinguishers. Marketing of such trade names as Fyr Fyter, Pyrene, C-O-Two, and Globe is handled internationally by a large network of distributors.

Hyer Hardware Division - As one of the newer members of the Norris family of products, Hyer Hardware manufactures cabinet and furniture hardware which is distributed nationally in conjunction with the Weiser sales organization.

Plumbing Fixtures Division - As the only west coast facility which produces both bathtubs and water closets at one location, this Division expanded its line of vitreous china water closets, lavatories and urinals, procelain-on-steel bathtubs, sinks and lavatories by adding the manufacture of fiberglass tub and shower enclosures and cultured marble unilavs.

Pressed Steel Tank Co., Inc. - This Subsidiary manufactures a variety of cylinders, including large, high pressure tanks used for storage of oxygen and chlorine. Its products are distributed internationally through licensees, key distributors and marketing representatives.

Price Pfister Brass Mfg. Co. - This Subsidiary's manufacture of brass plumbing faucets, fittings, valves and showerheads receives nationwide distribution through a network of whole sale plumbing outlets.

Thermador Division - The Thermador line of products includes self-cleaning ovens, built-in range tops, hot food servers, built-in can openers and toasters, "Thermatronic" microwave ovens and space heaters.

Waste King Universal Division - Produces dishwashers (both commercial and household), food waste disposers, and Char-glo gas fired barbecues. Its products are distributed nationally to the residential construction, remodeling, mobile home and plumbing markets. Approximately 900 service centers provide nationwide service and repairs for its products.

Weiser Division - This Division's production of door locks and related hardware is utilized in residential, commercial, mobile home and replacement construction markets. Its sales force handles distribution of Weiser and Falcon products through whole-sale distributors and dealers in the U.S. and several foreign countries.