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OFFICE AND PLANT AT 1619 GRAMERCY AVE., TORRANCE

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1960 Hailed as 'Threshhold Year' For City; Big Developments Due

WORKING ON TOMORROW . . . This view of the Harvey Aluminum chemical laboratory shows trained technicians working on ideas which will be in tomorrow's products. Harvey Aluminum offers many opportunities for technically trained personnel.

1960 Business Outlook Bright, Official Says

By Lawrence A. Harvey
Executive Vice President
Harvey Aluminum

The United State economy is entering the new year and new decade in high gear. Industry and business in general appear poised for a period of high-level activity.

The outlook for the aluminum industry in 1960 is good. The combined primary output of the American producers in 1959 ran approximately 25% over 1958 production, and all economic projections indicate that the first year of the new decade will continue to see a healthy increase in aluminum consumption.

In the construction industry, aluminum will penetrate still more deeply, propelled by vigorous research and product development. Expanded use of structural aluminum is forecasted in buildings, bridges, ships, and other structures.

AUTOMOTIVE usage of the light metal will also be on the upswing. For 1960 models, the average has been 56.2 pounds per car. This represents a 13% increase over an actual net of 49.6 pounds for the 1959 models. In this new year, the industry is seeking to increase the use of aluminum to 150 pounds per car.

Other transportation applications are also on the upsurge. Aluminum is pressing a drive for greater production in the railroad, marine, and truck body markets.

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IN CONTAINERS and packaging, aluminum will be pushing aside glass, paper, and tinplate. The electrical industry, appliances, and consumer durable goods are expected to show significant gains in the use of aluminum during 1960.

In the growing field created by increased leisure time and the demand for recreational diversion, aluminum will be the prominent metal in sporting goods, outdoor furniture and equipment, diving boards, camping trailers, and numerous other pleasure products.

The present per capita consumption of aluminum in the United States is 21 pounds per year, compared to 6.2 pounds for Western Europe and Canada and 0.7 pounds for the rest of the world. These figures indicate a vast potential market for aluminum outside the United States to meet rising standards of living. However, they also explain why the United States has been, and is an attractive market for foreign producers. Imports will continue to be a problem for domestic producers because of the pressure they exert on prices and the markets that they take away. Consequently, it remains mandatory for aluminum producers to be able to maintain a competitive position in the domestic market.

According to our company economists, the outlook for Harvey Aluminum this new year appears to be encouraging. We anticipate an increase in the output of our wrought aluminum mill products, due in part, to the technical capabilities and enthusiastic efforts of all of our personnel. We are stepping up our product research and development activities. We are also building additional fabricating facilities to keep pace with the industry. These facilities are being located in various parts of the United States.

Magnavox to Move Into New Facility Here This Summer

The Magnavox Co., well known electronics firm, will move this summer into its new multi-million dollar research center at 2829 Maricopa in the manufacturing district site in Torrance.

According to Dr. R. Thorensen, resident of Torrance and general manager of the Magnavox Research Laboratories, the initial building will be erected at a cost of $1,500,000. Growth plans, he said, call for a major facility at least four times the size of the first structure and to be built with an outlay of over $5,000,000 on the 10-acre site.

"The fact that Magnavox is now consolidating and strengthening its position in the West not only underlines the certainty of our growth pattern, but is recognition of the Los Angeles area as the electronics capital of the nation," Dr. Thorensen said.

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DR. THORENSEN further pointed out that Risley and Gould, Los Angeles architects, have masterplanned the modern electronics center to assure flexibility of future expansion. Use of a 50-foot module in construction will guarantee both economy and ease of facility growth. Structural steel frame of the building was designed to resist forces without reliance on typical shear walls which would inhibit the planned expansion. Exterior walls will be made of removable insulated steel plates that are coated with porcelain enamel.

The architects said design of the Magnavox Research Laboratories recognizes the adjacent residential area and acts as a gradual transition to the purely industrial construction of other facilities within the manufacturing district. Projection of the porcelainized aluminum plates five feet beyond the windows will provide sun-control on the south side. Metal grilles in the courtyard entrance will dampen glare in the lobby.

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AN EXTENSIVE air-conditioning system will include separate air handling units in each of the many segregated laboratories and their offices. Some of the labs will be adapted for rigid humidity, temperature and air pollution control. Other areas will be acoustically treated to suppress testing noise. Set back 50 feet from the street, the research center will be fronted by lawns, shrubbery and trees which will act as an added buffer between residential and industrial areas. William Simpson Construction Co. is the general contractor.

The Magnavox Co. has occupied industrial space in West Los Angeles since starting its R & D laboratory in 1953. The firm is nationally known for manufacture of customized high fidelity, radio and television sets. The corporate offices are in Ft. Wayne, Ind. The local government and industrial division is heavily engaged in developing communications, radar, anti-submarine equipment, navigational devices and electronic data processing devices for the military under weapons systems contracts.

City Population Passes 100,000, Fifth in County

From any vantage point one might choose, 1960 has given indications of being a "Threshhold Year" in the city of Torrance.

It will be during 1960 that the city's official population is recorded to be in excess of 100,000 residents--the county regional planning commission now puts the city over the 100,000-mark, and the federal census next April should make it official.

It will be during 1960 that many of the largest industrial and commercial additions to the city in recent years are opened for business.

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AMONG THE new industrial giants which are planning to open this year in new plants here are Magnovox Research Laboratories, AiResearch Division of the Garrett Corp., Kentile, Belond Industries, Mahon Steel, and others.

The year 1960 will be the first full year for the Del Amo Shopping Center, with additions to be started throughout the year. Already operating are The Broadway Del Amo, Torrance Sears, and Thrifty Drug Stores. It's just a beginning, backers say.

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CURRENTLY UNDER construction are new markets, chain stores, industries, homes —everywhere you look Torrance is booming.

Building permit valuations—that reliable index of activity in the construction industry—show that 1959 was a busy year in the city with a total valuation of $29,919,960.

Much of this was represented in new commercial and industrial development contrasted to the high home permit figures of previous years.

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HOMEBUILDING has not come to a halt in the city, however. Under construction now are several large quality home subdivisions, a number of apartment subdivisions and projects, and on the drawing boards arep lans for additional homes and apartments.

More than 1200 new residential units were started in Torrance during the past year. These included 623 single family dwellings, 24 duplex dwellings, and 613 multiple units.

Local Shell Plant Pioneers Isoprene

Shell Chemical Co.'s local synthetic rubber plant has given Torrance another "first" in American manufacturing history.

The product that did the trick was polyisoprene, man-made duplicate of tree-grown rubber. When Shell began to manufacture it early last year, it marked the first time Polyisoprene Rubber has been produced commercially in the United States.

The product — Shell Isoprene Rubber — duplicates the qualities of the best-grade natural rubber. Since it is made by a chemically controlled process, the polyisoprene is much more uniform in quality and of a higher purity than the average mixture of plantation rubber.

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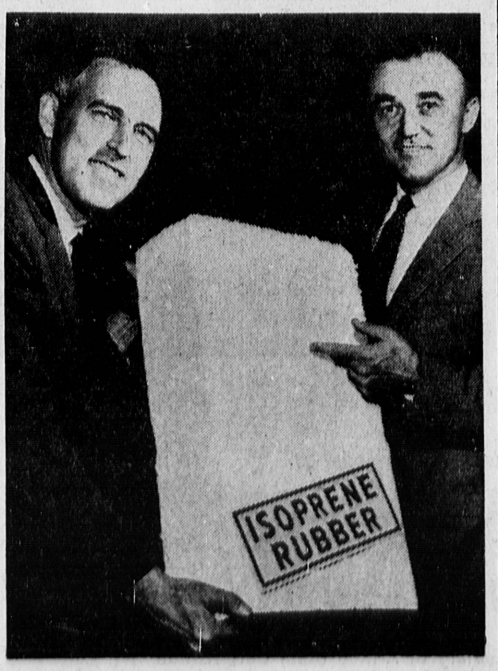
SHELL'S NEW product is used in the manufacture of tires, footwear, surgical gloves, skim-coating for conveyor-belt plies and other products.

The story of the development of Shell Isoprene Rubber is another colorful chapter in the growth of Shell Chemical not only in Torrance, but throughout California and the United States.

The first manufacturing operation of Shell Chemical took place in 1930, at Martinez, California. The first plant constructed by the company went on stream in 1931 at Pittsburg, Calif., the world's first facilities to use natural gas as a source of hydrogen for the production of ammonia. As the company expanded and new processes developed, plants were built at Dominquez in 1936; Houston, Tex., 1940; Denver, Colo., 1952; Ventura, Calif. 1953; Norco, La., 1955.

THE TORRANCE plant has been a member of the Torrance community since 1955, when it was purchased from the United States government. From these plants come a variety of products for industry and agriculture.

From Torrance comes synthetic rubber and its major components, butadiene and styrene. Pittsburgh and Ventura produce ammonia and a variety of fertilizers; Denver, Houston and Norco produce insecticides and soil fumigants. From Martinez come solvents, industrial chemicals and antioxidants; Dominquez produces a wide variety of solvents. Houston and Norco also provide solvents, industrial chemicals, glycerine and resins.



TORRANCE-MADE RUBBER . . . J. P. Cunningham (right), general manager of Shell Chemical Co. synthetic rubber division, with G. S. Williamson, Shell's Torrance plant manager, inspect a bale of Shell Isoprene Rubber, the world's first commercially produced polyisoprene rubber.

BUSY AS A BEE . . . Production line shot at the Torrance plant of the Ryan Aeronautical Co. shows a regular beehive of activity and rightly so--Ryan employes are assembling the world-famous Ryan Firebee, remote controlled target drone which has been sharpening the eyes of Air Force and Navy pilots in simulated combat maneuvers. The Ryan plant is typical of the recent additions to the city's industrial family.

Ryan Aeronautical, Pioneer In the Air, Expanding Here

The Torrance Division of the Ryan Aeronautical Co. opened its doors for business in May, 1957, after the Ryan company acquired 137,000 square feet of floor space near the Torrance Municipal Airport.

The Division immediately began assembling the Ryan Firebee jet target missile, the KDA-4 version for the U. S. Army and the Q-2A for the U. S. Air Force.

A contract authorized in November, 1957, began construction on three large structures to increase the floor space in the Torrance plant to 277,763 square feet.

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THE NEW BUILDINGS included two new factory structures and an office building addition. Currently, the Ryan Torrance Division occupies 38 acres of land adjacent to the Torrance Airport.

Late in 1957, the steady growth of employment at the Torrance plant became a principal factor in the decision of the Los Angeles County Board of Supervisors to allot $200,000 to the city of Torrance for widening Lomita Blvd. for one mile between Crenshaw Blvd. and Hawthorne Ave.

The narrow two lane stretch was widened to include four traffic lanes and two parking lanes. Lomita Blvd. was lowered to the level o the Ryan property to facilitate parking along the curb in front of the plant and to relieve drainage problems along the boulevard.

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TORRANCE'S increasingly important role in the Ryan organization was spelled out as the Torrance facility and San Diego Electronics Division merger to begin production of Ryan advanced continuous wave Doppler navigation units for the Navy.

In the Electronics Division setup, the Kearny Mesa (San Diego) electronics site performs electronics engineering, research and development, and sales activities. The Torrance plant turns out the finished navigational systems.

Now with nearly 1000 listed on the Torrance division payroll, the plant is in volume production of the Firebee jet target missile and the APN/67 and APN/122 navigation systems for the Navy.

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EMPLOYMENT at the Torrance plant is scheduled to increase with the hiring of additional electronics engineers and technicians.

T. Claude Ryan, founder and still president of the Ryan organization, began his career in the aviation industry in 1922, in San Diego, when he sold his Model T Ford and drained his bank account to purchase a war surplus Jenny for $400.

Operating his Jenny from a postage stamp-sized airfield along San Diego's water front, Ryan, then a 24-year-old Army Reserve pilot, made sight-seeing flights, gave instruction and barnstormed.

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THIS WAS the modest start of an aviation enterprise that has grown to encompass 1,700,915 square feet of factory floor space in San Diego, Torrance, and Inglewood, with an annual sales volume of $74 million and a payroll of approximately 8000, producing jet engine components, giant fuselage sections, jet target missiles, missile components and rocket engines, exhaust manifolds for piston engines, and complex electronic navigational and guidance systems.

Not only has the Ryan company been associated with numerous historic milestones in aviation, but it has pioneered so consistently that few firms can boast the imposing array of aviation "firsts."

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THE MOST FAMOUS plane ever built, the "Spirit of St. Louis," in which Charles Lindbergh became the first man to span the Atlantic in solo flight, bore the Ryan name.

Other Ryan firsts:

The M-1, designed for air mail service and the first volume production monoplane in America. The M-1 and its successors pioneered airline routes in the U. S., in Latin America, Canada, and Alaska, and provided the basis for the "Spirit of St. Louis."

The first regularly scheduled year 'round airline service in the country between San Diego and Los Angeles, in the mid-1920's.

The S-T, America's first small airplane of metal construction, and forerunner of hundreds ordered by sportsmen, pilots, and training schools all over the world.

THE PT SERIES of primary military training planes for the Army Air Corps, introduced early in World War II as the first low winged monoplanes ever used for the instruction of fledgling pilots.