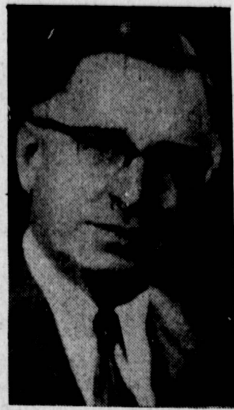


Irked Contractor Finds New Ways to File Plans

Back in 1955 O. K. Schneider was a busy contractor in the heating and air conditioning field. He had to work with hundreds of drawings, plans and prints. Each set of plans was nailed into a lath binder, suspended in a homemade rack. This method not only made holes in the plan but required work to remove a given sheet from the binder. It was a nuisance and furthermore it failed to protect the plans so that they became dog-eared and dirty.



O. K. SCHNEIDER
Filing a Need

Schneider has an inventive turn of mind and, as he considered this problem of filing sheet materials, he got an idea: a mechanical binder, to hold the sheet with a friction grip.

AND SO WAS born what is now the patented Plan Hold friction binder that holds one sheet as securely as one hundred. It opens, spring actuated, or closes by loosening or tightening two wing knobs. Sheets can be inserted or taken out in seconds.

Once "O.K." had an efficient binder, he turned to the wider problem of efficient filing. Drawings and plans run in large sizes and are often bulky. He felt that an efficient file must serve three purposes: (1) It must provide for identification of the filed materials, so that no time is lost hunting for the wanted sheet; (2) It must protect filed materials so that they remain clean and wrinkle-free, easy to work with or reproduce; and (3) It must conserve space.

developed an ingenious file of the roll type, permitting modular units to be stacked together into a single file of any desired capacity.

Who uses Plan Hold Filing Systems? One of the larger installations is in the central plans office of a national supermarket chain. Governments are big users, like the California Department of Highways or the U.S. Corps of Engineers. Thousands of contractors and builders, big and small, are sold on Plan Hold. Del E. Webb Construction Co. installs Plan Hold files in each of the mobile trailer offices that serve the supervisory staff at the job site. And you find Plan Hold throughout industry wherever engineering drawings are the life blood of the business.

So it is, that a good idea given creative and practical expression became Plan Hold Corporation has emerged as the world's largest manufacturer of Plan Filing Systems.

FROM THE beginning in 1955 Plan Hold Corporation has pursued a consistent and ever expanding promotion program, supervised by A. H. (Art) Schneider, O.K.'s son and vice president of the company. It is intended to spread the

word about the advantages of vertical and roll files for large sheet materials and to expand distribution of Plan Hold equipment through trade channels.

At present Plan Hold products are available both at home and abroad through almost a thousand dealers. All of the large national engineering supply houses with branches in principal cities are included, plus local office equipment dealers and blue printers. This distribution network is supplied from Plan Hold inventories at Torrance, and Aurora, Ill.

PLAN HOLD employs national magazine advertising to reach consumers in selected industries: light and heavy construction, architecture, banking, engineering design and drafting, and manufacturing. This is supplemented by direct mail and participation in trade shows. All consumer inquiries generated in this way are passed on to dealers as live sales leads.

THE DEALER organization is directly involved in the Plan Hold promotional program. Each dealer is provided with a "Product Manual" that includes catalogs, price sheets and similar materials, plus a "picture story" on Plan Hold products in use and a sales guide. From time to time a testimonial from a prominent user of Plan Hold equipment is converted into a "Sales News" sheet.

Plan Hold also furnishes direct mail pieces, invoice stuffers and ad mats for the dealer's own use and has available a cooperative advertising allowance. All of this adds up to the most comprehensive dealer support program in the industry: a program that has paid dividends in the ever growing sales of Plan Hold Filing Systems.

Before diving, make sure the water is deep enough and has no hidden objects, the Red Cross advises.

Aluminum Uses Increasing

The tonnage used in consumer products has been steadily increasing in recent years. Today, it is virtually impossible and impractical to go through a normal day without seeing and using aluminum. Mill products for many of these consumer commodities are produced here in Torrance by Harvey Aluminum, one of the major producers of aluminum in the United States.

Aluminum is being used extensively in the automotive field because of the qualities of lightness and durability. The average 1963 car contained 70 pounds of aluminum. The million pounds of aluminum required by the automotive industry today is expected to be a billion pounds by 1965. Aluminum is found on the exterior of many cars as decorative grilles, door trims, hub caps and wheel discs, head lamp and hood trims.

INSIDE THE car, the instrument panel, handles, and many accessories are aluminum also. These are only some of the readily visible aluminum products used in an auto-

mobile. Increasingly more parts in the engines and power units of American and European automobiles are being made from lightweight aluminum.

As evidenced by the popular compacts, a lighter car requires less horsepower and saves on gasoline. The more aluminum used, the lighter and more economical the car is.

THE LIGHTNESS, strength and heat dissipation factors combined in aluminum are proving the key to modern automotive efficiency. Harvey Aluminum has developed forged aluminum pistons, push rods, cam followers, rocker arms, flywheels, clutch plates and other automotive parts superior to those now used in the automotive industry. To demonstrate some of these advancements, the company sponsors a lightweight aluminum racing car in the Indianapolis 500 and other competitions.

Most of the modifications were done with special aluminum alloy parts tested and proved in numerous speed trials. Harvey Aluminum is

known among the custom automotive equipment trade for special high-strength aluminum alloys for new fabrication techniques, and for research and development of automotive parts.

IN BUSINESS offices, aluminum plays a leading role. Because of its mobility, aluminum partitions and temporary walls can be assembled or shifted in a matter of hours. Modern office furniture is often decorated by or based on aluminum.

In the home, aluminum is a wife-saver. Easy to clean, it is being used in the kitchen on stoves, refrigerators and smaller appliances for trim and functional parts. It can be made into lightweight shelves, grill pans and cooking uten-

sils. In the packaging and freezing of foods, aluminum is strong, attractive, and airtight.

MUCH INDOOR and outdoor home furniture is made of aluminum. Especially on patios and in yards, aluminum furniture proves to be economical and durable, resisting weathering and rusting.

The sporting goods industry is also a heavy user of aluminum. Diving boards, golf clubs, outboard motors, boats and mobile homes are common sports items manufactured from aluminum today. These products perform better than previous materials used. To demonstrate this point, the company's Harvey Aluminum Hustler, a jet speedboat, will seek to better the

world's speed boat mark of 260.35 mph. set by Donald Campbell sometime this year.

NEW METHODS of utilizing aluminum to benefit the consumer are constantly being developed by the industry. Designers, engineers, and scientists at Harvey Aluminum's new Research and Development Center maintain a continuous program to stimulate company technology and to advance new products.

Sovereign Employs Named to Women in Construction Board

Mrs. Billie Hayes, project manager for the Sovereign Park Estates, and Mrs. Helen Wolford, architectural coordinator for Sovereign Development Co., have been installed as members of the board of the newest chapter of the National Assn. of Women in Construction.

The charter dinner for the new chapter was held in Long Beach last week.

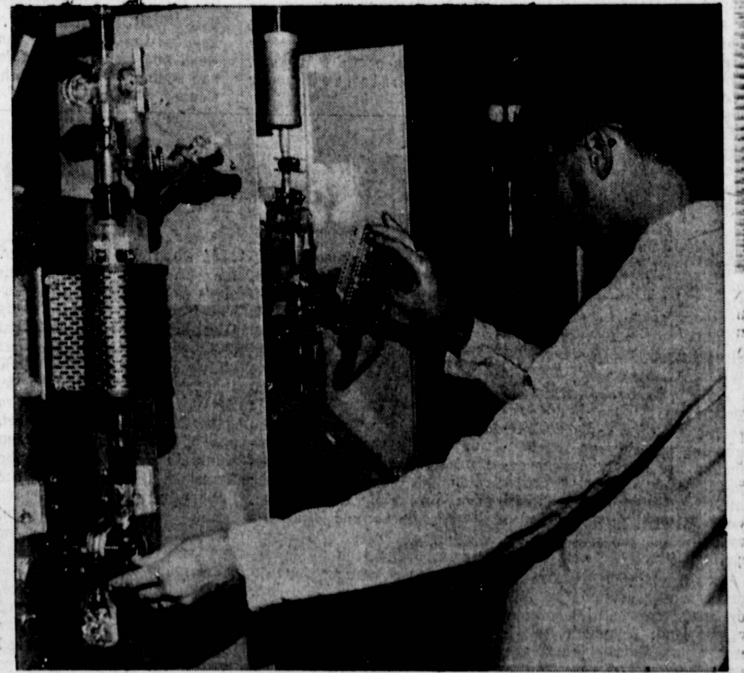
Mrs. Hayes is the project manager for the company's Long Beach cooperative apartment development. Mrs. Wolford works out of Torrance to coordinate architectural development for the firm. Her latest assignment was on the Del Amo Pacific cooperative apartment development.

R. D. Keillor, president of the firm, said the two women

are "typical of the firm's forward-looking policy for better housing and cooperative ventures." He added, "we seek to keep ahead of the industry in providing the best dollar value in housing."

These Drillers Struck Sawdust

Drillers sometimes run into things besides sand and hard rock. One of the most unusual cores ever attained was found near Torrance in 1924 when a drill crew from the Superior Oil Co. ran right through the heart of a giant redwood tree, 2400 feet below the surface of the ground, and, apparently, standing just as it had in nature.



UNENDING SEARCH . . . Harvey Aluminum's research and development efforts at its Torrance plant are geared to basic study programs and new product applications. The research for new ways to use aluminum and the other metals the company makes forms the foundation for further growth. The company's research and development center combines scientific talent and the newest laboratory equipment.

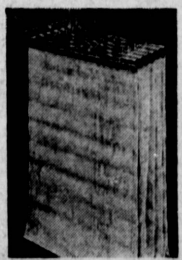
Ingenious device for filing plans



Saving time and space, providing fast identification and complete protection.

Plan Hold FILING SYSTEMS

FOR PLANS, DRAWINGS, PRINTS, MAPS, CHARTS



Plan Hold Wall Rack File

Mounts out of the way. Capacity 600 sheets, 42" wide x any length, in only 12" of wall space. Simply add units for large capacity master files. List price from \$44.45.



Plan Hold Rolling Stand File

Goes wherever needed on ball bearing casters; stores out of the way. Capacity 1200 sheets. Width and height adjustable for sheets up to 42" x 64". List price from \$120.85.



Plan Hold Cabinet File

52" high, 15 1/2" wide. Slide-out rack has a capacity of 1200 sheets up to 36" x 48". Integrates perfectly with standard drawer files. With cylinder lock you have complete protection for valuable plans. List price from \$111.75.



Plan Hold Square Tube File

These modular steel units can be used singly or stacked into a master file. In 3 tube sizes: 2 1/2", 3 1/2" and 4 1/2" with 36, 16 or 9 tubes respectively per unit. Lengths to 44". List price from \$38.95 per unit.

All Plan Hold files come in modular sizes to suit your filing needs and space limitations. Let us show you the many advantages of these and 14 other Plan Hold Filing Systems.

PLAN HOLD IS A TRADEMARK OF PLAN HOLD CORP. © 1964, PLAN HOLD CORP. SOLD BY ENGINEERING SUPPLY AND OFFICE EQUIPMENT DEALERS EVERYWHERE

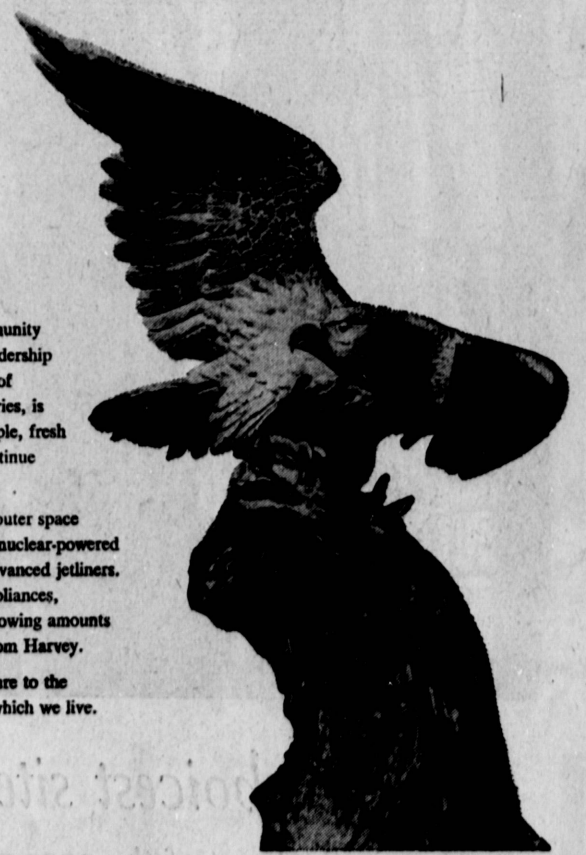
or Contact: **PLAN HOLD CORP.**
21611 Perry Street
Torrance, California 90502
Phone 775-6711

Harvey Aluminum shapes progress...

The vitality and development of our community depends heavily upon the stability and leadership of its industry. Harvey Aluminum, in one of America's basic and most dynamic industries, is dedicated to continuing growth. New people, fresh skills, and outstanding specialists will continue to be needed in this industry.

Aluminum produced by Harvey serves in outer space with our astronauts, under the sea in our nuclear-powered submarines, and in the sky in the most advanced jetliners. Bridges, buildings, automobiles, ships, appliances, and virtually every type of industry use growing amounts of aluminum and other modern metals from Harvey.

Harvey Aluminum long ago linked its future to the growth of this progressive community in which we live.



A primary producer of quality aluminum in all alloys and sizes: Pig, ingot, billet, rod and bar, pipe, tube, hollow sections, press forgings, forging stock, hand forgings, impact extrusions, cans, electrical bus bar, rigid conduit, structurals, special shapes, light and heavy press extrusions, sheet, strip, plate, foil, screw machine and other aluminum products. Related products in titanium, zirconium, and steel. HARVEY ALUMINUM

HARVEY Aluminum