

WORLD SUPPLIER . . . The famous Pasco trademark of the Pacific Smelting Co. of Torrance has been seen in most corners of the world for many years. Here a load of the firm's Pasco zinc dust is shown in front of the firm's Torrance plant at 22219 S. Western Ave. The firm's executives have taken a leading role in many Torrance vicie affairs.

Pacific Smelting Sends Products Around World

Torrance can well be proud of one of its pioneer firms, the Pacific Smelting Company, whose growth and progress in many respects is similar to the growth of the city.

Starting in the early '30s as a back yard smelter on a dead end street in Torrance, it has grown to a position of the world's largest secondary zinc smelter. This growth is mainly due to the excellent management of its principals.

Under the dynamic leadership of Maurice D. Schwartz its president and chairman of the board, it produces the Pasco zinc products which include Pasco slab zinc, used in the steel industry for galvanizing; Pasco zinc oxide, used for making rubber tires and paints; Pasco zinc dust, used for corrosion preventative compounds, paints, grease, bleaching, and reducing agents. In addition, the firm manufactures Pasco zinc anodes for the prevention of corrosion on ships and boats.

Ropes Used as Jails Earlier

For the first seven years the Torrance Herald was in existence, Torrance had no jail.

Harry H. Dolley, whose Dolley Drug Co. was the city's second retail store, explained several years later that the lack of a jail really didn't bother the marshal very much.

"When a violator of the law was caught, he was tied with a rope to a telephone pole to await his hearing in court," Dolley said.

They do it differently now.

Not only is Pacific Smelting Co. a leader in its industry, but it is also a leader in the community. It has always taken an active part in all communal activities. These include the Chamber of Commerce, Torrance Lions Club, Torrance Rotary Club, Community Chest, Red Cross, AID, and others.

Each year the Pacific Smelting Co. awards a five-year educational scholarship to a leading graduating senior of the Torrance school system. The Pacific Smelting Co. sponsors recreational programs at the Normandale Playground and a Little League baseball team for the youth in this area.

AT THE PACIFIC Smelting Co., the executives act as a large family guided by President Schwartz, with a key management group under the direction of Allen Klatzker, executive vice president; John O. Schmidt, vice president in charge of production; and Julian I. Schwartz, vice president. It has outstanding supervision under Superintendent William D. Johnson and top professional technical talent under Manager of Engineering Waldemar P. Ruedmiller.

Service Is Key To the Halverson Mortuary Code

Among Torrance's imposing structures is the Halverson-Leavell Mortuary, opened at the corner of Engracia and Cravens Avenue in August, 1955.

The Halverson mortuary firm, founded by H. R. Halverson Sr. who came to California and the Torrance-Harbor Area from his native Minnesota in 1924, has long been an active participant in Harbor Area affairs.

Henry Halverson Jr., who followed in the footsteps of his father, was instrumental in constructing and opening the new Torrance mortuary in 1955. He not only followed in his father's profession, Halverson also is following the profession of his grandfather and six uncles.

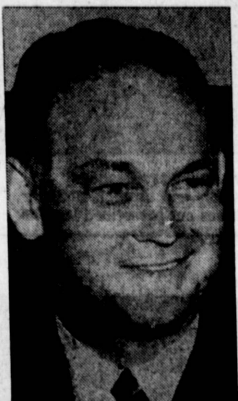
JOINING IN the founding of the Torrance mortuary nearly a decade ago was Alfred T. Leavell, Halverson's brother-in-law, now deceased.

The Torrance facilities have been described as among the most beautiful in Southern California. The building features a native stone facade, and the inner court is dominated by an 8-foot rock waterfall which can be seen from the glass-walled chapel.

Manager of the mortuary is Robert E. Williams, who has been with Halversons for eight years, four of them as manager. Williams has taken an active role in the community, and is a member of the Torrance Lions Club, Masonic fraternity, and the Elks Lodge. He

is a member of the board of directors for the Torrance Branch Red Cross.

ASSISTING Williams in the operation of the Halverson-Leavell Chapel here is William Walters, a member of the Tor-



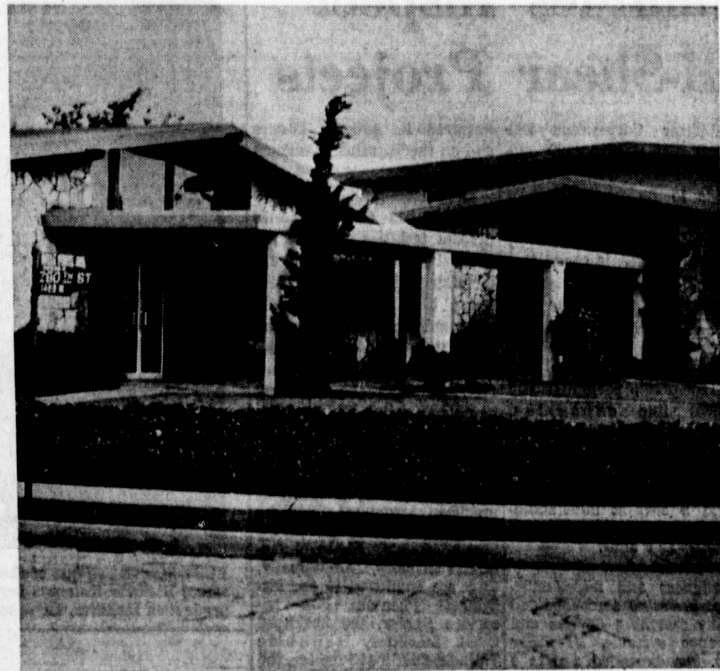
HENRY R. HALVERSON JR. Following Father's Footsteps

rance Junior Chamber of Commerce, and also active in community affairs.

Facilities at the nine-year-old mortuary include special study and quarters for ministers holding services there, earphones for the deaf, air conditioning. The mortuary chapel can seat approximately 150 persons. More can be accommodated by using the adjoining solarium and patio.



INSULATING WOOL PLANT . . . The Torrance plant of United States Gypsum (USG), shown here in an aerial photo, produces insulating wool for the building industry and form do-it-yourself homeowner projects. Manager John Ebbinghouse has been active in several Torrance groups and service organizations for many years. USG was formed in 1902 and acquired the Torrance plant in recent years from the American Rock Wool Corp.



CLERK'S HEADQUARTERS . . . These modern offices and auditorium in Harbor City were built in 1957 by the Retail Clerks Union Local 905, and is the meeting place for scores of groups and organizations of the Torrance, Lomita, and Harbor Area. The Retail Clerks Union was organized in 1934 and today numbers 2,800 members serving the Los Angeles Harbor Area and the cities of Torrance and Gardena.

UCC President Says Firm On Solid Base for Future

Union Carbide's new marketing approach is building a sound base for future growth of both earnings and dividends, Birny Mason Jr., president, told stockholders at the annual meeting at Hunter College recently.

Because of the unusually broad scope of the corporation's technical, production, and marketing skills, Union Carbide now defines its market as any place where its combined skills can be used to provide what the customer wants and needs whether the customer is a steel mill, housewife, or anyone in between.

Mason pointed out that the heavy expense of developing new business ventures—ranging from the manufacture of products for the home and the housewife's kitchen to those for the highly technical fields of aerospace and electronics—has been a major factor in affecting the corporation's current earnings. He said, however, that this is an encouraging sign because many of the new projects stem from the substantial sums spent on research over the past years, and it is from this source that much of Union Carbide's growth should come.

ALL OF UNION Carbide's new business ventures, stockholders were told, are logical extensions of the corporation's basic technology. Recent "forward integration" moves do not represent a change in the corporation's basic approach to doing business. Union Carbide

plans to continue to fill the role of chemist to the chemical industry, and the bulk of its business is still in supplying industrial products to industrial customers.

As an example of Union Carbide's new marketing approach, Mr. Mason explained the corporation's reasons for making two new household products—Glad Wrap and Glad Bags. He said that this new business is a logical combination and extension of Union Carbide's basic technology in the plastics field—particularly its film-making know-how—and its years of experience in marketing such well-established consumer products as Prestone anti-freeze and Eveready batteries and flashlights.

IN THE AEROSPACE field, it was pointed out, Union Carbide has long been a supplier of such basic materials as gases for rocket fuels, and metals and graphite materials for use in the construction of space vehicles. Recently, special epoxy resins were developed for filament-wound rocket motor cases, and also an integrated welding system was developed for fabricating huge casings required for space vehicles. By combining the technical skills of its various divisions, Union Carbide has been able to open up a number of new cooperative projects with the government, which are expected ultimately to expand markets for existing as well as new products.

Through Korad, a West Coast subsidiary, Union Carbide is now doing extensive work on lasers. The corporation also is starting production of semi-conductors, integrated circuits, and other related devices—another example of its forward integration. These projects are aimed at giving Union Carbide a well-rounded position in the more advanced and sophisticated markets of the electronics industry. For some time, it has been supplying the industry with such products as cryogenic fluids, synthetic crystals, barium getters, and tantalum capacitors.

IN CONNECTION with the building industry, stockholders were told that this industry is much closer to the chemicals business than it appears at first glance. Here, Union Carbide is confident that its technology in plastics, foams, surface coatings, and other chemical products can make a real contribution to better and less expensive buildings.

To illustrate how much effort is involved in the marketing of a new product, stockholders were shown a movie called "The World of Sevin." Presented as a travelogue, the film takes viewers through the agricultural areas of France, Spain, Egypt, El Salvador, Trinidad, Argentina, Japan, and Australia. It shows how people in these countries live and farm, and how they are applying new technological advances

Nativity Parish Serves Torrance for 40 Years

Founded just 10 years after Jared S. Torrance laid out his modern industrial city, The Church of the Nativity will observe its 40th anniversary in December of this year.

Nativity Parish was established in 1924 to minister to the needs of a growing community. Prior to the establishment of the parish, Torrance Catholics had received mass from the Rt. Rev. Raphael Fuhr, pastor of St. Michael's Parish in Los Angeles, in a home on Gramercy Avenue.

After the First World War, Torrance was a mission of St. James Parish in Redondo Beach, and then of St. Anthony's in Gardena.

THE FIRST parish church was built in Torrance in 1921, on land donated by Mrs. Jared S. Torrance. The parish was established in December, 1924, and placed under the pastorate of Father Edward Riordan, who served for three years. During his pastorate, the Rectory was built.

Following Father Riordan's departure in 1927, several priests served the parish from the old church, located at 1420 Cota Ave. With the coming of Father Joseph Fitzgerald in 1937, plans were made for a new church.

The new church was started in 1938, and dedicated in solemn services presided over

by The Most Rev. John J. Cantwell, Archbishop of Los Angeles, in June, 1939.

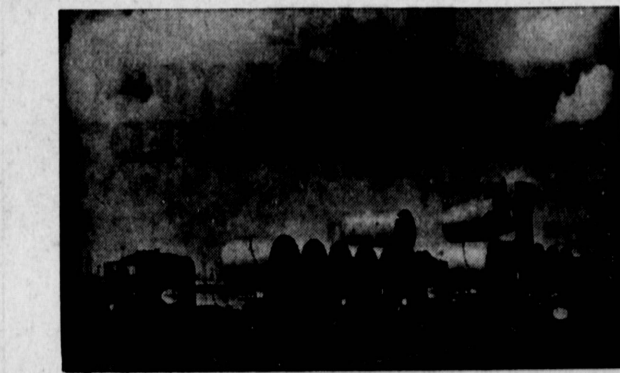
SEVERAL ADDITIONS were made to the church and stained glass windows installed during the pastorate of Father Joseph Bauer, who served until 1944. Father Bauer was succeeded by Father Patrick McGuinness, who served until 1958.

During Father McGuinness's pastorate, Nativity School was established under the administration of the Sisters of Saint Joseph. The school first opened for classes in 1948 at the present location on Carson Street.

IN 1958, Father McGuinness was succeeded as pastor by Father Joseph McArdle. On the death of Father McArdle in 1960, The Rt. Rev. Thomas McCarthy, became pastor. Under Father McCarthy, additions to the church were made and plans for the Parish Annex. The annex was built under the pastorate of Father John P. Crammins, the present pastor, who succeeded Father McCarthy in 1961.

BUSINESS WAS GOOD

During the oil boom days in Torrance, local cafe operators were so rushed they couldn't seat all their clients—in fact, they stood in line to get into a diner.



Congratulations to the Torrance Herald on its 50th Anniversary

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