

Torrance Greets PSI

\$10,000,000 Plant Will Be Built Here

Industry some time ago reached the conclusion that scientists are people. Mighty important people too. Latest, most dramatic proof of the postwar emergence of the scientist in his new role is the new research, development and manufacturing facility of Pacific Semiconductors, Inc., for which ground is about to be broken.

This is PSI's Transistor Park, in Torrance.

The project will encompass a variety of modern wonders on an 82-acre site and ultimately represent an investment in land and buildings of \$10,000,000.

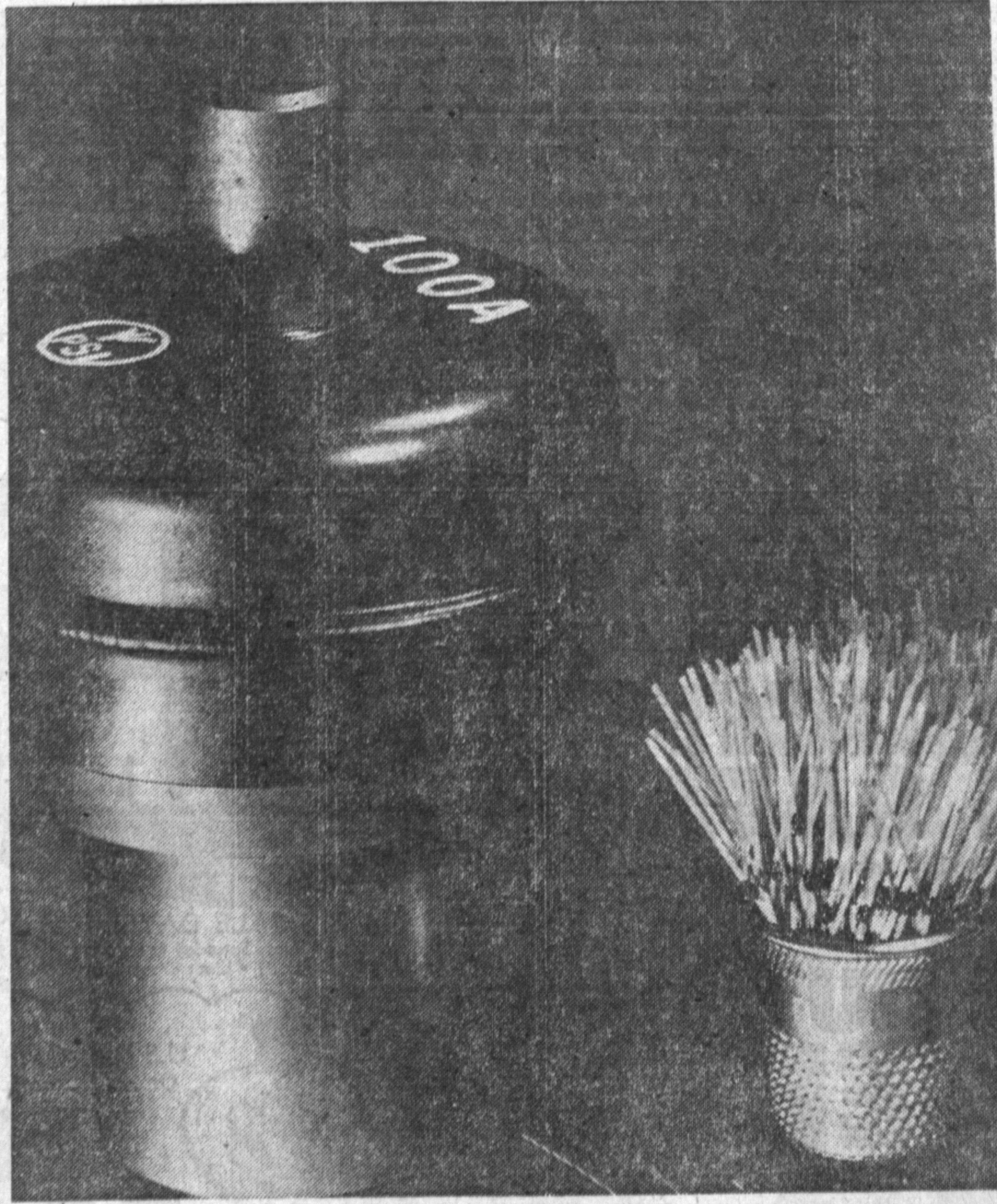
Supervising the enterprise is Dr. Harper Q. North, PSI president and board chairman. He said:

"We are breaking ground for an advanced, semiconductor complex in an attempt to keep pace with our growth. Less than a year ago we were forced to change the drawings for our Lawndale facility, which was to have been PSI headquarters. Now diode and rectifier manufacturing alone has filled that 18-acre plot, and transistor manufacture must join the rest of the company at our new site in Torrance. This time we're taking a broad jump into the future."

Pacific Semiconductors, Inc., is a six-year-old subsidiary of Thompson Ramo Wooldridge, Inc., achievements of which are more than world-wide; they have spread well into outer space. PSI is one of the 15 manufacturing companies which account for some 95% of the semiconductor industry's total sales. In an age when giantism is worshipped—bigger buildings, bigger ships, bigger machines and airplanes—PSI and its colleagues have ventured into the less explored world of smallness.

PSI's almost incredible new transistor is about the size of a grain of salt. These transistors are of transcendent importance in missiles and rocket where every gram, every fraction of a cubic inch saved is desperately vital.

Dr. North is a 43-year-old alumnus of Caltech and UCLA. Six years ago North and associates started a seedling semiconductor business in a vacant bar-



MINIATURES—At left is PSI water-cooled transistor capable of operating a broadcast-

ing station. Thimble contains more than 1000 micro-diodes for missiles, computers.

her shop in Culver City. This first plant was little more than an idea but it soon became a reality; today it is a company with a projected 1960 sales level in excess of \$20,000,000 and steadily rising.

The team is a group of now-seasoned scientists, engineers, and business-school alumni covering the waterfront from research to mass manufacture and sales.

Science parks are the functional new facilities where today's scientists, engineers and production people work in surroundings far different from those of the conventional industrial enterprise.

They are largely the outcome of the striking change in status technical people have achieved in the past 15 to 20 years.

A generation ago the scientist was looked upon as a pipe-smoking and eccentric introvert who tinkered about with test tubes and rheostats and condensers and things.

When he appeared on a corporate payroll he ranked somewhere between a junior salesman and a tool-and-die maker.

The war and postwar changed all that. German scientists at Peenemunde, who came within a whisker of knocking out England with the V1 and V2 buzz bombs; American scientists at Oak Ridge

and Los Alamos, wrestling the awesome energy of the atom; Russian scientists hurling their Sputniks into orbit—these men have made the world realize science isn't a harmless abstraction, a toy for the impractical; it is one of the world's most important occupations.

Industry has realized that fact. General Electric has established science parks at Nela Park, Cleveland; at Electronics Park, Syracuse. Southern Chemical Cotton Company has built Alton Park at Chattanooga. Westinghouse has established Gateway Center in Pittsburgh.

Now come PSI with its own newest and finest Transistor Park in Torrance.

But the Transistor Park will be much more than a think factory.

The semiconductor industry, young as it is, has already learned a lot of cold, hard facts about profit and loss, close cost control, and with \$550,000,000 at stake (estimated 1960 total industry sales) it knows all about competition, too.

Said Dr. North, "Of course we're proud of our scientific people and their accomplishments, but we're realistic too about the fine balance that must be maintained between the laboratory on one end of the line and the sales engineers on the other."

Even before the preliminary architects' drawings are completed, plans are afoot for greatly expanded manufacturing facilities at Transistor Park.

The facilities will be among the most advanced in existence. They will embrace complete climate conditioning, and every possible device and machine capable of contributing to the highest standards of product reliability.

Much of the additional manufacturing area will be devoted to the mass production of exotic transistor types that currently

are the talk of the industry. Some are so tiny they can be compared with the period at the end of this sentence. Others are so powerful they can operate a completely transistorized broadcast station.

Transistor Park will be built in the heart of an area offering numerous advantages to staff members. It is surrounded by a number of residential districts constructed since 1950, some of which permit real country living. Housing is abundant and varied. There is good transportation.

Near by are the Harbor freeway and the new-building San Diego freeway. Within a radius of 50 miles are famous Cal Tech, UCLA, USC, and a growing group of colleges and universities including El Camino, Long Beach State, and Harbor junior colleges.

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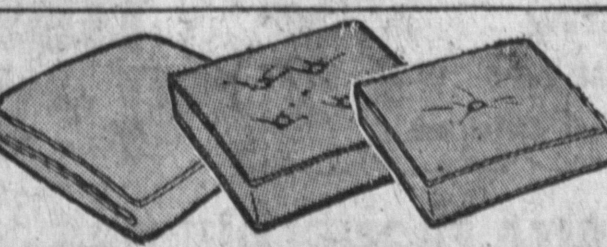
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