



NEW LANDMARK . . . pilots entering Torrance Municipal Airport get a birdseye view of one of the city's newest industrial family members—the Aeronca Manufacturing Corp. The plant on the east end of the airport

bordering Crenshaw Blvd. was formerly Longren Aircraft which merged last year with Aeronca. It is the headquarters on the West Coast for the firm.

Firm Assists Top Industry Advertising

For the past four years, John Popovich and Assoc. has steadily grown with this tremendous area. The firm this week reported

that industrial accounts have increased both in numbers and billing since the first year in business in the area. The Popovich firm main-

tains local offices at 2271 Torrance Blvd., (The Woolley Building), where it occupies the top floor.

Selection of the proper media and offering a complete advertising service to the client is part of the firm's contribution to the area's industrial and retail business. "Our function is to help in-

dustry reach its market effectively," John Popovich, owner of the firm, reported. "We do this by preparing lists, and general campaigns brochures, catalogs, mailing for our clients," he added.

IN 1960 . . .

The name
stands for

**HIGGINS
QUALITY BRICK**

. . . Just as it has for the last 32 years!

We are glad we have had
the privilege and pleasure of
growing with Torrance and
helping Torrance to grow . . .
we enter another great decade of
building . . . a decade that finds
brick more wanted than ever as THE
enduring factor in all
structures built to last.

Higgins Brick & Tile Co.

2217 WEST 174TH STREET, TORRANCE

HIGGINS BRICK FOR CHARACTER, STRENGTH AND LASTING BEAUTY

(Other Yards in Santa Monica and Chino)

Torrance Aerocal Plant Heads West Coast Aeronca Program

The recent ground-breaking for a 60,000 sq. ft. expansion at Aerocal on Crenshaw Blvd. was the latest forward step of several taken in 1959 by this active, growing Torrance company.

A division of Aeronca Manufacturing Corp., Middletown, Ohio, Aerocal is the headquarters for Aeronca's West Coast operations, which include facilities in Los Angeles. These operations were centralized in Torrance in October, 1959, and what was then the Longren-California Division became Aerocal.

IN ADDITION to the Los Angeles facilities, Aerocal also has plant operations at 2576 West Carson St. Total plant area for

the division is more than 180,000 sq. ft.

George M. Ebert, vice president and general manager of Aerocal, describes the division as one of the most modern equipped in the business for the production of aircraft and missile structures.

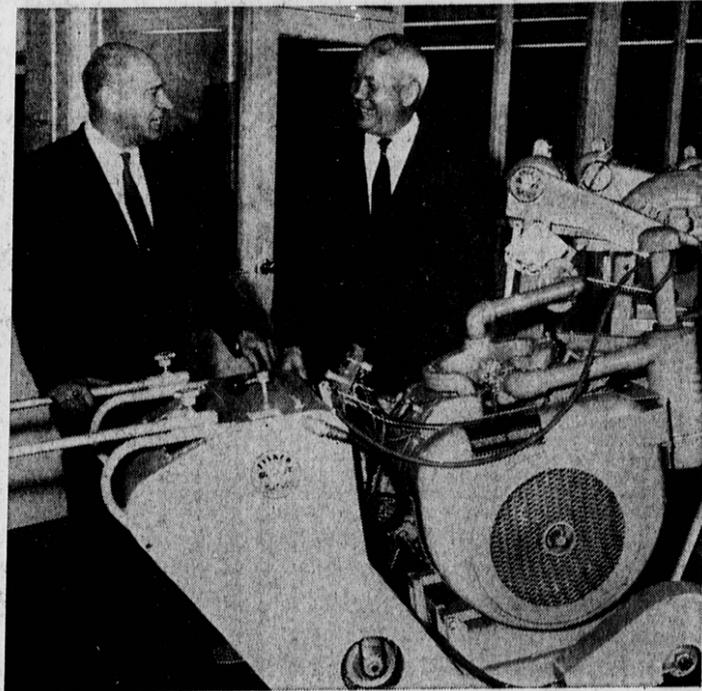
AEROCAL, Ebert said also, is researching exotic materials such as Molybdenum, Rene 41 and Vasco-jet for their possible use in improved production methods.

Aerocal entered the missile field in mid-1959 when it was awarded a contract by Boeing to build master chassis assemblies for the Bomarc IM99A missile. It is estimated that the value of the contract is about \$500,000.

MAJOR STRUCTURES and assemblies currently under production at Aerocal are for Boeing's B-52G, KC-135 and the 707 jet, including the 320 and 720 versions of the 707.

Aerocal is also turning out components for Chance-Vought's F8U2 and F8U2N, for Convair's 880 jet airliner and for the McDonnell F101 Voodoo.

Aerocal and Aeronca consider the expanding facilities and the past events as phases in continued growth. John Lawler, president of Aeronca, expressed this at the ground-breaking ceremonies when he referred to 500 Aerocal men and women as "a splendid nucleus" for growth of Aeronca's West Coast operations.



LOOKING IT OVER . . . Inspecting one of the many types of industrial cutting machines manufactured by the Felker Manufacturing Company in Torrance is (left to right) M. N. Felker, president and founder of the 35-year-old industry, and V. M. Bergen, head of the department of machine design, research and development. Known as the "Father" of the abrasive diamond blade industry, Felker's company has grown in the past quarter-century to a multi-million-dollar industry employing more than 100 local employees.

Hatful of Ideas Turns Into Worldwide Business

Industrial potentialities of the Torrance area were recognized more than a quarter-century ago by M. N. Felker, president of the Felker Manufacturing Company, who founded his company here with a handful of employees and a hatful of ideas of developing and manufacturing diamond abrasive tools that were destined to help U.S. builders become world leaders in efficient, quality construction.

Recognized throughout the diamond abrasive industry as a developer of industrial diamond cutting blades, Felker manufactured the first such cutting tools in Torrance. From that handful of employees in 1935 has grown the oldest, most respected diamond abrasive tool industry in

the world. Felker's multi-million-dollar industry today employs more than 100 local people who receive collectively in wages an estimated \$750,000 annually.

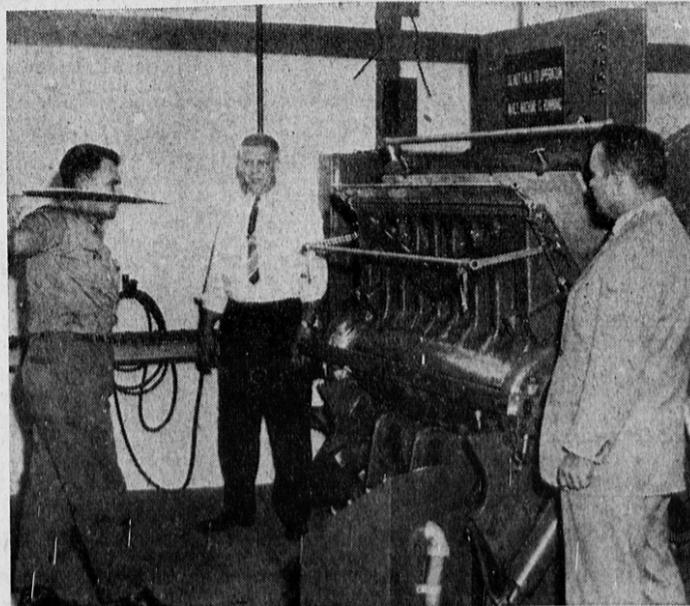
BESIDES diamond cutting blades, Felker manufactures a wide variety of cut-off equipment necessary for modern industry such as diamond abrasive drills, concrete cutters, masonry saws, drilling machines for the tile and electronic industries.

A quarter-million-dollar expansion program initiated by the company in 1958 was completed last year. Several of the organization's older, smaller buildings on its present site at 1128 Border Ave., Torrance, were razed and replaced by

one large, modern building capable of housing a substantial amount of the company's manufacturing facilities.

FELKER IMPORTS natural diamonds from South Africa which are crushed and graded and impregnated in a metal bonding to form cutting blades of inestimable value to the industries engaged in electronics, all forms of construction, production of industrial stone and tile, as well as a wide variety of other types of industry.

The company has worldwide distribution for its varied industrial products. It also has established a manufacturing facility in Copenhagen which is similar to the Torrance installation and which serves European industries.



CORRUGATED BOX MAKERS . . . One of Torrance's newest industries and the oldest container manufacturer in the nation is the Hinde & Dauch Division of West Virginia Pulp and Paper which located January 1. Here Bernard Rettich (left) is shown operating a huge die cutting press while Tom Delaney, factory foreman (center), and Roy E. Jury, district sales manager, look on. The H & D Division is the second West Virginia Pulp and Paper facility to locate in Torrance.