

# New Material Brings W. Va. Pulp and Paper to Torrance

A new and exciting development in paper has brought to Torrance a long established and highly esteemed manufacturing corporation, West Virginia Pulp and Paper Company, West Virginia, which has been in operation since 1888, has 11 divisions ranging in function from wood procurement (raw material for paper) to production of finished products.

The corporation makes a wide variety of papers, paper boards and packagings. One of their products is the flip top cigarette box, manufactured at the Virginia Folding Box Company division in Richmond, Va.

The chemical division of the corporation has numerous plants located in the United States, Torrance, Canada, and Sao Paulo, Brazil.

The West Virginia Pulp and Paper Company has a record of steady growth over a period of nearly 70 years. They attribute their progress to their emphasis on new processes and products.

**New Paper Developed**

One of those new products, Clupak Extensible Kraft Paper, brought West Virginia Pulp and Paper Company to Torrance. The new paper has stretch characteristics which make it ideal for packaging such heavy and hard to handle products as cement, clay and fertilizer. Clupak Extensible Paper was developed in conjunction with Sanford Cluett of Cluett Peabody Company, inventor of the Sanforizing process.

The method of creating the paper is akin to the method used in producing Sanforized cloth. When the paper is in the process of being manufactured, it is run against a rubber belt held under tension. When the tension is released, the belt contracts, and the paper contracts with it, interlocking the paper's fibers. This shrinkage creates the "give" quality of the paper. However, the surface of the paper remains smooth, an excellent surface for printing.

One of the numerous advantages of the new paper is its greater resistance to ripping, tearing or splitting. This characteristic allows the manufacture of multiwall bags with fewer walls per bag. The user saves the cost of additional weight in shipping and storage space.

The greater moldability or drape of the paper is a great advantage in wrapping irregularly shaped objects and in packing the filled bags for shipping.

Realizing the potentialities of the new paper in the multiwall bag field, West Virginia formed its Multiwall Bag Division in April, 1956, and purchased three operating companies for the manufacture of the containers. One

of the companies which was purchased in July, 1958, was Fulton's Containers Multiwall Bag operation in Los Angeles.

Included in the Fulton's Containers purchase was the newly completed Torrance plant, located at 555 Maple Ave. in the new industrial tract. The Torrance plant has been completed and is now in operation. At the present time, an additional \$300,000 worth of equipment is being installed to enable this plant to manufacture stepped end pasted valve bags. These bags, made of Clupak Extensible Kraft Paper, will be used by a number of industries to package, cement, lime, talc, sugar, salt, chemicals and fertilizer.

The Torrance plant will serve the nine western states with Clupak Multiwall Bags.

**Torrance Proves Ideal**

Torrance has proved to be a perfect location for West Virginia's Multiwall Bag Plant, according to Frank L. Smith, Torrance district sales manager. Transportation facilities are readily available, and the climate is ideal. The efficient, hard working staff which the plant has acquired in all departments is the advantage of location in Torrance which Smith appreciates most of all. When the plant reaches full operation, the personnel at West Virginia Pulp and Paper Company in Torrance will number 200.

In charge of the local plant are Frank L. Smith, Torrance District sales manager; Albert E. Hill, factory manager in charge of production and Harold Moffett, production superintendent.

## Del Amo Design by Welton Becket

The Del Amo Shopping Center is a classic in lay-out and design. It is identical with the recommended design and placement of stores and parking in accordance with Homer Hoyt, economic analyst, in Urban Land, of September, 1956. The architectural lay-out of the Center has been carefully planned by the project architects, Welton Becket and Associates, who are considered to be one of the leading shopping center experts in the country.

The center will cover 85 acres of land. The building area will be in excess of 1,150,000 sq. ft. and parking accommodations have been planned for 7000 automobiles. Estimated cost of the center will be in excess of \$40,000,000.

# Harvey Aluminum Expands Products

Harvey Aluminum, with general offices located in Torrance, California, continues to expand its position in the metals industry.

The Company's new aluminum reduction plant is in full scale production at The Dalles, Oregon; new equipment has been installed for the fabrication of aluminum, titanium and zirconium; new commodities have been added for aircraft, missile, building, marine, and automotive applications.

The Oregon smelter enables Harvey to provide aluminum users throughout the country with a dependable source for wrought aluminum mill products from a completely integrated operation.

**New Equipment**

At the Torrance plant, additional equipment for producing larger rolled ring forgings, used as structural frame members for missiles, have been installed recently. New supporting equipment for the extrusion and forging facilities also went into operation.

In titanium, the company continues to expand its melting capacity. For production use, Harvey now makes titanium alloy ingots up to 24 inches in diameter, 5 feet long, weighing 4000 pounds. Larger ingots are produced for special applications. Specialized laboratory units added for titanium work include a conductometric analyzer, a dual-grating spectrograph, and other specialized analytical equipment.

**Titanium Fittings Made**

The company is now manufacturing forged AN and MS finished titanium fittings for hydraulic and pneumatic systems. Another new commodity added

to the production list is titanium castings; used where corrosion resistance and a favorable weight-strength ratio are required. Other titanium mill products being made by Harvey include forgings, extrusions, bar, rod, impact extrusions, billet stock, and tube.

In the field of aluminum impact extrusions, Harvey engineers are active in furthering the design of more intricate shapes for hydraulic and structural applications to minimize machining costs.

Advances are also being accomplished on aluminum materials handling equipment and containers.

## Harvey Ships Nation-wide

Plumbing fixtures made in Torrance by Harcraft Brass, a division of Harvey Aluminum, are shipped to every state in the country for installation in homes and house trailers. The complete line of plumber's brass goods manufactured by Harcraft includes centersets, diverters, swing spouts, faucets, stops and a full stock of flexible supplies and shower rods.

## RADIOLOGY CHIEF NAMED

Mother M. Genevieve, President of the Board of Directors of the Little Company of Mary Hospital, announced the appointment of Dr. Richard S. McClure of Redondo Beach as Chief of the Department of Radiology of the new Little Company of Mary Hospital.

# Torrance Chosen for Center by Coldwell, Banker

Coldwell, Banker & Company chose Torrance for the site of the multi-million dollar Del Amo Shopping Center because of the results of their research into the area and its potentials.

They conducted surveys of the feasibility of the location for two years prior to making the decision to locate here. Other surveys were conducted by Broadway and Sears independently over the same period.

One of the most important reasons was the growth in population. Torrance grew from 25,000 to 85,000 by 1957, the year it was decided to locate here. There existed a population of 300,000 within a five mile radius, and 600,000 persons within a short driving distance.

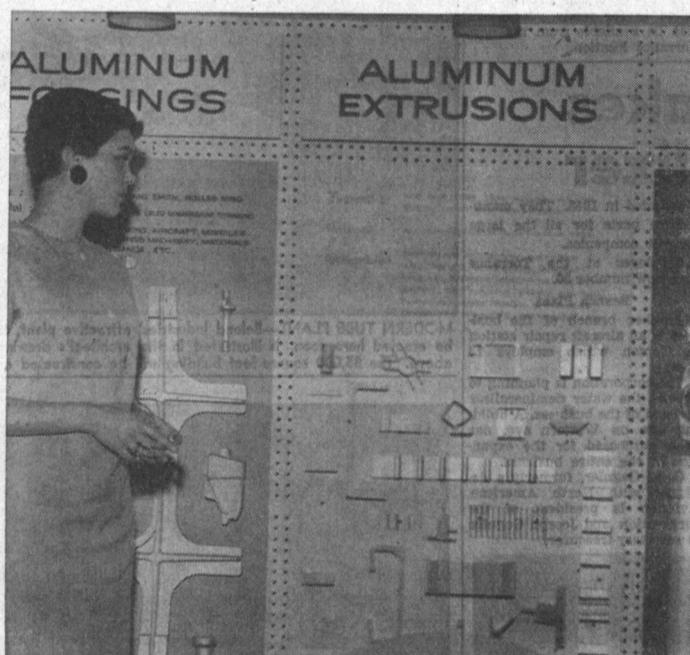
Another reason given by John Lund, representative of the investment company, was the well balanced economic structure of the city. Many manufacturing installations exist close by, and a strongly diversified retail structure exists as well. There is a good cross-section of higher grade and popular price merchandise classification demand.

## HENEGHAN PROMOTED

The appointment of Michael P. Heneghan of 23420 Susana Ave. as manager of sales for the Los Angeles district of U. S. Steel Supply Division was announced by F. J. Bruckner, district manager.

## GOES OVERSEAS

Mrs. Walter E. Palmer, son of Mrs. Esther Wordley, of 19418 Anza Ave., will leave for the Philippines March 5. A former North High School student, he has been stationed at Ft. Ord.



ALUMINUM SHAPES for every industry, from missiles to automobiles, are produced by Harvey Aluminum in its Torrance plant. Judy Trout reviews the various types of forgings, extrusions and impacts made by the company. In addition to fabricating aluminum mill products, Harvey is a completely integrated primary producer of aluminum.



## Everyone has a stake in a better business climate

The photograph above shows some of the people whose products or services are used by a typical employee in industry and his family. This is an example of the chain reaction of benefits set off by just one job in a community.

Further proof of the importance of jobs is provided by a recent survey\* which shows that 100 industrial jobs in a community can create:

- 74 additional jobs
- 112 more households
- 4 more retail stores
- 296 more residents in the community
- \$590,000 more personal income per year
- \$360,000 more in retail sales per year

\*"What Industrial Jobs Mean To A Community," U. S. Chamber of Commerce

The jobs that bring widespread benefits like these to a community depend on healthy and profitable businesses. And business, in order to grow and prosper, looks to the community for a healthy business climate.

What are some of the conditions which make an ideal business climate? They are the same things that thoughtful people in a community want for themselves:

**Honest and efficient government**, supported by a strong majority of alert and well-informed voters who have the balanced best interests of the community at heart.

**Fair taxes** for both business and individuals, without restrictive regulations or discriminatory financial burdens.

**Conscientious law enforcement** which protects the rights of all citizens, corporate and private.

**Qualified people to fill employment needs**, with educational facilities to prepare people for a wide range of job opportunities.

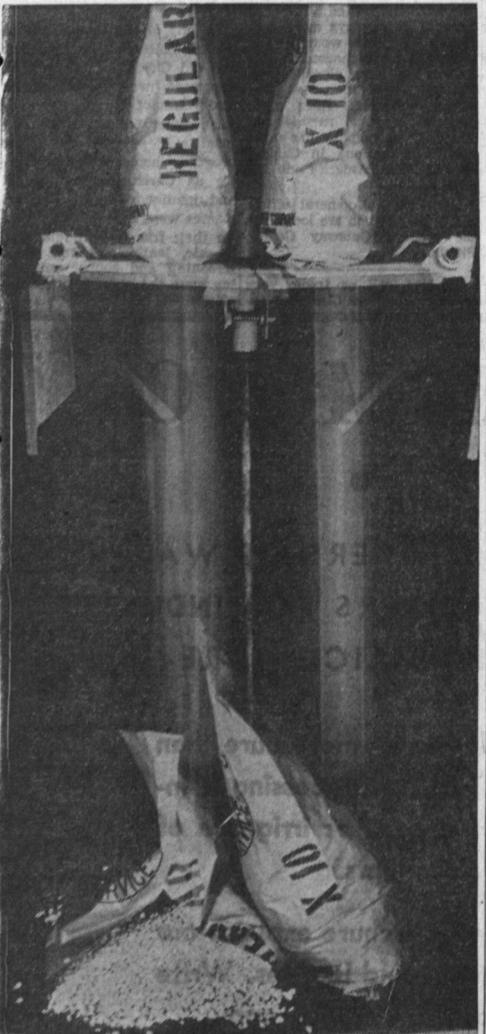
**Adequate community facilities** such as stores, banks, utilities, transportation, hospitals, health facilities, commercial services.

**Equitable pay and benefits** which reward employees for applying their full effort and skill to the job.

A social and cultural atmosphere in which people enjoy living and working, including schools, churches, libraries, theaters, a responsible press, healthful recreational facilities.

Throughout America, businesses, municipal and state governments, and individual citizens are taking an increased interest in gaining these good business climate conditions for their communities.

There is still much to be done, however, on local, state, and national levels. You can help by asserting your views on the need for a good business climate — as a member of community organizations, in civic planning activities, and at the polls. You'll be helping achieve the conditions in your community that will enable your local businesses to operate successfully — with the greatest benefit to you.



**DROP TEST**—Multiwall sacks made of the new, revolutionary, Clupak Extensible Kraft Paper (X-10) withstood up to five times the number of drops conventional paper withstood in laboratory tests of the paper's strength. West Virginia Pulp and Paper Company, 555 Maple Ave., Torrance, is now manufacturing sacks of the new stretchable paper.