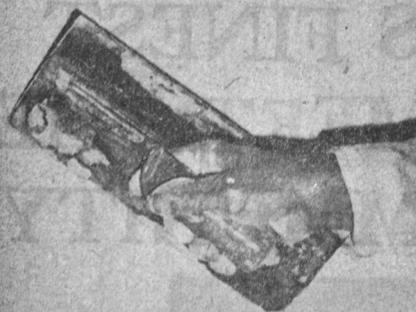
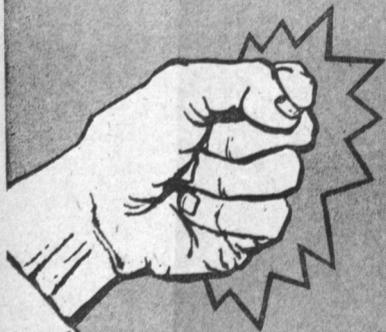


FROM HAND



TO HAND

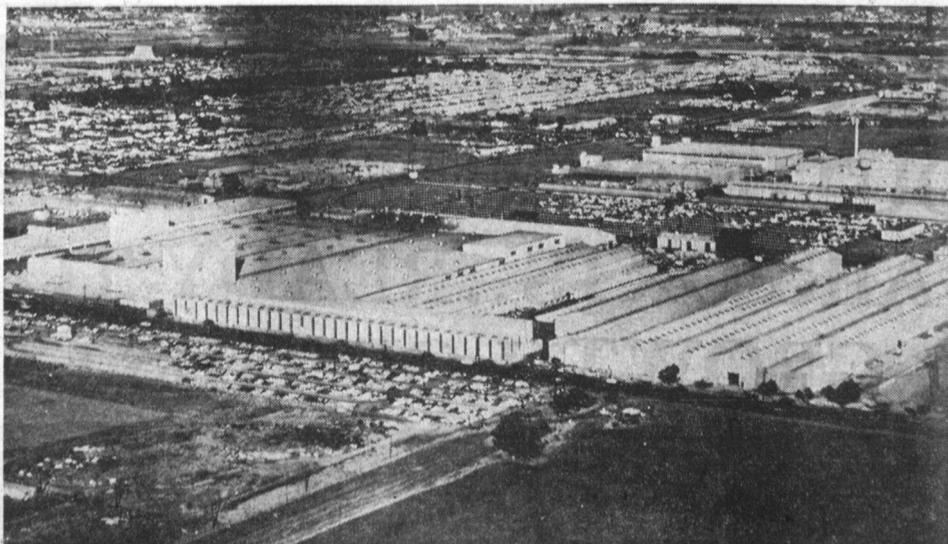


NO MATERIAL CAN MATCH
THE QUALITY... THE EASE OF
DECORATION... THE LONG
TERM RESALE VALUE... OF

GENUINE LATH AND PLASTER

A GOOD REASON TO... ALWAYS
KNOCK ON THE WALL
TO BE SURE

Southern California Plastering Institute
315 West 9th Street, Los Angeles 15, California



COMPLICATED PROCESS—Primary metal, reduced directly from the original ore at Harvey Aluminum's reduction plant at the Dalles, Ore., is shipped to the company's Torrance plant to be fabricated into aluminum mill products. Then from the Company's Torrance facility, Harvey Aluminum ships fabricated mill products to every state in the Union.



MAJOR SUPPLIER—In addition to being an integrated producer of aluminum, Harvey is a major supplier of titanium and zirconium. Judy Trout reviews uses for titanium mill products.

Harvey Aluminum Is A Major Producer

Harvey Aluminum, with general offices in Torrance, California, is one of the six primary producers of aluminum in the United States. Many of the uses and most of the current consumption of the mill products produced by Harvey Aluminum are concentrated in a half a dozen fields of application. Building construction, foremost consumer, has taken about a quarter of the wrought aluminum output. Aluminum contributes its weather-resistance, incombustibility, reflectivity and natural beauty to all types of buildings from small homes to large office buildings. Nearly every form of aluminum can be found in contemporary construction.

While nearly all forms of transportation are partly dependent on aluminum, aircraft and autos are the major users. About a third the weight of steel, aluminum's comparative lightness is a significant factor in cutting weight to conserve power. Every American auto sold features aluminum engine parts, housings and trim. Estimates set aluminum use per '61 car at an average of 63 pounds.

In recent years the electrical industry has become one

of the leading users of the metal it helps to produce. Aluminum's strength in alloy form enables it to be used in the towers which carry cables across the country; fast installation of the light structural members and resistance to corrosion means savings in erection and preventive maintenance.

SUBSTANTIAL SHARE

Appliances and equipment around the house take a substantial share of Harvey Aluminum. Its light weight relieves the drudgery of lifting and operating portable housekeeping appliances and power tools.

Another one of the more dynamic markets for aluminum well known to non-industrial users is packaging.

There are many other market areas which have taken a plentiful supply of aluminum; pipe for irrigation, equipment for the food and chem-

ical processing industries, textile machinery, and machine components when non-sparking or non-magnetic characteristics are essential for safety.

In these and other fields of application aluminum has taken on tough competition from the historic metals and several non-metals. Harvey Aluminum has had to prove the economics of aluminum through market research and product development.

The company's basic research in alloys, metalworking and finishes have brought new utility to the metal and encouraged new uses which would not have been possible a dozen years ago.

METAL MOBILITY

Aluminum, among other things, is the metal of mobility.

Take aeronautics for instance. In the era of jet aircraft and helicopters, Harvey Aluminum and its alloys are used extensively in both. In all aircraft applications, aluminum's value lies in its lightness, strength, and resistance to corrosion.

In automotive applications, the use of aluminum is increasing rapidly, motivated by the success of the compact cars. Where 1948 models carried an averaged of 12 pounds of aluminum per car, 1961 models contain 63. A figure of 115 pounds is predicted for 1965, and 300 pounds would not be extraordinary by 1970.

IMPORTANT FACTOR
In the commercial field, weight has always been an important factor because the lighter truck or bus is cheaper to run and also produces more cash income per trip; every pound of body weight removed means an extra pound of payload.

The same attributes which make aluminum valuable to the trucking and bus industries make its application important in rail transportation as well.

Recently Harvey Aluminum developed the world's longest aluminum railroad car. The dramatic feature of the all aluminum body is six high aluminum extrusions, 82 feet long by 25 inches wide. For the roof, panel-type

aluminum extrusions were fabricated into four 20-foot sections, easily removable for freight handling.

OBVIOUS ADVANTAGE

In ship construction, the obvious advantage of aluminum is light weight but full advantage has not yet been taken of its other valuable qualifications. . . . reduction of topside weight gives a choice of extending upper structures for extra accommodations and equipment. The less appreciated quality, high resistance to corrosion, provides for reduced maintenance and longer life.

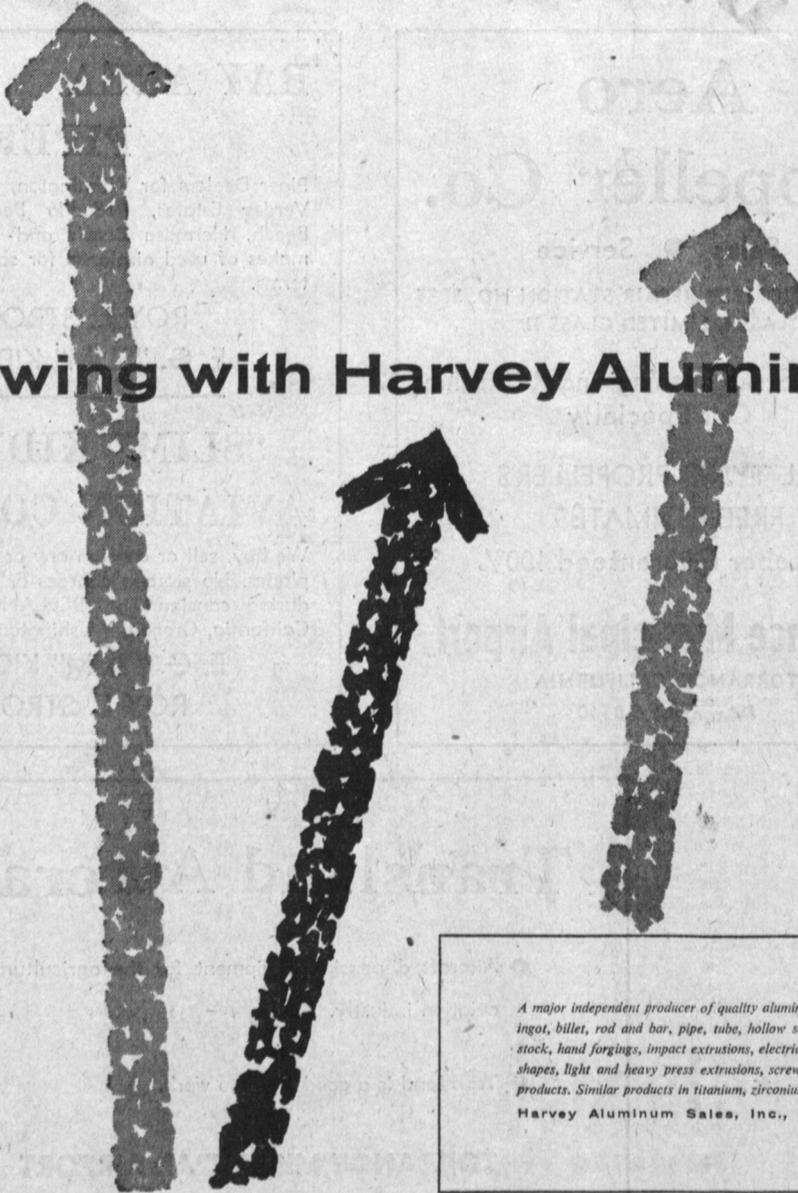
In small sporting boats mill products from Harvey Alu-

minum enable boats to go faster on less power; resist corrosion and impact. Aluminum boast won't rot or warp and they require a minimum of maintenance.

In space vehicles aluminum is also a vital construction material. Light weight, of course, is the characteristic which makes the metal almost a necessity in missile construction. One pound reduction in weight can add 18 to 20 miles an altitude or lateral range.

It seems obvious that on land, at sea, in the air and even in space, aluminum is becoming increasingly the one common carrier.

Growing with Harvey Aluminum...



To every state in the nation, aluminum from Harvey's Torrance plant goes into the products and services that provide a better way of life for everyone. Aluminum shapes from Harvey go into the defense efforts that help keep America free; into the car you drive, the home you live in, the appliances you use; into nearly every industry, large and small.

In an industry that's constantly growing, Harvey's continuing expansion program calls for new skills, new people, new specialists. If you prefer to work near home, for a company that is moving steadily forward in the front rank of America's fully integrated aluminum producers, look into the job opportunities at Harvey Aluminum. It can be important and profitable for you and for the future of your family.

A major independent 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, electrical bus bar, structurals, special shapes, light and heavy press extrusions, screw machine and other aluminum products. Similar products in titanium, zirconium, and steel.

Harvey Aluminum Sales, Inc., Torrance, California

HARVEY Aluminum