

BUSINESS DIRECTORY



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City Playground Worker Expires

Miss Beulah Lewis Passes Away On Monday

Miss Beulah A. Lewis, who lived with her brother, H. Archer Lewis, at 1830 Martina avenue, passed away Monday at a Los Angeles hospital following an operation. Miss Lewis, who was a former playground supervisor for the Recreation department here, was 49 years old, a native of Palatka, Fla.

She had entered the hospital Dec. 24. Miss Lewis made many friends here during her 10-year residence in Torrance. The funeral service was held yesterday afternoon at Stone and Myers chapel with Rev. E. W. Matz of the Central Evangelical church, officiating. Interment followed at Roosevelt Memorial park.

Fairchild Economist Foresees Ten Per Cent Business Increase

By A. W. ZELOMEK
(Economist for Fairchild Publications and the International Statistical Bureau, Inc.)

NEW YORK, Jan. 6 (UP).—Unless there is a European war or some other major catastrophe, American business in 1937 should approximate within ten percent of the 1929 levels. There should be an increase in business generally in 1937 over 1936 of about ten percent, with new recovery highs in production, distribution, profits, security markets, and income. There is also the possibility that interest rates will show reversals during the year. While the average for the year 1936 total, nevertheless there is a possibility of a setback of more time during the year.

According to present indications, industrial production for the year should average 8 percent to 10 percent higher, with greater increases to be expected from building and construction, railroad equipment, agricultural implements, heavy steel and metals. The gain in consumers' goods may be somewhat less. Automobile production and distribution should average about 10 percent higher with a further gain of about 15 percent in railroad freight loadings.

Prices To Go Higher
As a result of a probable increase of about 12 1/2 percent in consumer income, retail trade should show a proportionate gain. The tendency toward greater expenditures for other than general merchandise, evident in the past two years, should continue in 1937. In view of the changes in styles of women's dresses, increases in sales of women's apparel should be greater than in men's wear.

Despite the sharp advance in prices in 1936, still higher quotations are likely in 1937. The gain in wholesale prices may average from 5 percent to 7 1/2 percent with many important commodities advancing substantially more. Farm prices should also average higher.

Fifth Year of Cycle
It is not expected that government action will have any material influence on business, although the trend toward setting up controls against runaway markets should gain. Less government spending may also be expected in 1937, although the problem of unemployment should continue with us. A continuation of agricultural control is likely while some efforts toward industrial control may also be expected.

All in all, 1937 should be the fifth year of the present rising business cycle, which still has some distance to go before approximating the peak. The problem next year will not be one of encouraging further gains, but will be one of setting up sufficient controls to prevent a repetition of 1929.

Local Residents Hurt In New Year Crash

En route to spend New Year's Day with friends in Covina, Mr. and Mrs. Frank C. Kelley, of 1622 Amapola avenue, were injured when a car ran into their machine at an intersection near Norwalk. Mrs. Kelley is still confined at the Seaside hospital in Long Beach. She suffered from nervous shock, three broken ribs and multiple cuts and bruises. Kelley escaped with only an injured hand.

Mrs. Kelley may be brought home the first of next week to recuperate. The accident disrupted their plans for a month's vacation in the East, the Kelleys having purchased their tickets for the trip shortly before New Year's.

DELEGATES NAMED
Betsy Ann Hunt, Florence Martinson, Gertrude Hagum and Frank Andersen, accompanied by Miss Marie Stiff, the Narbonne Scholarship Society advisor, are to attend a convention Jan. 15 at Venice high school.

REDONDO PAIR WELCOME '37s FIRST ARRIVAL

First baby to arrive this year at Jared Sidley Torrance Memorial hospital was claimed at 11:55 Sunday night by Mr. and Mrs. Ray Brown of 417 Pearl street, Redondo Beach. The young lady and her mother are reported making splendid progress.

Other new arrivals at the hospital were: A daughter to Mr. and Mrs. Gay Dodd, 720 East State street, Long Beach, on Dec. 30; a daughter to Mr. and Mrs. James Comstock, Wilmington, on Dec. 29.

A son to Mr. and Mrs. Arrall Garrett, 2321 248th street, Lomita, on Tuesday, Jan. 5; a daughter to Mr. and Mrs. Paul Kneisler, 701 Emerald street, Redondo Beach, on Wednesday, Jan. 6.

Bank of America Enjoys Best Year of Its Thirty-two

Bank of America National Trust and Savings Association has just completed the best year in its 32-year history, President L. M. Giannini announced today. Statements released at the year-end show that total resources have continued the marked upward trend that has characterized recent years, standing on Dec. 31 at \$1,480,300,000. Total deposits showed an increase of \$143,700,000. A gain of 12.4 percent for the year.

Earnings also showed continued improvement totaling \$22,522,000 for the year. During this period \$8,000,000 was paid in dividends, \$4,090,000 was allocated to reserves for depreciation and amortization and \$6,274,000 to reserves for contingencies, prior years' taxes, etc., and \$4,155,000 was added to surplus and undivided profits. Earnings for 1936 represent an increase of 38.3 percent over the amount earned in 1935, which was \$16,276,000. Transamerica Corporation, which owns 99.65 percent of the bank's stock received the bulk of the dividends paid.

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'37 Phone Book Edition Enlarged

Nearly 1,000 More Names In New Directory

Another edition of that "best seller," the telephone directory, was in the hands of approximately 10,880 subscribers, at most 1,000 more than were listed in the 1936 book for Torrance, Lomita, San Pedro, Wilmington and Avalon phone possessors. The increase in listings from approximately 9,860 to 10,880, according to Mrs. Orda Peitzke, local manager for the Southern California Telephone Company, necessitated publishing and distributing 1,800 more directories than last year.

Frank J. Adams continues to lead the listings in Lomita, a first name position he has held since 1934. In the Torrance section of the directory, Harry M. Abramson of the National Home Appliance Company displaced R. J. Abbott this year. The last name in the book is that of A. Zamperini, father of the Olympic Games star and member of the U. S. team. Louis Zamperini, Mrs. Nellie L. Zuber held that position until this year.

In 1901, Connecticut enacted the first automobile traffic law.

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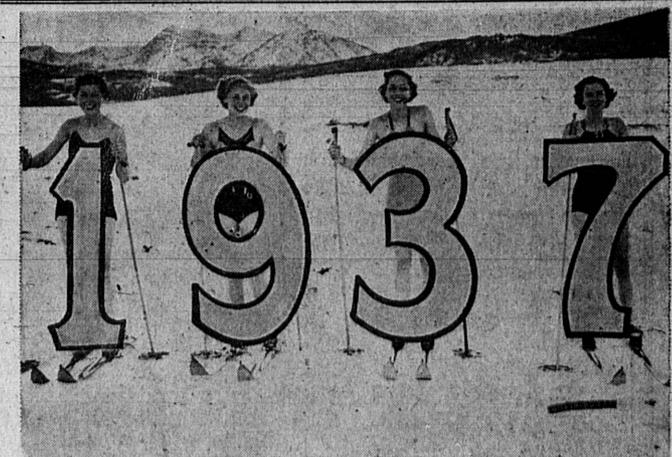
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CALL 444 FOR AD SERVICE

Read Our Want Ads!

HOLD UP BEST TRADITIONS



They may be wrong in their garb for the scenery but this quartet of transplanted bathing beauties hold up the best traditions of Southern California's summer and winter sports—and, incidentally, the numerals of a brand new year. May this picture remind you not to write it "1936" any more!

POST OFFICE CLOSSES BUSY RECORD YEAR

Bonus and Social Security Extra Jobs Handled Efficiently

Never before in the history of Torrance has this city's post office been a busier place than it was in 1936.

Also the first quarter's business was less than the same three months of 1935, the postal center eclipsed all previous records in the remaining nine months.

But this wasn't all. There was the payment of the bonus—and Torrance veterans and business men still remember what a spurt that gave private fortunes and trade in this vicinity. Then there was the Social Security Act with its attendant applications and distribution of old age pension account numbers to more than 4,000 workers here.

A total of 159,100 adjusted service (bonus) bonds has been certified thru the local post office, according to Conner, who says that he is still receiving one or two bonds almost daily for transmission to government bureaus where they are cashed.

Figures Announced
Both of those extra activities taxed the postal staff, from Postmaster Earl Conner, to the mailmen, to the limit of their working hours. And climaxing a year of unusual service to the public, the final quarter's Christmas rush showed the total receipts mark over \$10,000 for the first time.

Stamp sales for that quarter totaled \$10,502.68 and other postal receipts made the closing figure \$10,753.70 as compared to \$9,869.04 for the same period in 1935.

Gross postal receipts for the past year were \$35,155.92. The 1935 business amounted to \$32,094.29, according to figures announced by Postmaster Conner this week. Stamp sales during 1936 totaled \$36,204.27, while in 1935 this revenue was \$30,634.36.

Years In Comparison
Comparative gross receipts figures for the four quarters of 1936 and 1935 are:

1936	1935
\$ 7,704.76	\$ 7,713.73
8,740.82	7,249.22
8,208.56	7,261.40
10,501.78	9,869.94
\$35,155.92	\$32,094.29

RADIO-MOTORCYCLE GOES ON POLICE PATROL HERE

The latest in radio-equipped motorcycles is now being ridden on patrol duties here by Sergeant Ernest Ashton, and at times by Officer Percy Bennett. The machine is the first to be delivered in this section fitted with a radio receiving set at the factory. It was purchased by the city, following Ashton's wreck on the old motorcycle when he grounded it to avoid striking a small boy running across a street.

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HUMPHREYS LONG BEACH
130 PINE AVE.

1937 Good Year For Superstitious

Take heart, O ye superstitious! Have you read your 1937 calendars? There is but one Friday, the Thirteenth, in 1937. And that ominous day occurs in August.

Jail Empty As 1937 Arrives

But First Prisoner Fires Pair of Mattresses

New Year's found the city jail unoccupied and it was not until 1937 was more than a half day old that local police picked up a celebrant who indulged unwisely in public.

Continuing his jubiliations, this first inmate of the New Year caused officers to give him more than usual attention when he attempted to burn up two jail mattresses.

"And he did the same thing, when we had him in custody two years ago," Capt. John Stroh said New Year's Day. City Judge Robert Lessing assessed 1937's first defendant a stiff fine when he held court Saturday morning.

Firms Occupy New Building

Finished early this week the new Engold, one-story building at 1425 Marcellina avenue, is now occupied by the Southern California Edison company and Modern Appliances shop. The building represents an investment of about \$12,000 by the local optometrist.

It is built of reinforced concrete, 30 by 60 feet in size, and was designed in the modern manner by Walker & Eisen, architects.

Council Taps Fund For Improvement

At City Engineer Frank R. Leonard's suggestion, the city council "ear-marked" \$3,763.85 of the general fund for expenditure on the improvement of Narbonne avenue. The total cost of the work which includes widening, resurfacing of the highway and installation of the sidewalk and curb on the west side, will be \$12,350.75, Leonard said.

The balance of \$8,586.90 is due the city from the quarter-cent state gasoline tax allocation which will be available in April. Because the city has advanced the balance, the work can proceed at once and be completed within six weeks or two months, the engineer stated.

Did You Know That the "American Mutual" Has Not Required Notice on Any New Funds Invested Since March, 1933?

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