

# BUSINESS DIRECTORY



## You'll Find It Profitable...

to patronize the business firms whose ads are found below!

They have a variety of services and merchandise to sell at appealing low prices and in the Business Directory they are easily and quickly located.

### AUTO TOP REPAIRING

#### AUTO TOP SHOP

Tops • Upholstering  
Side Curtains • Seat Covers  
Car Covers • Floor Rugs

George G. Gill, Manager  
**Virginia Garage**  
15314 S. VERMONT  
Phone Gardena 3971

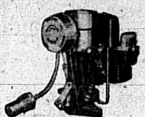
### AUTO ACCESSORIES

#### TORRANCE AUTO WRECKERS

• New and Used Parts  
• Windshield and Door Glass  
• We Buy Metals

1001 TORRANCE BLVD.  
Phone 336

### AUTO ELECTRICAL



#### Torrance Auto Electric Service

F. C. Morgan, Prop.

Authorized Service for  
United Motors, Auto Lite,  
Carter and Stromberg  
Carburetors

We Tune Up Motors

3320 Cabrillo Phone 498

### BARBER SHOPS

#### Tansey Beauty

and  
**Barber Shop**

1623 CABRILLO

Phone 580

Prices Reasonable  
Expert Service

### CLEANERS & DYERS

#### NIFTY CLEANERS

It takes first rate  
work at a fair price  
to assure quality, re-  
sults and satisfac-  
tion.

CASH AND CARRY  
PAYS!!!

1324 Sartori  
Ph. 174

### SPOTLESS CLEANERS

Bertha B. Isbell, Prop.

MEN'S SUITS.....50¢

Only Quality Work  
To give you Greater Service.

Mrs. Kyle is now with us doing  
Expert Dressmaking and Fur  
Work. Repairs and Alterations.

1306 Sartori Ph. 509-W

### DRESS SHOPS

#### Stone's Specialty Shop

Exquisite Modest Hose  
Fashionable Foundations  
Lingerie  
Hats Fashioned

Alterations and Mending

1333 El Prado Ph. 430R

Sellers find it profitable  
and exceptionally inexpensive  
to advertise in the Business  
Directory.

Buyers find it convenient  
and advantageous to patronize  
Business Directory adver-  
tisers.

### PLUMBERS

#### Plumbing Heating

#### Hoyt Water Heaters

Prompt, Efficient Service On Any  
Job—Large or Small

**DAVID JACOBS**

1908 222nd Street Phone 358-W



### GIFT SHOPS

#### TORRANCE GIFT SHOP

C. J. Rhoades, Prop.

Magazines - Gifts

Rental Library - Novelties

Canaries - Pet Birds

We take subscriptions for  
all periodicals and news-  
papers.

1322 SARTORI

### INSURANCE

#### Autos and Accidents Are Synonymous

Wherever there are automobiles  
there will be accidents. And the  
records show accidents are no  
respecters of persons—they hap-  
pen alike to the old and the  
young, to the careful as well as  
the careless.

Driving a car without insurance  
is like leaving your money safe  
open. The result in either case  
is apt to be the same—loss of  
money.

We are experts in automobile  
insurance and can write a policy  
to suit your individual needs.  
Contacting us for information  
places you under no obligation.

**Howard G. Locke**

Dependable Insurance  
Fire - Automobile

1405 Marcelina Ave.

Phone Torrance 135-M

### INTERIOR DECORATORS

#### Beautify Your Home...

PAINT  
WALL PAPER  
SHADES, new or  
renovated

VENETIAN BLINDS  
All work done by experienced  
Painter-Hanger and Decorator.

**CARL SCHMIDT**

2015 Wilmington-  
Redondo Blvd.

Lomita

Phone Lomita 502-J

SHADES REVERSED.....20¢

(Call for and Deliver)

Terms and Easy Payments on  
all decorating and remodeling.

### POULTRY, RABBITS

#### Keystone

RABBIT AND POULTRY

**Rancho**

FRESH EGGS FEYERS

Each Week-End OUR SPECIAL:

LARGE RABBITS 55¢

Each

2173 S. MAIN

Ph. Wilmington 8719R2

### RESTAURANTS

#### THE RITZ CAFE

V.G. Barlow  
Manager

Sandwiches Chill

1913 CARSON PHONE 349-W

### COCKTAIL SALON

#### The Famous Chili Shop

24-Hour Service

Call Any Time For a  
Lunch to Take Out

1137 Marcelina Ph. 37-J

### Read Our Want Ads!

### TYPEWRITERS



#### Biggest Typewriter Bargain in ten long years... ACT FAST!

#### The TYPEWRITER SHOP

479 6th St.—San Pedro

Phone San Pedro 1350

(Reverse the charges, of course)

### SALES - REPAIRS

RENTS

ALL MAKES

Typewriters

Adding Machines

### ROOFING

#### SANDERS BROTHERS

#### ROOFING

Phone Redondo 7204.

24410 Neece Ave.

WALTERIA

### Oregon Roof Co.

Roofing and Repairing

T. W. CONLEE, Mgr.

1936 Lomita Blvd.

Phone Lomita 502W

### REFRIGERATOR SERVICE

#### DOES YOUR REFRIGERATOR NEED REPAIRING? CALL

**C. E. ELMER**

REFRIGERATOR SERVICE

Domestic and Commercial

Used Boxes Bought, Sold

and Reconditioned

207 BERYL STREET

REDONDO 3706

### SERVICE STATIONS

#### GOODRICH KATHANODE BATTERY

Guaranteed for as long as you  
have the car.

**Dunham's**

SERVICE & GARAGE

Shell Products

Economy Gas

Quaker State Oil

Goodrich Tires and  
Tubes

S & W Green Stamps

1403 CARSON Ph. 691

### EXPERT AUTO REPAIRING

#### MULLIN'S Complete Auto Service

2053 Torrance Blvd. Ph. 320J

### LATEST TYPE LUBRICATING EQUIPMENT

We Use Factory  
Recommended  
Oils and Greases

### SMITH'S Super Service Station

Phone 212

Torrance Blvd. at Portola

### Hammond Motor Service

• Quaker State  
• Richfield  
• Shell

GAS and OILS

We Give S & H Green Stamps

2053 Torrance Blvd. Ph. 387

CALL 444 FOR AD SERVICE

## 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 super-  
visor for the Recreation depart-  
ment 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 yester-  
day afternoon at Stone and  
Myers chapel with Rev. E. W.  
Matz of the Central Evangelical  
church, officiating. Interment  
followed at Roosevelt Memorial  
park.

## REDONDO PAIR WELCOME '37s FIRST ARRIVAL

First baby to arrive this  
year at Jared Sidney Tor-  
rance 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 mak-  
ing splendid progress.

Other new arrivals at the hos-  
pital 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, Wilming-  
ton, on Dec. 29.

A son to Mr. and Mrs. Arral  
Garrett, 2321 248th street, Lo-  
mita, on Tuesday, Jan. 5; a  
daughter to Mr. and Mrs. Paul  
Kneiser, 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 an-  
nounced today. Statements re-  
leased at the year-end show  
that total resources have con-  
tinued the marked upward  
trend that has characterized re-  
cent 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 con-  
tinued improvement totaling  
\$22,522,000 for the year. Dur-  
ing this period \$8,000,000 was  
paid in dividends, \$4,090,000  
was allocated to reserves for depre-  
ciation and amortization and \$6-  
274,000 to reserves for contin-  
gencies, prior years' taxes, etc.,  
and \$4,155,000 was added to sur-  
plus 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 98.65  
percent of the bank's stock re-  
ceived the bulk of the dividends  
paid.

### DELEGATES NAMED

Betsy Ann Hunt, Florence  
Martinson, Gertrude Hagum  
and Frank Andersen, accom-  
panied by Miss Marie Stiff, the  
Narbonne Scholarship Society  
advisor, are to attend a con-  
vention Jan. 15 at Venice high  
school.

In 1901, Connecticut enacted  
the first automobile traffic law.

## 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 (U.P.)—Unless there is a European war  
or some other major catastrophe, American business in 1937  
should approximate within ten percent of the 1936 levels. There  
should be an increase in business generally in 1937 over 1936 of  
about ten percent, with new recovery highs in production, distri-  
bution, 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 as a whole should exceed the  
1936 total, nevertheless there is a possibility of a setback of more  
than seasonal proportions some time during the year.

According to present indica-  
tions, industrial production for  
the year should average 8 per-  
cent 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 dis-  
tribution should average about  
10 percent higher with a further  
gain of about 15 percent in rail-  
road freight loadings.

**Prices To Go Higher**  
As a result of a probable in-  
crease of about 12½ percent in  
consumer income, retail trade  
should show a proportionate  
gain. The tendency toward  
greater expenditures for other  
than general merchandise, evi-  
dent in the past two years,  
should continue in 1937. In view  
of the changes in styles of wom-  
en'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 quo-  
tations are likely in 1937. The  
gain in wholesale prices may  
average from 5 percent to 7½  
percent with many important  
commodities advancing substan-  
tially more. Farm prices should  
also average higher.

**Fifth Year of Cycle**  
It is not expected that gov-  
ernment action will have any  
material influence on business,  
although the trend toward set-  
ting up controls against run-  
away markets should gain. Less  
government spending may also  
be expected in 1937, although  
the problem of unemployment  
should continue with us. A con-  
tinuation of agricultural con-  
trol 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 ap-  
proaching the peak. The prob-  
lem 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 Anapola avenue, were in-  
jured 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 dis-  
rupted their plans for a month's  
vacation in the East, the Kel-  
leys having purchased their  
tickets for the trip shortly be-  
fore New Year's.

## POST OFFICE CLOSES 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.

Altho the first quarter's busi-  
ness 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 remembering  
what a spurt that gave private  
fortunes and trade in this vicin-  
ity. Then there was the Social  
Security Act with its attendant  
applications and distribution of  
old age pension account num-  
bers to more than 4,000 work-  
ers 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 pos-  
tal receipts made the closing  
figure \$10,753.70 as compared  
to \$9,869.94 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 an-  
nounced 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 rid-  
den on patrol duties here by  
Sergeant Ernest Ashton, and  
at times by Officer Percy Ben-  
nett. The machine is the first  
to be delivered in this section  
fitted with a radio receiving set  
at the factory. It was purchas-  
ed by the city, following Asht-  
on's wreck on the old motor-  
cycle when he grounded it to  
avoid striking a small boy run-  
ning across a street.

## Everything in MUSIC

MUSICAL INSTRUMENTS

PIANOS - RECORDINGS

SHEET MUSIC

Expert Repairing • Accessories

**HUMPHREYS LONG BEACH**

130 PINE AVE.



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

**Did You Know That We Have Paid 4% or More on Savings Since 1923?**

**DID YOU KNOW THAT YOUR SAVINGS INVESTED WITH US ARE INSURED UP TO \$5000?**

