

One-Half to Two-Thirds of Vets and Displaced War Workers Assured Jobs

In planning for the employment of returning veterans and displaced war workers the State Reconstruction and Reemployment Commission estimates that distribution, trade and service enterprises will offer more than one-half and possibly two-thirds of all postwar jobs in California.

A report released today by the state board of equalization, in which wartime changes in retail outlets in California were analyzed, is the basis of this and other conclusions. The studies were made by DeWitt W. Krueger, chief of the division of research and statistics of the board, in cooperation with the technical staff of the reconstruction and reemployment commission.

Col. Alexander R. Heron, director of reconstruction and reemployment, declared that the report contains "many interesting facts which will assist the commission in carrying out its assignment by the legislature to promote plans for the adjustment of veterans and war workers to peacetime economy."

The report provides statistical information on the various classifications of retail trades from the beginning of 1941 to the middle of 1944, showing numbers of outlets and sales volumes, together with estimates of postwar possibilities.

Among the facts revealed in the report are:

1. Distribution and service enterprises provided 64 percent of all employment in the state in 1940.

2. California lost 35,000 of her 65,000 prewar retail trade outlets between 1941 and 1943, recovering only 9,000 by June of 1944.

3. Most of the businesses which disappeared were small.

4. If the pre-Pearl Harbor ratio of small trade outlets to population is to be restored, California will need 60,000 to 75,000 new trade enterprises.

5. Many of the new businesses will not require a high degree of skill or heavy labor, presenting opportunities for elderly and slightly disabled people.

6. Trade expansion may be expected after the war because of population increase, revival of tourist trade, pent-up demands, new products and services, increasing urbanization of the state's population and other factors.

7. The advantage favoring immediate postwar employment in trade and service enterprises lies in the fact that there are no conversion problems such as are faced by manufacturing.

8. Thousands of women who have gone into distribution and services for the duration will return to their homes, leaving jobs for men.

9. Chances of success in this field are often slight without experience and adequate capital. The rate of failure in this type of enterprise is relatively high.

"Because virtually all of the data on which the report is based comes from retail sales and use tax statistics compiled by the State Board of Equalization, the revelations are factual and supply premises from which sound conclusions may be reached and guess work eliminated," said Colonel Heron.

"The commission's citizens advisory committee on redevelopment of trade and service establishments will use this report in its work of developing job opportunities in this field."

"Generally speaking, postwar planning groups on the local level are concentrating on development of manufacturing industries. While great postwar employment opportunities will be presented in expanded industry, the creation of a higher standard of living toward which the commission's efforts are directed, will require that a preponderance of California's workers be engaged in distribution and service."



ADVERTISING AGENT
Appointment of Wilson M. Fleming as assistant general advertising agent for the Santa Fe railway at Los Angeles has been announced. Fleming transfers from Topeka, Kan., where he was advertising agent. He succeeded J. J. Franz, who recently joined the staff of a local advertising firm.

Students Buy Big Sum in War Bonds

Students of the southland's public, parochial and private schools led all sections of the country last semester in War Bond buying, the average investment per student being \$32.90.

This was announced this week by Avery J. Gray, director of the schools at war section of the treasury war finance committee for this area, who was so advised by Daniel Melcher, national director of the education section, war finance division.

"Southern California has a right to be very proud of the outstanding per capita record made by its students, a record which puts them in first place in the nation," Melcher's letter stated.

Second place in average investment in War Bonds per student went to Hawaii, its per capita being \$28.50.

Melcher's letter pointed out also that Catholic school students in Southern California ranked second in the country with a total of \$4,162,320 in bonds brought during the semester, being surpassed only by the parochial schools of Illinois. The grand total of bond sales in Southern California public, parochial and private schools was \$21,468,628.40.

The report shows only three states leading Southern California in number of Treasury Minute flags awarded to schools. The total in this area is 1240 flags.

The Southern California schools at war activities are sponsored by member institutions of the Los Angeles city and county school Savings and Loan association in cooperation with the treasury department.

Black Market Meat Dealers Are Halted

Investigation disclosures of huge overdrifts of meat points and in one case, confessed large purchases of meat on the black market, today led to U. S. District Court injunctions temporarily halting two prominent Los Angeles and Beverly Hills steak houses from buying or using rationed foods.

The defendants are the Castle Steak House, 828 S. Robertson blvd., and Barclay Kitchen, Inc., 8438 W. Third st. Federal Judge Ben Harrison enjoined them from handling rationed meat, fish, cheese or butter until March 1. In the meantime OPA petition for final injunctions restraining them from further violations of rationing regulations will be heard Feb. 22. In one, investigators swore that Charles Bollor, operator of Castle Steak House, confessed he habitually purchased black market meat at 75 cents per pound, which price included the necessary ration points. From Jan. 1 to Feb. 28 his ration point allotment was 19,128 red points while from Jan. 1 to Feb. 16 he used meat with a total value of 113,722 points.

Barclay Kitchen sales of steaks, investigators swore, used some 8,162 points per week as compared to 18,660 total points allocated that cafe for an eight week period.

DRESS-UP! Accessories at NEWBERRY'S



NEW SPRING HANDBAGS

Smart and practical to carry with everything from suits to afternoon dresses. Leatherettes, snake-skins, patents, cordette, etc. all with fine appointments. **\$1.98** to \$3.29



Becoming Collar & Cuff Sets

Exquisite embroidery and lace neckwear in white dotted nylon, and white pique materials. Trimmed with lace and embroidered motifs. Frilly and feminine. **79¢**



Most Women Choose This Luxurious Satin

S L I P 1.69



For Easter

PLAID SKIRTS \$3.98

The soft loveliness and superior quality of these lace trimmed slips, make them a money saver. 34-44. Tailored, wool plaid and other popular styles. Sizes 24 to 30.



Ladies' Neatly Tailored Slacks

Expertly tailored, cut and fitted with an eye on your feminine curves. In New Spring colors that go with everything. Sizes 12 to 20. Now selling at **\$3.98**

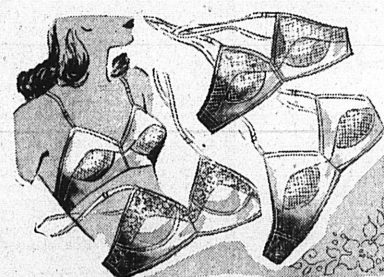
for Easter Time

Now at Newberry's, new arrivals for Spring and Easter. . . Things you need and want at typical Newberry Savings!

Just Arrived! Beautiful New Costume Jewelry

Brooches and Necklaces, smart new creations in a large assortment for your Easter dress! Amazing values.

1 to 1.98
Pearl and Velvet DOG COLLAR NECKLACES . . . **\$1.00**



Smartly Styled Brassieres

Beauty and health require that you wear the correct bra. Lacy and tailored styles for all types of figures. Special stitched reinforcements. Sizes 32 to 38. **69¢**



FOR MISSES AND WOMEN

TAILORED BLOUSES

1.98 to 2.98

Lovely blouses in sleek, shimmering rayons and cottons, flattering to wear with your suits and skirts. Yoke back, turned back cuffs, a pocket for your pretty hankie. New spring colors. Sizes 32 to 40.



Crown Your Hair With a Spanish

COMB 15¢ & 25¢

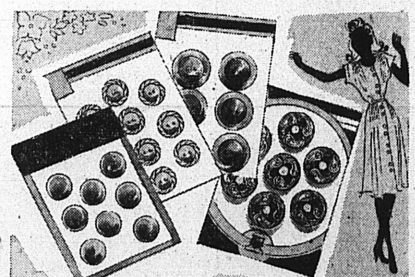
Worn Singly or in Pairs, they're elegant.



ATTRACTIVE Hair Flowers

39¢

A Perfect dress-up touch for your hair-do. Wear rosebuds, dogwood blooms, asters, gardenias, etc., . . . with leaves and bows on comb.



New Spring Button Assortment

A wide range of colors and sizes for every costume — choose them to match or contrast. Tailored and novelty designs for most every use. Get a few cards to keep on hand. . . . **10¢**



Women's and Misses' Anklets

Wear comfortable anklets with your slacks and sport clothes. Knit of soft, mercerized cotton yarns, in colorful patterns. Sizes 8½ to 10½. . . . **29¢**



BOYS' SPORT SHIRTS

Cool, washable, cotton suitings in smart solid colors or checks. Large pocket. Easy to wash. **\$1.29** to \$1.59 Sizes 6 to 16.

OBITUARY

SYDNEY D. PATTERSON
Judge Sydney Dorsey Patterson, 77, a former Lomita resident and justice of the peace, died Friday at his residence, 3824 Caviota ave., Long Beach.

Born in Huntingdon county, Pennsylvania, he came to Lomita 25 years ago, residing there until he moved to Long Beach four years ago. He was a member of the F. & A. M., lodge 644.

He leaves the widow, Lillie May, a son, Erwin, and a granddaughter, Janet Lou Patterson, all of Long Beach; and a sister, Mrs. Jennie Miller, Franklinville, Pa.

The Rev. John E. Orr, of the Community Presbyterian church, Lomita, assisted by a Masonic group, conducted funeral services at 11 a. m., Monday at the mortuary at Third st. and Alameda ave., Long Beach. Entombment was in Inglewood mausoleum.

J.J. NEWBERRY CO. 5¢ 10¢ & 25¢ STORES

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