

Business-Financial News



Southwest Savings Birthday Celebration Starts Friday



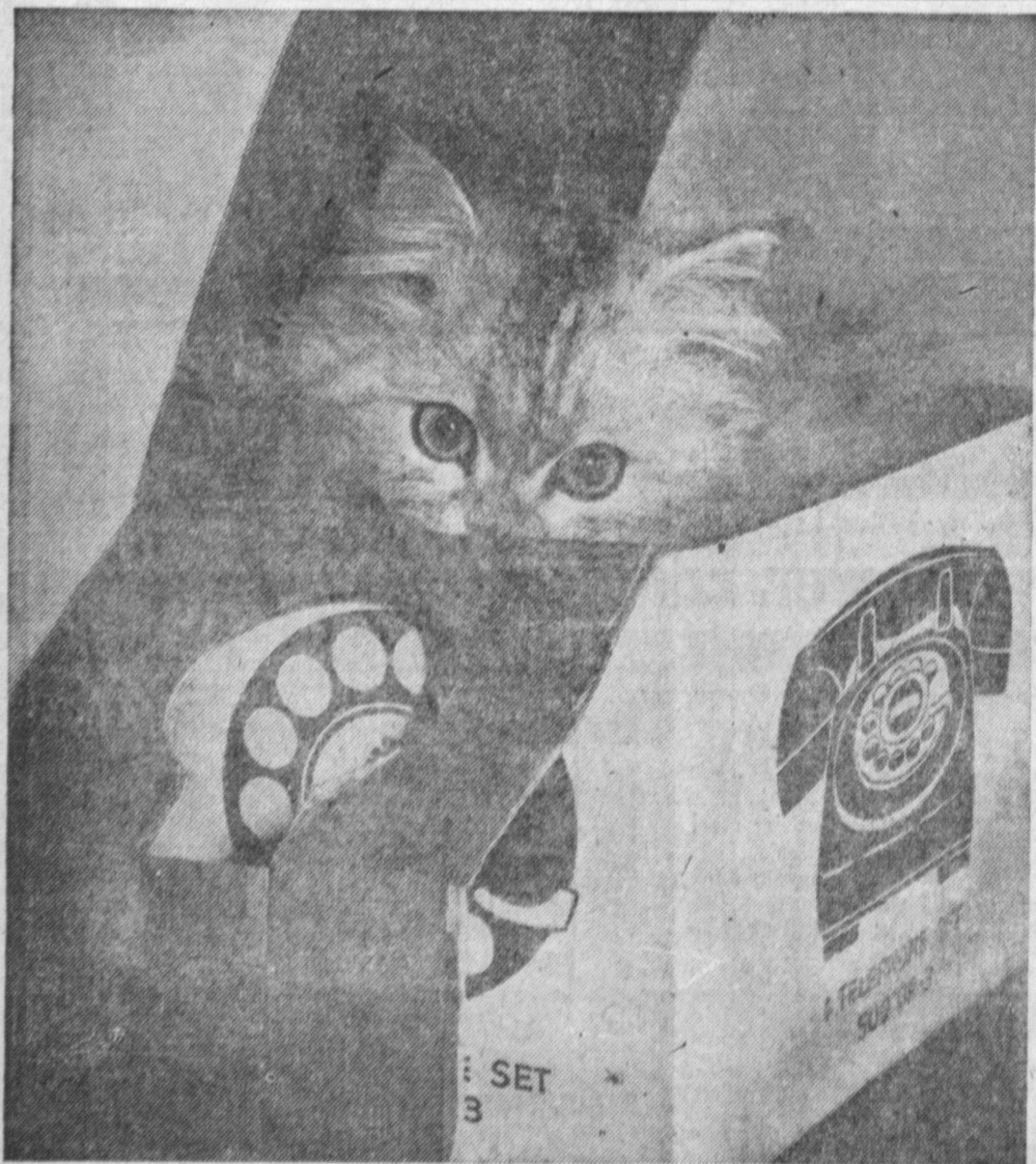
THIRTY FOOT NEON recently erected atop Golden West's newest store located on Hawthorne Blvd. at Sepulveda in Torrance will be lit when the firm grand opens its third store Thursday, April 7.

Seasonal Expansion Factor in County Employment Gain

Seasonal expansion accounted for the bulk of the 7,400 workers added to local payrolls in the January-February period. Manufacturing, led by the apparel industry, showed its first net gain since September. An increase in electrical machinery raised the industry's work force to an all-time high, but sharp cutbacks continued in aircraft for the fifth consecutive month. Aircraft employment was at the lowest level in seven years. Among the nonmanufacturing industries there were sizeable in-

creases in construction and public schools, while employment in the finance and service groups reached new peaks. An extension of the downturn in trade was typical for the first quarter of the year.

Nonseasonal developments gave only limited support to the seasonal expansion trends of the past month. Total employment, however, reflected the accumulated efforts of the growth registered during 1959, and was ahead of the 2,532,600 reported last February by 4.4 percent.



NINE LIVES supposedly belong only to pussy cats. But telephone people have found other things can have extra lives, too — like the boxes new phones are delivered in. We keep these boxes after phones

are installed and use them over and over. Every re-use saves 8¢, the cost of a new box. Savings like this, multiplied thousands of times a month, help us give you more for your telephone dollar.

We work to make your telephone dollar go further in California

Pacific Telephone

April is anniversary month at Southwest Savings and Loan, the most important one in its history. To celebrate the occasion, the Inglewood and Torrance offices of Southwest Savings invites everyone to share in a program of contest prizes, free gifts, free premiums and refreshments.

One of the most interesting features of the birthday party is a birthday contest open to customers and visitors alike and requiring only registration to enter. On the Friday afternoons of April 8, 15, 22 and 29 all entrant coupons will be assembled at the Inglewood lobby at which time the week's winners will be announced. Each week a Philco portable television set will be awarded as first prize, and an electric, automatic frying pan will go to each of the five runners-up. Participants may enter every week's contest only once, but they can come in to re-enter and register with each succeeding contest.

For those opening new ac-

counts or adding to their present ones, an impressive array of free gifts have been carefully selected including a 7-piece kitchen set, an 11-piece interchangeable screwdriver kit, a camera and flashgun and a deluxe 5-piece barbecue set. Each visitor attending the Southwest Savings April birthday party at both offices will be given a free gift, and refreshments will be served through April 11th.

In April, 1945, Southwest Savings opened its doors just one block away from its present location. Fifteen years and \$62,000,000 later, Southwest Savings serves the greater Southwest area and its many customers from its two new and ultra-modern buildings—in Inglewood at 2700 West Manchester and in Torrance at 1603 Cravens. Under the direction of Mr. Fred E. Edwards, president, Southwest Savings has enjoyed an unusual success earning the reputation as one of the fastest growing and strongest associations in the country.

Crowds Jam Spacious New Akron Store

Crowds of shoppers, curiosity seekers, and business men jammed into the new Akron store on Hawthorne at 180th St., Tuesday when the firm opened its spacious fifth store.

Gayly and colorfully decorated the new store was designed by Rick, Farber & Associates and built by Century Properties, Inc., and occupies an area of 40,000 square feet. The long, low structure boasts every modern convenience, including a teletype system and refrigerated air conditioning.

Managed by Torrance resident Dudley Beckett, the Akron store is especially constructed so that "shopping can be fun," according to Richard Hadel, general manager of the expanding firm.

On display for the Torrance housewife and her hubby are complete lines of garden equipment, sporting goods, housewares, paints and carpeting. Foreign departments include bric-a-brac, etc., from all corners of the globe.

Use classified ads for quick results. Phone DA 5-1515.



AWARD WINNERS—Accepting employee group awards for generous giving to Community Chest are, from left, Doug Dalpe, U.S. Gypsum Co., Howard Schieber, The

Bowl-O-Drome, and Bill Thress, DeVon Motors, Inc. Plaques were given at recent Chest awards meeting.

One Only

Railroad in 1959 recorded the lowest number of passenger fatalities in their history, according to a preliminary report made by the Association of American Railroads. Only one fatality resulted from a train accident during the year. Nine passengers lost their lives in what are known as "train service" accidents—those over which the railroads have little or no control, such as in cases of people attempting to board or leave moving trains.

Mucho Gas

Americans use close to 780 gallons of petroleum a year per person—about 13 times the amount used by the average person in the rest of the Free World.

Recorded early in 1957 by about 25 percent. This weakness in aircraft has been supplemented by a recent slowdown in the expansion rate experienced in electrical machinery. Mainly for this reason, the manufacturing industries, with an expansion rate of 3.6 percent, yielded to the non-manufacturing division the position of dominance in the area's record of year-to-year growth. The construction, finance, service and government groups all recorded greater-than-average rates of increase.

Less Than 60%

From National Review Bulletin: "Some interesting figures on the labor union movement: last year, for the first time, unions bidding for certification as bargaining agents won fewer than 60 per cent of the elections conducted under the guidance of the National Labor Relations Board. In the last quarter of 1959, the figure went to the all-time low of 57 per cent."

Executive Suffers

According to Newsweek, the time-honored notion that the executive suffers more from tension than the "happy-go-lucky working stiff" isn't necessarily so. For example, one check showed that 12 per cent of executives suffered from hypertension, and 8 per cent from hardened arteries. The figure for non-executives, in both cases, was 15 per cent.

Food 45% Greater

Nation's Business predicts that food purchases in 1965 will be 45 per cent greater than in 1958, with the greatest growth in fresh fruits and the second greatest in meats, fish, poultry and dairy products.

Use classified ads for quick results. Phone DA 5-1515.

Gov't Billions Behind

No less an authority than Maurice H. Stans, Director of the Budget Bureau, reports that the federal government's indebted-

ness now approaches \$750,000,000,000,000; future obligations for past services, \$350,000,000,000; commitments for future spending, \$98,000,000,000.

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FIRST IN SIZE: Assets of Home are by far the largest of any state or federal chartered association anywhere in America. A New All-Time National Record.

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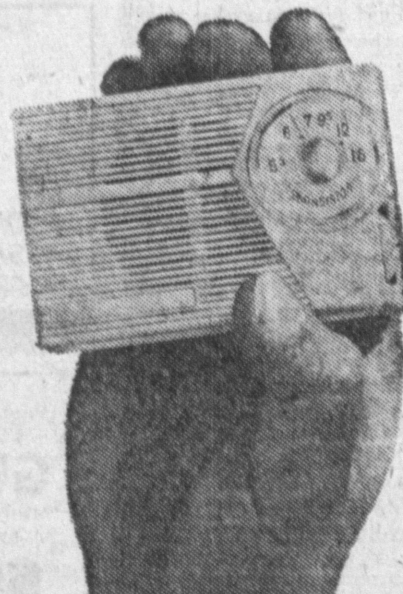
4 1/2% CURRENT ANNUAL RATE

...AND ONLY AMERICA'S LARGEST & STRONGEST CAN MAKE YOU THIS AMAZING OFFER

YOU PAY ONLY \$5.00 FOR THIS RADIO WHEN YOU ADD \$1,000 OR MORE IN NEW SAVINGS... HOME PAYS THE DIFFERENCE

Get this genuine, quality transistor radio on this unbelievable basis: you pay only \$5.00 and Home Savings pays the rest, as soon as you open a new savings account for \$1,000 or more, or add \$1,000 to your present account.

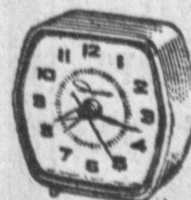
This pocket size transistor radio, complete with battery, is similar to those sold across the nation at leading retail stores.



FREE or take your choice of one of these gifts When You Add \$1,000 or More in New Savings



A 16-PIECE SERVICE OF SUPREME SILVER-PLATE. Four 4-piece place settings carefully crafted and functionally styled in the "Casual" pattern. Knife, dinner fork, soup spoon, teaspoon.



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