

Northrop Reports Gains For 1961 Fiscal Year

Northrop Corporation reported gains of 12 percent in earnings and 14 percent in sales for the fiscal year ended July 30, Thomas V. Jones, Northrop president, reported to shareholders.

Sales for fiscal 1961 totaled \$267,454,965, compared with \$233,679,427 for the previous year.

Net income for 1961 was \$8,673,321, compared with \$7,740,219 in fiscal 1960.

This year's earnings after taxes represented a 3.24 percent return on sales.

During the year the amount of common stock outstanding increased by 217,000 shares. This held the earnings per share to \$4.22, the same as in the previous year.

The increase in shares outstanding resulted principally from the conversion of the company's 4 percent debentures.

This was the fifth successive year that Northrop's earnings increased, continuing an 11-year upward trend.

Of the year's sales, \$247,832,000 represented govern-

ment business and \$19,623,000 represented sales of commercial-type products.

Missiles, electronics and communications system accounted for \$178,000,000, or about 67 percent.

Prime aircraft systems production and research and other airframe manufacturing accounted for \$76,000,000 or 28 percent.

All other miscellaneous categories amounted to \$13,000,000 or 5 percent.

Sales of electronics and communications systems equipment continued to increase and showed a \$54,000,000 increase over 1960.

Sales backlog at August 27 amounted to approximately \$293,000,000, as compared with \$309,000,000 a year earlier.

The bulk of the company's sales during the past year was in 10 top programs which individual volume ranged from \$10,000,000 to \$50,000,000, Jones reported.

These programs accounted for approximately 80 percent of the company's business.

The remaining 20 percent was spread through more than 60 other programs.

Foreign Cars Entered in Mileage Rally

Economy minded motorists may get a complete picture of the mileage potential of imported cars when 38 models from six foreign countries compete in the fourth annual Mobil Mileage Rally, Nov. 12.

Distributors, dealers and individuals have entered 61 imported models from England, Germany, France, Sweden, Japan and Italy, representing all the major foreign-made automobiles sold in this country.

The foreign fleet of autos will be split into five classes: three for four-passenger models and two for two-seater sports cars, according to engine displacement.

Conducted by the United States Auto Club, the rally is the only internationally sanctioned mileage competition for imported cars held in this country.

USAC officials will impound cars prior to the start and inspect them for stock status. Observers will accompany each car on the 300-mile rally through Southern California to see that no trick driving techniques are used and that all traffic laws are obeyed.

Included in the competition, which will both start and end in Los Angeles, will be a Fiat 500, Datsun Bluebird, Volkswagen, Volvo, Citroen and Jaguar XK-E.



UNITED STATES AUTO Club official squeezes under the hood of a Sprite to inspect the tiny engine for stock status. Thirty-eight imports will compete for mileage honors in the Mobil Mileage Rally, Nov. 12.

All-Year Club Sees Big Expenditures By Tourists; Reports on Advertising

The All-Year Club Tuesday reported \$694,789,000 in spending by 4,817,692 tourists this past year, and also revealed that the Southland for the first time is advertising in Europe for foreign travel to this area.

James S. Cantlen, newly-elected All-Year Club president, said the number of tourists was up 1½ per cent over last year but their spendings were off 2.8 per cent.

"They simply had less optional money to spend," he explained.

"Most travel areas reported an off year. The fact that we have been advertising steadily for 40 years probably kept our business more stable than others," he said.

HOW SPENT

Cantlen said the \$694,789,000 was spent as follows: \$161,191,048 for food and beverages; \$132,704,699 for hotels, motels; \$86,153,836 for gasoline, oil, other auto costs; \$91,712,148 for clothing, other department store items; \$71,563,267 for local transportation, other public utilities; \$76,426,790 for entertainment, theaters, racetracks; \$13,895,780

laundry, dry cleaning; \$27,791,560 for professional, personal services; \$33,350,232 for drugs, sundries.

Cantlen, vice-president and general manager of Pacific Telephone and Telegraph Co., was elected president of the All-Year Club at the annual board of directors' meeting of the community tourist advertising organization at the Los Angeles Biltmore.

Ernest J. Loebbecke, president of the Title Insurance and Trust Co., was elected first vice-president; Charles E. Ducommun, president of Ducommun Metals and Supply Co., second vice-president; and Richard A. Grant, president of California Portland Cement Co., third vice-president.

Horace W. Bower, president of Occidental Life Insurance Co., retiring All-Year Club president, was elected treasurer.

NEW DIRECTORS

New directors elected were: Charles S. Thomas, president of the Irvine Co.; Alton P. Hynes, Shell Oil Co. division manager; Kenneth H. Golden, president of

the San Diego Convention and Tourist Bureau; and Harold J. Potts, general manager, west coast division of marketing, Mobil Oil Co.

Cantlen said the All-Year Club's new European advertising is in line with the government-sponsored Visit USA program to attract foreign travel to this country as a means of countering the flow of US dollars abroad.

The two initial ads especially styled for European travelers are going into the International edition of the New York Times.

This is a daily paper written in English and published in Paris.

It is read throughout Europe, Africa and the Middle East, including Finland, Yugoslavia, and Czechoslovakia, with heaviest circulation in France, Germany, United Kingdom, Italy and Switzerland.

"It was an interesting new problem for us in fashioning these ads for the European market rather than for our fellow Americans, to whom we have been advertising since 1921," Cantlen said.

"WHO'S WHO" BUSINESS INDEX



QUALITY WORKMANSHIP by a staff of seven at Pierce Brothers Garage, 481 10th St., San Pedro, is available to offer complete automotive servicing. Owners Marvin and Mel Pierce, who have been in business serving the entire Harbor area since 1947, are dealers for Mark IV and ARA auto air conditioners. They offer sales and service on all makes of auto refrigerated units with financing available. Pierce Brothers Garage is open from 8 a.m. to 6 p.m. five days a week and Saturdays by appointment only. Mel and Marvin Pierce, both San Pedro residents, are active members of the community. Mel is past president of the Independent Garage Owners Association and is presently president of the Optimist Club. Marvin is currently acting as state treasurer for the California Council for Retarded Children. He is past president of the Harbor Area Exceptional Children Foundation.

APPAREL—WOMEN'S

DOREE-ANN STYLE SHOP

"Style Plus—Minus Prices" Everything in Ladies' Wear—Sports Wear, Dresses, Sweaters, Lingerie, Hosiery, Blouses, Costume Jewelry, Alterations. 2607 Pacific Coast Highway, Rolling Hills Plaza DA 5-3133

AUTO AIR CONDITIONING

PIERCE BROTHERS GARAGE

Mark IV and ARA dealer. Auto air conditioning sales and service. All makes of refrigerated units. Serving Harbor Area since 1947. Financing available. 481 Tenth St. San Pedro Phone TE 2-8393

AUTO BODY REPAIR

TORRANCE AUTO BODY

Sports Car Specialists—Featuring the Finest Workmanship on All Makes Custom Painting—Insurance Approved—Free Loan Cars 1766 W. CARSON TORRANCE FA 8-9080

BARBER SHOP

PARK BARBER SHOP

Open 7 Days—"Personalized Hair Styling"—Boys Under 12, \$1.05—Adults, \$1.50 Saturday and Sunday, All Cuts \$1.50—Two Locations 2756 Sepulveda, Torrance—23645 Arlington, Torrance—DA 6-9877—DA 6-9833

BEAR WHEEL ALIGNMENT SERVICE GARAGE

HERBORN'S ALIGNMENT SERVICE

Official Bear Alignment Service—Brake—Balancing—Tire-Truing Complete Front End Rebuilding and Alignment—Free Pick-up and Delivery Ron Palmer—Manager 2055 Hawthorne Blvd., Torrance FR 1-4451

BOATS

FRED & KEN SPORTING GOODS

Boat Center for the Harbor Area—Featuring FIBER GLASS BOATS Sales—Service—Parts—Complete Line of Marine Hardware and Accessories 824 W. PACIFIC COAST HIGHWAY, WILMINGTON TE 4-2350

CLEANER

BELFAIR DRY CLEANING SPECIALISTS

Dry Cleaning Specialists—We Specialize and Take Pride in our Quality Workmanship of Your Finest Attire—Try Us and Be Convinced 2060 W. Carson Torrance FA 8-8041

DISPENSING OPTICIANS

SOUTH BAY OPTICAL COMPANY

Eye Physicians Prescriptions Filled—Lenses—Frames—Repairs—Contact Lenses Fitted Complimentary Adjustments Made on Your Glasses. TWO LOCATIONS TO SERVE YOU EDWARD C. PRICE—Hollywood Riviera—1712½ S. Catalina Avenue FR 5-7460 CLIFFORD C. VALENTINE—Manhattan Beach—845 Manhattan Beach Boulevard FR 4-0485

COCKTAIL LOUNGE

SERENATA—YOUR NEIGHBORHOOD BAR

Cocktail Hour 5 p.m. to 8 p.m.—Dancing Nightly Until 2 a.m. Your Hosts Al and Bob Close 1831 Pacific Coast Hwy—DA 6-5503—2 Blocks West of Western Ave., Lomita

CONCRETE BLOCKS

FRED-LITE BLOCKS, INC.

Precision—Quality—Durability—Specializing Complete Line of Lightweight Precision Concrete Building Blocks—472 Different Sizes and Shapes in Pink, Gray, Tan. 252 E. Redondo Beach Blvd., Gardena FA 1-1461 Wholesale to Dealer

FEED—TROPICAL FISH—PET SUPPLIES

H & H FEED STORE

Concrete Block—Sand—Gravel—Cement—Garden Supplies—Birds—Hamsters—Goldfish—Tropical Fish and Supplies—Get Your Free Ticket for \$40 Aquarium and Other Prizes. Hours: 8:00 a.m. to 5:30 p.m.—Sunday 9 a.m. to 4 p.m. 2755 Arlington corner Sepulveda—Torrance FA 8-1714 Roy and Marion Hulsizer—Props.

JEWELERS

SHEARER JEWELERS—Your Torrance Jewelers

Your Torrance Jewelers—Fine Jewelry—Watches—Diamonds—Featuring Omega, Tissot, Elgin, Longines—Diamond Mounting and Setting—Master Watchmaker 2597 Pacific Coast Hwy., Torrance DA 5-3933

KARTS—MOTORCYCLES

HANNA CYCLE SERVICE

Go-Karts—Motorcycles—McCulloch Dealer—Repairs—Service on All Makes & Models Small Engines Rebuilt—Open 9 a.m.—9 p.m. 7 Days a Week 1931 W. Redondo Beach Blvd., Gardena DA 3-1883

LAMPS

B'S IMPORT LAMPS

Lamps—Lamps—Lamps. We specialize in custom made lamps. Your choice of color material, and your price range. Small collection of one of a kind antiques. 1705½ S. Catalina, Redondo Beach FR 8-3093

LUMBER

LUMBER—CUSTOM MILLING

From Mill Ends to Car Loads—Fencing Material—Mouldings—Hardware—Roofing Supply—Sash—Doors—Mahogany Cut to Size 24850 Wilmington Ave., Near Lomita Blvd. TE 4-0282

MARKET

NORLEY'S MARKET

Complete Line of Quality Meats, Groceries, Fruits & Vegetables, Beer and Wine. Meat Cut & Wrapped for Freezers—Open 9 a.m. & Fri., 9-7 Tues., Wed., Thurs. 1330 El Prado Downtown Torrance FA 8-3112

MOTEL

DRIFTWOOD MOTEL—Heated Pool—Cabana

Complimentary Coffee and Paper—Kitchenettes—Television—Room Phones Lounge Suites—Modern—Tropical—Adjacent to Fine Restaurant 3960 Pacific Coast Hwy., Torrance FR 5-0511

MUFFLER SHOP

CARSON MUFFLER CENTER

Custom exhaust work—All makes and Models—Foreign Cars—Free Installation Stock and Duals—Shock Absorbers—Now Corvair Dual Exhaust Sets for '60 and '61 415 E. Carson, Torrance TE 5-9156

ORGANS—PIANOS

NIKL MUSIC STUDIOS

Headquarters for Conn Organs—Gulbransen Pianos—Easy Terms—36 Months to Pay See Our Mile o' Music for All Makes of Organs 3820 Sepulveda, Torrance (Across from Sears) FR 5-2591

PAINT

PUNT'S PAINT CRIB

FEATURING A COMPLETE LINE OF GLIDDEN PAINT... CUSTOM MIXED COLORS WHILE YOU WAIT 22841 South Figueroa Street, Torrance Phone TE 5-9525

PET SHOP

CARSON PET SHOP

Tropical Fish and Aquariums—Pumps—Filters—Plants—Complete Line of Pet Food Dog Accessories—Dogs, Cats, Birds Boarded—We Cater to Amateur Hobbyists 249 E. Carson, Torrance Open 12-8 Weekday, 9-6 Saturday TE 4-2915

PLYWOOD

BOULEVARD PLYWOOD

Do It Yourself Materials—Custom Made Cabinets—Formica Counter Tops Made to Order—Aluminum Screens—Stains & Finishes—Hardware—"We Cut to Size" 1924 W. Lomita Blvd., Lomita DA 6-1760

RADIATOR SERVICE

WALTERIA RADIATOR SERVICE

Shaw Eggers, Owner—New and Used Radiators—Cleaning—Repairing—Recoiling Free Pickup and Delivery 24424 Hawthorne Blvd., Welteria FR 5-5085

RADIATOR SERVICE

TORRANCE RADIATOR SERVICE

All Work Guaranteed—One Day Service—Repairs—Cleaned—Recoiled Free Estimates—Pickup and Delivery 1601 W. Carson, Torrance Corner Carson and Harvard Blvd. FA 8-1703

RESTAURANT

THE COUNTRY BURGER DRIVE-IN — FOOD TO GO

Country Burgers—A Meal on a Bun!—Barbecued Sandwiches—Tacos—Tostadas—Chili—Fried Beans—Tamales—Coffee—Cold Drinks—Shakes Corner Torrance and Hawthorne Blvds., Torrance FR 1-9083

RESTAURANT

DIXIE CAL'S STEAK AND BAR-B-Q HOUSE

Food to Go—Special T-Bone Steak, 1.95—Bar-B-Q Dinners from 2.00 Luncheons Daily, 1.05—Open Daily 11 to 11—Open Until 2 a.m. Weekends 23814 Hawthorne Blvd., Torrance FR 8-5003

RUG CLEANERS

BYRD RUG AND UPHOLSTERY CLEANERS

All Work Our Plant or Your Home—Our Specialty Wall-to-Wall Carpet Cleaning Servicing and Binding—Sewing and Repairing—Tinting and Dyeing 1931 W. Artesia, Gardena FR 2-5163—DA 4-2403

SERVICE STATION

BEN BENDA CHEVRON SERVICE STATION

Brake Service—Wheel Balancing—Road Service—Towing—Tires, Tubes, Batteries BEST BUYS IN USED CARS 21703 S. Avalon, Torrance TE 4-7420

SERVICE STATION

GEORGE PHILLIPS CHEVRON SERVICE

Service With a Smile—Tune Ups—Brake Service—Wheel Balancing—Electrical Service—Free Pickup and Delivery. 4605 Torrance Blvd., Torrance FR 1-6901

SERVICE STATION

CRAVENS ST. RICHFIELD SERVICE

J. W. Alecock, Proprietor—One Stop Service—Tune-up—Brake—Wheel Balancing Tire Service—Blue Chip Stamps 1529 Cravens, Downtown Torrance FA 8-9670

TELEPHONE ANSWERING SERVICE

BAY CITIES ANSWERING SERVICE

Margaret Marsha's 24-Hour Personalized Service—Business—Professional "Let Us Be Your Choice With a Smile in Our Voice" 23912 Crenshaw Blvd., Lomita DA 5-4100

THEATERS—DRIVE-IN

HARBOR DRIVE-IN THEATER

Lee Wuestewald, Mgr.—The Place to Take the Family—\$1.50 Per Car No Baby-Sitting Problem Here—Starts at Dusk—Open 7 Days a Week 23322 So. Vermont Ave. Vermont at Sepulveda TE 4-8501

TRANSMISSIONS

CROWN TRANSMISSION EXCHANGE

Wholesale Service to garages & gas stations—Repaired, Rebuilt, Exchanged—Any type, model or year. Complete line of new and used parts—Pickup and Delivery 1838 W. Redondo Beach Blvd., Gardena DA 6-8346