

Edison Manager Announces 1963 Construction Budget for County

LIFE'S LIKE THAT

By FRED NEHER



"Boy! Is she starting early."

A Closer Look

By Ernest Kreiling

HOLLYWOOD—A \$130 million tempest is sweeping through the radio and television industry, a tempest broadcasters hope will stay within the family.

LeRoy Collins, president of the National Assn. of Broadcasters, recently raised an issue with the very people who employ him and which threaten at least part of their prodigious income from cigarette advertising.

"The latest figures I have seen," Collins said, "points out that 20 per cent of boys have started smoking in the ninth grade, and almost 30 per cent of all girls smoke before they are graduated from high school. We also know this condition is being made continually worse under the impact of advertising designed primarily to influence young people."

COLLINS PLACED much of the moral responsibility on the tobacco companies, the advertising agencies and on sport figures who allow their prestige to be exploited for cigarette advertising. "But," he added, "where others have persistently failed to subordinate their profit motives to the higher purpose of the general good health of our young people, then I think broadcasters should make corrective moves on its own."

These are indeed brave words from a leader of an industry whose pocketbooks would be visibly flattened if sanctions limiting cigarette advertising were adopted. And they become even braver when one considers that Mr. Collins' \$75,000 per year contract with the industry comes up for negotiation very soon.

CIGARETTE advertising brings \$130 million a year into station and network coffers, and represents the fourth

largest product-group using TV advertising. And even if cigarette advertising were directed away from young people and aired only after 9 p.m. more than \$85 million in revenue would be threatened.

Pressures toward curtailed cigarette advertising started abroad. Earlier this year the Royal College of Physicians in London issued a report on the health hazards of smoking, after which the major tobacco companies in England voluntarily decided to limit all cigarette advertising on television until after 9 p.m. In Italy all tobacco advertising has been outlawed, a move presumably motivated by health considerations. However, some suspect that the protection of the government-owned tobacco monopoly in that nation was somewhat considered.

BROADCASTERS' reaction to Collins' comments have either denigrated the validity of research findings about health and smoking or made it unmistakably clear that he was talking for himself alone, not for the industry.

No one can expect any immediate or major changes in the amount or quality of cigarette advertising on television, for much more is involved than just broadcasting. For example, tobacco is the sixth ranking money crop in the United States; annual tobacco taxes to all levels of government total over \$3 billion annually; 3 million people are employed by more than half a million tobacco farms; and tobacco is a vital crop in at least 13 states.

There will clearly be massive resistance from numerous sources to any major change in the complicated marketing patterns of such a product, good health and LeRoy Collins notwithstanding.

Know Your Traffic Laws

Prepared in cooperation with the Traffic Education Bureau of the Torrance Police Department

Traffic fatalities in 1962 decreased by five over the previous year.

Although traffic statistics show the total number of fatal accidents and number of people injured, they fail to show the pain, suffering, heartache and misery that accompany all too many traffic accidents.

CONSIDERING Torrance's growth, added traffic on the streets and highways and other factors, the traffic record of the city for 1962 can be considered good but as long as citizens are injured and killed, improvement is still needed.

Traffic accidents are often thought of as unavoidable occurrences but statistics show that better than 80 per cent of all traffic accidents are the result of human failure rather than mechanical malfunction or breakdown.

FIVE LEADING causes of accidents are speed, following too close, failure to yield the right of way, and the drinking driver and other improper driving such as unsafe lane change, failure to give proper signal when turning and improper turning of a vehicle.

With new values placed on traffic laws and a determined effort to become a better driver or pedestrian, senseless killing and injury could be cut down and Torrance can be

Southern California Edison Co., one of the biggest investors in the future of Los Angeles county, will be going at it with vigor again this year, District Manager L. E. Jenkins said yesterday in announcing an Edison construction budget within Los Angeles county of \$78,854,246.

This amount is part of an overall Edison expansion budget for 1963 totaling \$136 million, Jenkins said.

"The money will be invested in new generating plants, substations, transmission and distribution lines and other electrical facilities needed to help our No. 1 state in the Union continue to grow," he said.

IN ADDITION to Edison's direct payroll, which last year amounted to nearly \$66 million, the company's expansion program also will provide work for thousands of craftsmen in related industries and purchases from numerous suppliers, he pointed out.

Edison's 1962 payroll in the county was \$46,050,499.00, he reported.

Preliminary figures indicate that about 75,000 meters were added in the 11 counties served by Edison, representing a total population gain for the year of about 225,000, he said.

EDISON'S MAJOR construction projects for 1963 include

continuing work on two new generating units at the Etiwanda and El Segundo steam-electric generating stations. The two at Etiwanda will be completed this year, adding 640,000 kilowatts of generating capacity to the Edison system.

When the first new unit at Etiwanda goes into commercial operation sometime in the spring, this will vault the Edison Co. past the magic 5 million kilowatts mark in total installed capacity, he reported.

He said that in addition to its presently budgeted projects, Edison hopes to begin construction this year on a major nuclear electric power plant A 90-acre site at Camp Pend-

ton was recently approved by the U. S. Navy Department for the 395,000-kilowatt plant.

"WORK CAN proceed just as soon as construction contracts are signed and regulatory approvals received," he said.

Also scheduled for construction in 1963 are 16 new electrical distribution substations and one new transmission substation. Last year, 12 distribution and one transmission subs were built, he noted.

He said that present plans also call for the adding of 1,055 line miles of new distribution and transmission power

lines during 1963, as compared with 919 miles constructed in 1962.

"All of this construction activity directly mirrors the

growth and development of Central and Southern California—plus the sharply increasing use of electricity per capita," he said.

Approves Resurfacing

Allocation of \$5,300 was approved recently by the Board of Supervisors for resurfacing along Narbonne Avenue between 248th Street and 253rd Street.

Supervisor Burton W. Chace said the project will be scheduled in proper work order by the County Road Department headed by N. H. Templin, road commissioner.

The improvement, Chace

said, is part of the county's road betterment program designed to maintain major arterials at peak operational efficiency.

In approving the expenditure, Supervisor Burton Chace pointed out that Narbonne Avenue is a secondary highway on the county's master plan and carries a daily average of 8,000 vehicles.

VITAMINS AND SAV-ON SUNDRIES

Your health is your most valuable possession. And it has always been our aim to help you protect it. You know this the minute you walk in the door. We are equipped to give you prompt, efficient prescription service. The products you see about you are products we endorse for your use, and they are priced at the lowest possible figure.

Vitamin "A" 25,000 units 100 capsules 1.25	Multi-Vitamins A dietary supplement of 30 vitamins and minerals in one cap. Bottle of 100 2.75	Liquid Vitamins Formulated especially for children. Pl. 1.09	Glycerin Suppositories Sav-on... Adults or 12's 17c
Vitamin "B-1" 25 mg., 100 caps 95c	Vitamin "E" 30 mg., 100 caps 1.09	Therapeutic Formula High concentration of all vitamins. Aids in vitamin deficiencies. Bottle of 100 2.85	ISOPROPYL Alcohol Sav-on... Rubbing compound for sore aching muscles. Pint 11c
Vitamin "B-12" 10 mcg., 100 caps 75c	B-Complex 100 Tablets 98c	Vitamin "C" 100 mg., 100 tabs 79c	Petroleum Jelly Sav-on... WHITE - U.S.P. for minor cuts and scratches. 4 oz. 11c
Thiamin Chloride 10 mg., 100 tabs 53c	Vitamin "A & D" Bottle of 100 tabs 65c	Aspirin U.S.P. 5 Grain Bottle of 100 tabs 11c	Red Mouth Wash Sav-on... Mild astringent for gargling and daily mouth care. 4 oz. 23c
Epsom Salt Sav-on U.S.P. Superior Quality. An excellent bath salt for tired feet. 5 lb. Box 29c			

UP TO 1/2 Price Beauty Aids

Tussy Wind & Weather LOTION Soothes, softens & moisturizes. 12-oz. Lotion 8-oz. Cream 6-oz. Lotion Reg. 2.00 Reg. 2.00 Reg. 1.00 1.00 1.00 50c	Friendship Garden Hand & Body Lotion Softens rough skin. Non-greasy. 12 ounces. Reg. 2.00 1.00
Desert Flower DEODORANTS Anti-perspirant action. Creme or Roll-on. Reg. 1.00 50c	Ultra Feminine by Helena Rubinstein Reduces wrinkles due to dryness. Reg. 6.00 3.75
Young Touch HAND LOTION by Helena Rubinstein Rich, soothing lotion smooths roughness. 2.75 Value 1.50	BRECK Hair Set "Mist" with FREE Purse Size Super Hold • Gentle Hold or Regular Hold. 3.00 Value 1.88
CELLOGEN Hormone Cream by Dorothy Gray Night cream smooths, banishes tiny lines. Reg. 5.00 2.50	Glycerine & Rosewater by Trittle For dry or chapped skin. Reg. 2.00 1.39
BONNIE BELL Plus 30 Cream Improved formula - a new light night cream. Reg. 5.00 2.50	Endocrine Face Cream Helps to recapture the look of youth. Reg. 10.00 5.00

"Thank You" NOTES by Stuart Hall - Box of 30 cards and envelopes. Choice of decorated or plain. 49c	VapoRub VICKS 10-hour sleep through relief from colds. Reg. 1.75 1.29	KNOX-Unflavored Gelatine All Protein - No Sugar. Box of 32. 1.19
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Men's Work Socks Value Crest - All purpose white socks of wool & stretch nylon. Fit sizes 10 to 13. 59c	Shoe Polish KIWI Choice of Brown or Black. Reg. 29c 19c	Quick Elastic Starch Half Gallon 39c
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Electric Heating Pad Century - Waterproof 3-heat pad with push button switch. Printed flannel cover. 12x15" size. 3 year guarantee. 4.98	Instant Sweet Milk Cocoa HERSHEY'S Vitamin Fortified 2 lb. 6 oz. 73c	Nursing Units EVENFLO Complete with nipple, sealer and caps. 4 to 8 oz. size. 6:100
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Boxed Envelopes Household Helper - 50 legal size envelopes in see-through box. 4 for 1.00	TONI Home Permanents No mix - No mess - Puts hidden body in your hair. Regular, Super or Gentle. Reg. 2.00 1.39
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ICE CREAM Sav-on Deluxe Hand Packed

Arden or Carnation
You get up to 40% more when its hand packed at Sav-on.
Assorted Flavors
Pt. 30c qt. 59c

Pants Creasers-Dryer Flat, rustproof steel. Adjustable for width of pants. Men's and boys' sizes. Reg. 59c ea. 3 for 1.00	Sponge Mop "Perma-Press" New Design "Easy-squeeze" head. Rust-proof chrome finish. Smooth, glide-angle action. 1.98
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Charmeen FIRST QUALITY Medical Support Hosiery Seamless or With Seams. 100% Nylon. Aids Circulation. All Sizes. Guaranteed. Reg. 3.95 2.95	Ladies' Head Scarfs Large all weather scarf with hand rolled hem. Fashion colors in prints or solids. 49c
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PLAYTEX Nurser Kit No sterilizing - disposable bottles are pre-sterilized. Dramatically reduces spitting up and colic. Hospital tested & approved. 8.95
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Light Bulbs GE Pre-tested white bulbs with inside frosted. 40 Watt 60 Watt 75 Watt 100 Watt. 4 for 1.00.	BLOODSHOT EYES 60 second relief! BEAM sterile decongestant EYE DROPS. \$1.19
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Stationery Supplies for the Home

Personal File METAL - Complete with alphabetically indexed folders. Recessed carrying handles, lock & key. 1.69	5 Year Diary Embossed design. Gold toned lock & key. 98c
Check File METAL - Complete with monthly index folders & movable divider. Lock & key. 1.69	Ledger Book Hard cover book for personal records. 59c
Telephone Index Matches colored phones. Rests on stand or hangs on wall. 69c	Address & Phone Book 6-hole looseleaf book complete with address sheets. 79c
File Box METAL - 3x5 size. Local for receipts. 29c	Sav-on logo

Ad Prices Prevail: Jan. 6th-9th Sunday through Wednesday
5020 W. 190th St., Torrance 3 Blocks W. of Hawthorne Blvd Open 9 A.M.
DRUG NEEDS AND SUNDRIES...

