

To Attract Industries

Area Development Staff Expanded by Edison Co.

Expanded activities in 1964 to help communities obtain new, economy-balancing industries have been announced by Southern California Edison Co. L. E. Jenkins, district manager for the electric company, reported that Edison is expanding its Area Development staff and is planning an intensification of its activities. This group works with local civic officials and leaders in

building a more favorable "business climate" conducive to new job-producing industries. It also actively seeks industrial "prospects" planning a move or expansion to the West Coast and sells them the benefits offered in the Southland.

ACCORDING TO the Edison official, two additional consultants are being added to the

electric company's Area Development staff of experts in this field.

He pointed out that members of the Area Development staff, including Manager F. J. Rohring, have completed or are preparing additional tours of the East Coast and Midwest to make personal calls on industrial leaders and encourage them to consider this area as the site for proposed new

plants or expansion of existing facilities.

"Encouraging results have already been recorded by the Area Development staff during the first month of the new year," the Edison executive said, citing Rohring's report of seven firms assisted either directly or indirectly in their location in this region in January. This was ahead of the

group's impressive record in 1963, during which they participated in an average of better than one plant location per week . . . 59 for the year.

EDISON'S Area Development activities during the past year were rewarded by the presentation to the staff of the first annual "Herb Nash Memorial Award" of the Los Angeles Chamber of Commerce.

This is given to "the firm or individual contributing most significantly to Southern California's industrial growth."

Citing the need for Area Development work, the Edison executive said: "As this area grows in population we become concerned with bringing industry into the Company's 6,500-square mile service territory so that there is an equal expansion of gainful

employment and production in the basic wealth-producing industries.

He noted that 100 new manufacturing jobs will support 100 additional households and make an average of \$710,000 more personal income available. Bank deposits will increase \$229,000, and three new retail stores will be opened. Retail sales will increase \$331,000, he said.

HE EXPLAINED that a large part of the job of encouraging new industry to locate here is keeping the "cost of doing business" as low as possible. Edison's primary role, in this respect, has been to provide an abundance of

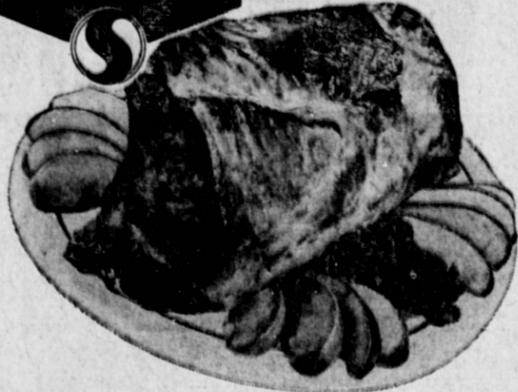
low-cost electric energy. Evidence of the electric company's efforts is the recent rate reductions in Edison's service territory.

At the same time they are contacting the leaders of industries to sell them on Eastern, Central and Southern California. For instance, 10 advertisements were placed in a large national financial publication during 1963 which pointed out the benefits offered new industries by various regions in the Edison service territory.

From these ads, personal contacts and letters, the electric company's Area Development staff has built a list of nearly 300 prospects who are encouraged to locate here.

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Full Half of Loin lb. **49¢** Full 7-Rib End Cut lb. **33¢**

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U.S.D.A. Choice Beef Whole or Large End lb. **77¢**

U.S.D.A. Inspected Grade A
Young Turkeys
Hens 10 to 12 lbs. **39¢** lbs.
Toms 18 to 20 lbs. **35¢** lbs.
Hindquarter Turkey Leg and Thigh **29¢** lbs.

Boneless Roast Beef Rump or Round lb. **89¢**
Smokie Links Swift's Premium Pork Sausage 12-oz. pkg. **53¢**
All Meat Franks Oscar Mayer All Meat 1-lb. pkg. **49¢**
Somerset Franks All Meat 1-lb. pkg. **49¢**
Ground Beef Safeway Fresh 2-lbs. **77¢**
Beef Steaks Camp's Frozen Buttered 12-oz. pkg. **59¢**
Breaded Shrimp Captain's Choice 10-oz. pkg. **69¢**
Fishsticks Captain's Choice large 14-oz. pkg. **59¢**

Boneless Beef
Round Steak
Top Round lb. **89¢** Full Cut or Bottom lb. **79¢**
Sirloin Tip Steaks or Roasts lb. **98¢**

Star-Kist
Chunk Tuna
Fancy Light Meat Fish
6 1/2-oz. can **23¢**

White Magic
Detergent
All Purpose Heavy Duty
49-oz. pkg. **45¢**

Edwards Vacuum Pack
Coffee
Regular or Drip While supplies last.
3-lb. can **\$1.95**

Cottage Cheese Lucerne-Cream or Farmer, Qt. **25¢** pint ctn.
Longhorn Cheese Whole Milk Cheddar lb. **69¢**
Bel-air Lemonade Frozen-Pink or Regular 5 12-oz. cans
Coffee Cake Mrs. Wright's Pineapple Also Jelly or Nut Snails pkg. of 2 **25¢**
Pooch Dog Food Regular or Liver Flavor 16-oz. cans **89¢**
Sho-Curl Hair Spray Regular or Hard to Hold 14-oz. can **69¢**

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Monday thru Friday
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Nothing to Buy—Just Pick Up Your **FREE BINGO CARD**
at Your Nearby Safeway

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Cream O'the Crop 2 1-doz. ctns. **95¢**
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Extra Large 1-doz. Cream O'Crop ctn. **49¢**
Lucerne 1-doz. Extra Large ctn. **53¢**

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Tomatoes
Vine-ripened. Large size to slice.
2 lbs. 39¢

Lettuce
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2 for 29¢

Bananas Safeway ripens them to perfection. **2 lbs. 25¢**
Velvet Yams U.S. No. 1 Fine Baked **2 lbs. 25¢**

Kleenex Tissues Facial Type White or Colored box of 200 **19¢**
Soft Drinks Cragmont Assorted 12 12-oz. cans **\$1**
Pure Preserves Shasta—Apricot, Peach, Apricot-Pine., Grape, Plum 2 lb. jar **49¢**
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Tartar Teen Talk

By Carol White

Students, actors, authors, and directors at Torrance High are preparing their original One-Act plays for presentation in the auditorium tomorrow night at 8 o'clock. Three plays from the festival program, and following the final curtain, a panel of distinguished individuals from the theater will present a critique of the productions.

The festival is sponsored by Miss Rosemary DeCamp, and is believed to be the first of its kind in the United States where students, write, cast, direct, and design the sets for their own plays.

This year's plays are "Love Thy Cousin" by Karen Keller, "Jonathon, Jonathon Crowley" by Mike Hubbert, and "Second Time Around" by Eleanor Westfall.

General admission is \$1, and children will be admitted for 50 cents, so come and see the talent.

TORRANCE HIGH is now a part of a local radio program. Tartar news and announcements will be broadcast on the "Jack Lewis Show" every Saturday afternoon from 5:05 to 5:30 over KAPP radio station, 98.5 on the FM dial.

North Senior Gets Trophy In Contest
Judith Morgan, a senior at North High, recently won the first place trophy in the zone competition of the Lion's Club Speaker Contest.

Miss Morgan, the daughter of Mr. and Mrs. Glen Morgan of 2027 W. 180th Place, is student body president at North High.

She competed with six other students representing the schools in the Torrance area. Her victory gave her the right to compete in the district finals with 17 other students.

Miss Morgan spoke on the topic "Moral Integrity — Imperative Survival."

Rosemary Galanda, Pat Meyers, Judi Rynhardt, Eleanor Westfall, and Carol White went to the 53rd annual Girls League convention in San Diego this past weekend. More than 125 schools throughout California were represented, sharing ideas with each other. Indeed, it was a worthwhile trip.

The annual Roman Banquet will be held March 20. Willie Sullivan will play the part of Caesar, while Robin Bingham will portray the noble Calpurnia. Dennis Masaki will take the role as the chief priest. The banquet will be held in the THS cafeteria.

TODAY, the Torrance nine will travel to North High School for a non-league baseball game. The team has done well so far this season with an 11-5 victory over Mira Costa and a 5-4 loss to South High. The Torrance tennis team will play host to the Saxons at 3 p.m. today.

South High Will Host Exchange
Members of the South High student council will host their counterparts from Palos Verdes High School in a student council exchange next Thursday.

The program is designed to permit students from area schools to exchange ideas on school government, campus programs and activities, and school spirit.

During the day, the Spartan student council will hold a regular meeting so Palos Verdes students may get an idea of how things are done at South. A lunch, prepared by members of the home economics department, will be served, and a tour of the campus will conclude.

Judy Moyer, Girls League president, is heading the exchange committee. Other members are Susan Brown, Sally Hovey, Pamela Arndt, and Mary Jane Collins.

About 85 per cent of all strokes are caused by blood clots that interfere with the flow of blood to vital brain areas, according to your Los Angeles County Heart Assn.

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