

Shoreline Plans Group Meeting In Long Beach

Shoreline Planning Association of California will hold its 11th annual meeting in Long Beach Friday and Saturday with more than 150 delegates, including state legislators, expected to convene at the Civic Auditorium and Hilton hotel.

On tap will be a broad program of planning for California's 1100-mile shoreline including such projects as acquisition and preservation of beachland as a recreational asset; beach pollution, flood control and erosion. Due to the tremendous importance of two projects, much time will be spent discussing the establishment of a chain of small boat harbors and a coast-wide network of major and access highways to eliminate current bottlenecks resulting from the use of present thoroughfares by pleasure seekers and commercial vehicles.

According to Neil Cunningham, president of the association, speakers and discussion leaders will include Senator Clarence C. Ward of Santa Barbara county; Assemblyman D. O. Fields; County Supervisors Raymond V. Darby and Leonard Roach; City Engineer Lloyd A. Dickey; State Director Fred N. Houser; State Director of Natural Resources Gen. Warren T. Hamum, and Col. Robert H. Hunter and Richard O. Eaton of the U. S. Engineers.

Plans for small boat harbors will be discussed jointly by Charles A. Winslow, chairman of northern California's Marine Parks Association, and George L. Fisher, Commodore of the Southern California Yachting Association. Frank Durkee, attorney for the State Department of Public Works, and Frank M. Stead, chief of the State Division of Environmental Sanitation will also be on the agenda.

'GOLDEN BOY' TO BE PRESENTED ON STEEL PROGRAM

Clifford Odets' celebrated drama, "Golden Boy," starring Dana Andrews, with June Havoc and Sam Levene, is the December 8 presentation in United States Steel's Sunday evening series via ABC's coast-to-coast network at 7 p. m. (PST).

Andrews is making his debut on "The Theater Guild on the Air" in the role of Joe Bonaparte, the unhappy violinist who turns to the prize ring for power and independence.

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20 Years Of Service For Letter Carrier

It's 20 years in Uncle Sam's postal service for Frank Alexander, 2431 Andree ave., and two red stars.

Alexander, who walks route No. 7 along Amapola, Acacia and Madrid avenues from Car-



son st. to Dominguez st., first entered the postal service on July 1, 1924, at Flint, Mich. He earned his first red star in Flint, going then to Dearborn, where he carried the mails for six years, and came to Torrance in 1944.

Born in Chattanooga, Tenn., he wound up in Flint after serving with the First Infantry division overseas in World War I for two years.

And to show that the postal service runs in the family, Alexander's son, Ralph B. Alexander, is breaking in at Flint, where he is a letter carrier.

The postal service awards a black service star for five years of service, and a red one for each 10 years additional. The gold star for 25 years is coming up, Alexander says.

Why did Alexander come to Torrance? Why does everyone come to California? The climate, he says, is ideal for a letter carrier.

Postmaster C. Earl Conner said he would like to get son Ralph out here, and the law of averages says he will.

C. A. ILGENFRITZ PROMOTED IN U. S. STEEL ORGANIZATION

Benjamin F. Fairless, president, United States Steel Corporation of Delaware, announced today the election of Carl A. Ilgenfritz as vice president-purchaser.

He succeeds Charles R. Miller, Jr., who retires after 49 years of continuous service with United States Steel Corporation subsidiaries. Miller first entered the employ of the Carnegie Steel company as an office boy in 1897.

Disclose Off-The-Job Insurance Coverage For Small Firm Employees

Under the state law which went into effect Dec. 1, a unique program of off-the-job insurance coverage for California's small firm employees was disclosed by Milton Monasch, San Francisco group insurance consultant.

This insurance, written by private companies, is designed to provide at the same cost, broader protection than that of the state fund.

Monasch explained that 85 percent of the 200,000 California employers affected by the act have less than 10 employees, while the annual total of premiums is expected to exceed \$50,000,000. This is larger than the total of California's annual fire insurance premiums.

Cost to each employee of the new off-the-job accident and health insurance—one percent of the first \$3,000 annual wages, automatically deducted from all California workers' paychecks—is identical whether written in a private company or the state fund.

In order to provide this broader insurance protection to the state's small business workers, Monasch stated, the California Disability Association was incorporated under California law.

As a member of CDA, an employer who hires only a few individuals will enable his employees to obtain the same protection as those of other employer-members of the association, under a master insurance policy issued to the association.

However, Monasch explained, insurance written for CDA by private companies provides Cali-

fornia workers with substantially broader coverage than that in the state fund, at identical cost.

"In fact," he said, "the language of the new Unemployment Compensation Disability Act specifies that a private company's program will be better than that underwritten by the state."

The CDA plan is the only private insurance program available to date providing substantially better protection for workers of California firms with less than 10 employees.

The amount and duration of CDA plan benefits are the same as under the state plan, although CDA payments are much more liberal.

For example, assume an employee entitled to \$20 weekly benefits under the state plan is unable to work for 13 days. The CDA payment would amount to \$17.16, while under the state plan he would collect nothing.

NEW OIL WELLS

Three new oil wells in the Torrance and Dominguez fields were announced last week by the Department of Natural Resources, Division of Oil and Gas.

Companies to begin drilling are Union Oil Co. in sections 32 and 33, townships 38, range 13W, Callender wells 103 and 104; Chester F. Dolley in section 30, township 48, range 13W, Torrance field No. 53.

Many Events On Schedule For Southland

Southern California is fast making a postwar "comeback" as America's "Fiesta Land," the All-Year Club reported today.

The nearly 1,000 flower shows, historical and holiday fiestas, harvest and stock shows, community celebrations, and sports spectacles held here annually in prewar days gained the Southland world-wide fame and were of tremendous value as tourist lures.

Some survived the war and numerous others are now bobbing up again, according to the All-Year Club. Some 28 are scheduled for December, including:

Pageant of Pigeons, world's biggest pigeon show, Los Angeles County Fairgrounds, Pomona, December 5-8.

Calexico Border Days, frontier celebration in conjunction with Mexican city of Mexicali, December 5-7.

Lompoc Mission Day, celebrating 169th birthday of La Purisima Mission with fiesta in Santa Barbara county, December 8.

Tournament of Roses Queen Coronation and Ball, Pasadena Civic auditorium, December 26.

Christmas yacht regatta, Newport-Balboa Harbor, Dec. 27-29.

Santa Annual Frolic, huge Disney character floats and bands in 20 blocks of Santa Ana, New Year's Eve.

Visitors and residents alike obtain information on these events from the All-Year Club's Free Community Visitors' Bureau, 517 West 6th st., Los Angeles, California.

R. T. ELSTAD GETS NEW POST WITH U. S. STEEL FIRM

Benjamin F. Fairless, president of the United States Steel Corporation, has announced the election of Rudolph T. Elstad as president of the Oliver Iron Mining Company of Duluth, Minnesota, a United States Steel subsidiary. Elstad succeeds LeRoy Salsich, who is retiring after 45 years of operating and executive experience with the Oliver company.

Walter L. Maxson, director of research, and Jerome E. Machamer, assistant general superintendent of the Hibbing-Chisholm district, have been elected vice presidents of the Oliver company.

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Large generous size. White with gay colored border.

Cynthia Slips 1.20
Expertly tailored to suit every woman's wants. Sizes 34 to 42. Rayon and crepes.

BOYS' Corduroy Jimmies 2.91
Excellent for school wear. Heavy, enough and sturdy enough for lots of wear and tear. 3 to 8.

Cloister Blankets 5.90
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Men's all wool worsteds. 3-4-5's and Harringtons. Styled and designed for you men by experts.

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