

# Dear Santa Claus...

**Merry Christmas to All...**

May the joys of this Yuletide Season be many to you and yours. May the Heavens guide your thoughts back to the place where the Savior was born.

On this day may we remember His words: 'It is more blessed to give than to receive.' May we remember Christmas as the Birthday Anniversary of Our Savior.

**You In The Church... The Church In You**

Form a combination for good. We should attend church regularly. Every year, women and children should be baptized. It is a Churchman's duty to be a Churchman!

## See You in Church . . . . . TODAY!

With the Hope that More People Will Come to Church This Series is Sponsored by the Torrance Ministerial Association and Made Possible by the Following Civic Leaders:

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|   | <p><b>HOWARD PERCY</b><br/>Realtor—Insurer<br/>2224 Torrance Blvd. — Ph. 953</p>   |   |

### Second Edition Of Bass Map Is Off Presses

The second edition of the most popular angler's publication ever issued by the California Department of Fish and Game—the striped bass fishing map—is now off the presses and available without charge at the agency's Ferry Building office in San Francisco.

The revised edition is printed in two colors and details stripers waters from the Golden Gate to Highway 99. Alex J. Calhoun, recently appointed chief of the inland fisheries branch, is the author of both editions.

The importance of the striped bass fishery to Californians is indicated by the listing of 82 fishing resorts in the San Francisco Bay and Sacramento-San Joaquin Delta areas. Calhoun estimates that more than 200,000 anglers catch about 1,500,000 bass each year.

Among the new features of the map are suggestions for the inexperienced angler and a chart which shows the monthly catches of party boat anglers.

### State Official Says Signal Lights on PCH Not Justified

Hopes for traffic signals along Pacific Coast Hwy. where it borders Seaside Ranchos and Hollywood Riviera were dimmed this week with the announcement that a survey by the state showed signals were not justified or desirable.

In a letter to Assemblyman Vincent Thomas, G. T. McCoy, state highway engineer said "a thorough traffic study of Pacific Coast Hwy. from the west city limits of Torrance to Hawthorne Blvd., including the Roberts Rd. intersection, was recently completed. It was found that signals were not justified or desirable at this time."

The letter was in response to pleas from the city which had been forwarded to the Department of Public Works by Assemblyman Thomas.

McCoy added that the area would be kept under observation and that any intersection where sufficient traffic develops will be given further consideration for the installation of signals.

A request for some traffic control measures at Sepulveda and Hawthorne drew the reply that a study of the intersection would be made, Assemblyman Thomas reported.

### Torrance Church Calendar

**CENTRAL CHURCH EVANGELICAL UNITED BRETHREN**  
Marcelina & Arington  
Rev. Homer H. Miller, Tor. 431

9:30 — Sunday School  
11:00 — Morning Worship  
6:30 — Youth Fellowship  
7:30 — Evening Worship  
Midweek Worship Service 7:00 Wednesday evening

**FIRST LUTHERAN CHURCH**  
Acacia and Sonoma  
Rev. Paul Wenske, pastor  
Phone Torr. 891—Res., Tor. 3397-W

Sunday:  
9:30—Worship Service.  
10:45—Sunday School.  
10:45—Worship Service.

**Channels Advised**

"However," McCoy wrote, "it was determined that channelization to provide protected median lanes for left turns from Pacific Coast Hwy. at the intersections with Paseo de Gracia, Roberts Rd. and Hawthorne Ave. would be desirable. Plans and estimates of cost for this improvement are now being prepared, and as soon as they are completed consideration will be given to financing the work."

**Priority Unknown**

"How soon the project can be financed will, of course, depend upon its critical priority as compared to the deficiencies at other locations on the highway system," he added.

### Liquor Ban At Lakewood Postponed

Imbibing of alcoholic beverages at the Lakewood Country Club will continue to March 1, rather than ceasing on Jan. 8, the Board of Supervisors decided last week.

The action was taken at the request of W. J. Shehan, secretary of the Lakewood Chamber of Commerce, after the board had previously voted to halt sale of liquor at all county parks where golf courses are established.

Negotiations for the separate sale of liquor are now in process, Shehan indicated.



May we express our sincere wishes for a very Joyous Christmas Season and a prosperous, Happy New Year!

"A FRIENDLY TORRANCE INSTITUTION"

**TORRANCE NATIONAL BANK**

Torrance California

MEMBER FEDERAL INSURANCE CORP.

## Here is why we have applied for a rate adjustment . . . our first in 31 years

The Southern California Edison Company has applied to the California Public Utilities Commission for permission to make a general rate increase.

This increase in your electric service rates—to be the first in 31 years—will add only a little to the average domestic customer's service bill—about 25 cents a month.

Actually, your cost for Edison electric service has been going down constantly since 1921. But the burden of increasing costs of operation, construction, capital and greater tax burdens—all the effects of inflation—have made a rate change necessary so we can keep up our high standards of service and meet the requirements of both new and old customers.

Specifically, these are the principal reasons why we are making this application now:

1. Costs of everything we need have skyrocketed. Our costs of labor and materials have risen to new heights, and taxes now take 25 cents out of every dollar we receive from sales of electric service. Every item in our operating budget has soared, just as every item in your budget has soared (except electric service), making it harder to match income and outgo.
2. We must continue to build new facilities as we have been and are doing. A principal factor enabling us to avoid a rate increase until now was the refunding of a large part of our outstanding securities a few years ago, which reduced the company's interest and dividend requirements. Also, Edison's generating capacity, before the inflationary period and since power from Hoover Dam became available, together with the company's transmission and distribution capacities already built, made it possible previously to serve a large proportion of our load growth with pre-inflation built hydroelectric plants and other existing facilities. But those factors no longer have any significant effect in helping the company compensate for inflation. The ever increasing demands for electric service must be met with new facilities, constructed at inflated costs.
3. As is true with any other business, we must pay a fair rental for the use of money to buy, build and operate facilities to meet the growing demands for electric service. This means that we must offer to stock and bond holders earnings which provide reasonable returns for the use of their savings, and which will encourage them to invest in the Edison Company. There is no other way for this or any company to compete for the capital it needs.

about the increase and how it affects you:

Faced with our situation most any other business would simply increase its prices. But for the Edison Company, and other privately owned public utility companies in California, rate increases must be authorized by the California Public Utilities Commission. The Commission will hold hearings on the company's application and then determine whether the company may be granted the increase for which it has applied. Under the proposed increase, the average domestic customer would pay about 25 cents more per month for electric service.

*Electric service will remain the biggest bargain in modern living.*

