

Hi-Lites Of Seaside Heights

By GRAYCE RYCKMAN
Frontier 5-1779



LESTER E. GREEN
... Heads New District

So. Calif. Gas Co. Activates New District

Torrance with a 159 per cent gain in the number of gas metres installed since 1940 is one of the contributing factors which prompted the Southern California Gas Company to form the new Southwest Division which became operative this morning.

The announcement of the new division which will administer the needs of local gas users came from F. M. Banks, president and general manager, of the gas company.

Inglewood is designated as headquarters of the newly created operating unit. Although there will be no change in any of the present district offices, and the present personnel will continue in their various capacities, some supervisory positions will be added to handle administrative functions, Banks stated.

Lester E. Green, former district manager for the company in Hollywood has been appointed division manager, W. G. H. Russell will continue as commercial manager in the new division. The rest of Green's staff will consist of H. H. Pottle, divisions sales supervisor; C. H. Couray, superintendent of distribution; L. E. Henry, division service supervisor; W. G. Cox, division engineer; and P. D. Kelly, division accountant. The Southwest Division will include Inglewood, Hawthorne, Torrance, El Segundo, Manhattan Beach, Hermosa Beach, Redondo Beach, Palos Verdes Estates, Rolling Hills, Lennox, Lawndale, Welteria, Lomita, and Westchester.

The headquarters will be located in the present Southern California Gas Co. building at 158 So. La Brea Avenue, Inglewood.

Banks revealed that the company plans to construct an additional building in the near future. The site for this structure has already been purchased at Nutwood and Grivillea Streets in Inglewood. Authorization from the Petroleum Administration for Defense to construct these new quarters has just been received.

The new building will be a two-story concrete and brick structure covering 20,000 square feet of floor space. It will be used solely for operating and accounting functions and will not contain any customers facilities. Service to customers will continue to be carried on from the present La Brea Avenue building. It is not expected that the additional quarters will be completed before early 1953.

Previously a portion of the area now included in the southwestern division was administered from Compton as part of the company's Southern Division. This area includes Torrance and the beach cities, Inglewood, Hawthorne, Lennox, and adjoining areas were in the company's Central Division. Because of the large number of customers added throughout the area since 1940, the company decided, in the interest of better service, to form the new division.

The Southwest Division starts its existence with approximately 95,000 customers. In addition to the large number of new residential districts in Westchester, Inglewood, Manhattan Beach, Rolling Hills, and Palos Verdes Estates, there have been very substantial industrial and commercial developments centered around the Los Angeles Municipal Airport. El Segundo, Torrance, and Hawthorne. Among major industrial gas users in

Have you noticed all of the Girl Scout and Brownie uniforms this week? Doesn't it give you a grand feeling to know that so many of our girls are participating in the Scout movement? Since last Sunday and through this Saturday is Girl Scout Week—thus all the uniforms.

The Brownies of Troop 1058 (Seaside) had a wonderful combination meeting and Halloween party last Saturday. They all came dressed in their mother's clothes and really looked fancy. Little Heidi Schmitz was voted the most attractive "grown up." The troop met at Susan Yerkes' house, 4905 Sharynne lane. Susan's father and mother served hot dogs and punch, and the other girls furnished the napkins, plates, cups, marshmallows and ice cream. Attending, besides Heidi and Susan, were Janice Anderson, Sharon McVey, Gail Rowan, Vivian Heald, Judy Ryckman, Carolyn Waddingham, Karen Dahlman, Gay Hurst, Carolyn Roettger, Judy Theilman, Pat Sanno, Carolyn Hall, Maurita Morris and Gloria Zervantian.

Seems I'm always getting my "Happy Birthday" in a little late—but believe me, it is just as sincere. This time the belated wish is for Bobetta Holstin, who is 11 years old as of October 25. Many happy returns, Betty.

Doris and Curley Herbst are carrying quite a birthday load this month. Three of their four children will celebrate their November birthdays together. These are Sharon, who will be 10 tomorrow; Ginger, who will be 5 on the 9th and Paul, who will be 4 on the 21st. But confidentially, Craig, your mother told me there would be a gift for you too.

This next is a sort of a personal note to Bill and Marvel Butler, and little Billy of Vandervill. All of your neighbors and good friends here in the Heights wish to express their deep regret at your moving. Maybe, we hope, Bill's job will bring him back this way and we can again enjoy your companionship.

A new family has moved in at 52 Vandervill. They are Bud and Jo Ann Boydston and their two daughters, Suzanne age 2 and Kathleen, 8 months. Mrs. Boydston is the daughter of Mr. and Mrs. Benton of the Benton Nursery on the highway. Mr. Boydston is working there now. With all of his experience and source of supplies, we neighbors are going to have to keep on our toes to keep up our lawns and flowers. Let's all take the time to stop, say hello and really welcome Bud and Jo Ann. They are from Buena Park.

Has your Community Chest representative contacted you yet? Mrs. Jack Milson, 5311 Bledward, is chairman for Seaside Heights this year. So perhaps you were away when you were called upon to help. If so, you can still contribute at the above address.

The new division are Douglas, Northrop, and North American aircraft companies; Standard, Shell, and General Petroleum oil company refineries; Nash assembly plant at the Municipal Airport; Edison Electric Redondo Beach steam plant; and the Dow Chemical butadiene plant.

Since 1940 the total number of meters in incorporated cities in the new division has increased approximately 86%. Torrance, with a gain of 159% over 1940, has shown the greatest increase. Increases in Manhattan Beach and Palos Verdes Estates have been 125%; El Segundo, 104%; Hawthorne, 93%; Redondo Beach, 80%; Inglewood, 57%; and Hermosa, 49%. The heavy service load on the company's distant Compton headquarters brought about by these increases will be relieved through the establishment of the new operating unit.

The new division manager has been with Southern California Gas Co. since 1922. He joined the company while still a student at the University of California at Los Angeles. In 1929 he became chief bookkeeper, and was appointed manager of the Hollywood district in 1937. A year ago he was assigned, in a temporary capacity, to carry on special methods and procedures studies in the Los Angeles headquarters, and he was engaged in this work when appointed to his new post.

Green is a past chairman of the board of managers of the Hollywood YMCA, and also past president of the Hollywood Lions Club. He has been very active in civic and business affairs in Hollywood throughout his gas company career.

City Official Returns From CD Training

Back from a two-week Civil Defense training course given at St. Mary's College is George Powell, assistant director of

Civil Defense for the city, with a briefcase loaded with training courses to be given locally. Powell brought back the complete training course for all

services as prepared by the Federal government and approved as a standard training program for the country. First of the training courses

is due to start in North Torrance next week. On successive weeks he will start courses in Central Torrance and in South Torrance. The course is offered for zone and area wardens. Soon to be started is a survey of available shelters in the

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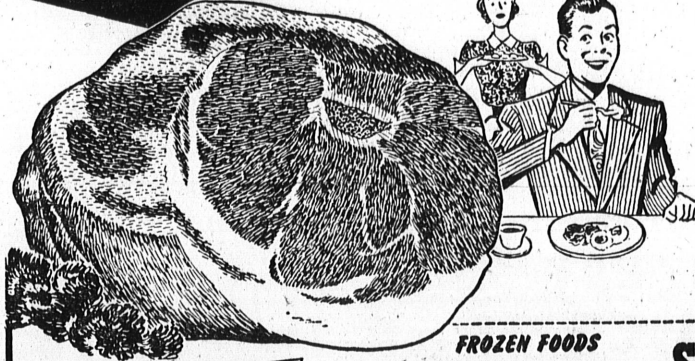
TORRANCE HERALD

Eleven

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Just look at the extra low price on Smoked Picnics... the meat of many uses. Serve baked for dinner, sliced cold for sandwiches, fried with eggs for breakfast, cooked en casserole, or use for seasoning beans and other foods. Give your budget a lift, serve this economy meat this week! And at Safeway's low prices you can really save! Come in today, get your smoked picnic during Safeway's Big Sale!

39¢

PER POUND

ADDITIONAL MEAT VALUES

SMALL WHITE BEANS

Sunny Hills brand. 1-lb. 14¢
Excellent served with smoked picnics. bag
(2-lb. cello bag, 27¢)

BREAD & CHEESE

Mrs. Wright's Bread large loaf 20¢
Sliced, white or wheat. (Small loaf, 15¢)
Raisin Bread Skylark Brand small loaf 23¢
Sliced Cheese Kraft 8-oz. pkg. 33¢

CHECK THESE VALUES

Lima Beans Seaside Dry. 20-oz. 14¢
Hominy 20-oz. 12¢
Cinnamon Crown Colony 2-oz. 14¢
Rik Rak Cleanser 2 14-oz. cans 23¢
Sanitizes, deodorizes as it cleans.

a double need... a double gift
SUPPORT YOUR COMMUNITY CHEST

KITCHEN CRAFT FLOUR

5-lb. 51¢ 10-lb. 99¢
See page 101 in November issue of Family Circle for details on how to save \$1.00 on pair of 8" Kleen-cut Spring Tension Shears.

FROZEN FOODS

excellent to serve with baked picnics.
Green Peas Bel-air 12-oz. 21¢
Baby Lima Beans Bel-air 10-oz. 23¢
Lima Beans Bel-air 10-oz. 22¢
Strawberries Bel-air 12-oz. 31¢
Lemonade Bel-air 6-oz. can 11¢

SPECIAL VALUES ON FOODS AT SAFEWAY

At your nearby Safeway you can be sure of low prices... on every shelf... every day. Here are a few of this week's special buys.

SUGAR Union Brand Fine Granulated 5-lb. bag 45¢ 10-lb. bag 89¢
For cooking, for canning, or for table use. SPECIAL PRICE!
CRISCO Vegetable Shortening Use for Baking or Frying. 1-lb. can 32¢ 3-lb. can 89¢
LONGHORN CHEESE lb. 47¢
Excellent flavor. For sandwiches or cooking. SPECIAL VALUE!
TOMATO JUICE Libby Brand 3 13 1/2-oz. cans 23¢
For breakfast serve Libby Tomato Juice. (Dozen cans, 89¢)

LOW PRICES ON FINE COFFEES

AIRWAY Mild, mellow, flavory... world's favorite blend. 1-lb. bag 72¢ (3-lb. bag, 2.10)
NOB HILL Quality and flavor usually found only in vacuum tins. 1-lb. bag 74¢ (2-lb. bag, 1.47)

THIS IS NATIONAL APPLE WEEK

APPLES Red Jonathans Crisp and Juicy 2 lbs. 15¢
Unexcelled for baking. Excellent flavor. SPECIAL VALUE!

PIPPIN APPLES lb. 5¢
California grown. Preferred for pies or sauce.

OTHER VALUES IN FRESH FRUITS AND VEGETABLES
Packed in Cello Bag 1-lb. bag 23¢

CRANBERRIES 2 lbs. 15¢
TOKAY GRAPES lb. 3¢
YELLOW ONIONS lb. 3¢

CARROTS No. 1 quality, sweet, mild. Delicious in sandwiches. Freshly Pulled. Crisp. Sweet. Tender. Tops Off lb. 7 1/2¢

MARGARINE

Sunnybank Yellow, foil wrapped. Excellent spread. Use in cooking, too. lb. 29¢

TUNA

Chicken of the Sea. Light meat fish. Solid pack. Red Label. 7-oz. can 29¢
Fine for salads. Bite size. Green Label. 6 1/2-oz. can 26¢
Use in sandwiches.

SPRY

Pure vegetable shortening. 1-lb. can 32¢ 3-lb. can 89¢

Ideas for appetite-awakening breakfasts... ideas for the big Thanksgiving Feast plus... a host of articles and stories in November issue of FAMILY CIRCLE Now on Sale at Safeway ONLY 5¢

SAVE AT SAFEWAY

Lucerne Milk Regular quart 20 1/2¢
Homogenized, pasteurized. 1/2-gallon, 41¢.
Price subject to State Board regulations.
Concentrated Milk 1/2-quart 19¢
Lucerne brand. Triple rich. (Quart, 52¢)
Add 2 quarts of water for table use.
Graham Cracker 1-lb. box 33¢
Pirates' Gold. In "serving size" pack.

PEANUT BUTTER

Beverly brand. Choice of chunk or regular grind. 12-oz. jar 29¢
(Regular grind, 24-oz. jar, 49¢)

WHITE KING SOAP

Granulated for washing dishes or clothes. large pkg. 27¢ giant pkg. 54¢ (22-oz.) (46-oz.)
Ask at store for entry blanks in White King's big new contest.

SURF "No Rinse" SUDS

large pkg. 27¢ giant pkg. 54¢ (19-oz.) (39-oz.)

PRICES EFFECTIVE THROUGH SAT., NOV. 3, 1951. (thru Sunday, Nov. 4, 1951 in stores open Sunday) AT SAFEWAY STORES IN LOS ANGELES COUNTY. Right to limit reserved. No sales to dealers. Sales tax added to retail prices on taxable items.

SAFeway

1301 SARTORI AVE., TORRANCE
Open Thurs., Fri., Sat. Nights Until 9 p.m.

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