City Growth Challenge To Edison Facilities With 200% Increase en california Edison companys ettino this city occupies as modern equipment for meeting son generating facilities, and a Beach St increased detertient de man and fourth is being planned. The second unit was approximately second of the company's present Redondo Steam city replacement of the oil of the oil of the second unit is station strephing the electricity replacement of the oil of the oil of the second unit is station system. The party approximation of the second unit is station system. The party is present for the oil of the oil of the second unit is station system. The party is present for the second unit is station system. The party is present for the second unit is station and increased demand. The party is present for the second unit is station system. The party is present for the second unit is station system. The party is present for the second unit is station and increased demand for an an increased demand for a second unit is station will have a main addition will have a station station will have a station will have a station and increased demand for a station station will have a station station and increased demand for a station will have a main the second unit is made at the provide greating expression of the second unit is and a station will have a station and increased demand for a station will have a station will have a station will have a station and increased demand for a station will have a station will have a station will have a station and increased demand for a station will have a station and increased demand for a station station and increased demand for a station will have a station and increased demand for a station will have a station a station will have a station a station a

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I houses throughout the a addition to supplying mu-tric power for Edison the Vermilion Valley r will provide increased conservation and flood facilities for the San Valley. on's long range elopment of wat Edison for developmen in the Big Cr ther reser

provide er Commission for permission af stor to build. Plans for this project the comparison of the project of the comparison of the project power, call for a reservoir with a capa-area. In dity of 123,000 acre feet on the service, powerhouse with a generating reservoir capacity of 126,000 kilowatts i water located seven miles down i control stream. It is estimated that electric energy which could be gener-ated by the proposed Mam-moth Pool powerhouse would average 550,000,000 kilowatt

Producers of

PRIME WESTERN ZINC

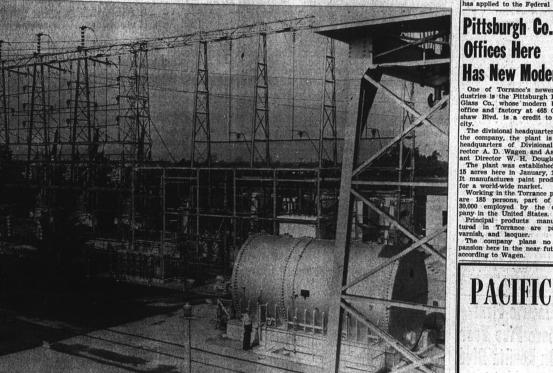
* INTERMEDIATE ZINC

We Join In Celebrating Torrance's

"Get Acquainted Week"

an annual avera 000,000 kilowatt those plants. Th tional, water flood control an banefits colored

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HEADQUARTERS The La Fresa Wark HEADQUARTERS . . . The La Fresa substation, ted in Tornace, is one of the major links in Southern formia Edison Co. transmission facilities. It receives the re output of the Redondo Steat Station for transmission ther parts of the Edison system. Improvements totaling continuety \$2,500,000 have been made at this station since and of World War II as part of the company's continuing mether parents. to off



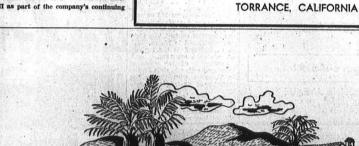
* BRASS SPECIAL ZINC



Wind, sun, rain, snow all come their way and go on. Yet the granite peak stands. So with our memories for those beloved who have left us. In this moment of sorrow depend on complete understanding and service.



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PROUD OLD CALIFORNIA FAMILY!

The year 1953 is our fifty-eighth year of service to homes, farms, business and industry in Central and Southern California. This, we feel, ranks our "coat of arms" among those of the pioneer families of the west-for it was within the past fifty-eight years that the west of-

today emerged. Indeed, the west of today would have been impossible without electricity. Watering thirsty acres, it transformed wastes into fertile fields and groves. Turning mill and factory wheels, it has been a prime

SOUTHERN CALIFORNIA EDISON COMPANY Gdue

mover in industrial development. Bringing comfort and convenience into homes, it has helped turn villages into thriving and prosperous

Edison is proud that its symbol has meant two things to Centre and Southern California throughout the period of its greatest growth and development: A dependable supply of vital electric power as low cost, and a company which has always been an integral part of every community it serves-a good citizen, friend and neighbor.