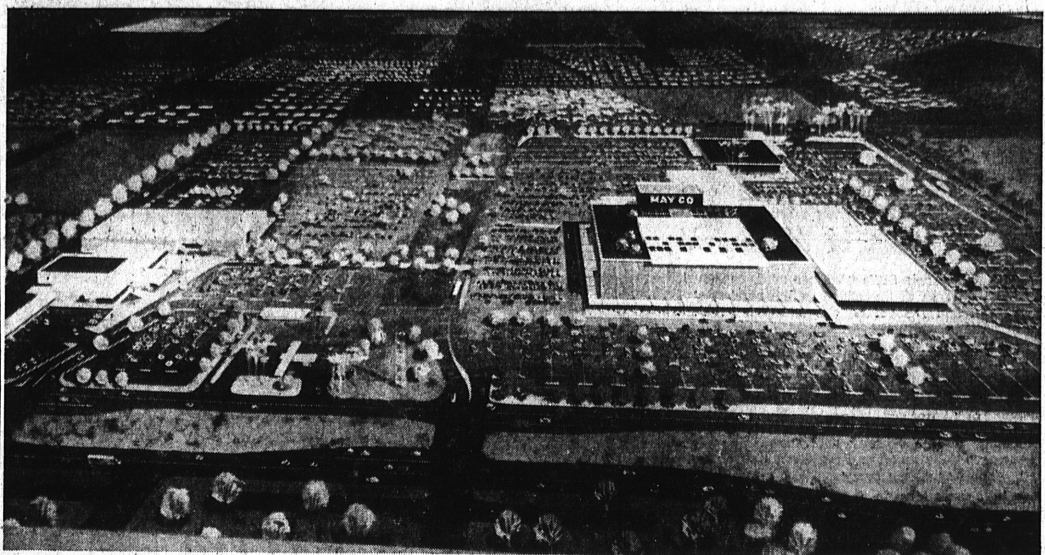


(ESTABLISHED JAN. 1, 1914)

TORRANCE, CALIFORNIA, THURSDAY, SEPTEMBER 13, 1956



STARTING CENTER . . . Developers, civic officials, and representatives of major Southland retailers were on hand this week to break ground for the new South Bay Shopping Center at 174th St. and Hawthorne Ave. Left to right here are Morton J. May, chairman of the board, May Department Stores; Mayor J. Russell Shea, Redondo Beach; Sidney F. Brody, president of Brody Investment Co.; Albert Ralphs Jr., Ralphs Market, and Leonard Straus, Thrifty Drug Stores.



SHOPPING CENTER PERSPECTIVE . . . This is the artist's conception of the new South Bay Shopping Center. The final phase of construction was started this week following ceremonies on the site at which civic officials, and representatives of The May Co., Thrifty Drugs, Ralphs Stores, and others were introduced by Sidney F. Brody, president of the Brody Investment Co., owner and developer of the center.

May Co., Other Stores Break Ground in Center

Civic officials, developers, and representatives of some of California's leading retail stores met on a bare field this week to turn the first shovel of earth symbolizing the beginning of construction on the huge \$15,000,000 South Bay Shopping Center at 174th St. and Hawthorne Ave.

Attending the ceremonies were Morton J. May, chairman of the board, May Department Stores, here from St. Louis, and other top officials of the May Co., whose seventh Southern California store will dominate the new shopping center. Others at the ceremony included Sidney F. Brody, president of the Brody Investment Co., owners and developers of the center, and city officials from surrounding South Bay and Torrance area cities.

Luncheon Held

A luncheon celebrating the event was held at the Steak Knife following the ceremonies. The Steak Knife is a new modern restaurant, built as part of the new South Bay Bowling Center on the Shopping Center site. Both the bowling center and the restaurant were previewed by invited guests Monday evening and will be open in the near future.

Tenants of the shopping center announced by Brody at the ceremonies that week include J. J. Newberry Co., Ralphs Grocery Co., Thrifty Drug Stores Co., Bank of America, Gallenkamp Shoes, Harris & Frank, Inc., Innes Shoes, and Leeds Shoe Store.

Other Tenants

Other tenants who have signed leases in the center include Rancho Music Box, South Bay Bakery, South Bay Liquors, Center Stationers, Aitken's, Chic Accessories, Modern Woman, Randall's Shoes, Beacon Cleaners and Dyers, Pavsner's Barber Shop, Andrew C. Browne's Hair Stylists, South Bay Shoe Repair, A-1 Photo Service, Children's Shoeland, Helen Grace Candies, Norm Manning, Lawson's Jewelers, Henry Jaxsons Redondo, Inc., and Moran Drapery Stores.

Edison Co. Asks For Rate Hikes

Application for a general rate increase has been filed with the California Public Utilities Commission by Southern California Edison Company.

This is the second time since 1921 that the company has sought rate relief in the face of constantly increasing costs of everything that goes into the generation and distribution of electrical power, Edison officials said. Additionally, they emphasized that the rate of return which the PUC authorized following the company's application in 1952—the first in 31 years—has never been realized.

If granted, the effect of the rate increase on residential customers would be to add approximately 15 cents a month to the bill for average household use, Edison spokesmen pointed out.

Although the new rates are not expected to be in effect for the full year 1957, Edison's proposed adjustment, if authorized, would increase annual revenues about \$13,500,000 or less than 6 1/2 per cent at the estimated 1957 level of sales. Out of this additional revenue, however, Edison would net only about \$6,200,000 after taxes.

Edison President Harold Quinton termed filing for the rate increase at this time as being "imperative" in the light of continuously rising costs in all phases of the electric utility business.

Young Repubs Set Next Meet

Robert L. Aguilar, vice president of the Torrance Young Republican Club, announced last week that anyone interested in electing GOP candidates to office in November, is invited to the next meeting of the group, Tuesday evening, Sept. 17, at 7:30.

The meeting will be held at Higgins Brick and Tile Co., 2217 W. 174th St.

Charles Franklin, 17th District Republican candidate for U. S. Congress, will appear on television tonight at 5:30, on Channel 13. He will debate with a Democrat, name as yet not announced, on the subject of "Small Business, Its Problem and Policies."

Franklin's congressional opponent is Cecil R. King, incumbent congressman 17th District. Franklin is a graduate of SC, with a degree in law.



PLEDGES COOPERATION . . . Walter J. Bruemark, vice president and general manager of the May Co. Los Angeles, told those at the groundbreaking ceremonies this week that his company didn't want to move in and re-write the rules for the area. "We want to become a part of your community and operate by your rules," he said.

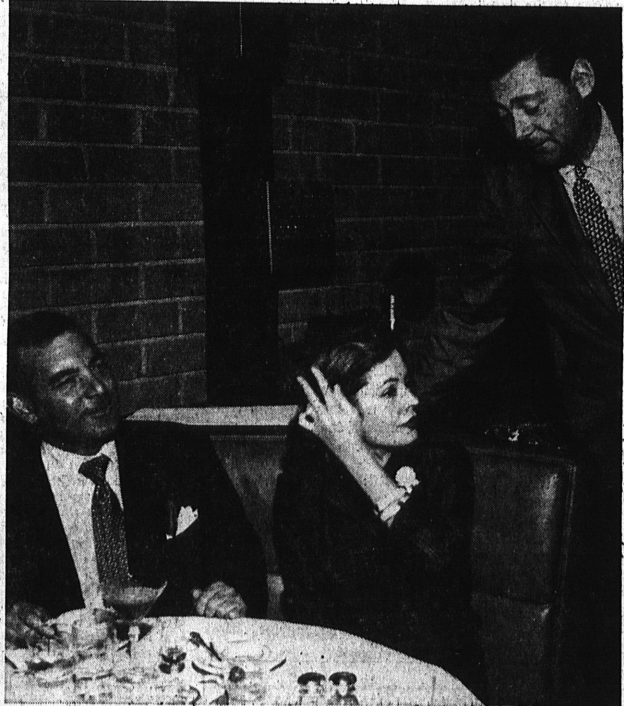
CHACE CHALLENGES BIG COUNTIES TO VOTE RACE

A challenge to 10 of the largest counties in the United States to a Get-Out-To-Vote campaign for the forthcoming general election was issued this week by Supervisor Burton W. Chace, chairman of the Los Angeles County Board of Supervisors.

A special resolution by Chace was unanimously approved by the Board of Supervisors. The resolution stated in part, "The other ten counties, all comparable in size to Los Angeles, are hereby challenged in a spirit of patriotic good will and in an effort to protect the American way to get out the highest percentage of the registered vote on November 6, 1956."

According to Chace, at the general election in 1952, 88.68 per cent of all persons qualified by registration in Los Angeles County voted—a figure, the Supervisor said, considerably higher than the national average.

The counties challenged by Chace's resolution are: Brooklyn Borough, N. Y.; Cook County, Ill.; City and County of Philadelphia, Penn.; Wayne County, Mich.; Cuyahoga County, Ohio; Suffolk County, Mass.; City and County of San Francisco, Calif.; Harris County, Tex.; Orleans Parish, La.; and King County, Seattle, Wash.



PREVIEW BOWLING CENTER . . . Joining hundreds of Southland newsmen and sportsmen at a preview of the new 54-lane bowling center and Steak Knife restaurant on the South Bay Shopping Center site this week were Edward Lasker, major backer of the enterprise (left); his wife, Actress Jane Greer, and Sidney F. Brody, developer of the center.

Back To School Means Safer Driving Habits

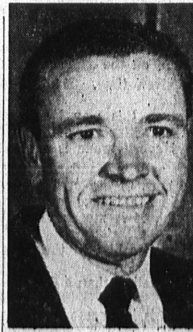
"Keep an eye on all small fry."

This is the advice being offered this month by schools and the Automobile Club of Southern California as more than one million youngsters return to school in Los Angeles County.

Sponsoring the September "Back-to-School" safety program in cooperation with the Greater Los Angeles Safety Council, the schools and the Auto Club are reminding motorists that children are often careless in traffic and that they bring about dangerous situations. Nevertheless, the two sponsors are emphasizing that drivers can do much to counteract the effects of this carelessness.

Motorists are being asked to observe the following rules to protect youngsters in traffic:

1. Keep a sharp lookout for children at all times, but especially in school zones, near playgrounds and other places where children gather.
2. When in the areas of



DICK MILLER of Torrance who will play Doc in "Come Back, Little Sheba" opening Sept. 13 at Camino Real Playhouse.

Miller Stars In 'Sheba' at Beach Theater

Dick Miller, of Torrance, will play the leading role of Doc in the Manhattan Players' production of "Come Back, Little Sheba" which opens tonight at Camino Real Playhouse, 526 S. Irena, Redondo Beach.

The play will run Thursday, Friday and Saturday nights for four week ends.

Miller is sales manager for a local real estate firm. This is his first role with Manhattan Players but he has been seen in Torrance in many YMCA shows. He also worked with the Ben Bard Players in Hollywood, doing such shows as "Time of Your Life," "The Hasty Heart," and "Androcles and the Lion."

"Come Back, Little Sheba," by William Inge, is being directed by Warren McCollum. Others in the cast include June Royce as Lola, Roberta Walker as Marie, and Alvin Schneider as Turk. Tickets are \$1 and reservations may be made by calling PR 4-1600.

school zones, playgrounds, etc., be alert for traffic signs, signals, crossing guards and children.

3. Don't be juvenile yourself by trying to compete with bike riders. Give them a break.
4. Always expect the unexpected from children.
5. Help your child choose the safest route to and from school.