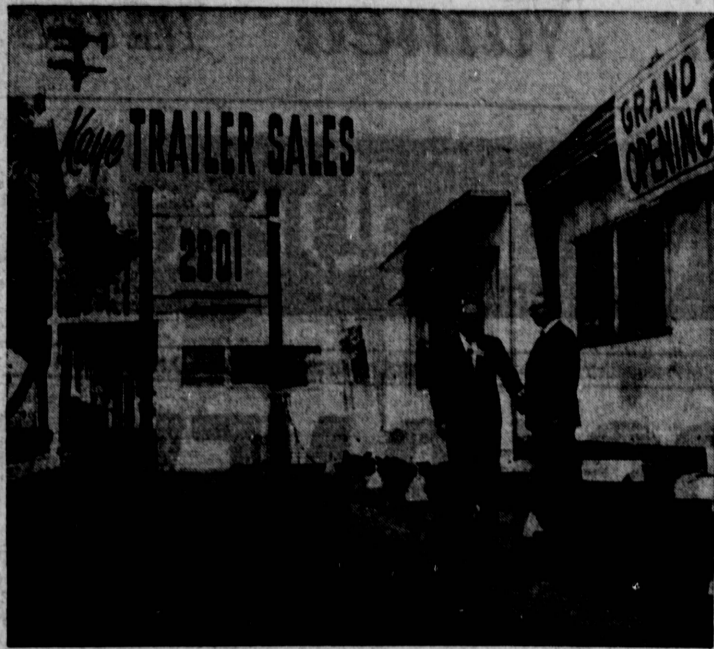


CONGRATULATIONS . . . Supervisor Kenneth Hahn offers his congratulations to Frank G. Simon, retiring chief of the Los Angeles field office of the Federal Bureau of Investigation. Hahn, chairman of the special Los Angeles County Crime Prevention Council, commended Simon for his service to the FBI and the nation. Simon has headed the Los Angeles field office for several years.



SALES AGENCY . . . Official opening of Kaye Trailer Sales, Inc., located on the airport property on Pacific Coast Highway, was celebrated last week with an open house. The agency handles all types of mobile homes and has one of the largest display areas in the southwestern area. Jerry Scharfman, city director of finance (right) welcomes owner Harry Kaye to Torrance. (Herald Photo)

Montgomery, Manual Arts Exchange Art

Art students at Bishop Montgomery High marked another first this month with an exchange program with Manual Arts High School. An exhibit of ceramics and wood art objects has been set up at the Montgomery High library. The articles were made by students at Manual Arts High. Montgomery students sent several objects ranging from tapestry and mosaics to block-prints and oil paintings to Manual Arts. The exchange was first proposed by Mary Green last year, and has been approved by the Los Angeles City Schools. Students whose works were sent to Manual Arts High are: Mary Kane, Pat Goebel, Irene Rayn, Loretta Roth, Linda Chappell, Delia Albertoni, Sue Osterman, and Judy Culverhouse.



AT OPENING . . . Jayne Mansfield, shown here with husband Mickey Hargitay, cut the ribbon marking the official opening of the Crown Department Store in Gardena Thursday. Miss Mansfield was joined by business and civic leaders in Gardena and actor John Agar. The new store is located at 139th Street and Western Avenue. (Herald Photo)

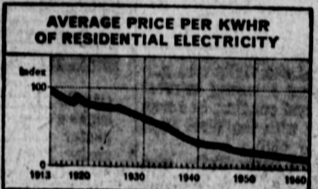
GO CLASSIFIED

Answers to key questions about the investor-owned electric utility industry and the all-electric future

Does electricity actually cost less today?

Edison electricity stands out as one of today's biggest bargains. It's a somewhat astonishing fact (to most people accustomed to ever-rising costs) that the average cost of a kilowatt hour of electricity to Edison residential customers is 28% lower today than it was in 1939!

Due to efficiencies and new techniques developed by the investor-owned utility companies, and aided by the increased use of electricity and the steady swing to all-electric living, the cost of residential electricity in America has trended downward.



The chart above shows the national cost picture for residential electricity over the past fifty years.

Did you know you have a "stake" in the investor-owned electric utility industry?

There are two major sources of electric power in the United States. Number one is the self-supporting, investor-owned utility company. The other: the tax-supported government operation.

Edison is one of America's 400 investor-owned companies, owned by and responsible to 4 million American shareholders directly—and to many millions more indirectly. For example, if you have a life insurance policy, the company may invest a portion of your premiums in electric utility stock, giving you an indirect financial interest in the industry. (For other examples of indirect ownership, see table below.)

INVESTORS IN THE ELECTRIC INDUSTRY	
DIRECT INVESTORS	
Shareholders	4 million
Bondholders	Number unknown
INDIRECT INVESTORS	
Life Insurance Policyholders	100 million
Mutual Savings Bank Depositors	22.5 million
Members, Shareholders, Policyholders in Charitable, Fraternal, Religious, Educational Organizations and Foundations	Total number unknown

The investor-owned utility companies provide low-cost electric power to the communities they serve; provide a fair return to their shareholders (strictly regulated); and help support community and country through the payment of taxes (instead of being supported by taxes).

For more details, send for your copy of "The Answers to 30 Questions." Write: Advertising Department, Southern California Edison Company, P.O. Box 351, Los Angeles 53, California.



Southern California Edison

City Receives Payment on License Fees

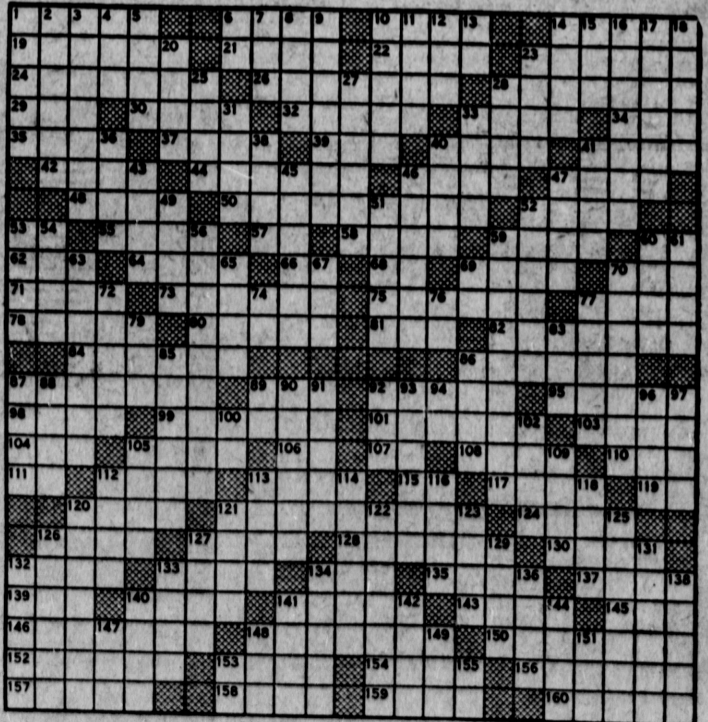
The City of Torrance has received \$491,147 as advance partial payment of its share of state collected vehicle license fees. Los Angeles County was paid \$20,110,810. This amount represents 75 per cent of the fees which the state expects to receive during the six-month period ending May 31, 1964. The balance of the actual amounts for the period will be paid in June. The allocations are based on a population formula which for this installment, allowed \$4.11 per capita for cities throughout California and \$3.33 per capita for counties. State Controller Alan Crans-

ton said the cities' shares, as provided by law, are based on the 1960 federal census with adjustments for new incorporations, annexations, special census or Department of Finance estimates, while county apportionments are based on the 1960 census without adjustments.

Herald Sunday Crossword

(Answer on Page 13)

- | | | | | |
|-------------------------------|------------------------------|-----------------------------|--------------------------|---|
| ACROSS | 68—Symbol for ruthenium | 138—Clan | 16—Forest wardens | 26—A state (abbr.) |
| 1—Stone carved in relief | 69—Possessive pronoun | 139—Sense | 17—Spirited horse | 27—Severe |
| 2—Declared | 70—Neckpiece | 140—Look for | 18—Gull-like birds | 28—Slogan |
| 3—Rip | 71—Arrow | 141—Old (poet.) | 19—River in Belgium | 29—Snake |
| 4—Defeat | 72—Excellent | 142—Arise (abbr.) | 20—River in Belgium | 30—Freaks |
| 5—Place for keeping birds | 73—Forces air through nose | 143—Fondles | 21—Post | 31—Note of scale |
| 6—Opening in ice | 74—Facial expression | 144—Positive pole | 22—Woody plant | 32—Den |
| 7—Sold | 75—Ragtime sound | 145—Projecting tooth | 23—Marshes | 33—Sea eagle |
| 8—Chastity | 76—Simpson | 146—Anglo-Saxon money | 24—Body of water | 34—Tip |
| 9—Most damp | 77—Dutch town | 147—Stays | 25—Prophet | 35—Cider |
| 10—Hends | 78—Ripping | 148—Constantans | 26—Sound a horn | 36—Cider |
| 11—Mate | 79—Liquid measure | 149—Instructor | 27—Let it stand | 37—Sea in Asia |
| 12—Suffix forming adjectives | 80—Tried | 150—Makes into law | 28—River in Africa | 38—Use |
| 13—Slave | 81—Begger | 151—Linger | 29—Chaining substance | 39—Handle |
| 14—Cities of Rome | 82—Doctrine | 152—Baseball team | 30—God of manly youth | 40—Profound |
| 15—Painful | 83—King of birds | 153—Strikes out | 31—Teem | 41—Warm |
| 16—Army officer (abbr.) | 84—Fat of swine | 154—Dales | 32—Cuts | 42—Estate |
| 17—Pair | 85—Enthusiasm | 155—Hereditary: grafted | 33—River in Africa | 43—Eras |
| 18—The sun | 86—Adhesive substance | 156—Mark left by wound | 34—Inventor of telegraph | 44—Made love (slang) |
| 19—Dispatch | 87—Football position (abbr.) | 157—Mine veins | 35—Quadrupeds | 45—Calm |
| 20—Communist | 88—Man's name | 158—Cried like | 36—Totals | 46—Wheat tracks |
| 21—Impose as necessary result | 89—Planet | 159—Thoroughfare | 37—Ridiculous | 47—Depression |
| 22—Limited | 90—A month | 160—Fingerism | 38—Saw through | 48—Cylindrical |
| 23—Anon | 91—Man's nickname | 161—Line | 39—Ridiculous | 49—Chickens |
| 24—A month | 92—Caudal appendage | 162—Native metal (pl.) | 40—Improving | 50—Growing out |
| 25—Man's name | 93—Proposition | 163—Surgeon general (abbr.) | 41—Cut of meat | 51—Warbled |
| 26—Carbon | 94—Chimney | 164—Swiss river | 42—Warped | 52—Authors |
| 27—Nods | 95—Legal seal (abbr.) | 165—Roman road | 43—Wager | 53—Take one's part |
| 28—Condensed moisture | 96—In addition | 166—Place | 44—Period of time | 54—Landed |
| 29—Measure of weight (abbr.) | 97—Went by | 167—Fest | 45—Parrot islands | 55—Whirlwind |
| | | 168—Beast of burden | 46—Massive | 56—Group of three |
| | | 169—Symbol for rhenium | 47—Devoured | 47—Fruit twice |
| | | 170—Exalted person | 48—Play over | 48—Man's name |
| | | 171—Worthless | 49—Wary | 49—Irishman |
| | | 172—Went by | 50—Entrust | 50—High card |
| | | | 51—Final | 51—Shallow vessels |
| | | | | 52—Nahoor sheep |
| | | | | 53—International Labor Organization (abbr.) |
| | | | | 54—Pronoun |
| | | | | 55—Tactless deity |



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Cost of bottle warming cut 28%

Here's a father and son story with a happy ending for every Edison customer. Back in 1939, when father was a sprout, the electricity used to warm his bottle cost about 28% more than the electricity used tonight to warm the bottle for his son (not pictured, waiting impatiently offstage). One basic reason electricity is today's biggest bargain is that Edison and other investor-owned electric utility companies are *business-managed*. Alert to new methods, and aided by the swing to electric living, savings have consistently been passed along to customers. For news of one cost of living that has steadily gone down, please read right.

The investor-owned utility companies provide low-cost electric power to the communities they serve; provide a fair return to their shareholders (strictly regulated); and help support community and country through the payment of taxes (instead of being supported by taxes).

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