

## Zeta Tau Delegates to Attend Florida Conclave

Four collegiate and alumnae delegates from California will attend the Zeta Tau Alpha biennial convention at Hotel Americana, Miami Beach, Fla., June 22-26.

Joining the 97 ZTA college chapter presidents, will be UCLA chapter president, Diane Venia, North Hollywood; and State College at Long Beach, Marilyn Arey, Long Beach.

Mrs. Gustave B. Weck of Berkeley, ZTA first vice-president, will take part in convention discussion during the week.

Zeta Tau Alpha was founded at Longwood College, Farmville, Va., in 1898 and has pioneered philanthropically in work with the National Society for Crippled Children and Adults, Inc., the Easter Seal Society. Biennial grants of \$5,000 each are given for such projects as film strips and brochures for parent education, development of self-help clothing for crippled children, and distribution of wardrobes of this clothing in the United States and Europe.

The Zeta Tau Alpha Foundation, chartered in 1954, has awarded scholarships to outstanding students on more than 65 college and university campuses in the United States. In addition, the foundation has helped improve

educational facilities for students, and supplemented work of colleges and universities in the development of their educational programs.

Reports of these ZTA activities will be given in detail at the Miami convention. Plans will be explained whereby the fraternity expects to spend three million dollars on housing in celebration of its Diamond Anniversary.

Southern California delegates to Miami include Mrs. Tom Gwin, District president, Hermosa Beach, and Mrs. Claire E. Pike, delegate from Long Beach Alumnae Chapter.

### Luncheon Given For Faculty

The officers of the Nativity Mothers Club, under the chairmanship of president, Mrs. Larry Moeder, held an Appreciation Luncheon on Saturday, June 6, at the Nativity Annex. The luncheon was sponsored for the priests, faculty and volunteer helpers of Nativity School.

Highlight of the luncheon was a skit presented by the members of the Mothers Club depicting the typical mother getting her children off to school in the morning.

## Enrollment Night Staged

Richard Vink, Manhattan Beach, district membership chairman of South Central California Moose Assn., was guest speaker at Enrollment Night, staged by Women of the Moose, Torrance Chapter 44, on June 3. Mr. Vink spoke on full participation in business and social activities.

Mrs. Edward Judd, chairman, Academy of Friendship, Torrance, and officers of Manhattan Beach Chapter 1457 officiated at the event. Corsages and rings were presented to several members of the Torrance Academy Chapter, who received their third degree in Phoenix on May 2.

Mrs. Harold Litton was enrolled in Chapter, sponsored by Mrs. Karl Gustafsson. Guests for the evening were B. E. (Red) Finke, governor; Joseph Powers, junior governor; Thomas Wilkes, past governor; James D. McCune, publicity, Torrance, and district vice president of South Central California Moose Assn.; and several members of Loyal Order of Moose 785, Torrance.

### Meets June 22

Past Noble Grands Club of Torrance Rebekah Lodge 347 will meet June 22 at 7:30 p.m. at the home of Maud Milburn, 2065 W. 250th St., Lomita, with Stella Norris in charge.

This will be the last meeting of the club year.



**FAMILY PICNIC** . . . British Commonwealth and Friends Club will stage its family picnic Sunday, June 21 at 11:30 a.m. at Torrance Park, 2001 Santa Fe Ave. Games will be played followed by the basket lunch. Preparing for the sack race, are from left, Kain Handsaker, Mrs. John Smith, Mrs. Dennis Sellers, Andrew Sellers, both in sack, and Jimmy Hansaker wearing a pitcher's glove for the ball game. (Herald Photo)

### Club Sponsors Harbor Cruise

British Commonwealth and Friends Club will stage a Harbor Cruise on July 18 for members and friends. Tickets may be secured by calling Les Smith. The regular July 4 meeting has been cancelled.

### Unit to Tour China Town

Rho Epsilon Chapter of Beta Sigma Phi will mark the first in a series of summer socials, June 20, with a tour of Chinatown culminating with a dinner at Fon's Restaurant.

Guests who will join members and their husbands for the evening's festivities will be Messrs. and Mmes. Charles Johnson, Erik Haglund, Jack Peterson; and Miss Lorna Moore.

Mrs. Betty Heaton, social chairman, is in charge of all arrangements and reservations.

## Open House Fetes Pair On Golden Wedding

Mr. and Mrs. Hugh Reves of Hawthorne were honored guests at an open house celebrating their Golden Wedding Anniversary on Sunday afternoon, June 7, at the home of their son and his wife, Mr. and Mrs. Harvey Reves, 1403 W. 209th

St., Torrance. A daughter-in-law, Mrs. Inez Reves of West Covina was co-hostess for the event.

The 80 guests attending the affair were served champagne, a buffet supper and coffee at a table centered by an anniversary cake.

For the party, Mrs. Reves wore a pink lace sheath and a corsage of pink carnations.

The couple was married in 1914 at the German Lutheran Church in Boyle Heights, Los Angeles. Among the guests present at the anniversary party were Mrs. Esther Haster, who served as flower girl at the wedding, and the two bridesmaids, Mrs. Anna Peebles and Mrs. Lillian Osterhaus.

Also present were the honored couple's five grandchildren and one great-grandchild.

Mrs. Reves was born in San Bernardino and reared in Los Angeles. She served as a Red Cross instructor during World War II and spends her time painting, and attending class each Wednesday. Mr. Reves came to Los Angeles from Kansas in 1906 and until his retirement was active in the wholesale seafood business. He is a past master of the Palestine Masonic Lodge in Los Angeles.



DIANE GRIJALVA . . . To Wed Soon

## Engagement Announced

Mr. and Mrs. William Grijalva, 21317 Archibald Ave., Torrance, announce the engagement of their daughter, Linda Diane, to Larry Howe, son of Mr. and Mrs. Laverne Howe of Long Beach.

The wedding will be solemnized in the near future.

The bride-elect was graduated from Stephen White and was a member of this year's Carson High School graduating class. Her father is a well-known race driver.

The future bridegroom, a graduate of a Long Beach high school, is employed by an electronics firm in Hollywood.

### Cactus Society Meets Friday

Gardena Cactus and Succulent Society will meet Friday evening at 8 p.m. at the Hawthorne Recreation Bldg., 134 N. Grevillea, Hawthorne.

Joseph A. Kellet will speak on "Mexican Agaves." There will be a plant table and refreshments. The public is invited.

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

**Did you know you probably "own" part of the electric utility industry? Nearly everyone in the United States has a stake in the future of the investor-owned electric utility industry. It's a fact! If you have a bank account, carry insurance, belong to a "fund" or any organization with money to manage, you are probably an indirect owner—since all these types of institutions are investors in electric utility company securities.**

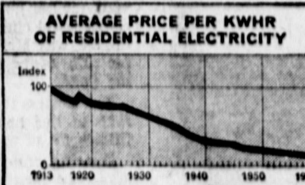
**How about the direct owners? There are some four million direct owners of America's business-managed electric utility industry: men and women who have invested their savings in companies such as Southern California Edison. More than 100,000 people like you and your neighbors are investors who directly own Southern California Edison. No wonder Edison service is perpetually polished and perfected. The boss is all around us!**

INVESTORS IN THE ELECTRIC INDUSTRY	
<b>DIRECT INVESTORS</b>	
Shareholders	4 million
Bondholders	Number unknown
<b>INDIRECT INVESTORS</b>	
Life Insurance Policyholders	130 million
Mutual Savings Bank Depositors	22.5 million
Members, Shareholders, Policyholders in Charitable, Fraternal, Religious, Educational Organizations and Foundations	Total number unknown

This table shows the ownership of America's electric utility industry. It's a picture of power widely owned and well-managed for the benefit of almost everyone.

**What effect has investor-ownership had on the cost of electricity for you and your family?**

Despite rising costs and rising prices everywhere else you look, the cost of the average kilowatt-hour of electricity to the residential consumer in America has gone steadily down (see chart below).



**One big reason for this: the business-managed companies are constantly protecting the interests of their customers (who are also their owners) by increasing efficiencies to make electricity one of our age's biggest values.**

Here in Central and Southern California, the record has been outstanding. The average cost of a kilowatt-hour of electricity to Edison residential customers is 26% lower today than it was in 1939.

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



## Chairman, quality control

Meet the most important person in our lives: A customer. As an investor-owned, business managed company, all Southern California Edison plans and all Edison people have the one big objective: Customer satisfaction. We move ahead only as we serve and please our customers. Happily for us (and for our 120,000 stockholders) electric living grows and grows in popularity. People say nice things about the quality of our service. And Edison electricity continues to be today's biggest bargain! You have an important stake in the electric utility industry. To find out about it, please read right.



**LEAGUE BENEFIT DANCE** . . . Carrying out their "Summer Fiesta" theme, Mmes. Jack Tombs, Al Cadenhead and Lonnie Mansker, don their gingham, straw hats and sandals, preparing for the North Torrance Pony League Auxiliary dance, June 20, at the American Legion Hall in Torrance. "Rhythms" will play for dancing from 9 p.m. to 1 a.m. Mrs. Mansker, wa ys and means chairman, states that all proceeds will be used to buy league equipment. The public is invited. (Herald Photo)

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