

UNBEATEN CHAMPS of the West Torrance Pony League, the Redlegs, won 21 straight games, headed by three pitchers with identical 7-0 records—Barry Hyde, who allowed 16 hits and nine runs in 32 innings; John Black, 13 hits and 9 runs in 44 innings, and Mike Sellers, 12 hits and 4 runs in 31 innings. Catcher Mike Braiwick led the league with a .520 batting average and hit seven home

runs. Hyde hit six homers. Other starters included Skip Hogue, John Black, Dick Pipkin, Richard Faulk and Brad Virgil. Reserves include Mike Maxsenti, Danny Pace, Roy Osterberg, Jim Spinka, Larry Lebon and Russell James. Stan Sellers is manager and Ralph Hogue, coach. League all-stars from the Redlegs are Black, Braiwick, Hogue, Pipkin and Sellers.

Joe Louis Story Will Be Told On Local TV Tomorrow Night

Joe Louis will be on camera recounting his life story when KTTV presents an unprecedented two-hour biography, "In This Corner—Joe Louis," Saturday from 8:30 to 10:30 p.m., with a complete repeat of the program Sunday, also at 8:30 p.m. on Channel 11.

The documentary, produced as a Metropolitan Broadcasting television special, traces the career of one of the greatest sports figures of our time, Joe Louis, from the time he was the son of a poverty-ridden Alabama sharecropper through his explosive rise to the championship of the world and beyond. Included in the program will be the story of Louis' early years before the title, the glorious years of his prime and his difficult retirement years.

Live appearances by some of Louis' toughest competitors, Billy Conn, Jimmy Braddock, Tony Galento, Jersey Joe Walcott and Rocky Marciano will be shown. The fighters will recount their views on the personality, the talents and the dreams of this almost legendary figure.

The program presents fight footage never before seen on television. Viewers will witness the Brown Bomber in action in the 1933 Golden Gloves Tourna-

ment, as well as highlights of the Carnera and Braddock fights and the second Godoy fight.

Films of the two Schmeling bouts and the famous Marciano bout will be included. The documentary includes stills of every fighter who faced Louis from 1934 through the Marciano fight.

Other live appearances are made by Rose Morgan, Lou-

is' third wife; Manny Seamon, his postward trainer, and Louis' older sister, Mrs. Eulalia Bobo, who will tell of his early days and ambitions.

Louis appears on the program to talk of some of his fights, his life, his hard times, his good times, and the years he has been in the public eye.

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Figure 8 Card Features Bid By Ben Steele to Up Lead

Ben Steele of Gardena continues to lengthen his point lead in the contest for the 1963 Figure 8 Stock Car racing championship when he challenges a 50-car field in Sunday evening's nine event racing program at Gardena's Ascot Park, 183rd St. at Vermont, where racing begins at 8:30 p.m., preceded by time trials at 7 p.m.

Steele, winner of three main events already this year, will drive the same Chevrolet that has carried him into the point lead for the 1963 championship.

He currently has 1050 points and leads the second place driver, Joe Drew of Lawndale by 270 points, the largest margin since the start of the 1963 season.

Drew who pilots a speedy Ford has 780 points and is being challenged for second place by Bob Hobbs of San Pedro in a Chevrolet. Hobbs is only 10 points to the rear of Drew going into this week's 15-lap main event.

Other racing on the nine event card includes a 10-lap semi-main, four 8-lap heat races, and a 4-lap trophy dash. The fastest twenty qualifiers of the night will start the 15-lap feature race. The top 15 drivers in points are:

Bob Hobbs, San Pedro	1050
Leon Garrett, Lawndale	780
Ruck Fallon, Redondo Beach	510
Frank McEwan, Torrance	410
Ed Sauer, Redondo Beach	280
Red Frick, Venice	220
Nestor Silveira, Torrance	220
Al Coe, Compton	220
Dick Semlinger, Inglewood	210
Frank Thompson, Inglewood	210
Larry Williams, Lawndale	210
Willie Kimbrough, Los Angeles	200
Bob Quener, Torrance	170

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Carson Street Paving Approved

Allocation of \$4,500 for improvement of a portion of Francisco Street east of Normandie Avenue has been approved by the board of supervisors for the Torrance-Carson area.

The project will include new asphaltic concrete to new width joining with recently installed curbs and gutters, Supervisor Burton W. Chace reports.

Read That Label!

Some of the most important but least read writings are on the containers of household chemicals and insecticides.

According to Charles E. Allderice, Jr., president of the Chemical Specialties Manufacturers Association, the labels instructing consumers on the proper and safe use of the chemical contents are probably, word for word, the most expensive literature written today.

Allderice says it takes five or six years of research and testing, and costs from \$1 to \$3 million for a chemical company to acquire the scientific evidence required to qualify for label registration for a new insecticide.

"Using any chemical without following directions is akin to reaching into the medicine cabinet in the dark and taking the first pill that comes to hand," Allderice says.

The manufacturers label not only outlines the safety precautions to be taken, it also tells exactly which insects will be destroyed by the product.

For example, the Department of Agriculture permits certain chemicals to be labeled for home use against roaches and silverfish but not against ants. Other chemicals are labeled for use in combating carpet beetles and spiders but not fleas or brown dog ticks.

"Before using any chemical substance in your home or garden," Allderice warns, "READ THAT LABEL!"

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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.

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.

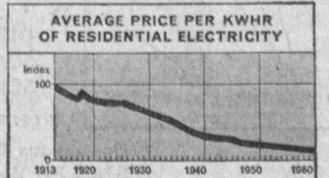
How about the direct owners? There are some four million direct owners of America's business-managed electric utility industry: men and women who have invested their savings in companies such as Southern California Edison. More than 100,000 people like you and your neighbors are investors who directly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

INVESTORS IN THE ELECTRIC INDUSTRY	
DIRECT INVESTORS	
Shareholders	4 million
Bondholders	Number unknown
INDIRECT INVESTORS	
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.

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