

Edison Co. Asks For Rate Hike

Increased costs and expenditures in almost every phase of doing business have forced Southern California Edison Company to ask Public Utilities Commission approval of a 9.6 per cent rate increase—the first hike the company has sought in 11 years, Jack K. Horton, chairman, said today.

The proposed increase would provide an estimated \$60 million annually to support financing of the tremendous investments in plant required to keep pace with the increasing electricity demands anticipated in the company's services territory, according to Horton.

Horton pointed out, however, that Edison has reduced rates several times in the past 11 years, reductions which have benefited its customers by more than \$39 million annually on the basis of the current level of sales.

THE PROPOSED increase would add less than five cents per day to the bill of an average residential customer, Horton said.

"The cost of electricity to domestic customers has declined steadily over the years while the costs of most other products and services have

risen steadily," the Edison chairman said. "Even with the proposed rate increase, the cost of a kilowatt hour of electricity for household use will still be less than it was as far back as 1938."

Horton said the economic forces necessitating the increase are sharp rises in construction expenditures, higher interest rates the company must pay for money to finance the construction, the increase in federal income taxes, and the impact of inflation generally.

IN ADDITION, the company is programming substantially increased expenditures for placing distribution lines underground and to further reduce air pollution.

"During the 11 years since our last rate increase, the cost of money has risen substantially, but during the same period Edison's rates have been reduced, not increased," Horton said.

"The rate reductions were made possible by improved technological and operating techniques, by lower fuel price levels, and by significant reductions in the level of federal incomes taxes . . . despite increases in other costs such as labor, operating materials and supplies, contract services and property taxes.

"But we can no longer hold the line against the inflationary pressures I have outlined. If we are to continue to provide reliable services to our customers, to attract the additional capital funds necessary to do so at a reasonably competitive cost, and to provide a fair return to our shareholders, we must have rate relief."



WINNER . . . Mrs. Milton Bruce (second from right), of 3209 Opal St., displays a portable television she won at the Torrance Area Youth Band pancake breakfast. Also pictured are (from left) N. L. Swetnam, first vice president of the youth band; Debbie Troutman, a pom pom girl who sold the winning ticket; and Tom McGuire, manager of Silverwood's and president of the Del Amo Center Merchants' Association. The breakfast was held at the Del Amo Center.

City Gives Charter to Archers

The Torrance City Council has given the Bay Cities Bowmen charter club status at a meeting Tuesday, June 11.

This action came after the Torrance Park and Recreation Commission granted the club permission to apply for the charter in May.

This archery group is a Living Spanish-American War veterans number 12,000, all over 80.

prime motivating force for archery activities within the city of Torrance and was formed to promote archery in the area.

The club was instrumental in the development of a night lighted target archery range at Entradero Park, 5500 Towers St., and the development of a 14 butt field archery range. In addition, the group sponsors youth archery classes.

The Bowmen Club meets

the last Tuesday of each month at 7:30 p.m. at McMaster Park, 3824 Artesia. Regular weekly shoots are scheduled for each Thursday evening. A field shoot is scheduled for the second Sunday of each month.

Cal-Expo Opens in Sacramento

SACRAMENTO — First visitors to the opening day of the \$33 million California Exposition on the bank of the American River were both surprised and pleased with the amount of work which had been completed prior to the opening.

Joining with Gov. Ronald Reagan, during dedication ceremonies held at the front gate of the exposition Monday, were a few thousand visitors. Officials are hoping 1.5 million will pass through the gates before the 58-day run ends.

Reagan gave former Governor Edmund Brown a pat on the back for being the man "largely responsible for this concept," who "must take much of the credit for giving California this new exposition."

THE OPENING day ceremony started at noon with the 120-member Torrance Area Youth Band parading to the main entrance. Also present was the 6th Army Band. At 1 p.m. the gates were opened and the crowd thronged through.

On hand were Marsha Bennett of Orange County, the Maid of California; Jean Sanders, Maid of Sacramento County and Patti Smith, the 1968 Miss Sacramento.

Youngsters swarmed to the amusement plaza while their parents headed for the Fukuoka Sister City Exchange

in Building 1; the International Textile Exchange in Building 2, the Commercial exhibits in Building 3, the Industrial Arts exhibits in Building 4 and 5, the Design exhibits in Buildings 7 and 8, and the counties exhibits.

STROLLING musical groups will entertain throughout the exposition grounds during the late afternoon and evening hours.

The exposition will close Sept. 10. Admission prices are \$1.50 for adults and 50 cents for children from 6 to 12 years of age. Those under 6 years are admitted free.

Also making brief remarks at the opening cere-

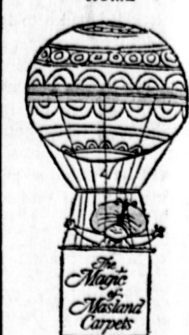
Directors Re-elected

George S. Wing has been re-elected chairman of the board of directors of Hi-Shear Corp. of Torrance, designer and producer of fastening systems and ordnance devices.

Wing and five other directors were unanimously re-elected at the firm's annual stockholders meeting, held here last Thursday.

Other directors include Albert E. Anderson, Guy Nash, Vene L. Darby, William Halpern, and Alan L. Stein. All—except for Stein—also serve as officers of the company.

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Subdivision Set

R. A. Watt Co., Inc., 16901 S. Western Ave., Gardena, has received Regional Planning Commission approval to subdivide Parcel Map 481, consisting of 21 acres (two industrial lots), located south of Reyes Avenue and west of Susana Road, in the Del Amo Zoned District.

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