## TORRANCE HERALD Twentysty JUNE 24. 1954 **Expert Tells How** to Become Queen

will present to the 16-week free course odeling and charm Age Limits



WATER NEEDED

AI TORRANCE INCOLN MERCURY 1 BIG LOCATION 1336 POST AVE. PR. FA 8-3142



## New cable sheath saves money

If you look closely at the telephone cables in the picture—both similar to the ones that carry your calls —you'll see a differ-ence in their cover-ings. The outside of the cable on the left is made of lead. And, formerly, oniy lead is made of lead. And, formerly, only lead did a good job of protecting the vital wires inside. But now we have a new cable covering called "stalpeth" (the one on the right). Per-fected after long re-search, it's made of aluminum, steel, and

num, steel, and plastic. eth weighs less than nd costs less—up to 43 a foot less. We're using rever we com



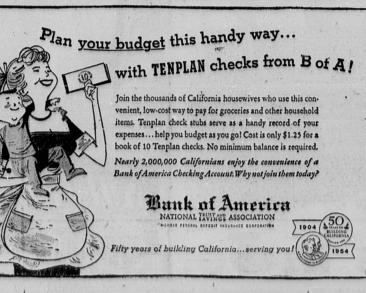
## You can save time and steps

just pennics a day, you enjoy the privacy and enience of an extension hone in any room of home. Extensions save teps, save time . . . make it asier for the family to place alls, receive calls. No addi-ional outside wires or equip-nent are worked are needed—just the hone itself. To get your bone itself. To get your ension, call our busines e. Pacific Telephone



ture, radio, and TV fame. Age Limits Told Any Torrance girl between the ages of 15<sup>5</sup> and 30 is eligible to compete in the contest, and applications are available at the Torrance Flower Shop, correr of Cravens and Post Aves. According to Jack H eptig chairman of the contest, nothing is required of the girls but to exhibit their face, figure, charm, polse, and personality before the competition is sponsored an-nually by the Torrance Area Totake. Girls and the ir-sponsors who have enrolled to date afe Namy LaDuke. Tor-france Optimist Club; N or man Quine, Oscar Maples Ford Agen Gy; Sue Mayers, Verburg Dairy and Shirley Saizman, Sam Levy WATER NEEDED Told

o produce 100 bu e million pounds st be available



## NEWS REPORT

Continued From Fage 1) types of parkers and what their individual needs were. "Sales tax collections in Tor-rance per person has declined 33 per cent in the past three lowers." Loranger told the Coun-elimen. To compat the declining sales Ti-to years." Loranger told the Coun-elimen.

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Don't Work

DO YOU WANT A

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Before You Buy "See"



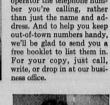


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You'll get faster long dis-tance service if you give the operator the telephone num-ber you're calling, rather than just the name and ad-dress. And to help you keep out-of-town numbers handy, we'll he gid to send you a









furnish more service, good service, at low cost to you. Pacific Telephone works to make your telephone a bigger value every day. Easy way to speed long distance calls