010

North Torrance Home Owners Call For Active Membership

Coming WITH THE SERVICE CLUBS

Annual Rotary-Kiwanis Picnic Scheduled for This Evening

show, Job's Daughters, Masonic Temple, 12:30 p.m.

Batturday, Sept. 11 — luncheon, mix it up this evening when the peared." The picture wif be two clubs meet in Torrance Park shown to members of the club clus, WWCA, 12 o'clock, Monday, Sept. 13 — Orientation week, teachers in Torrance Unified School District.

Monday, Sept. 20—School begins, in Torrance High School, Torrance High School District.

Thursday, Sept. 23—Garden Partity (including luncheon, fashion on show and card party). Catholic Daughters, Court St. Catherine, 1010 Beech Ave., 12:30.

Saturday, Sept. 25 — Torrance High School Varsity football, Lyngham Frank Dominguez Jr. Friday, Oct. 8 — Torrance High School Varsity football, Lyngham Frank Dominguez Jr. Friday, Oct. 8 — Torrance High School Varsity fortball.

Friday, Oct. 8 — Torrance High School varsity fortball.

FIRST FRUIT TREES
First fruit trees were sent



A Picture of Beauty . . . Westinghouse for 1955



OPEN MON. THRU FRI. EVES. TIL 9 P.M. AND All Day SUNDAY FOR YOUR CONVENIENCE



North Torrance Home Owners Call For Active Membership

North Torrance Home Owners Call For Active Membership

Signary and Comparison of the State Spith, 1886 Residual against the Spith 1886 Residual against the



and where it is wanted and in sufficient quantities

such as ours, born of many small companies - con such as ours, born of many small companies—consolidate—grow steadily and soundly through the years? From 600 employees to 6,000; from 70,000 telephones to 600,000; from an investment under 10 million dollars to 180 million dollars is the story of General Telephone Company of California. This is our story but it is not an unusual one. Our progress report, no matter how gratifying it may be, could not have been possible but for one all important fact—the fact that the seed of free enterprise from which is grown the bountful fruits for the customer, employee and the investor is so firmly implanted in our land. firmly implanted in our land.

California has been good to the General Tele-phone Company of California. On behalf of the Company's stockholders, board of directors, officers and employees, it is with great pleasure on the occasion of our 25th Anniversary that I thank our customers for the privilege and opportunity of serving them. We are looking forward with great enthusiasm to our continuing responsibilities of helping build a greater and stronger community,

General Telephone Company of California



A 25 TH ANNIVERSARY MESSAGE FROM EDWIN M. BLAKESLEE, PRESIDENT

Where else but in America could a company

As more people discover the advantages of living and working in this "Golden State," we shall be eager to provide them with our service. By the end of 1964, we believe that the territory now served will require more than one million telephones. This doubling in size in the next decade means larger payrolls to be spent in California and greater finan-cial investment for the economic security of the inities we serve.

TEE VEE CORP

Northwest Torrance resident and El Nido residents please re member this is your column, se if you have any community new please call me at the above phone number or drop a card o letter to me at 18328 Roslin Ave

Gas Swiped from Truck

TRADE-IN

WEEK

TEE VEE CORP.

150°0

ALLOWANCE

ON YOUR

PRESENT T.V. ON A NEW ... DUMONT

* ADMIRAL

* R. C. A.

* BENDIX

* EMERSON

* HOFFMAN

* PHILCO **TELEVISIONS**

* PACKARD BELL

3000 ATLANTIC-L.B.

4512 LOS COYOTES-L.B. OPEN SUNDAYS & EVES. TIL S

we have learned to look ahead"

On September 1, 1954, General Telephone Company of California began its second quarter century of service to California homes, businesses and influstries. For the past twenty-five years we have had the unusual opportunity of providing telephone service to one of the most interesting, progressive and challenging areas in the United States. We of General Telephone look at California as a land of opportunity – opportunity within the easy grasp of establishments capable of fulfilling a basic need for the many publics in its growing communities.

There is little virtue in serving long and faithfully—for twenty-five years—unless the experience gained from this serving can help us make future improvements of a substantial nature for our cusimprovements of a substantial nature for our customers, employees and the investors in our business. We have learned many things during the past quarter century—many the hard way. We have learned the ways and means of weathering critical times when national economy reached levels where the utility business came within a whisper of suffering irreparable damage. We have learned how to cope with situations brought about by a nation in conflict when our services were stretched to the limit to meet military and civilian communication conflict when our services were structure to the limit to meet military and civilian communication needs. We have learned that thousands of people waiting for telephone service wait patiently pro-viding the company is employing every expedient to build and add the missing links to provide these

We have learned to look ahead—far ahead—with long range instruments which assist us imneasurably in providing telephone service when