



INFORMATION SERVICE . . . Will be provided from this ultra-modern building at 2154 Torrance Blvd. starting Sunday. Thirty-six switchboards will be open daily to provide local "113" data regarding Pacific Telephone subscribers in Torrance, Gardena, Wilmington, Lomita, San Pedro, and a portion of Compton.

Information Office Opens Here on Sunday

More rapid access to local telephone numbers will be available to Harbor area residents starting Sunday.

That's the date Pacific Telephone puts into service its new Torrance information center at 2154 Torrance Blvd.

The second-story installation will provide relief for "113" offices in Gardena, Hawthorne and Compton, according to R. S. Pyle, Pacific's manager.

The company's subscribers in Torrance, Gardena, Wilmington, San Pedro, Lomita and Paramount will be served by 36 switchboards between 6 a.m. and 11 p.m. each day, the manager said.

APPROXIMATELY 80 operators have been hired to fill information requests. Overnight calls will be transferred to Hawthorne.

Distinguishing features of the building include glare-reducing an opaque glass in aluminum frames facing Torrance Boulevard.

Pyle said switchboards have been painted turquoise blue and administrative desk chairs have been upholstered to match. "Even the floor covering is in keeping with the color scheme," he said.

PLEXIGLASS has been installed on both sides of each operator's switchboard, giving her a private office. Three shelves are provided for the directories she must maintain for fast service.

The Torrance office will provide local callers with listings in the Los Angeles Extended area and Orange County.

Population to Bring Future Challenges

Cities of 50 million population will be commonplace in the world of the year 2,000 as a result of the population explosion and an ever-increasing surge to urbanized areas, a Ford Motor Co. executive said recently.

Thomas R. Reid of Dearborn, Mich., Ford's manager of civic and governmental affairs, said that for 40 years past and for 40 years into the future, all of our net increases in population have taken place or will take place in our metropolitan areas.

Reid spoke at the monthly dinner meeting of the Purchasing Agents Assn. of Los Angeles.

FOCUSING HIS remarks on the West, Reid said that California, and the Los Angeles area in particular, can be characterized as a "market on the move."

"In contrast to certain areas of the country which seem to be saturated, or even declining, the need for goods and services out here is clearly on the way up with no limit to growth yet in sight," he added.

California is running neck and neck with Arizona in leading the nation in growth in this century, Reid noted. From 1900 to 1960, California has posted a 958 per cent gain. Florida for the same period is third with a gain of 837 per cent.

BY THE year 2,000, Reid said, population growth and new needs and wants will require:

Processing of four times as

much meat as we now produce;

Production of four times as many automobiles as we now manufacture;

Construction of nearly three times as many new houses;

Production of four times as much steel and twice as much lumber as we now use;

Generation of six or seven times as much electricity.

"We are urbanizing faster than we are multiplying," Reid said. "Today, more than 70 per cent of our people live in urban areas and more than 100 million are concentrated in only 212 metropolitan areas. This places a great burden of responsibility on the 102,000 local governments in the U.S., and all of us must take an active part in future planning or chaos will result."

Light Opera Auditioning For Musical

Auditions for the Long Beach Civic Light Opera production of "Flower Drum Song" will be held Sept. 24 and 25 at the Civic Light Opera Building, 518 E. 4th St.

"Flower Drum Song" by Rodgers and Hammerstein, ranks in popularity with other creations of theirs such as "Carousel," "South Pacific," "Oklahoma!" and "The King and I."

General manager Harvey Waggoner states that since the scene of the play is San Francisco's Chinatown, singers, actors who have oriental characteristics are particularly sought.

An open meeting will be held Sunday, Sept. 23, at 7:30 p.m. to discuss the play and its casting requirements. Auditions will be held Monday and Tuesday, Sept. 24 and 25, at the above address, as follows: dancers, 7 p.m.; singers and actors, 8 p.m.

The auditions are open to all talented non-professionals. Singers are requested to bring their own music and dancers should wear rehearsal clothes. All are cordially invited to attend.

For additional information call HE 2-7926.

AT CONFERENCE

Mrs. Thelma B. Meyer, 23307 Adolph St., district sales manager for an encyclopedia, was among more than 1,800 sales managers attending annual sales conference of the company in Chicago last week.

Park Work Contract to Be Awarded

A Los Angeles firm submitted the apparent low bid for the general development of the northeast section of Alondra Park.

The Usona Construction Co., with a bid of \$120,979, was the lowest of 11 bidders. Its bid was about \$10,000 below the engineer's estimate for the job.

Work will include landscaping and general development of an amphitheater, expanded parking facilities and the construction of a new comfort station and steel shade shelter.

The contract is expected to be awarded within the next two weeks. Construction will take about five months from the time the contract is awarded.



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SHORTENING**
3 pound
can **69¢**
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**C & H
CANE SUGAR**
5 pound
bag **49¢**

DEL MONTE DRINK
**PINEAPPLE-
GRAPEFRUIT**
29-oz.
can **15¢**

ORCHARD FRESH FLAVOR
**DEL MONTE
APPLE SAUCE**
6 303
cans **\$1**

HUNT'S
**STEWED
TOMATOES**
300
can **15¢**

VACUUM PACK
**HILLS BROS.
COFFEE**
pound
can **59¢** all
grinds

You'll love to deli
Sliced
A tempting deli
LIBBY'S
Poly-unsaturated,
SAFOL
Regular or lighter
Libby's

RUS-ETTE FROZEN
**HASH BROWN
POTATOES**
12-oz.
pkg. **10¢**

SHASTA — ASSORTED FLAVORS
SOFT DRINKS
10 12-oz.
cans **79c**

S & W QUALITY
RED KIDNEY BEANS
2 303
cans **25c**

BEST FOR YOUR DOG'S DIET
**HEALTHFUL
VET'S DOG FOOD**
18 tall
cans **\$1**

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BEER**
PALE PILSNER—EASTERN PREMIUM
6 12-oz.
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CASE OF 24 CANS \$3.39



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**Kentucky Straight
Bourbon**
\$3.99
FIFTH
(10-YEAR-OLD — CHARCOAL FILTERED)

OREGON'S FINEST
**TILLAMOOK
CHEESE**
69¢
lb.

LASCO — SLICED
Smoked Salmon
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GRAND TASTE
Large Bologna
by the
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U.S. No. 1—BEST FC
RUSSET PO
10 pound
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MUSCAT GRAPES
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