



CHOICE CUTS OF meat

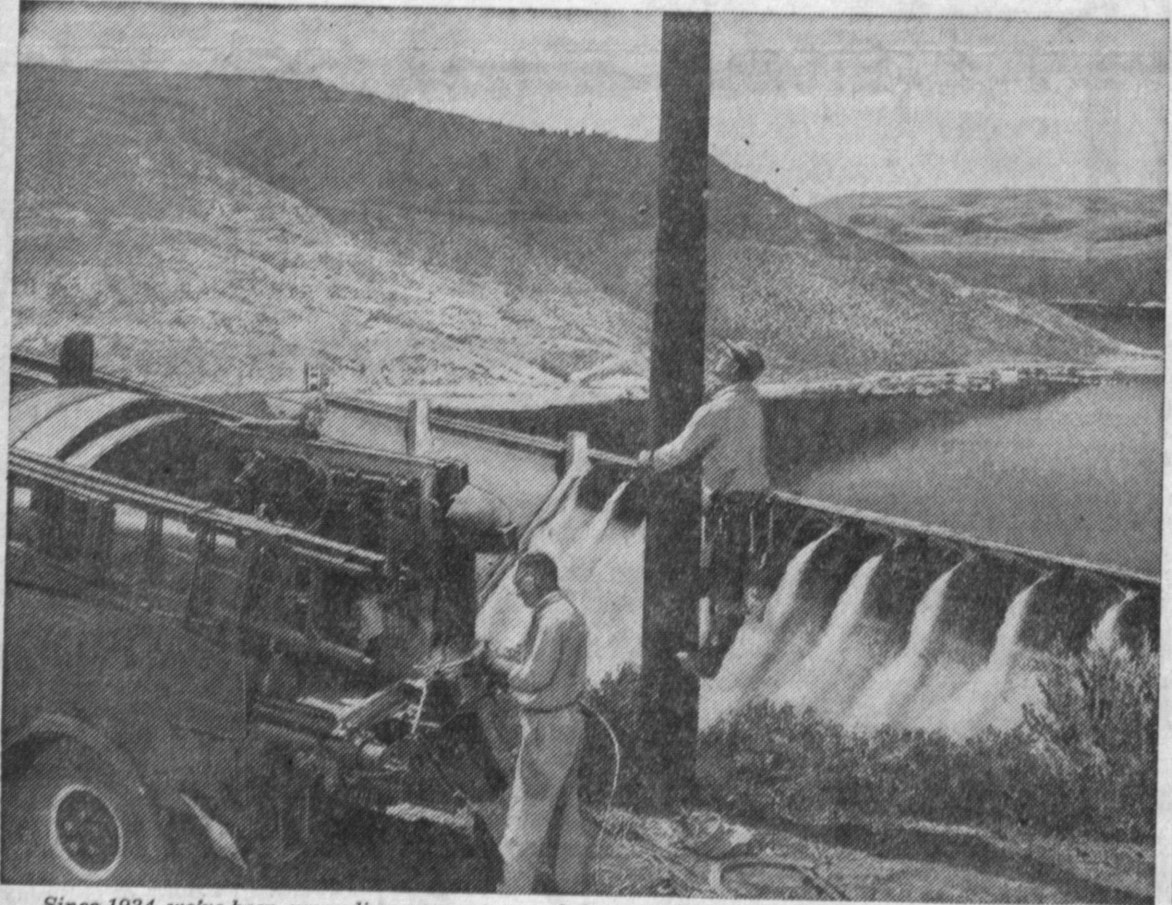
Luer's Merit
SLICED BACON
49¢ lb
Cello Pkg.

Ground PURE LEAN BEEF 59¢ lb.

GRADE A
BEEF ROASTS 59¢ lb.

CARSON MART

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Since 1934, we've been expanding our system to bring telephone service to the Columbia Basin area.

When the Columbia Basin needed telephones

Making a desert blossom meant building a complete, new communications system

Twenty years ago, much of central Washington was sagebrush wasteland. Then came the Columbia Basin project with its plans for a huge dam and thousands of miles of irrigation canals. Right from the beginning, one of the important "tools" needed was telephone service. And we began, even before a yard of earth was moved, to create a new telephone system in the desert. We've invested hundreds of thousands of dollars to build the new facilities in the Columbia Basin... an investment which will mean much to the West and to the nation. For it is helping turn barren land into rich, food-producing farms.



Highway mobile telephones have been helping contractors and engineers build a network of canals over the vast area. In 1934, we put a private line circuit from Coulee Dam to Ephrata. Today the dam itself is webbed with miles and miles of telephone lines... a nerve system over which practically all operations are controlled. And throughout the Basin area we've been building huge amounts of telephone facilities to take care of its amazingly rapid growth. In Ephrata, for instance, three operators handled all calls in 1942. Today, although dial equipment handles local calls, 25 operators are needed. In Moses Lake, there were 66 telephones in 1935. Today there are more than 2000... and the real growth still lies ahead. Eventually, irrigation water will reach more than a million acres. And we'll keep doing our best to see that the people who move there will have telephone service equal to that in other areas we serve here in the West.



Your telephone is one of today's best bargains

Throughout the West, the Columbia Basin telephone story has been told in hundreds of rapidly growing communities. And, fast as the West's growth has been, the telephone has grown at an even faster rate... twice as fast in the territory we serve. For at today's prices, the telephone is so economical more people can afford it... so useful, more people want it.

Pacific Telephone

LETTERS TO THE EDITOR

Lawyer Urges Name Changes For Districts

August 29, 1952

Editor:
Torrance Press:
As a resident in this community since 1913, I am interested in anything that will help make Torrance a better town. It seems obvious to me that measures should now be taken to encourage a stronger civic pride.

One of the deterrents to "pride in living in Torrance," has been the extended area of our town and the fact that developments have been made over its entire area and particularly in recent years over what is designated "outlying areas," in distinction to central Torrance. Thus, large segments of our people reside in the areas called Hollywood Riviera, Seaside Ranchos, Walters, Kettler Knolls, Pacific Hills, etc.

I am sure many of these people do not feel any particular connection with Torrance, and only "happen" to be living in a section politically connected with Torrance. I think an example in point is that section which we refer to as Hollywood Riviera. It certainly has not connection with Hollywood, and the name grew out of a subdividers dream and certainly signifies nothing, either as to its location or as descriptive of the district as such. Were this section to be called "Torrance Riviera," it would immediately mean something and would designate to everyone a very fine residential district of our City, and would certainly have the psychological effect of drawing these residents closer into our City.

As I see it, nothing would be required but a change of thinking and perhaps a few signs, as no change in post-office or telephone exchange would be necessary. I have spoken to a number of residents in this area who have been very favorable to such an idea and if the Chamber of Commerce, Service Club and local press would get behind the idea and hereafter refer to this part of Torrance as "Torrance Riviera," it would not be long until the name change would become an accomplishment.

In the same manner, Pacific Hills could be designated as Torrance Hills, Kettler Knolls as Torrance Knolls, Seaside Ranchos as Torrance Ranchos, etc., and with the new names, these residents would certainly feel that they were an integral part of Torrance.

This idea has been in my mind for the past several months and I appreciate this opportunity to express it. Public comment and discussion would be in order.
Very truly yours,
Albert Isen

Editor
Torrance Press

Just a line to express our sincere thanks for your very able assistance on the recent Movie Stars' Softball Night in Torrance.

We, who helped promote this affair, could not possibly have done the job without the tremendous assist by many people such as you. Those who benefited from our efforts are, likewise, indebted to all who were so instrumental in making the thing a success.

We had approximately 1,200 people attend the games. Of this number, some 800 were paid admissions; the remainder being youngsters who, I'm sure, enjoyed themselves thoroughly.

Sincerely,
V. J. Malseed
Committee Chairman for
Dow Recreation Club

YMCAers to See Collegiate Football Tilt

Stan Roberts Y.M.C.A. Executive Secretary of Torrance his week called upon parents of boys to make the 20th Annual "Y-Day in Hollywood" celebration a family event.

Emphasizing that the entertainment for the all-day event is particularly suited for the whole family, Roberts said that it is shaping up as one of the biggest programs of the year for the local "Y."

Slated for Oct. 18
The program slated for Oct. 18 will consist of a big variety show starring movie, radio and television stars at Hollywood Bowl in the morning, after which the 15,000 expected to attend will see the UCLA-Stanford football game in Los Angeles Memorial Coliseum.

Roberts added that a number of youngsters have expressed interest in the essay contest to be held in connection with the event.

Essays Written
Essays of not more than 100 words on "Why I Like My Y.M.C.A." are now being written by young people under 22 from more than 50 Y.M.C.A.s in California. Winner will receive a wrist watch and his entry will be read over the air by a movie star during the variety show. Reservations for the program can be made by calling the Torrance Y.M.C.A. 1563.

Workers' health is the main concern of the industrial section of the Los Angeles city health department, with studies of medical needs in the plant a foremost mat-



Torrance BAPTIST NEWS

Isaiah 53:6, "All we like sheep have gone astray: we have turned everyone to his own way and the Lord hath laid on him the iniquities of us all."
"Notice all includes everyone, you, me, no matter who or what we are one like lost sheep, we are lost from the great sheep fold of God."
This means we all need to be saved. We all need to accept the Lord Jesus, our Savior.
—REV. MORTON.

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Children 2 months to 6 years, MUST be accompanied by parent.
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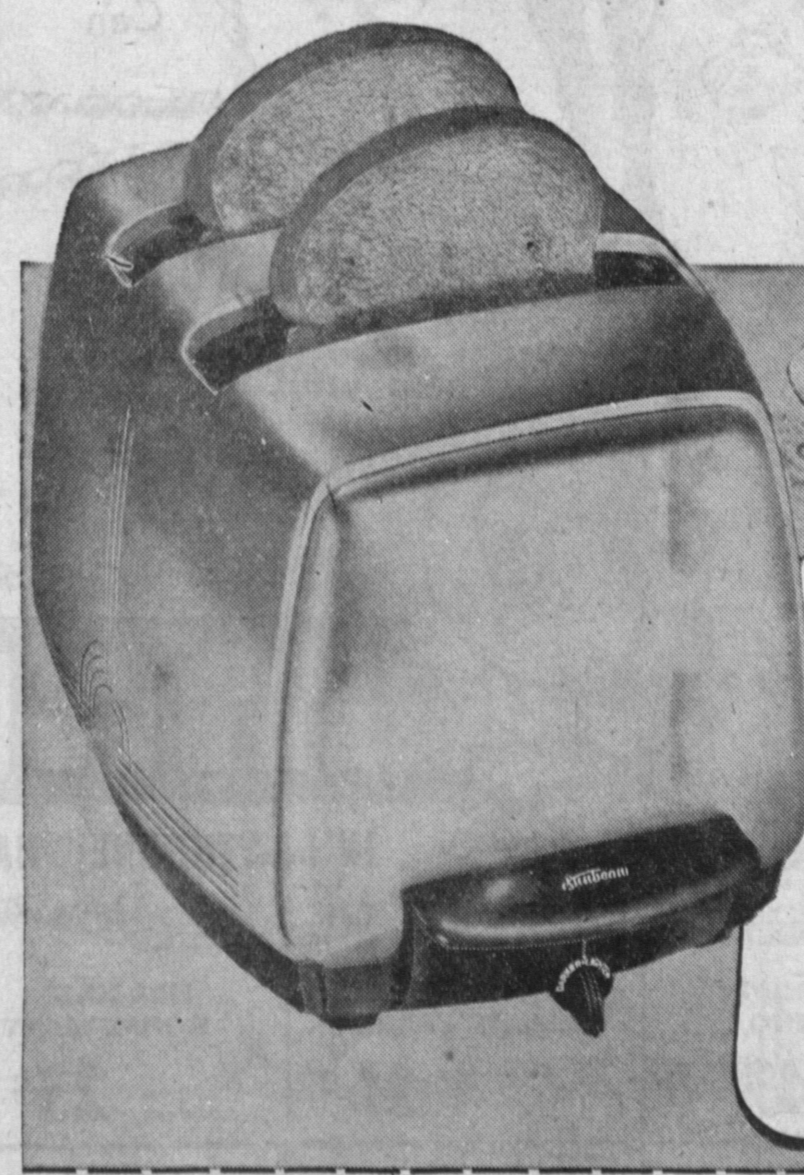
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