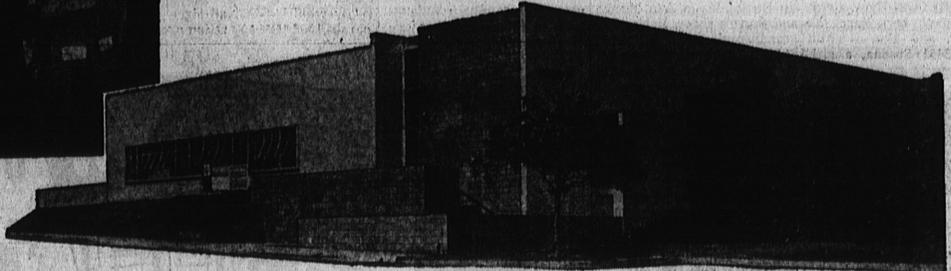
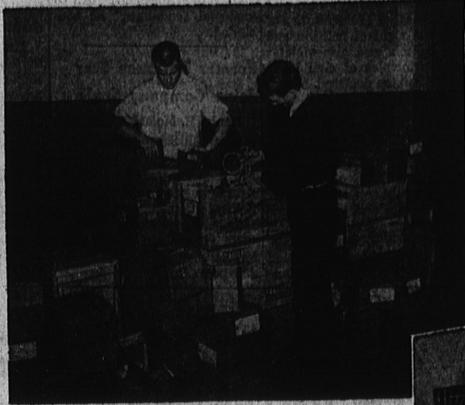
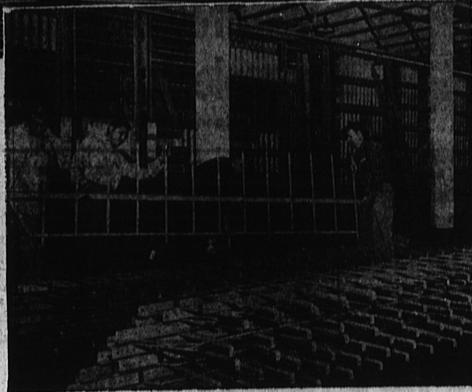
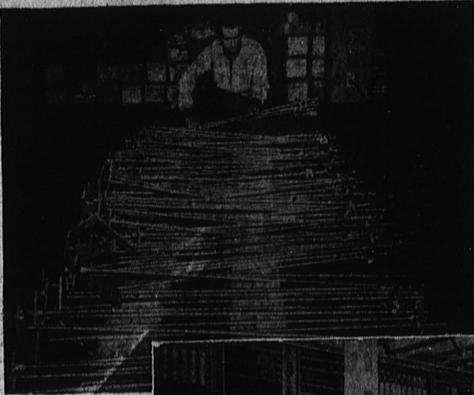


Several million pieces of intricate equipment must be checked and assigned their proper places in the dial system.

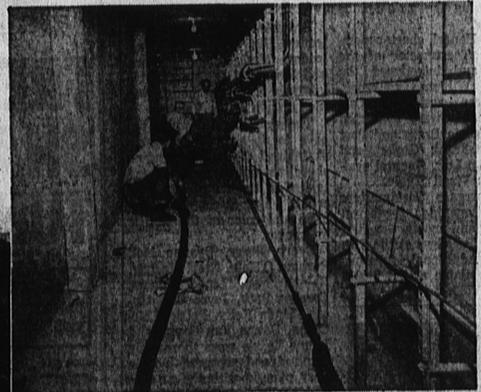


Newly completed dial office building at 650 Palos Verdes Boulevard. Part of the \$5,000,000 program to expand and improve telephone service in the FRontier number area.

TELEPHONE PROGRESS REPORT FOR PALOS VERDES-RIVIERA AREA



Installation crews are now at work assembling the metal framework which will support the thousands of switches for the new telephone numbers.



Major size cables, each capable of carrying thousands of telephone conversations simultaneously, are now being installed.



Checking the thousands of feet of cable which, when installed, will connect components of the dial equipment.



Several months ago we published a statement in local newspapers under the caption "Facts About the Telephone Situation in Palos Verdes". This message presented our present problems of meeting telephone requirements and the impressive telephone and investment growth record of this area.

We would like to reassure you that everything is being done to get additional dial equipment in service at the earliest possible date. Our original estimate called for completion "sometime in September 1957". Because of extraordinary measures taken by our Company, it now looks favorable that this date will be bettered.

Barring any unforeseen complications, the new equipment will be ready by the third week in August, ahead of the September date.

Rapid progress is being made as evidenced by the completion of the addition to our building at 650 Palos Verdes Boulevard.

Our installation crews have been scheduled to work double shifts to get the complex equipment connected and working at the earliest moment.

It is virtually impossible to visualize the vast undertaking of placing a large dial installation like this in service. To give you a first-hand picture of our progress, I would like to extend to you a cordial invitation to visit our building at 650 Palos Verdes Boulevard, Torrance.

Please telephone me at FRontier 6-2411 and I shall be happy to arrange a tour for you.

H.C. Vaupel
H. C. VAUPEL
Manager

General Telephone Company of California



A MEMBER OF ONE OF AMERICA'S GREAT COMMUNICATIONS SYSTEMS