

# Pacific Telephone Shows Slight Jump in Earnings

Pacific Telephone earned \$1.45 per common share in 1963 compared with \$1.42 per share in 1962 on the same number of shares, according to the company's Annual Report released today.

"This is still too low in view of the heavy requirements for service facing us," Carl O. Lindeman, company president, said in the report.

"We are convinced that our earnings must be in better relation to those of general industry and that we should be

given regulatory latitude to improve them," he added.

**TO KEEP** pace with growing requirements for phone service, Pacific Telephone spent \$418 million last year in California for construction projects—more than \$1.6 million each working day.

"The money we paid for wages, pensions, purchases of materials and services, taxes and dividends, together with that spent by our Bell System partners, amounted to more than a \$1 billion contribution

to the state's economic progress," Lindeman noted.

Operating revenues last year for the company were \$1,169,927,000, up from \$1,076,704,000 in 1962. Operating expenses in 1963 totaled \$698,480,000 as against \$637,581,000 in 1962.

**NET INCOME** was \$157,126,000 last year compared with \$153,246,000 in 1962.

Operating taxes for California and Nevada were over \$281 million in 1963, of which nearly \$277 million was for California. This is \$17 million more

in California than 1962. The company's 1963 taxes per telephone in California were \$38 which is among the highest in any of the states served by the Bell System.

More than 28 million calls were completed on an average day in 1963, up more than 1.1 million calls per day. These calls went out over some 7.5 million phones, an increase of 370,000 over 1962.

**IN CALIFORNIA** the company added an average of more than 1,400 new telephones each

working day and its investment in equipment behind each of these and the rest of its phones rose to an average of \$455.

The report notes the population of California and Nevada is expected to top 21 million

by 1970. By that year the company estimates the number of its phones will have climbed to almost 10 million from 7.5 million today. Telephone plant investment by 1970 is expected to grow more than 50 per cent.

## Advisory Board Meets Tonight

The advisory board of Little Company of Mary Hospital will meet at 8 o'clock tonight in the staff conference room of the hospital.

Members of the board will hear reports from the building and hospital development committee and the research committee.



## Men's Trends

by Lou Schlanger

The "look of more shoe" continues to set the pace in men's fashions. The American Institute of Men's and Boys' Wear observes that along with the trend to more substantial shoes is a concurrent fashion to the above-the-calf "executive-length" hose.

That look of more shoe is particularly evident in the dressier styles where there is an impressive array of "town brogues" and even the Italianate models take on a beefier, more masculine weight.

Of course, the favorites of the wearers of traditional natural-shoulder clothing—the plain-toe bluchers, the wingtips in both blucher and bal lacings, and the recently revived black-on-brown cordovan saddles—have always been of substantial heft.

**CORDOVAN** and cordovan-type leathers are due for an extra style spurt. In less traditional shoes, there will be many more new grains including a very pronounced "Persian" grain. The latter is used in combinations with smooth calf as well as by itself.

It is interesting to note that the black-on-brown cordovan saddles were received with so much enthusiasm that a whole new family of saddles has been styled. These also include black-on-blacks and browns-on-browns, and use calf and grained leathers as well as the familiar cordovans.

**AS FAR** as socks are concerned, the stretch-types have made great strides and are available in both dress and casual styles in plains, ribs and patterns. For wear with business and dressy outfits, choose shades no lighter or brighter than your suit. Select the high executive lengths that show no leg when you are seated. If

they are patterned—keep the patterns subdued.

In casual outfits, go for the colorful patterns in either half-hose or full lengths. Look at the handsome new shades in "fisherman knits," the argyles and the intarsias. Crew socks in light shades (to match sweaters or sport shirts) are ready for the active sportsman with white wools still a campus favorite.

## Party Slated For Annual Bosses Night

South Bay Educational Office Employees will hold the annual bosses' night March 12 at the Sheraton-Marina Hotel, Playa del Rey, with a social hour beginning at 6:30 p.m.

Presiding over the session honoring school administrators will be Mrs. David Baggett, secretary to Dr. Richard D. Guengerich, principal of North High School.

Program chairman is Mrs. Edward Urban, assisted by Mrs. Tony Clemison, Ann Fuller, Kermit Robinson and Frank Mainey.

Members of the Educational Office Employees Assn., affiliated with the National Association of Education Secretaries, and their guests have been invited to attend. Reservations may be made by calling Ann Fuller at FR 4-8951.

## Republicans Pledge Club To Goldwater

In the first pre-primary endorsement of a candidate, the South Bay Young Republican Club has endorsed the candidacy of Sen. Barry Goldwater for the Republican presidential nomination.

By unanimous vote, the club has adopted a resolution pledging its "unqualified support" of the Arizona senator in the California June primary election and applauding his "... are affirmation of constitutional guarantees of individual freedom... and his insistence for victory, not appeasement, in the cold war against Communism."

## Suspension Rate Shows Decrease

A total of 110 students were suspended from school during the fifth school month, Trustees of the school district were told Monday evening.

The figures represented a drop of 37 students over the same period a year ago. Total suspensions for the school year now stand at 776, compared with 662 for last year.

Prompt medical treatment—including attention to rehabilitation—can lessen the amount of damage caused by a stroke, according to your Los Angeles County Heart Assn.

## Does BLADDER IRRITATION MAKE YOU NERVOUS?

After 21,000,000 cases of bladder irritations affect twice as many women as men and may make you tense and nervous from too frequent, burning or itching urination both day and night. Specially, you may lose sleep and suffer from headaches, backache and feel tired, depressed. In such irritation, CYS-TEX usually brings fast, relaxing comfort by cutting irritating germs in strong, acid urine and bringing analgesic pain relief. Get CYS-TEX at drugstore. Feel better fast.

### U.S.D.A. CHOICE STEER BEEF ONLY WE CUT TO YOUR SPECIFICATIONS

<b>U.S. Grade "A" Whole Body</b> <b>FRYING CHICKENS</b> <b>29¢</b> lb Cut-up . . . 33¢	<b>FRESH GROUND BEEF . . . 3 lb. \$1</b>		<b>CHUCK POT ROAST</b> <b>35¢</b> lb
	<b>CHUCK STEAK 45¢</b> lb. COUNTRY STYLE PORK SAUSAGE <b>31¢</b> lb.	<b>CUBE STEAK 98¢</b> lb. MORRELL'S ALL MEAT Bologna <b>39¢</b> lb.	
	<b>CORN KING BACON 49¢</b> lb.	<b>OSCAR MAYER WIENERS 49¢</b>	

**DI CARLOS SPRINGFIELD BREAD**  
**3 FOR 69¢**

**7-BONE ROAST 39¢** lb.  
**RIB STEAK 79¢** lb.  
**CLUB STEAK . . . 98¢** lb.

**DETERGENT SALVO**  
**GIANT PKG. 59¢**

- KERN'S - 20-OZ. JAR STRAWBERRY PRESERVES **39¢**
- VAN CAMP'S - NO. 303 CANS PORK & BEANS **7 for \$1.00**
- VAN CAMP'S - NO. 303 CANS DARK KIDNEY BEANS **7 for \$1.00**
- DEL MONTE - TALL CAN PINK SALMON **59¢**
- BEACH CLIFF SARDINES **10 for \$1.00**
- NABISCO - 1B. PKG. PREMIUM CRACKERS **27¢**

**SCOTT TISSUE**  
**10¢**  
 1000 COUNT

- REG. 39¢ BURRY'S BISCUITS **3 for \$1.00**
- SPRINGFIELD - CREAM/WHOLE KERNEL CORN . . . NO. 303 CANS **8 for \$1.00**
- KRAFT'S - 8-OZ. JAR CHEESE American - Pimiento or Bacon & Cheese **3 for \$1.00**

**PRODUCE SPECIALS**

- CENTRAL AMERICAN BANANAS **2 lb. 25¢**
- WHITE ROSE Potatoes **10 lb. 35¢**
- DELICIOUS APPLES **2 lb. 25¢**
- GREEN ONIONS OR RADISHES **BUNCH 5¢**

**FOREMOST BUTTER** Grade AA **67¢** lb.  
 ICE CREAM **59¢** Big Dip 1/2 Gallon  
 ICE CREAM **79¢** Premium 1/2 Gallon  
 ICE CREAM **49¢** Family Style 1/2 Gallon

**DINTY MOORE BEEF STEW**  
**39¢**  
 24-OZ. CAN

**FOLGER'S COFFEE**  
**65¢**  
 LB. CAN

**U-SAV MART**  
 234th and S. Western  
 TORRANCE - NEAR SEPULVEDA  
 OPEN DAILY 10 A.M. to 7 P.M.  
 SUNDAY 10 to 6  
 Specials for Thursday thru Sunday

YOU CAN ALWAYS SAVE AT U-SAV MART

**LOW PRICES**

**BLOOD SAVES LIVES**

**PLEASE GIVE!**  
 CALL RED CROSS

**WELCOME VISITOR**

There's a lot to do in **TORRANCE**

If you've newly arrived, looking for the newest shows, the best places to eat, a week-end resort, your church or synagogue, places to shop or perhaps a house or apartment . . . read the

**TORRANCE HERALD**

Welcome to Wagon

Call **DORIS STAMM**  
 DA 7-9193