



**PRIZE WINNER . . .** Tom Moran, editor, looks over a copy of The California General News, company publication of the General Telephone Co. The fortnightly publication which has a circulation of 18,000 has awarded three first prizes and two honorable mentions at the annual awards presentations of the Southern California Industrial Editors Assn.

**PHONE BOOTHS**

**Monthly Cleaning Plan Set**

An intensive telephone booth maintenance program aimed at keeping the General Telephone Co.'s more than 6,000 outdoor telephone booths clean, and in efficient working order, has been inaugurated, according to B. Le Baron, South Bay division manager.

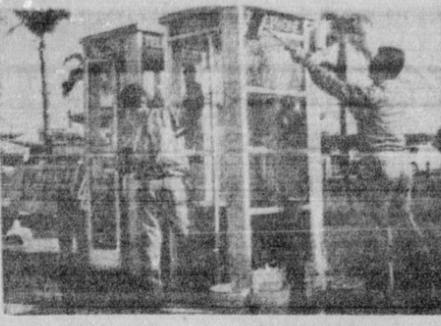
In this new program each outdoor telephone booth will be thoroughly cleaned and checked at least once a month, with more frequent attention being given to heavily trafficked booths.

To carry out the program General Telephone has contracted with the Downey Maintenance Co. to have the booths cleaned, brightened and checked for service on a continuous basis throughout Southern California.

Refurbishing of all the telephone booths with special cleansing agents to bring out the original brightness of the metal, followed by spraying with a plastic preservative substance will be the initial step in the undertaking.

Thereafter, booths will be washed down with hose and water, the windows cleaned, mutilated directories replaced, the telephone instrument itself sanitized, and the telephone coin-tested for operation.

To accomplish the task the Downey Maintenance Co. has outfitted a fleet of 12 trucks with special equipment designed and specified by General Telephone engineers.



**BRIGHT SHINE . . .** Two-man crew scrubs a pair of General Telephone Co. booths in accordance with new program of intensified outdoor booth maintenance. Crews, besides washing the booths, will replace burned out lights, broken windows, mutilated directories, and will coin test the telephone to see that it is working properly.

**Torrance High Grad Plays In Utah Symphony Concert**

A former Torrance High School student has appeared with the Utah Symphony Orchestra in Salt Lake City during the symphony's fifth annual "Salute to Youth" concert.

Miss Mae Denton, daughter of Mr. and Mrs. Lee Denton, now of Sparks, Nev., was one of eight young musicians featured in the concert. She performed "Concerto for Violin and Orchestra."

While in Torrance, she received the Torrance Area Youth Band's cash scholarship, the Marina District Women's Club scholarship, and the Bank of America achievement award in music.

During the course Reilly received training in typing, general office skills, military correspondence and Army administrative procedures.

**Queen of Heart Named for 1965**

Queen of the Los Angeles County Heart Assn. for this year is 19 year-old Martha Vere of Calabasas.

She was one of seven princesses representing Heart Assn. branch offices competing for the title during February—Heart Fund Month. Miss Vere will reign during the year both as princess for the San Fernando Valley Branch and Heart Queen for the County.

Each princess is living evidence of the value in supporting the research and educational programs of the Heart Association. Six have had open heart surgery, the seventh has recovered from a serious bout with rheumatic fever.

**THE COMPETITION** was on the basis of votes cast, both at the branch offices and through radio station KFVB. Each of seven disc jockeys of the station sponsored one princess. Miss Vere's disc jockey was Bill Ballance.

Hoffman Electronics Corp. donated transistor radios for each princess as a tribute for their work in promoting the Heart Fund Drive during February. The queen received a Solar transistor radio made by Howman.

Last week they, along with their escorts, dined and danced to Lawrence Welk at the Hollywood Paladium. The Dear Brothers Club of West Los Angeles made a donation to help pay for the party.

Princesses are Naomi Adame, 16 of Wilmington—Southwestern Branch; Kathie Bolton, 18, of Pomona—East San Gabriel Valley Branch; Jackie McConnell, 19, of La Crescenta—Verdugo Branch; Denise Miller, 18 of Lynwood—Southeastern Branch; Toshiko Nishimoto, 18 of San Gabriel—West San Gabriel Valley Branch; and Peggy Sites, 19 of Santa Monica—Western Branch.

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**Arts Fair Will Open In Lomita**

Plans to establish an open air art exhibition in the City of Lomita have been announced by Arlie N. Perkins, business manager for Fine Arts Fair. Mrs. Virginia Spencer will serve as art coordinator.

Designed to accommodate the work of 50 to 75 Southern California artists at a time, the exhibition is scheduled to open in April of this year and run from four to six months while more permanent facilities are being prepared.

Fine Arts Fair plans to introduce an art merchandising program to be called the patron-plan. This program is designed to make original works by accomplished California artists available to the public through installment buying.

Other plans include an artist exposure program to promote better understanding between artists and the general public and the expansion for Fine Arts Fair facilities to other California communities.

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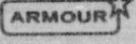
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