BREAK GROUND . . . Ground for a new $705,500 division headquarters building for General Telephone Company of California was turned last week at 22715 Hawthorne Blvd. as community leaders joined telephone company officials in the celebration. Shown here (from left) are Leonard Licata, area general manager for the firm; Mayor Albert Isen; Harold R. Nelms, division manager for the South Bay; and Gladys King, telephone company hostess for the event.
(Press-Herald Photo)

DIVISION MOVES

General Telephone Begins Plant Here

Ground breaking ceremonies for the new General Telephone Company of California's South Bay Division Headquarters were held last week at 2271 Hawthorne Blvd.

In atendance were civic and business leaders, including Mayor Albert Isen; Leonard Licata, area general manager; Harold R. Nelms, division manager for the South Bay, and others.

"We are particularly proud to announce the beginning of construction of this building," Nelms said. General Telephone is now serving more than 81,000 customers with 133,000 telephones in this area alone.

"The new 32,000 square foot building is designed to meet the expanding needs of the South Bay for the foreseeable future," Nelms said.

In addition to being the Division Headquarters, the building will house the marketing and personnel offices for the South Bay, Nelms said. More than 200 employees work there. It will also house a business office for in person contacts and payment of bills, records for all South Bay residence and business accounts and repair service and test facilities.

Construction costs of the building are $705,500, with an original land cost of approximately $344,000. Architect for the building is Black, Pagliuso, Sata and O'Dowd of Palos Verdes Peninsula. Completion of the building is expected by Dec. 31, 1968.

"We know that our customers are as pleased as we are at the prosepect of this beautiful new facility. Plans are already underway for an open house following completion of the building to which all our customers will be invited," Nelms said.

Armed Forces

Hospital Corpsman 2. C. Gerald D. Williams Jr., USN, 23, son of Mrs. Edith L. Selden of 616 Catalina Ave., Redondo Beach, and husband of the former Miss Barbara T. Maples of Long Beach, helped commemorate the 6,000th accident-free helicopter landing aboard the hospital ship Repose.

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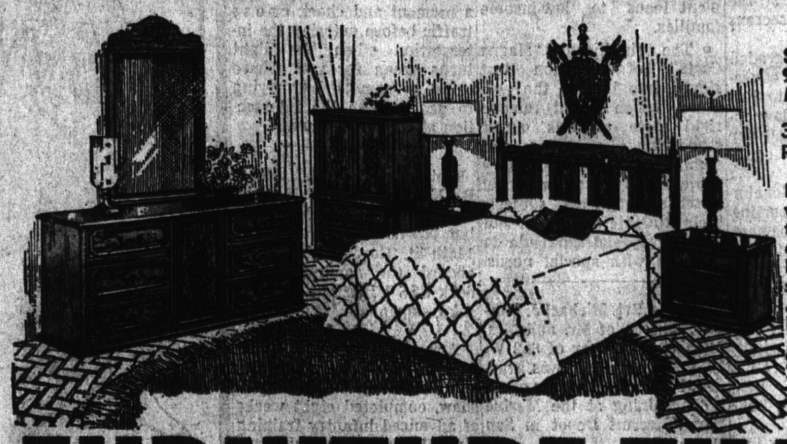

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3 PIECES – REGULARLY $329.95 ..... $249.95

Heavy, graceful Castillian design in old world finish pecan, a fabulous value at this price. You get a triple dresser, almost 6 feet wide, plus big mirror, plus king headboard. Quality built to last. Elegant sculptured detailing. Scrolled hardware. A real Beal's-buy on a proud, beautiful bedroom!

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FURNITURE THAT'S IN

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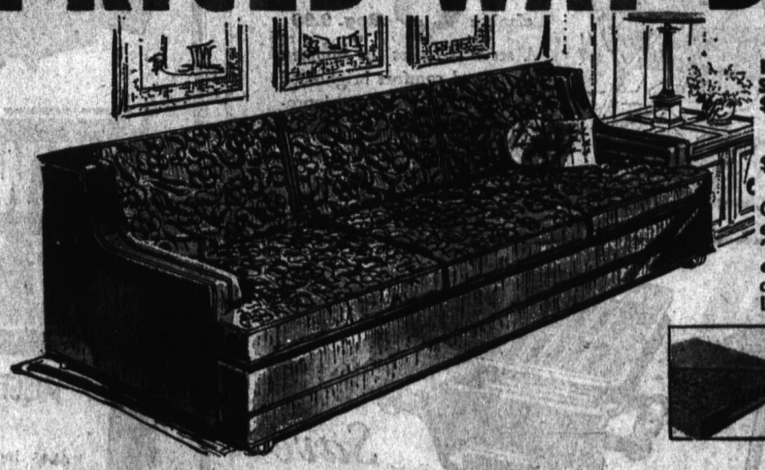
Handsome den group by day, converts to two comfortable firm innerspring twin beds by night. Attractive removable coverlets quilted over polyfoam in a smart woven design with contrasting vinyl welts. Vinyl upholstered base and backcushions, big storage cabinets with marproof oak-grained tops. Easy-roll Shepherd casters. Colors: Spanish red, Mediterranean blue, Antique Gold, or Bronze.

PRICED WAY DOWN



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Gorgeous crushed velvet, spot-shed treated, rich panel quilted styling. Superb 'Marflex' cushions, built to floor look, easy moving shepherd casters. Blue, olive, gold, marigold, lipstick.
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The luxury of MARFLEX SPRINGFOAM... A cushion that is moulded of the finest Urethane foam into which hundreds of individually pocketed springs are placed so that every square inch of the cushion has the same luxurious support.

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5-PIECE SET PLUS FILL
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36" oval table, extends to 36 x 48 oval. Pecan grained top in durable heat-scratch resistant Micalite. The 4 matching avocado chairs are foam cushioned and upholstered in washable supported vinyl in smart new color coordinated patterns. Buy now and save!

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Interest Compounded Daily: earns 5.13% when our 5% current annual rate is compounded daily for 1 year. Bonus Interest Plan: earns 5.38% on $1,000 minimum certificate accounts. Interest is paid quarterly at 5% current annual rate; additional ⅛% for each of 3 years paid in long sum at end of 3 years. Interest is based on rates declared quarterly.

INSURED UP TO $15,000

Meet Phyllis Cosgrove at Cabrillo Savings. She's our Supervisor of Tellers—and now that Cabrillo tellers use a computer for savings transactions, Phyllis had to learn a lot of new-fangled techniques. As we expected, she took this in stride, and we're pleased to report that our customers are enjoying faster service than ever from Phyllis and her aides. A native of Iowa, she had 10 years banking experience before joining Cabrillo 2 years ago. She's studied at Dubuque (Iowa) University; Woodbury College, and the American Savings & Loan Institute. Now a resident of Rolling Hills (with her husband and 2 daughters), her hobbies are music and sewing, and for three years she added her melodious voice to the Riviera Methodist Church Choir.

CABRILLO SAVINGS AND LOAN ASSOCIATION
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