

CHRISTMAS



and a
**HAPPY
NEW
YEAR!**

Many thanks to our customers for your steady support during the past year, and many sincere wishes of the season to all. Be seeing you soon!

Ellwood's Dress Shop

1417 Marcelina Ave., Torrance

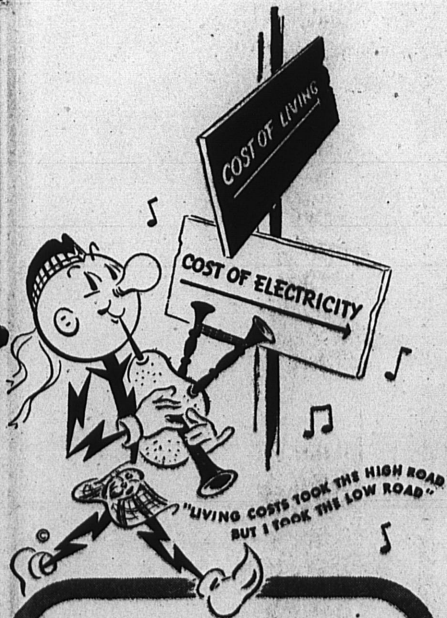
To Our Faithful Old Friends,
and Our
Cherished New Friends,
We Say . . .

A Merry
Christmas

You have been good to us,
and may Old Santa be good to
you, — and good fortune be
yours throughout the coming
year.

Torrance Pharmacy

George Probert
1411 Marcelina Phone 3



On the "Low Road" since 1915

Since the first World War, housing, food, clothing and other living costs have gone up and up . . . farther and farther along the "high road." But Reddy Kilowatt—your dependable servant, electricity—has continued to march steadily down the "low road." Edison electric rates have been reduced many times since 1915. Today Reddy Kilowatt's services cost half as much as during World War I. You probably use much more electricity in your home now, but your electric dollar buys more, too!



Clean-Up Time on Leyte



U. S. Seventh Division infantrymen wash themselves, clothes, shoes and equipment in a muddy stream during a lull in the fighting around Naruan, Leyte Island.

Installment
Building Is
Ruled Taboo

"A building job is a building job," local War Production Board officials pointed out today—adding the moral that there's no use trying to split it up into smaller jobs so as to get around the \$200 limit on priority-free residential construction.

As an example of such ideas that won't work, WPB cited this one:

Builder A erects the frames, floor and roof of a garage or small shack, at a cost of less than \$200. Next year, Builder B comes along and puts on the sidewalls, windows and doors for perhaps another \$150. Total cost, \$350, violating the wartime rule.

Stanley Mark, priorities chief, declared that the cost of a construction job dates from the time the job is started until the time it is completed, hence such subterfuges are futile. Starting a job, then selling the property to a new owner to be completed by him, won't work either.

Finally, to close still another possible loophole, the priorities chief said that it doesn't help matters to start the job in 1944 and complete it in 1945—the total cost must not exceed \$200 without WPB authority.

STALLED AUTOMOBILES

Check your motor early this year, the Automobile Club of Southern California advises, before the winter rush to over-worked garages begins. As a safeguard against stalled engines on damp mornings, ignition wires should be gone over for cracks in the insulation, sparkplug porcelain should be clean, and the distributor should not be cracked or dirty.

Booklet Giving
Veterans' Rights,
Benefits Ready

What to do immediately after discharge, benefits for veterans, benefits for dependents, and other helpful suggestions is the subject of a compact little information booklet just released to Torrance offices of the United States Employment Service for distribution to World War II veterans, according to K. E. Bradley, local manager of the USES office. As an additional aid to veteran placement counselors, the booklet will assist the veteran in determining what benefits he is entitled to receive, and the time limits within which he must apply for them. Offices began distribution of this material this week, Bradley stated.

Looks Like
Turkeys for
Christmas

More turkeys are in sight for the Christmas and New Year's holiday season, Edward F. Cunningham, food price specialist for the Office of Price Administration, said today.

While there will be more turkeys available in Los Angeles area markets than there were at Thanksgiving time, he said, more of the poultry will be heavy fowls.

Cunningham reminded consumers that the ceiling prices on turkeys sold for the Christmas and New Year's trade will be the same as those which prevailed at Thanksgiving time. Live turkeys, all weights, are selling retail for 46 cents per pound, with dressed turkeys

Santa Anita
Racing Season
Opens Dec. 30

Everything is in readiness at beautiful Santa Anita Park in Arcadia for the opening of its most pretentious winter racing season on Saturday of next week (Dec. 30). California two-year-olds will run in the Breeders Champion Stakes at a mile for an estimated \$38,000 purse, largest ever offered for state-bred horses. On Monday the banner New Year's holiday card will be featured with the running of the \$20,000 San Pasqual Handicap. First race on both days as well as Saturdays will start at 1 p.m. with post time on other days at 1:30 p.m.

Santa Anita's program this season, after a layoff of three years, will be the richest in the history of racing. Fifteen stakes, aggregating \$480,000 in added money, will be presented and overnight purses will range up to \$75,000.

Ten of the 55 days, extending through Mar. 13, will be devoted to raising funds for war relief and local charity. There will be free admission for buyers of war bonds.

That the leading thoroughbreds of the nation will again be seen in action at Santa Anita Park is indicated by the surprisingly large number of 96 nominations made for the \$100,000 Santa Anita Handicap. The list represents the second largest entry for the world's richest race. Winners of 58 established stakes in North American racing this past season are among the candidates.

Bon Jour, Esteem, First Fiddle, Gay Dalton, George Drum, Happy Issue, Jade Boy, Jeep, Marriage, Okana, Paperboy, Post Graduate, Phar Rong, Sea Swallow, Whirlabout, War Jeep, Wait-a-Bit, War Knight, Thumbs Up, With Regards, Pukka Gin and Jezrahel are some of the big-name horses already on the grounds.

Col. Cornelius Vanderbilt Whitney, Lt. Alfred Gwynne Vanderbilt, Wm. S. duPont, Jr., Wm. Ziegler, Jr., and Elizabeth Arden are among the fashionable Eastern stables on hand to vie with the West's best racing establishments.

WASHING WOOLENS

It's true that woollens shed soil so quickly that practically all they need is a short swishing around in a tubful of suds. But for the safety of your woollens, these precautions must be taken: Dissolve soap thoroughly; work suds in gently; support woollens with hand when removing them from the water; don't rub or twist them to extract excess water—use a wringer or spinner dryer or squeeze by hand; rinse thoroughly.

maximum priced at 51 cents. Housewives who want drawn turkeys will pay 61 cents per pound for birds under 13 pounds, 60 cents for those 13 to 16½ pounds, and 59 cents for turkeys over that weight. Kosher prices are from one to two cents per pound higher.

Youthful Guerrilla



This youthful Filipino fought two years with guerrilla bands during the Jap occupation of his homeland and was attached to American units after MacArthur's return. He wears captured Jap fur hat, an American tommy gun, pistol belt and map case—but no shoes.

Mail Vehicle
License Forms

Motor vehicle owners of Los Angeles county may save precious gas and tires by mailing applications for 1945 registration renewal to the local office of the Department of Motor Vehicles.

Director Gordon H. Garland announced mail applications accompanied by the correct fee and proper papers will be accepted beginning Dec. 15, but made a special request that no currency be sent in payment of fees.

Renewal fees and the 1944 registration card should be mailed by Los Angeles county vehicle owners to the Department of Motor Vehicles, 3500 S. Hope st.

The correct amount of the fee due is shown on the lower left hand corner of the 1944 registration card, which should be forwarded with the fee and show the applicant's present address. Applicants who have moved should cross out the old address and print in the new with ink.

Over-the-counter applications will be received Jan. 2. Fees become delinquent Feb. 5.

Townsend Club No. 1

By LOTTIE WADE

Torrance Townsend Club No. 1 will hold a Christmas party on Friday evening, Dec. 22. One feature of the activities will be a grab box of gifts, to which everyone will contribute a gift, the value of which must not exceed 25 cents. There will be refreshments of hot buns and jam, sandwiches, cake and coffee, with dancing to fill out the evening. The social evening on Dec. 15 was a success as always, with a nice crowd. There were the usual rounds of games with prizes for high scores, also a doo prize, after which pie and coffee were served. Dancing filled the remainder of the evening. Two new members were added to the club, much to the pleasure of everyone.

All the Wise Men

Will Be There . . .

"We have seen His star in the east and are come to worship Him." Thus spoke the Wise Men some 1,944 years ago. They crossed trackless deserts to kneel before the infant Saviour. In His presence they found hope and strength and joy. As we, too, worship Him, we shall find healing and help for all our need.

Attend Christmas Services

A Cordial Welcome Awaits You

Dec. 24—11:00 A.M. — "When Angels Sang"

Dec. 24—7:30 P.M. — "The Night Before Christmas"

CHURCH SCHOOL AT 9:30 A.M.

Central Evangelical Church

REV. H. WESLEY ROLOFF, Minister

Marcelina at Arlington

Torrance

BEST
Christmas
WISHES

TO OUR
CUSTOMERS

We want to thank you
for your cooperation
throughout the year
and wish you a
"Happy Holiday!"

Buying War Bonds
This Christmas
May Mean Peace
Next Christmas

STAR
FURNITURE CO.

Sartori at Post — Torrance

CALL TORRANCE 444 FOR WANT-AD SERVICE



Merry Christmas

To All Our

Customers and Friends

We appreciate the friendly, cheery spirit you've shown during the holiday season. We hope we've helped make your Christmas bright. And we hope that it will be the happiest yet for you and all those dear to you.

With victory in sight, we wish for all of us the safe return of our loved ones and a peacetime Christmas in 1945.

Ed Schwartz

Store for Men

1505 Cabrillo Ave. Torrance



DANIELS
C A F E

1625 CABRILLO AVE.