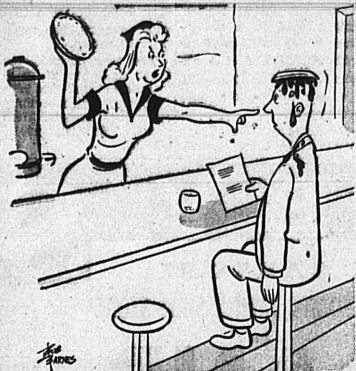


HORSEMEAT
Horsemeat may be sold for human consumption if it is first inspected by City, State, or Federal health authorities, according to an ordinance voted by the Los Angeles City Council.

LOSES GASOLINE FUND
Los Angeles stands to lose \$2,500,000 to 3 million dollars annually in state gasoline tax allocations if it fails to ask the federal government to make a new population census.

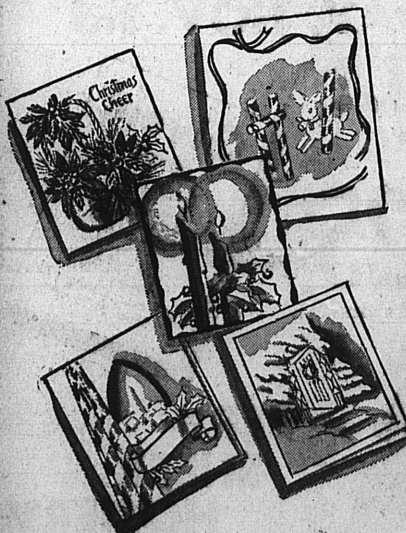
The Chevron Sign



"... and perhaps you don't care for lemon chiffon—either?"

Tut, tut, Lady! Come over to my place and forget your burn! We believe in being so courteous to the ladies... that we have 'em lined up here for gas most every day. And that's no kiddin'! We like the ladies, and like to serve them!

Charlie Mitchell
Chevron Gas Station
Carson at Cabrillo — Torrance



Imprinted with
YOUR Name
Christmas Cards

See the exclusive new 1945 Century line of fine Christmas and New Year Greeting Cards now on display at the Torrance Herald. They are clever—interesting—different, designed by artists specializing in better class creations. Appropriate motifs, others with religious themes, as well as a host of new ideas in the traditional holiday spirit of candles, Santa Claus, holly, snow scenes, Christmas trees, etc. Truly a most complete and interesting array, which includes messages and designs appropriate for business firms.

Prices include imprinting your name in type matching the greeting, or engraving from your plate. (New engraved plates, \$2.00)

- 25 Cards and Envelopes, \$3.50 to \$8.50
- 50 Cards and Envelopes, \$5.00 to \$15.00
- 75 Cards and Envelopes, \$6.50 to \$21.50
- 100 Cards and Envelopes, \$8.00 to \$28.00

ORDER EARLY—STOCKS ARE STILL LIMITED

Allow Two Weeks for Delivery of Orders
50% Deposit Required

Torrance Herald

1336 El Prado
Torrance

Ceiling Set On Installed Insulation

Further protection against paying excessive construction costs on new homes or repairs to existing structures today was assured Southern Californians as the OPA's district office announced that dollars and cents ceiling prices on various types of installed insulation were now in effect.

This is the third step taken by the OPA in recent months to control building costs and assure prospective new home owners of being able to construct homes at prices within their means. In August similar dollars and cents ceilings were placed on installed roofing and siding and last March the same type of control was placed on plumbing services.

Formerly, prices charged for installation of such commonly used insulating materials as rock wool, cotton, spun glass and others varied in this area, being charged for according to the price in effect by the particular contractor in March, 1942.

The OPA's Order, No. G-12, eliminates this variation by establishing definite dollars and cents ceilings on a per-square-foot basis and thus assures uniform prices throughout the Southland. OPA price specialists said the newly-established ceilings were set after many consultations with members of the building trades and were at the general level which have been prevalent in this area.

Orders regulating the installed maximum prices that may be charged for masonry, painting and other building services are expected to be placed in effect soon, OPA price specialists said.

San Diego and Imperial counties are not included in the insulation ceiling order but an amendment covering them is expected soon.

RECENT BRIDE RETURNS TO PARENTS' HOME

Mrs. Ward C. Bittinger, the former Clara Nita Himmelreich, has returned to her parents' home at 904 Crenshaw blvd., following her husband's departure for Navy duty. Following their wedding in Methodist Church, Alameda, Mr. and Mrs. Bittinger spent their honeymoon in Alameda, her former home. She is a member of the senior class at Torrance high school.

GRAND THEATRE

PHONE TORRANCE 269
NOW ENDS SAT.
Show Starts 6 P.M. FRIDAY
ERNIE PYLE'S STORY
OF

"G. I. JOE"
CO-HIT
"G. I. HONEYMOON"

SUN, MON, TUES.
Show Starts 1 P.M. SUNDAY
CLAUDETTE COLBERT and
DON AMECHE in
"GUEST WIFE"

ALSO
"FROZEN GHOST"

NEXT WEEK Starts WED.
"ON STAGE EVERYBODY"

ALSO
"JUNGLE CAPTIVE"

TORRANCE THEATRE
PHONE TORRANCE 132
NOW ENDS SAT.

"SOULS AT SEA"

ALSO
"ROAD TO ALCATRAZ"

SUN, MON, TUES.
"ARROWSMITH"

ALSO
"KID SISTER"

EVERY WEDNESDAY
AN ALL WESTERN SHOW
TWO FEATURES
Excitement — Thrills — Fun

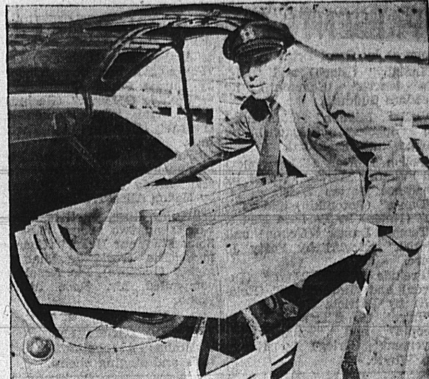
GARDEN THEATRE A
GALA OPENING TONITE
THURS., NOV. 1st

"OVER 21"

PLUS
"TRUE GLORY"

SUN, MON, TUES.
"NAUGHTY NINETIES"

ALSO
"BEAUTIFUL CHEAT"



Red Point Changes For November Are Listed By OPA; Fats Go Down

Butter, margarine, lard shortening and oils will be reduced four points a pound — from 12 points, their present value, to 8 points — and point values of six fatty pork cuts that are a source of lard and of one ready-to-eat meat also will be lower during the rationing period beginning Sunday, Oct. 28 and ending Dec. 1 the OPA said today.

Points for beef, veal, lamb and the lean pork cuts will be unchanged, continuing at the same level that has been in effect since Sept. 30 when lower grades of beef, veal and lamb became point-free.

"Point reductions on butter and fats and oils are possible because of the improved supply situation indicated by Department of Agriculture allocations," Paul Barksdale d'Orr, Southland OPA director said, "In November civilians will have about 12 per cent more butter than in October largely because of supplies released by the armed services. The greatest improvement has been the increase in the supply of lard, which is expected to be about 30 per cent greater than in Oct."

"The overall meat supply for rationing to civilians in November shows little change from October. The supply of beef allocated during November rationing period is expected to be about 13 per cent less than during the October period. Veal and lamb supplies will be off sharply but seasonal increases in the supply of pork expected to be about 41 per cent greater than during the October period should hold the total supply of meats at the October rationing period level."

"Up to this time, therefore, over-all meat supplies do not permit the end of rationing. The regulations covering meat rationing will be vigorously enforced until the program can be ended."

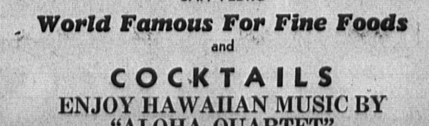
Five more stamps for meat-fats, each worth 10 points, will be good on Nov. 1, giving housewives a total of 50 points. The new stamps will include the last four red stamps left in War Book Four—W1, X1, Y1 and Z1—and green stamp N8 which is the top-right stamp on the last sheet of green stamps remaining in War Ration Book Four. These five stamps will be good through Feb. 28.

Canned milk and all cheese, reduced to zero point value on Sept. 2 and Sept. 12 respectively, are being removed from rationing as of Friday, Oct. 26, and therefore, are dropped from the official table of consumer point values for the new rationing period.

BRIDGE CLUB MEETS FRIDAY AFTERNOON
Mrs. Albert Isen was a gracious hostess to bridge club members who gathered at her home on Engracia ave. Prize-winners at contract were Mmes. W. L. Laughon and L. C. Burger.

HARD HEADS
The hard-headed attitude of some drivers is convincing proof all the concrete is not in the highways.

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SAN PEDRO
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and
COCKTAILS
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"ALOHA QUARTET"



NOVELTY BOAT INTRODUCED HERE... Invented and manufactured by Edsel Newton, maritime authority and editor, 24417 Neece ave., "Walteria, this Sea Chest Sectional Boat has become an overnight success and is told about in national magazines. The craft is made of three-eighths-inch marine plywood held together with marine glue. It is nine feet, eight inches long, 40 inches wide at the stern, eight inches wide at its peak and is 12 inches deep. It may be propelled by an outboard motor or by oars. Top photo shows Newton removing the boat from the rear of a car and in lower picture he is aboard it and under way, less than five minutes after arriving at the waterside.



Philip Rice New Manager Of U. S. Rubber

Philip E. Rice has been appointed manager of the United States Rubber Company operated Torrance Synthetic Rubber Plant.

Rice is described as an early experimenter with synthetic rubber, having worked on the problems as far back as 1923. Working with the two noted Russian scientists, Maximoff and Ostromilensky, he acquired an interest in the development of processes and chemicals which carried through the successful production of synthetic rubber during the present war.

The new manager became connected with United States Rubber Company in 1923 as research chemist at the general laboratories of the company. On January 1, 1925 Rice joined the company's Naugatuck Chemical Division and in 1931 was made superintendent of chemical production at this plant. In 1941 he became factory manager of chemicals, reclaimed and synthetic rubber at the Naugatuck plant. It was during this period that the company constructed one of the first four government synthetic rubber plants at Naugatuck. Knowledge gained in polymerization techniques in this early plant was utilized in building the Government's present mass production units.

Rice is a firm believer in the future of synthetic rubber, particularly in Southern California. Torrance's position he says is unique because the rubber making units literally sit in the backyard of the Oil Wells, the main raw material source. The rubber market is right here too, since Los Angeles County is the second world's largest rubber products manufacturing center.

As to the competitive position of synthetic rubber he says: "New techniques are continuously being devised and installed which may be expected to improve steadily the competitive position of synthetic rubber in its relation to the natural type."

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Amateur
FIGHTS
Night, 8:30
Every Friday
WILMINGTON BOWL
EIGHT 4-ROUND BOUTS
75c - \$1.00 - \$1.50
TAX INCLUDED

New Homes Being Erected In Shoestring Strip

Three new homes are being erected in the shoestring strip area just east of Torrance.

Permits have been issued by the Los Angeles building department to Development Engineers Co., of Los Angeles, for a \$4200 dwelling and \$700 garage at 21924 S. Denker ave.; \$5000 dwelling and \$470 garage at 21924 S. Harvard st.; and \$5000 dwelling and \$470 garage at 21916 S. Harvard st.

REVENUE DOWN

Santa Fe's gross revenue for the System was \$36,852,481 for September, 1945, according to a statement released by President F. G. Gurley today. This is a decrease of \$8,335,161 from September, 1944.

TORRANCE NURSERY

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TULIPS
FREESIAS IRIAS SPARAXIS
GRAPE-HYACINTHS, Etc.
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Phone 421-W

MINERALS UP
Los Angeles County's production of minerals during 1944 was the second largest of any county in the state, Walter W. Bradley, state mineralogist, reports.

Headquarters for



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BROWN or WHITE ONION SETS
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VEGETABLE and FLOWERING PLANTS
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