



## Your Modern Home

... can become a reality ... for we are now ready and able to help you through all the steps necessary to turn a dream home into a real home!

... Feel free to consult us on any type structure ... we can make delivery ON TIME of everything you need!

### TORRANCE LUMBER CO.

Phone Torrance 811  
1752 Border Avenue — Torrance

#### Coverage

### Continuous News Flow Assembled

News about Torrance people and about the community is assembled and converted into columns of printed words, in a continuous process.

Four people, an editor, managing editor, society editor, and sports editor gather the information from numerous sources such as public offices, schools, the Chamber of Commerce file—some the more than 300 clubs and organizations in Torrance. Correspondents furnish items about Lomita, Elmhurst City, Wabasha, Belling Hills, Hollywood Elviers, North Torrance and other nearby communities.

Probably the greatest outside help to the busy newsroom people are the press representa-



**SPORTS EDITOR**—Jack Baldwin, The Herald's photographer and sports editor.

tives from the various clubs and organizations in town. These people, appointed by their own groups to provide information for the paper on meetings and events of their organizations, make welcome personal calls at the editorial office with their news items.



**SOCIAL EDITOR**—Mary Werdorfer, who has an exceptionally wide acquaintance in Torrance and vicinity, handles news of Torrance women's activities and social events for The Herald.



**EDITOR**—Cliff Johnson, managing editor of The Herald.

### Local Family 'Adopts' Small Italian Girl

Ono S. Korntner, 1233 Madrid avenue, Torrance, has "adopted" Maria Velli, 6-year-old Italian girl in Italy, through Foster Parents' Plan For War Children. It was announced yesterday by Mrs. Edna Blue, international chairman, American headquarters for the Plan, 46 West 42nd Street, New York 36.

Foster Parents' Plan For War Children does not do mass relief; each child is treated as an individual. "Adoption" is financial and carries with it a legal obligation. The foster parent merely promises to contribute \$10 monthly towards the child's support, for at least a year. In return, the foster parent receives a photograph and brief history of the child, and correspondence through the Plan office is encouraged.



**STUDENT WINNER**—George Whiting, a senior at Torrance High School, won various prep sports for The Herald.

#### LOVERS AND FRIENDS

America's favorite blonde, Madeline Carroll, co-stars with Walter Pidgeon on U. S. Steel's Dec. 5 radio presentation of "Lovers and Friends," to be heard via coast-to-coast stations of the ABC network at 7:30 p.m. California daylight time.

#### TRY OTHER FILAMENT

The odds are that both filaments of a headlight bulb have not burned out at the same time. Rather than drive with only one light, switch to the lamp that provides that both lamps operate.

## CHENILLE

The Only Exclusive Chenille Shop in the Harbor Area

Beautiful, Long-lasting, Washable  
**Bed Spreads . . . . . 8.95 to 16.50**  
Many With Drapes to Match

**Childrens Robes . . . . . 4.65 to 7.95**  
Sizes 2 to 12

**Ladies Robes . . . . . 8.95 to 9.95**  
Sizes 12 to 18

**Loop Rugs . . . . . 5.75 to 13.95**  
Selection of Sizes and Colors

**Bath Sets . . . . . 2.85 and 5.49**

**Beach Capes . . . . . 3.95**

**Beach Jackets . . . . . 6.75**

**Chenille Dolls - Crib Spreads  
Seuffies**

MUST SEE THIS MERCHANDISE TO APPRECIATE

Buy Now for Christmas

OPEN EVERY DAY 9 TO 6

### Hi-Way Chenille Shop

849 W. Pacific Coast Hi-way  
Wilmington, Calif. TE 4-7340

Fifteen Words for 60c in Want-Ads



### Come to A&P for Grand Values in Grand-Tasting A&P FINE MEATS

This week, in line with A&P's policy of lowering prices whenever possible, most A&P FINE MEATS have been reduced in price! But their quality remains as high as ever—every cut is guaranteed U.S. Cost, Graded "Choice or Good." No third or fourth grades at A&P, ever! You can count on getting your money's worth of good eating whenever you buy meat at A&P!



#### Depend on the Freshness of A&P FRUITS & VEGETABLES

FANCY STEW TOMATOES	2 lbs.	29¢
YELLOW ONIONS	3 lbs.	14¢
ARIZONA LARGE GRAPEFRUIT	4 for	15¢
GREEN ONIONS or RADISHES	3 lbs.	10¢
DELLO PACKAGE MIXED NUTS		43¢
DELLO PACKAGE PRUNES		19¢

#### Now, as Always, It's A&P for GROCERY BUYS

Fresh Eggs	12/12 doz.	73¢
Margarine	1 lb. pkgs.	31¢
Delrich	1 lb. pkgs.	39¢
French's	1 lb. pkgs.	59¢
Instant Potatoes	8-oz. pkgs.	29¢
Fruit Cake	12/12 doz.	1.29
Tomatoes	12/12 doz.	22¢
Peas	1 lb. pkgs.	19¢
Juice	12/12 doz.	12¢
Hash	1 lb. pkgs.	34¢
Pumpkin	12/12 doz.	11¢
Peaches	12/12 doz.	27¢

<b>PORK LOIN</b>	Eastern Grained Loin or Blade End Roast 3 to 3 1/2 lb. average	<b>49¢</b>
<b>PORK ROAST</b>	Eastern Grained Picnic Cut Shoulder 5 to 7 lb. average	<b>42¢</b>
<b>BACON</b>	Worrell's Pride Sliced—1 lb. Layses	<b>67¢</b>
<b>STEAKS</b>	Round, Sirloin or Ground Round U.S. Graded "Good"	<b>73¢</b>
<b>Pork Steaks</b>	Lean, Shoulder	<b>55¢</b>
<b>Smoked Picnics</b>	Ready-to-Eat 4 to 5 lb. Average	<b>53¢</b>
<b>Link Sausage</b>	Wilson's Certified	<b>29¢</b>
<b>Smoked Hams</b>	Whole or Shank Half Ready-to-Eat Korner, John or Sunnyfield	<b>65¢</b>
<b>Beef Roast</b>	Center Cut Chuck	<b>59¢</b>
<b>Plate Boiling Beef</b>	For Braising or Stewing	<b>33¢</b>
<b>Chopped Beef</b>	Freshly Ground Lean Beef	<b>49¢</b>
<b>Pork Sausage</b>	Our Own Make Pure Pork	<b>49¢</b>
<b>Spare Ribs</b>	Eastern Grained Small Ribs	<b>59¢</b>
<b>Rockfish</b>	Certified Coho Filet	<b>42¢</b>
<b>Dover Sole</b>	Certified Coho Filet	<b>53¢</b>
<b>Halibut</b>	Northern Sliced or Piece	<b>49¢</b>
<b>Green Shrimp</b>		<b>69¢</b>
<b>SPRY</b>	1 lb. can	<b>41¢</b>
<b>FAB</b>	Washes Everything	<b>34¢</b>



ADVERTISED ITEMS SUBJECT TO STOCK ON HAND

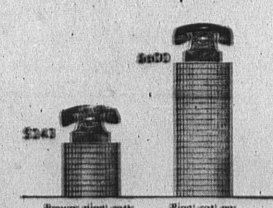
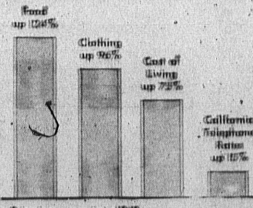
**1330 EL PRADO**  
TORRANCE

<b>P&amp;G SOAP</b>	<b>IVORY SOAP</b>	<b>SWAN SOAP</b>	<b>Ivory Snow</b>
For the Laundry	Personal Size	Medium Size	For dishes, fine fabrics
3 bars	2 cakes	2 cakes	Large Package
<b>27¢</b>	<b>15¢</b>	<b>21¢</b>	<b>34¢</b>

# Why present low telephone rates must be increased

We're forced to apply for increases because we, too, are up against the problem of rising costs.

Here's the story:



Telephone rates have gone up much less than most other things

For every telephone put in this year we have spent \$600

To attract more working dollars we must have reasonable rates

Most businesses throughout the land have had to raise their prices a great deal ... as the examples on the chart show.

We're breaking records putting in new telephones in the face of high costs. The equipment needed to serve the average telephone in California before the war cost us \$243. But costs have shot up. Today we are adding equipment costing about \$600 for each new telephone.

Where does the money come from? The money we invest in California? We have to compete with other businesses for it. It cannot come out of the rates you pay for service. It must come from the savings of men and women all over the country. They want, of course, safety and a reasonable return on their investment. Or they won't invest.

But telephone rates, which were not generally increased between the 1920's and 1947, have gone up little even in these postwar years. The average in California is 15%.

To bring more and better service to California, Pacific Telephone has had to invest \$280,000,000 in new facilities since V-J Day. This is one of the largest construction programs of any business in the state.

Actual experience has shown that what we are earning in 1948 is not enough to attract the kind of investment money we need.

The amounts we are now asking will vary for different services ... but will average about 14%.

And we should put millions more to work in California to meet your growing needs.

Actual experience has shown that what we are earning in 1948 is not enough to attract the kind of investment money we need.

Compared to the prices of other things you buy, telephone service will still be one of your greatest bargains.

And we should put millions more to work in California to meet your growing needs.

Actual experience has shown that what we are earning in 1948 is not enough to attract the kind of investment money we need.

Pacific Telephone does not ask that it be allowed to earn one penny more than is required to do the job. But we must earn enough to do a good job for California.

The Pacific Telephone and Telegraph Company