SWASHBUCKLING

ABOARD A BLOCKADE-

ADVENTURE

EMANCIPATION

Vionnet changed 20th century

In the fifth century B.
dress design by her use of fabric Aspasia, friend of the noted
on the bias And the introduc ricles, took the first steps
tion of the cowl neckline in 1923, the emancipation of women.

Dow Chemical Co. employees from the Vermont Ave, plant gave their life's blood—83 pints of it — to the Red Cross March

Mrs. Clifford Easley, blood recruitment chairman from the Torrance branch and Mrs. Mell Howard, staff aid chairman of Torrance branch, headed the group of volunteer women who worked with the blood unit. The Torrance branch worked with the Los Angeles chapter in receiving and processing the blood.

STADIUM

Walter Pidgeon
John Hodiak - Audrey Totter
"THE SELLOUT"

An Unusual Motion Picture You Will Want to See! "Harlem Globe Trotters" STARTS WED., April 2
"A Phone Call From
A Stranger"

"Return Of The Texan"

TORRANCE

-FRI.-SAT.-SUN.-George Montgomery Audrey Long "INDIAN UPRISING" Johnny Weissmuller Bob Waterfield "JUNGLE MANHUNT" Torrance Memorial chapter of American Gold Star Mothers will lace its semi-monthly meeting Wednesday, April 2, at 2 p. m. 4rs, William Erbe of Gardena will preside over the gathering n Torrance American Legion

HARBOR
DRIVE-IN THEATRE
That 15. Whendid Ave. At The William
NOW. SHOWING

CAVE OF Macdonid CAREY OUTLAWS SMITH

Bright Victory

ARTHUR KENNEDY - PEGGY DOW STARTS SUNDAY

No QUESTIONS ASKED

Barry Ariene George Jean Sullivan - Dahl - Murphy - Hagen

GRANDA

SPANISH FILMS. EVERY WED. & SAT. PHONE TORRANCE 26

GARDENA —FRI.-SAT.-SUN.— 'When Worlds Collide"



-FRI.- SAT.-SUN.-"Japanese War Bride"



Next Meeting Announced

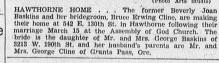
National Business and Professional Women's Club of Tor rance will have its next meeting Monday, April 7 at 7:30 p.m. President Zada Ramsey has urged all members to attend this important business meeting when election of the nominating committee and of delegates to the Los Angeles District Convention will take place. Only members who have fully met the obligations are eligible for election, Mrs. Ramsey stated. The National BPW Federation is sponsoring a drive to enlist women in the armed forces, which hope to increase to 112,00° the total membership of women.

With the armed forces expanding to 3½ million by July, the need for WACS, WAVES, Women Marines, WAFs, nurses and medical specialists of all types likewise has expanded. Assigning women to jobs they can do, to free men for jobs requiring manpower is simply a case of using manpower to the best advantage, the BPW points out.

Appealing especially to women in the 18 to 34 year age group who are high school graduates and have no dependents under 18, Assistant Secretary of Defense Anna M. Rosenberg has emphatically stressed the factor of service in the services. "The selected young women who have chosen to serve America in the armed forces have done so in the finest traditions of the services, and the demand to fill more and more jobs is a sincere compliment to their ability, loyalty and devotion to duty," Mrs. Rosenberg said.

Any young woman desiring specific the services are appeared to the services.

Any young woman desiring specific information should tact the local recruiting officer in the post office building.



Dance Recalls Campus Days

Days of alma mater, football Mrs. Murray Rudnick and Mr. games, fraternity, parties and and Mrs. Wallace Moody.

balls were revived by members of Sobada Club Saturday night Alondra for a campus dance. Club the Mondra for a campus dance. Letterman's sweaters, saddle ketballs used as the program shoes, bobby sox and pennants motif, Wieners were roasted at were uncarthed for the occasion, the clubhouse following the which was hosted by Mr. and dance.

BID for Better Government!

BENSTEAD ALBERT

CITY COUNCIL SEN April 8, 1952

(This advertisement sponsored and paid for by Torrance Unified Taxpavers

NICK

DRALE

ELECT

(Photo Arts Studio)



ting TECHNICOLOR town

Vatican

READ THE TORRANCE HERALD

SUNDAYS Too!

Color by TECHNICOLOR

MARK ANGELA PATRIC GENE STEVENS LANSBURY KNOWLES EVANS

WILD BILL

MOINE

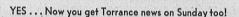
Complete News Coverage

Special Features, Society, Sports

Special First of Week Values

Highest Want-Ad Readership

> For Home Delivery Of the Torrance Herald



Now Torrance folks are no longer forced to wait a week to find out what happens in Torrance on Thursday, Friday and Saturday—because now there is a SUNDAY HERALD!

It is a good Sunday newspaper. Delivered to all Herald subscribers early Sunday morning . . . ready for a full day's reading of general news . . . society . . features . . . sports ... and values of local merchants.

All this for only 30c per month . . . that's right . . . both the Thursday and Sunday Herald—home delivered—at one Low Price.

> Just Phone ... TORRANCE 444

PROPER FORMS

A gentleman is always pre-sented to a lady, even if he is an older man of great distinc-tion and she is a very young girl. The only time a woman s presented to a man is if he s the U. S. president, a royal personage or a dignitary of the burch.

No Need to Replace This **Water Heater Every Few Years**

The glass-surfaced steel tank of the Permaglas water heater can't rust because glass can't rust. It's made to last!



automatically you'll have

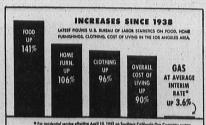
PLUMBING and **HEATING CO.**

1890 Torrance Blvd.

How SOUTHERN CALIFORNIA Gas Company's interim gas rate increase will affect you

THE California Public Utilities Commission has granted Southern California Gas Company some increase in gas rates, pending a final decision by the Commission on the Company's application for a general rate increase. Final rates cannot be determined until further hearings have been held.

This "interim" increase, effective April 10, amounts to slightly less than 5%, or about 22¢ on the average monthly bill of a typical residential



NEW RATES AVERAGE ONLY 3.6% HIGHER THAN IN 1938

In comparison, look how the price of everything else you buy has soared! As shown in the chart at left, food is up 141%; home furnishings up 106%; clothing up 96%; the overall cost of living up 90%.

OUR COSTS ARE UP, TOO! Then's why a gas rate increase is necessary!
Our costs for wages, for the gas we must purchase from producers, and
for all the other materials we buy have gone up and up. The gas rate
increase just authorized by the Commission covers only a portion of
the major increases in our costs since our last rate increase in 1950,
which was our first general rate increase in over 30 years!

Full consideration of a proposed general rate increase unavoidably takes a great deal of time. Meanwhile we need sufficient earnings both to maintain dependable service and to attract the new money we must have to grow with Southern California. Thus, the interim increase provides only a portion of the amount the Company considers necessary and which we expect will be established in the final rate decision to come later.



THE NEW GAS RAYES ARE LOW! The typical customer will now pay a year-round average of only \$4.58 per month for cooking, water heating, house heating, and, for many customers, refrigeration as well. What other \$4.58 expenditure buys you so much? Gas is truly your household

SOUTHERN CALIFORNIA GAS COMPANY