

FLAPPER STYLE
Vionnet changed 20th century dress design by her use of fabric on the bias and the introduction of the cowl neckline in 1923.

EMANCIPATION
In the fifth century B. C. Aspasia, friend of the noted Pericles, took the first steps for the emancipation of women.

Chemical Co. Employees Give 83 Pints of Blood
Dow Chemical Co. employees from the Vermont Ave. plant gave their life's blood—83 pints of it—to the Red Cross March 21.

Mrs. Clifford Easley, blood recruitment chairman from the Torrance branch and Mrs. Mel Howard, staff and 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.



PROPER HOME CARE . . . Torrance women are learning correct methods of home sick-room care in the home nursing course being taught Tuesday and Thursday mornings at Red Cross headquarters, 1754 Torrance Blvd. The three-week instruction is given by Mrs. R. B. Parkhurst of Los Angeles, right, who shows Mrs. L. Gadal, left, the proper way of wrapping a washcloth about her hand preparatory to bathing someone in bed. Mrs. O. Lang took the part of the invalid for the picture. (Herald photo).



HAWTHORNE HOME . . . The former Beverly Joan Baskins and her bridegroom, Bruce Erwing Cline, are making their home at 542 E. 130th St. in Hawthorne following their marriage March 15 at the Assembly of God Church. The bride is the daughter of Mr. and Mrs. George Baskins of 3213 W. 190th St. and her husband's parents are Mr. and Mrs. George Cline of Grants Pass, Ore.

WARNERS
478 W. 6th St. SAN PEDRO THEATRE - TEL. 2-7227
STARTS SUNDAY!!

SWASHBUCKLING ADVENTURE ABOARD A BLOCKADE-RUNNING SHIP!

MUTINY!

BIG 3 UNIT SHOW

MIGHTY EPIC OF THE SEA!

Color by **TECHNICOLOR**

MARK STEVENS ANGELA LANSBURY PATRIC KNOWLES GENE EVANS

UNIT No. 2 UNIT No. 3

WILD BILL ELLIOTT

"WACO"

A fascinating **TECHNICOLOR** tour of **The Vatican**

The smallest-visit most colorful state in the world
A COLUMBIA PICTURE

STADIUM

—NOW PLAYING—
Fred MacMurray
Dorothy McGuire—Howard Keel
'Callaway Went Thimaway'

—PLUS—
Walter Pidgeon
John Hodiak—Audrey Totter
'THE SELLOUT'

—SUN.-MON.-TUES.—
Kirk Douglas—Win. Bendix
Eleanor Parker
'DETECTIVE STORY'

—PLUS—
An Unusual Motion Picture You Will Want to See!
'Harlem Globe Trotters'

STARTS WED., April 2
'A Phone Call From A Stranger'
—And—
'Return Of The Texan'

TORRANCE

—FRI.-SAT.-SUN.—
George Montgomery
Audrey Long
'INDIAN UPRISING'
Terrific in Color

—PLUS—
Johnny Weismuller
Bob Waterfield
'JUNGLE MANHUNT'

GRAND

JAPANESE FILMS EVERY TUESDAY
SPANISH FILMS EVERY WED. & SAT.
PHONE TORRANCE 269

GARDENA

—FRI.-SAT.-SUN.—
'When Worlds Collide'
—AND—
'Submarine Command'

PARK

—FRI.-SAT.-SUN.—
'Japanese War Bride'
—AND—
'Harlem Globe Trotters'

GOLD STAR MOTHERS TO MEET WEDNESDAY

Torrance Memorial chapter of American Gold Star Mothers will have its semi-monthly meeting Wednesday, April 2, at 2 p. m. Mrs. William Erbe of Gardena will preside over the gathering in Torrance American Legion Hall.

HARBOR DRIVE-IN THEATRE

1100 W. 170th St. TORRANCE
TEL. 4-310
THIS IS VICTORY AVE. AT 170TH ST.
NOW SHOWING

CAVE OF OUTLAWS

—TECHNICOLOR—
Mason Duff
CAREY SMITH

Bright Victory

ARTHUR KENNEDY - PEGGY DOW
STARTS SUNDAY

NO QUESTIONS ASKED

Barry Sullivan - Dahl - Murphy - Hagen

The Lady Pays Off

Linda Darnell
Stephen McCall
Gigi Perreau

BPW Backs Women in Service
Next Meeting Announced

National Business and Professional Women's Club of Torrance 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 their 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 112,000.

With the armed forces expanding to 3 1/2 million by July, the need for WACs, WAVEs, Women Marines, WAFFs, 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 emphasized 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 information should contact the local recruiting officer in the post office building.

Dance Recalls Campus Days

Days of alma mater, football games, fraternity parties and balls were revived by members of Sobada Club Saturday night when they gathered at Club Alondra for a campus dance. Letterman's sweaters, saddle shoes, bobby sox and pennants were unearched for the occasion, the clubhouse following the which was hosted by Mr. and Mrs. Murray Rudnick and Mrs. Laura Felker and Don Brammer tied Joanne and Clyde Anderson in a gay dance contest. There was even a program of five numbers with basketballs used as the program motif. Wiener were roasted at the clubhouse following the dance.

BID for Better Government!

VICTOR E. BENSTEAD
ALBERT

ELECT To CITY COUNCIL
April 8, 1952

SEN NICK
DRALE

(This advertisement sponsored and paid for by Torrance Unified Taxpayers)

PROPER FORMS

A gentleman is always presented to a lady, even if he is an older man of great distinction and she is a very young girl. The only time a woman is presented to a man is if he is the U. S. president, a royal personage or a dignitary of the church.

READ THE TORRANCE HERALD SUNDAYS Too!

YES . . . Now you get Torrance news on Sunday too!

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.

Complete News Coverage . . .

Special Features, Society, Sports

Special First of Week Values

Highest Want-Ad Readership

For Home Delivery Of the Torrance Herald

Just Phone . . . TORRANCE 444



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!

A.O. Smith Permaglas Automatic GAS WATER HEATER

Now costs no more than an ordinary water heater

automatically you'll have all the sparkling clean hot water you want . . . no more rust that ruins your wash! no more corrosion dirt that discolors water and fixtures.

UNITED PLUMBING and HEATING CO.
1890 Torrance Blvd.
Industrial - Commercial
TORRANCE 2293

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 customer.

INCREASES SINCE 1938
LATEST FIGURES U. S. BUREAU OF LABOR STATISTICS ON FOOD, HOME FURNISHINGS, CLOTHING, COST OF LIVING IN THE LOS ANGELES AREA.

FOOD UP 141%	HOME FURN. UP 106%	CLOTHING UP 96%	OVERALL COST OF LIVING UP 90%	GAS AT AVERAGE INTERIM RATE UP 3.6%
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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! That'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 RATES 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 bargain!

SOUTHERN CALIFORNIA GAS COMPANY