

with a 

GIFT BY SWANK

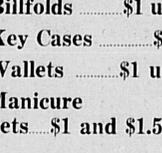
Levy's has the Complete Line of Celebrated SWANK Products, many especially appropriate for mailing to men in the Armed Forces. Below are just a few suggestions from our Comprehensive Stock:



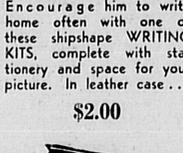
Billfolds \$1 up



Key Cases \$1



Wallets \$1 up



Manicure Sets \$1 and \$1.50



Swank Jewelry
Tre Clasps, Key Chains, Col- lar Clasps, Pocket Knives— the Complete SWANK Line at Popular Prices.



Comb and Brush Sets, \$1 and up
At Levy's you'll find a most comprehensive assortment of these sets in very attractive leather cases.

PHOENIX SOCKS

"THE IDEAL GIFT"

for men in Civies or Uniform. Particularly appreciated because of the famed PHOENIX quality, recognized by all.

Regulation Navy and Army Socks

6 pairs for \$2.75 Gift Boxed
45c pair

SAM LEVY

Department Store

1307-1313 SARTORI AVENUE TORRANCE

Weekly Papers Face Increasing War Conditions

"With almost insurmountable problems facing the smaller newspapers of the country due to war conditions, publishers everywhere are meeting the situation with remarkable success."

This was the statement made by Geo. O. Wheeler, publisher of the Bell-Maywood Post and president of the Metropolitan Unit of the California Newspaper Publishers association, following a meeting of publishers held Oct. 16.

"The smaller newspapers have been hit hard by the shortage of man-power but with typical ingenuity the publishers have so far solved their problems to a point where the public hardly suspects there is any difficulty."

"Must Advance Headlines"

"In almost every newspaper publishing plant, there are at least five positions requiring special technical skill and if any one of them is not adequately manned, the missing link breaks the chain necessary to publish the paper."

"In addition to this, it is almost impossible to obtain the help for the peak load on the day of publication, which further complicates the publisher's problem," Wheeler said.

"In view of these facts, the time is close approaching when publishers will have no other alternative than to adopt strict rules whereby advertising and news copy will have to be turned in two or three days before publication," Wheeler stated.

More Closely Read Now

"Before long, publishers will have to insist that ordinary club, church and other items be sent in early in the week. Advertisers simply will have to give consideration to the newspaper problem and develop the habit of preparing their advertising earlier in the week."

Wheeler also said steadily rising newspaper production costs can only be met by increasing rates for classified, legal, and display advertising and cut of it all will come smaller editions.

"In the meantime, however, there has never been a time when the weekly and semi-weekly papers have been so closely read and so closely followed," he stated. "This point will be accentuated when gas rationing goes into effect next month and when people will look more than ever to the advertisements as a short cut to close-to-home shopping."

TALK ON RUSSIA

Richard Aklison of Los Angeles will discuss "Russia and the World Today" at tonight's dinner-meeting of the Torrance Rotary club. He will be presented by John Melville.

Make every effort to avoid fire. When a thing goes up in smoke, it's gone for good.

Press Fights Bureaucracy in Effort To Give Readers Real Facts on War

In war time, the tremendous load of public responsibility ordinarily carried by the local newspapers is increased a thousand-fold.

Details of the latest draft requirements, rationing orders and demot regulations, the new tax levies and Civilian Defense measures must be explained and clarified by the public press.

The ponderous administrative grist out of the national seat of government—affecting the lives of 130,000,000 people—depends for success or failure on the press of the nation.

There's a good deal of grumbling about the volume of important and a glory-grabbing material sent out from the various government propaganda bureaus, but no editor resents the necessity of the big public welfare job that has been laid in his lap.

He only wants to be very sure that what he gets is the real news!

And so do his readers—though Washington seems more concerned with giving the people only the news the censors think is good for them.

The reluctant and tardy admission by the administration that some American flyers of the Doolittle raid on Tokyo are missing and may be in Japanese hands has had a very bad effect on American public opinion and justifiably so.

What military advantage could possibly be served by allowing the public to get the impression that all of Doolittle's ships and

Captured?



Among War Secy. Stimson's list of airmen missing from the April 18 Tokyo raid is Lieutenant William Clover Farrow, above, of Darlington, S. C. The Japanese claim Farrow's capture.

flies reached safety, through weasel-worded announcements about "no planes being shot down over Japan" and "one plane was forced to land in Siberia and was interned," cannot be imagined. The War Department

its entirety and as quickly as military safety permits.

That is the public's side of it. There is another side, vastly more significant because it involves American fundamentals and because it recognizes the current news situation as just one of the symptoms of a real national malady.

Just as government controls are being set more and more firmly around business of every kind; just as little business is being annihilated far beyond the necessities of war; just as administrative government is absorbing and taking over industry—the press of the nation is being "frozen" in a new, conformative pattern that is not four-

Summary Tells How County Tax Was Reduced

Just before the tax bills are mailed, Supervisor Oscar Haug prepares us for a shock by sending out a summary of county taxes which explains the 12-cent reduction in the levy for 1942-43, breaking the news that taxes will again be reduced. Last year's rate was \$1.463, the new county tax is \$1.3489. In 1938-39 it was \$1.51.

War production has taken many off relief, the present number, not counting blind and aged, being 10,060 and 5,048 needy children. Our public assistance tax is 41.3 per cent of the total county tax but the largest amount of it goes to aged persons.

It costs us \$1,678,871 to hold our elections this year, an expensive privilege when less than half of the voters take the trouble to vote. This is more than the entire sum spent in the year for recreation and cultural purposes, which include the operation of parks, playgrounds, museums and libraries, and almost as much as the entire sum set aside for fire protection.

But anyhow a reduction in taxes is cheerful news when everything else is going up.

War Work Cuts In on Election Board Officials

War work is calling many regular election board members to jobs that will preclude their serving their local precinct on election day Nov. 3, according to offices of the board of supervisors.

An unprecedented number of inexperienced workers will be on duty election day, it appeared today, judging by the number of calls being received at the offices of some of the board members. Most of the trouble is being encountered in the sections around defense plants.

Michael J. Donoghue, registrar of voters, said he was arranging plans to give the necessary instructions to the newer election board members so that the tally of the votes cast could be completed in the shortest possible time.

Mailing of sample ballots was completed this week by Donoghue's staff, and all will be delivered by the postoffice department before the end of the week, he was assured. With each ballot is being mailed a booklet prepared by the secretary of state, giving arguments on either side of the state propositions which will appear on this year's November ballot.

Voters are urged to familiarize themselves with these arguments so that they may vote intelligently.

Support for Warren Grows

With only a few days remaining before the Nov. 3 election, Atty. Gen. Earl Warren, non-partisan candidate for governor, expressed confidence that if his supporters go to the polls, he will win by a preponderant majority. Warren enters the final week of his strenuous campaign after a swing through the northern part of the State, where he was greeted by enthusiastic crowds.

It is this universal expression of support, met with wherever he goes and coming from the rank and file of citizens, men, women, Democrats, Republicans, laboring men, farmers and business men, that has convinced Warren the people are for him and will elect him at the polls.

Warren's itinerary the last week of his drive will keep him in Southern California, with speaking dates scheduled for Long Beach, Los Angeles, San Bernardino, Riverside, Ventura and other cities. Meanwhile, endorsements of Warren's candidacy were rolling in from various groups and individuals, including prominent Democrats, the Warren-for-Governor Nonpartisan committee announced.

An Illinois village with no crime problems donated 12 tons of cell metal from the local hoosegow to the salvage drive.

Stop Interference with Supplies for Army & Navy During the War

Political Advertising

Vote "YES" on #1

doing so with that cornerstone of the Bill of Rights, the "freedom of the press."

Readers of newspapers, as well as publishers, need to be concerned with this problem.

Read Our Want Ads

2 Best ways TO TREAT BURNS

KIP DRESSING

Antiseptic treatment for minor burns and scalds. Eases pain quickly, promotes healing, fights infection—fine for cuts and scratches too.

KIP TANNIC

5% Tannic Acid in a water soluble jelly. Recommended for burns where ointments are not advisable.

In tubes or tins at all good drug stores.

Firestone

Mid-Fall BARGAINS

Timely Money Savers



Kitchen Clock
2.95

Cheerful. Easy models in modern to read.



Alarm Clock
2.95

Smart table models in modern plastic.

Modern Home Combination Sandwich Toaster, Grill and Waffle Baker

Heat indicator
Cool handle
Open flat: it is a grill; closed it becomes toaster or waffle griddle.

8.95

Standard Fog Light

Reg. 2.29
1.98

Theamberlens provides easier visibility in fog and mist. 6 inch model.

6.95

Even heat distribution for better waffles. Heat indicator.

Speedy Streamlined Scooter

Call Price 5.95
4.98

Puncture-Proof Tires
Quick-Stopping Brake

The pride of every youngster. Easy-rolling, 10" wheels. Parking stand.

Waffle Baker

Even heat distribution for better waffles. Heat indicator.

6.95

SPECIAL SAVING!

"Modern Home" Gas Model Coffeemaker

Call Price 2.39
1.98

Heatproof Pyrex Bowls
Plastic Handle Stays Cool

Here's a real bargain. Genuine Pyrex glass bowls can be used on kitchen stove. Cool, easy-grip, plastic handle. Easy to clean. 8-cup size.

GENUINE SILEX ELECTRIC Coffeemaker

8.95

Self-timing stove. Pyrex heatproof bowls. Covers for both bowls. Cool plastic handle. 8 cups.

Nu-Tone Door Chimes

A—GREETER 2.95
B—KITCHENEER 4.95
C—COMMANDER 5.95
D—MOUNT VERNON 6.95

Put a stop to "Doorbell Nerves" and dress up the appearance of your home with NU-TONE door chimes.

E—DOOR BUTTON 1.00

Protect Your Hands Work Gloves

Call Price 19c pr.
15c

Extra warm Jersey gloves with snug-fitting knit wrists. Dark brown.

11.95 Powerful, Chrome-Plated DELUXE SPOTLIGHT

Turns a beam in any direction
On-and-off switch right in handle
Use as emergency driving light

Extra safety at a saving! Use it spotting road signs, house numbers, as a back-up light, or in emergencies as a driving light. Hooks up separately from car's headlights. Turns in a 360° arc.

FIRESTONE STORES

MARCELINA AT CRAVENS

Listen to the Voice of Firestone with Richard Crooks, Margaret Spinks and the Firestone Symphonic Orchestra, under direction of Alfred Wallenstein. Monday, November 2, 1942, over N. B. C.

PHONE TORRANCE 476

PERSONALLY PRINTED STATIONERY

Makes a Grand Christmas Gift

- FOR BOYS IN THE SERVICE
- FOR FRIENDS AT HOME

SEE OUR NEW LINES OF BOX STATIONERY

Strathmore

Exquisite Laid Finish

- * WHITE
- * GRAY
- * IVORY

Clever New Letterings in Raised Letter Process

50 ENVELOPES . . . 60 SHEETS

\$1.75

(75c extra if envelopes are printed)

Hammermill

Bond Cabinets

- * RIPPLETONE
- * REGULAR FINISH

A Big Package for One Who Has a Bulk of Correspondence

100 ENVELOPES . . . 105 SHEETS

\$2.75

(75c extra if envelopes are printed)

NOTE: Deposits Required on All Orders

Torrance Herald

1336 EL PRADO