

Coffee Purchases Now Ration on Stamp Basis

The United States, the world's greatest coffee-drinking country, is now rationing coffee so that no one will receive more than a pound of the beverage once every five weeks.

The reason for our going on a ration basis can be put in one word—ships.

Even under rationing, however, Americans will drink much more coffee than the people of European countries. Germany has practically no real coffee, its population inebriated ersatz concoction of acorns or grains of various sorts. The Italians are even worse off.

The plan fact of the situation is that the American population is lucky to get what coffee is being brought up. There are crews risking their necks to sail it up here. The problem now is to spread whatever coffee supply we do receive among the greatest number of people.

Which is where the rationing system enters. Here are its mechanics—The coffee to be rationed includes roasted coffee—whether ground, in the bean, or decaffeinated—and commercially sold mixtures of coffee with chicory, cereal, or other substitutes. "Instant" coffee, soluble coffee, liquid coffee concentrates, coffee extracts and other beverages used instead of coffee are not rationed.

War ration book No. 1 the "sugar book"—is being used for buying coffee. The stamps in the book numbered 28 and down to 20 are the coffee stamps. The first ration stamp is numbered 27, then, in order, follow 28, 25, 26, 23, 24, 21, 22, 20. This apparently disconnected sequence is used because of the physical



FOR DISTANT LANDS—Members representing the Narbonne Arts and Crafts League are shown wrapping packages for servicemen in South Seas. Left to right are Phyllis Waschkeit, June McLaughlin and Betty Lynd.

arrangement of stamps in the ration book.

Only those whose ration books show their age to be over 15 years may purchase a pound of coffee for each coffee stamp. The reason for this age limitation is to allow larger rations for the adult population.

The first ration period runs for five weeks through Jan. 3, 1942. Other ration periods will be announced later by the OPA.

Those who have no ration books or have lost them should apply immediately at the local War Price and Ration Board. If lack of transportation facilities

makes buying coffee in the specified quantities a hardship, the consumer may apply at his rationing board for a certificate to buy up to 5 pounds at a time. In that case, a sufficient number of stamps will be removed by the board to cover the "advance" ration.

What NOT to Do Until the Doctor Comes . . . First Aid Instructions Approved by Red Cross

In this community today a bomb attack would find a relatively small number of people; physicians, nurses and well-trained first-aiders—less than one person in 10—who know exactly what to do for injured victims.

The others—most of us—would be well-meaning, but untrained. They would try to do something, anything to ease the pain, to stop the flow of blood. And they might possibly kill

to determine whether the blood is dark or light, flowing or stopped. If it's coming out, Stop It.

There are five things you can do: (1) Elevate the bleeding part; (2) firmly press a sterile compress over the wound (3) If that doesn't work, squeeze between the wound and the heart to stop blood flow; (4) If that doesn't work, apply a tourniquet between the wound and the heart—but only on arm or leg; remember to note the time of applying tourniquet and loosen slightly every 15 minutes if a doctor has not arrived; (5) If nothing else works, get into the wound with fingers or anything else.

If you can't get sterile material quickly, don't worry about it. An infection in a live per-



DON'T
Delay if the victim is bleeding!

those whom they're trying to help. Amateur aid can be terribly dangerous.

This newspaper is not going to try to teach first aid through its columns. That's a job for doctors and for the American Red Cross.

Join First Aid Classes

But to forestall needless tragedies, we are starting a series of brief articles—"What not to do until the doctor comes." Read them carefully, then apply to the Red Cross for a standard course in first aid. They may help you to save a life.

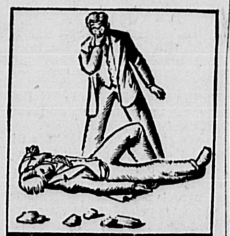
You may find out where First Aid classes are being conducted in your neighborhood by contacting the First Aid chairman of the Torrance or Lomita branches of Red Cross. If no class is now in session, an adequate supply of instructors is available to teach new classes.

THREE ESSENTIALS
This is the first in a series of first aid "don'ts" published as a service to readers. Three conditions demand immediate treat-

ment by even an untrained rescuer—serious bleeding must be halted, stopped breathing must be started, burning chemicals must be removed.

For everything else—relax. Don't move the patient, even if he's twisted and uncomfortable, or you may turn a serious injury into a fatal one. Don't give him anything to eat, drink or smell. Don't worry about broken bones, apoplexy, epilepsy, internal bleeding, or concussion. Only a physician or trained first-aid-er can handle such things. If in doubt, don't do anything!

Your job is simple—first, have someone call a doctor; second, get rid of crowds, reassure the victim, keep yourself under control.



DON'T
Delay if the victim is not breathing!

ARTIFICIAL RESPIRATION
If the patient is not breathing (and not merely unconscious) don't waste another second. This is one thing that can't wait for the doctor. Start artificial respiration at once.

Don't roll the victim over a barrel, don't worry if his mouth is clamped or not, don't bother if his clothes are wet or dry.

FIVE THINGS TO DO
Don't wait for the doctor to come if a man is bleeding to death. This, like stopped breathing, is another condition in which delay can be fatal. Don't wait

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BOYS' LIFE
There is a tremendous need for a clean, wholesome and educational, yet entertaining boy's publication. That's why, for 30 years, the Boy Scouts of America has published BOYS' LIFE. It's the magazine you will be glad to give your son . . . or a friend's son.

Only \$2.00 a year . . . \$4.50 for 3 years!
Send your order to:
BOYS' LIFE, No. 2 Park Ave., New York
Or to your newspaper office or local agent

Report Discloses Gain in Marriages

There were 56,424 marriages in California from Jan. 1, 1942, through September, an increase of 66 per cent ahead of the same period last year, the State Bureau of Vital Statistics reported today. Births reported in the state for the first nine months of this year totaled 109,053.

Moores Sell Home Thru Herald Ad

A classified advertisement in The Herald led to the sale this week by Mr. and Mrs. George Moore of their Palos Verdes home to a Long Beach man who is expected to take possession of the residence between the 10th and 15th of this month. Moore inserted the advertisement in last week's Herald and the sale followed within a few days.

Portugal has banned motor cars from the streets of Lisbon and has restricted the number of cars operating elsewhere because of gasoline shortages.

tight or loose. Don't give him smelling salts!

Put him flat on his stomach, his face turned to one side, straddle his calves, put your hands on the small of the back, your little finger in line with his lowest rib and the tips of your fingers out of sight. Then swing forward, with your elbows straight, until your arms are straight up and down. Let go. Suit the amount of pressure to the size of the victim, so that lungs and internal organs are not damaged. Repeat this slowly and regularly twelve times per minute—FOUR hours if necessary. And when he starts to breathe, don't let him sit up. He may die of heart failure. Remember, you can also "drown" if your chest is depressed by bomb debris!



DON'T
Do anything until you're sure you won't make the victim worse!

" PLUMBING REPAIRS "

Take care of your Plumbing . . . to be sure it lasts for the duration. Even minor repairs should be promptly made. Call us for Expert Advice and Dependable Work.

* WATER HEATERS AVAILABLE
TORRANCE PLUMBING CO.

F. L. PARKS
1418 Marcelina Phone 60
Opposite Post Office

SAM LEVY DEPARTMENT STORE

1307 - 1313 Sartori Avenue

Torrance

Gifts . . . for Christmas!

Nationally - Advertised Merchandise
MORE VALUE FOR YOUR MONEY NOW IN NATIONALLY - ADVERTISED MERCHANDISE!



HOLEPROOF
Tested SOCKS

HOLEPROOF
Tested Socks, 50c

HOLEPROOF
Autogart
Hose, 75c

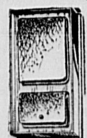
HOLEPROOF
Army and Navy
Socks

Fine quality, packed in
Special Colorful Gift Box,
ready for mailing.
6 PAIRS
\$2.45



ARROW SHIRTS

Arrow Shirts, \$2.25
Arrow Shirts, \$2.50
Arrow Ties, \$1.00
Arrow
Handkerchiefs, 35c
Arrow Initialed
Handkerchiefs
Gift Boxed, \$1.00



SWANK

Purses . . . \$1.00
Purses . . . \$1.50
Belts . . . \$1.00

B. V. D. Robes . . . \$4.95 up
B. V. D. Pajamas . . . \$2.50 up
CHENEY Cravats . . . \$1.00 and \$1.50
J. B. STETSON Hats . . . \$5.00 to \$7.50
COOPER Jockey Shorts . . . 60c
COOPER Jockey Shirts . . . 60c
FLORSHEIM Shoes . . . \$10.00

GIFTS FOR BOYS

TOM SAWYER Shirts . . . \$1.00 to \$2.45
TOM SAWYER Trousers . . . \$1.95 to \$3.95
BOYS' Leather Jackets . . . \$5.95 up
BOYS' Sport Coats . . . \$5.95 up



Ladies'
HOLEPROOF
HOSIERY

\$1.00
\$1.15
\$1.35

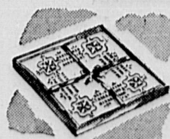


LUXITE
ROBES

\$6.95 up
LUXITE
LINGERIE

59c to \$2.95
LUXITE SLIPS
AND SHORTS

BUTTERCUP Frocks
(for Girls) . . . \$1.95 to \$5.95
KAYSER Lingerie . . . 59c to \$2.95
KAYSER Gloves . . . \$1.00, \$1.25, \$1.50
PHOENIX Hosiery . . . \$1.00, \$1.15, \$1.35
HENDAN Blouses . . . \$1.49 up
GOSSARD Foundation Garments \$4.50 up
CATALINA Sweaters . . . \$2.98 to \$9.00
DORIS DODSON Dresses . . . \$7.95 to \$14.95
PARIS FASHION Footwear \$3.95 to \$4.95
JOLENE Footwear . . . \$3.95 to \$4.95
JOLENE House Slippers . . . \$1.25 to \$2.45



GIFT Handkerchiefs

An exceptionally large line of
exquisite designs.
35c to \$1.25
Gift Boxed



—aren't you glad you saved?

Yessir! Santa Claus came to town early for all the folks who joined the Torrance National Bank's Christmas Savings Club last year. If you've been putting away a little each week, or payday, you know what a grand and glorious feeling it is to get that check for Christmas shopping or taxes the first of December.

Now that we're all faced with increased war-time taxes, it's wise to save in advance, and the Christmas Savings Club is the ideal way of doing it.

NOW is the time to enroll for next year. Start today—in any amount to fit your needs.

Enroll
NOW
for
Next
Year

Torrance National Bank

"YOUR COMMUNITY BANK"

Member
FEDERAL RESERVE BANK

Member
FEDERAL DEPOSIT INSURANCE
CORPORATION