



**AID DRIVE** . . . Mrs. Clara Conner, March of Dimes drive chairman, receives 800 pennies from Girl Scouts of Troop 610 JoAnne Weber, Carol Armstrong and Sue Gately. Mrs. Clara Schwinick, troop leader, gazes approval. (Herald photo)

#### Attends Conference

Dr. Rollin R. Smith was among those attending the three-day mid-winter conference of the California State Veterinary Medical Association last Jan. 28, 29, 30 on the Davis campus of the University of California.

#### WORLD LEADER

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#### ARID REGION

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#### Just Arrived

#### ANOTHER SHIPMENT

## Nitey Nite Sleepers

Values \$2.25 to \$3.25

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2-pc. Model Sizes 00-0-1-2-3-4	NOW	\$1.59
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Here's your chance to dress your cherubs for dreams in the quality sleeper Nitey Nite—at a big saving. This is the sleeper with the 10 famous features that make them the greatest child's sleeper in America today!

### KALE'S CHILDRENS SHOP

1321 EL PRADO — TORRANCE

GINNY BALDWIN

## SEASIDE-RIVIERA

### 'Potpourri'

RUTH HANOVER

Frontier 5-1410

DOTTIE POMEROY

HELEN SCHMITZ

We would like to open our column by expressing our warmest welcome to new neighbors in Riviera. Mr. and Mrs. John Strater and family, formerly of Long Beach, now reside at 519 Calle Mayor. Mr. and Mrs. John Maynard and family, from Dallas, Texas and Mr. and Mrs. Connie Conrad and children, from New Jersey, have moved to Calle Miramar. Mr. and Mrs. John Merlin and daughter have moved to 212 Paseo de Granada. Mr. and Mrs. Walter Lemley to Calle Miramar and Mr. and Mrs. George Schneider and family

into their recently built home on Calle Miramar.

Now "A Welcome Home" is in order to Newton Free, who recently returned from a business

trip to New York City. Joe and Dorothy Byrne have returned home after a trip to Mexico City and other points of interest. Les and Jimmie Kahlo are home on Granada again after their extensive trip which included stop-overs in all of the Gulf Coast States.

Following Las Vecinas' monthly meeting of Jan. 31, a cocktail party was held at the home of Dottie Pomeroy honoring some of the newly installed members of the club. Mmes. Wil-

liam F. Reid, H. K. Inglis, William A. Manfrass, Ben Haggett, O. R. Hopkin, Howard R. Blomstrom, Charles R. Barnes and R. D. Stout. Also present to welcome the new members were Mrs. William A. Schmitz and Mrs. Everett S. Rowan.

Mr. and Mrs. Nat Nateman, local merchants, are building a new home in Riviera, on the corner of Calle Miramar and Linda Vista.

Huda and Emil Huskamp en-

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tertained Mr. and Mrs. Lyle Hoppus of Baldwin Hills over the weekend. Yvette (Mrs. Hoppus) was a recent winner of the Jack Pot and several other prizes on Groucho Marx's T. V. program.

Woe is us! that is the feeling in the David Dirk home on Via Colusa. A short time before the Christmas holidays Marvel Dirk fell and broke her foot. Until quite recently the broken foot

Congratulations to Burnell and Betty Holt of Granada on the birth of their new son, Betty became a victim of the mumps a week before baby arrived, and had to return home from the hospital immediately after the arrival of the little one.

### Storkatorials

#### AT TORRANCE MEMORIAL HOSPITAL

Not one but two daughters were born to Mr. and Mrs. William J. Aust of 1540 W. 210th St. last Thursday at 10:15 and 10:22 a.m., respectively.

Named Karen Renee and Sharon Kay, the little girls tipped the scales at about 4 lbs., 11 1/2 oz. They have one brother, Larry, who is 3 years old.

Aust is a carpenter with Douglas Aircraft.

Donna Leigh is the new arrival at the home of Mr. and Mrs. Donald Fulton, 2403 Border Ave. She was born last Thursday at 1:19 p.m.

The Fultons have no other children. Donna's grandparents include Mr. and Mrs. H. D. DeWitt of 903 Anapala Ave.

Fulton is employed by the Torrance Water Dept.

Mr. and Mrs. George W. Post, 1322 Cranbrook Ave., have a new daughter, Peggy, born Jan. 23. Weighing 8 lbs., 12 oz., Peggy is the couple's third child.

Post is employed at Torrance National Bank. Grandparents include Mr. and Mrs. J. W. Post of Torrance. A maternal grandparent is Mrs. John McVicar, also of Torrance.

A permit for an \$82,000 parochial elementary school at 4758 Redondo Beach Blvd. issued to the R. C. Archbishop of Los Angeles, topped the recent building permit issuances by the city of Torrance.

Others issued include: Jessie Washer, 1617 Cabrillo Ave., store, \$12,500; K. Miyozaki, living quarters, 19461 Hawthorne Ave., \$1000; A. H. Champion, 1304 Hickory Ave., private garage, \$1000; Royal E. Dean, residences and garages at 1724 and 1725 Juniper Ave., \$8900 each.

More permits were issued to: Harold L. Ritko, 3421 Emerald Ave., \$11,600, residence; D. F. Hagen, 1755 Greenwood Ave., dwelling, \$8200; Robert E. Williams, 23660 Park St., \$3000, dwelling moved in; Torrance Van and Storage, 1015 Border Ave., \$1000, for installation of an underground fuel tank; Herb Allen, 1415 Cravens Ave., \$500, remodel store front.

Another "big" permit issued this week was to the National Supply Co. who will erect an office addition at 1524 Border Ave. valued at \$50,000. R. E. Payne is the builder.

A home for M. L. Vantino, 128 Via Sego, valued at \$10,400 was also listed.

### Business Slaves To Government, Speaker Tells

That small business men are slaves to government was told to Kiwanis members Monday night by J. B. Sebrill, president of the Small Business Men of America, and the J. B. Sebrill Advertising Co.

He said that businesses are failing every day because of the burden imposed upon them in collecting sales, excise, withholding, revenue and other taxes for governmental agencies.

Bookkeepers, auditors and accountants must be employed by these shop proprietors so that they "can keep their books straight," and these extra workers eat up the profits, Sebrill said.

He urged that business men can stay in the black ink by increasing sales through better advertising, sales promotion activities, proper merchandising, correct marketing tactics and right distribution methods.

# Newberry's

## BIG 97¢ Sale

4 MONTH'S WEAR GUARANTEED

### MEN'S hose

# 4 pr. 97¢

Cotton and rayon knit in fancy patterns. Size on heel. One pair each: cordovan, maroon, navy, grey. Sizes 10 1/2 to 12.

The Wear of Three Pair When You Buy Two!

**Save! Reg. 97¢**

CIRCULAR KNIT 51-GUAGE—Irregular

## NYLON HOSIERY

# 2 PAIR FOR 97¢

LADIES'

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Sizes 32 to 40

Solid Color Smart Rayon

## SOFA PILLOWS

100% Cotton Filled Choice of Many Colors . . . 16 Inches Square

# 97¢

54 Inch Wide

## PLASTIC YARDAGE

Wide Selection of Patterns. Three Gauge Weights. Use in a Thousand Ways.

# 3 YDS FOR 97¢

Only 60 to Go!

## MESH KNIT CURTAIN PANELS

42 Inches Wide 82 Inches Long

# 97¢

Panel

## mill remnants

ALL FAST COLORS

Lengths up to 20 yards

- 160 count broadcloth
- fine combed lawn
- woven seersucker
- slab broadcloth
- cotton suitings

# 3 yds. 97¢

## Ladies Rayon BLOUSES

—Choice of smart new styles in the greatest sale of blouses you have seen in years.

# 97¢

Infants' Flannel or Birseye.

## diapers

# \$1.97 Doz.

LADIES' X, XX, XXX SIZE

## panties

# 3 for 97¢

## J. J. NEWBERRY CO.

### CORNER OF EL PRADO & SARTORI

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## TORRANCE