Dorothy Berg Opens Direct Mail Business

Berg Company, 24216 Cren-promptness. shaw Blvd., Torrance, is owned and operated by attractive Dorothy C. Berg, who has had 15 years of experience in printing and opened her new business this month.

Color work is no problem is past matter of the Order of the information concerning the Eastern Star in Holly-wood.

DA 5-1290.

A member of the Torrance

ity work is done with expert Dorothy is known in private p.m.

llife, lives in Miraleste. She Color work is no problem is past matron of the Holly

Social, commercial or business forms are handled exhandled by Berg Company. Company is open five days a pertly by Berg Co. and qual- Mrs. Elmer A. Berg, as week from 8:30 a.m. until 5

18 MONTHS TO PAY FIRST

PAYMENT MAR., 1961

MEMBER OF CALIFORNIA

SOCIETY DENTAL

SURGEONS

REPAIRED AND RELINED WHILE-U-WAIT

GAS OR PENTATHOL

COMPLETE DENTAL SERVICE

X-ray Partials Fillings Pyorrhea Treatment
OPEN EVENINGS AND SATURDAY—NO APPOINTMENT NECESSARY

2418 TORRANCE BLVD., NEAR CRENSHAW

WELCOMED PENSIONERS

WELCOMED SE HABLA ESPANOL

FA 8-0250

For Low Prices Modern Graund Floor Office



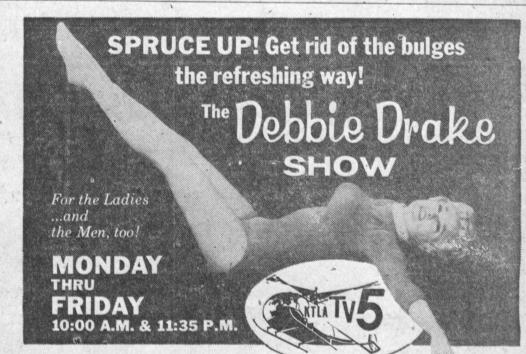
-Photo by Bob Wintermeyer

Use Classified - DA 5-1515

. . . owner of Berg Co.

LABOR LEADERS

tinue to add to the cost of and services. They should do Labor leaders better recog- merchandize that the public it now before government nize the signs and realize that is being wised up to their de-regulations are demanded the public is being wised up mands which continue to add which, in the long run, would to their demands which con- to the cost of merchandise only make matters worse.



MOTHERS MARCH TUESDAY NITE - JAN. 31 TURN YOUR PORCH LIGHTS ON -AND GIVE

CRIPPLING DISEASES TARGET OF **NEW MARCH OF DIMES**

The theme selected for the New March of Dimes is a simple, direct statement: Prevent Crippling Diseases! Yet it says a number of things not always apparent to the average American.

Most of us are barely conscious of the crippled child or adult. We see a boy draging along a braced leg trying to keep up with his playmates. The little girl on crutches or the man in a wheel chair are usually taken for granted as an unchanging way of life. There are many more handicapped thousands we never see at all living their lives in hospitals

Crippling has many causes. The New March of Dimes, drawing on the vast medical research experience of its parent organization, The National Foundation, singles out three major fields of crippling disease for a frontal attack. These are birth defects, arthritis and polio.

Here is the size of the problem:

Every year a quarter of a million infants-685 a day-are born with birth defects. At least half of them face a lifetime of serious chronic illness and disability.

Upwards of eleven million people in the United States alone are affected by arthritis and rheumatism. Apart from the physical pain, the economic loss to the nation tops \$1.5 billion annually.

In polio The National Foundation continues its aid to over 50,000 patients, most of them paralyzed in previous years. The past year added many to the patient aid roster. The need for braces, crutches and wheel chairs, to say nothing of iron lungs, rocking beds and ofher respiratory aids, went on without respite.

So this year when you join the New March of Dimes by giving your time and your money, you will be helping many people toward a better life, protecting the nation against cripplers that may attack even you and your family.

R. Nelson Carnes GRAPHIC ENTERPRISES

"Personalized Advertising and Public Relations"

126 Monterey Blvd.

Hermosa Beach



The funds you contribute to the NEW March of Dimes will support the attack against crippling birth defects and arthritis, as well as polio. Your dimes brought the beginning of the end to paralytic polio. Now pledge your continued help and insure similar victories in the prevention of these other afflictions.

GIVE TIL IT HELPS!

THIS PAGE IS SPONSORED BY THE **FOLLOWING FIRMS AND**

INDIVIDUALS



Join the

NEW MARCH OF DIMES

this January

THE SALK VACCINE now protects millions of people from paralytic polio. But millions MORE are still without protection. During 1957, some 16,000 Americans were stricken by polio. Only by starting vaccinations NOW can you and your family be sure of protection in 1961.... **REMEMBER: it takes EIGHT MONTHS to** complete the three-shot series. HELP FINISH THIS JOB!

> Up to 80% Off New Book Remainder Sale

Insomniac Book & Art Fair

53 Piera Ave. Hermosa Beach FR 4-9388

Bar-B-Que Roundup

Featuring 12 Varieties Pancakes

257 Avenida Del Norte Riviera Village

The H. Bentley Co.

Hals . Bentleys . Bentley's Ltd.

3 Fine Stores in Manhattan Beach

Cal Newell Co.

Hancock Oil Co. Products

Morgan Moore's

1790 Carson

Riviera Stationers

"Hallmark"

Torrance

1719 Via El Prado Riviera Village FR 8-3000

Joslin Lumber Co.

FA 8-0635

Travel With Confidence Through

Carriage Trade Travel Center

19071/2 Catalina Riviera Village FR 5-6068

A Complete Service - David G. Brady

SEA LITHOGRAPH CO.

20823 Hawthorne Blvd.

Torrance

FR 14-0-13

A FRIEND

G. W. O.

Dandoy Glass

Complete Glass Service Authorized Insurance Replacement Service

23406 Arlington

Torrance DA 6-1880

2319 Arlington Torrance FA 8-0332

BIGGIES HAMBURGERS

Biggie's No. 1-Rosecrans & Western Biggie's No. 2-Atlantic & Imperial

LET US PREPARE YOUR DINNER -- Call DA 9-3576 or NE 6-8543—Pick It Up in a Few Minutes . . . Chicken - Shrimp - Fish - Steak Sandwich - Chili - Jumbo Burger - French Fries - Etc.*

Appliance Profession Assn.

"For the Protection of the Public",

The Members of the **Appliance Profession Association**

"Jake" J. K. Barker Trucking

Dump Truck Service

2534 Maricopa FA 8-4917 Torrance