

Flag in Advertising Illegal, Official Says

In a reminder to the business community the Torrance Chamber of Commerce warned against use of the national flag in advertising.

J. Walker Owens, general manager of the chamber said that according to the National Better Business Bureau, every state and the District of Columbia have statutes prohibiting the use in advertising of the United States Flag or those of their own states.

The chamber executive said the state laws also declare that no advertising may be placed

upon, attached to, or connected with the flag, shield or emblem of the United States or of the various states, or upon simulations of them.

OWENS SAID there is no federal law regulating the use of the national flag in advertising, except in the District of Columbia, but noted that a Joint Resolution of the Senate and House of Representatives, signed by President Roosevelt in June, 1942, declared that "The Flag should never be used for advertising purposes

in any manner whatsoever." In addition, Owens said, the Lanham Trade-Mark Act of 1946 prohibits the registration of a trade-mark which makes use of the flags or other insignia of the United States, the various states or any foreign nation.

IT ALSO NOTED that regulations under the Federal Alcohol Administration Act specifically prohibit the use in advertising or labeling of alcoholic beverages of the national flag or any emblem, seal, insignia

or derogation associated with it. The National Better Business Bureau reported that advertisements have occasionally appeared with illustrations in which the national flag is incidental to the scene portrayed. It said it knows of no case where the incidental use of the flag in a dignified manner caused any serious objections, but noted that advertisers should recognize that even such use may be in violation of the statutes. Owens said advertisers who

'New Beginning' Is Unity Topic

"A New Beginning" will be the topic of Sunday's lesson at the Unity Church of Christianity. Services will be held in the Torrance Masonic Temple, 2326 Cabrillo Ave., at 10:45 a.m.

Southerners talk on the telephone more than other Americans — they average six calls a day while the rest of the nation averages five.

wish to incorporate a patriotic theme in their copy may, with propriety, use the flag colors, particularly in the form of bunting.

Area Pulmonary Emphysema Death Rate Shows Increase

By K. H. SUTHERLAND, M.D. County Health Officer

The number of cases of the chronic respiratory disease called pulmonary emphysema is increasing throughout the United States, and 10 of the 12 states with the highest emphysema death rates are in the Rocky Mountain and Far West areas.

In March, 1963, the California State Health Department reported that the death rates from emphysema within the

state increased approximately 400 per cent during the past decade. Local figures reflect the same situation. The Los Angeles Tuberculosis and Health Assn. reports that whereas the death rate from pulmonary emphysema was 1.7 per 100,000 population in 1950 (71 deaths), this rate had risen to 6.7 by the year 1960 (419 deaths). While better diagnosis may account for some of this increase, the disease is clearly on the rise.

The chief victims of pulmonary emphysema are men over 40 years of age, although the condition does occur in women and in younger people as well. However, the male death rate from emphysema in California during 1959 was eight times greater than for females. For some unknown reason, the disease occurs more frequently in white than in non-white males.

THE EXACT causes of emphysema are not known, but respiratory infections, particularly chronic bronchiolitis conditions or other infections that attack the lungs including colds, influenza, pneumonia, and tuberculosis, may cause permanent damage to these organs and predispose of the condition. Air pollution, chemical irritants, industrial dusts, and cigarette smoking are also under consideration as possible causative factors.

Pulmonary emphysema occurs when the tiny bronchioles of the lungs, which branch out into many millions of air sacs (alveoli), become permanently narrowed. This constriction does not permit the free passage of air into and out of the alveoli where thin-walled capillaries discharge life-sustaining oxygen into the blood and, in return, receive carbon dioxide to be exhaled.

As the amount of residual air in the lungs increases, the alveoli inflate or rupture and the air is trapped in the lungs. If the stretching and destruction of the air spaces goes on, the lungs may become over-expanded and do not return to normal size.

ONE OF THE most common symptoms of the disorder is shortness of breath for no apparent reason, or after some customary exertion formerly done without effort. This condition worsens as the disease progresses. Many times in the past emphysema was thought to be asthma or severe bronchitis for wheezing is not uncommon nor is cough, though there is difficulty in coughing up the mucus that accumulates in the larger air passages.

Because the victim of emphysema does not get enough oxygen into his blood, the car-

bon dioxide content of the blood and tissues increases. As a result, grogginess, sluggishness, and irritability occur in those cases where the condition has become serious.

Since there is no cure for the condition, prevention and prompt diagnosis are stressed. Should the symptoms be present or should sinus infection, prolonged and repeated chest colds, chronic cough, or any other respiratory ailment frequently recur or persist, prompt medical aid should be obtained.

IN 1960, emphysema was the second most frequently reported single disease (after heart disease) for which benefits were granted to persons below the age of 65 under the disability program of the Bureau of Old Age Survivors and Disability Insurance.

This shows that the condition is not one that can be neglected. In many instances, doctors can help emphysema patients to live comfortably for a long time, but it is in the early stages of the disease that treatment is most effective. Early treatment of pulmonary emphysema is therefore of the utmost importance if disability is to be avoided.

A pamphlet on the subject will be mailed to anyone sending a card of request to the Division of Health Education, Los Angeles County Health Department, 241 N. Figueroa St., Los Angeles 12.

Band Being Organized in Palos Verdes

A civic symphonic band is being formed in Palos Verdes. It is composed of experienced, non-professional musicians.

Membership is being restricted to adult musicians who are interested in perpetuating live music and to rehearse regularly. Further information may be obtained by telephoning FR 7-2633.

Rehearsals are held from 8 to 10 p.m. on Tuesdays. As a civic organization, its objective is to develop a symphonic band of service to the community, give free concerts and provide an opportunity for non-professional musicians to keep in practice and to play with a large instrumentation.

Agent Appointed

Walter Purgason Jr., of 21222 S. Hobart Ave., has been appointed an agent for Prudential Insurance Co.'s Harbor District agency, according to Manager William D. Hanger.

Births

TORRANCE MEMORIAL HOSPITAL
 HERBERT—Mr. and Mrs. Gilbert, 1223 Ford Ave., a boy, Robbie Steven, Dec. 6.
 MOJALLES—Mr. and Mrs. Richard, 214 Althea, a boy, Robert Louis, Dec. 7.
 TOMLINSON—Mr. and Mrs. Loyd Allen, 2524 Apt. B Western, a boy, Loyd Allen, Dec. 8.
 CHRISTIAN—Mr. and Mrs. Wallace, 512 McKinley, a girl, Rionda Scheel, Dec. 10.
 NUNN—Mr. and Mrs. Carl, 1610 Plaza Del Arroyo, a girl, Sandra Lynn, Dec. 10.
 SANDERS—Mr. and Mrs. Jimmy, 187 21st St., a boy, Richard, Dec. 10.
 POLM—Mr. and Mrs. Lester, 1524 W. 27th St., a girl, Maria Janette, Dec. 11.
 YOST—Mr. and Mrs. Wilbert J., 2722 E. Elgin, a girl, Denise Elaine, Dec. 11.
 DAVIDSON—Mr. and Mrs. Cecil, 4705 Deolan, a boy, James A. Moore, Dec. 12.
 MOIRA—Mr. and Mrs. Manuel, 2244 W. 24th St., a boy, Mark Anthony, Dec. 12.
 AILSTROM—Mr. and Mrs. E. R., 516 Knob Hill, a girl, Tammy Anne, Dec. 13.
 MOQUIN—Mr. and Mrs. Ronald, 2517 Senator Ave., a boy, Ronald, Dec. 14.
 LEONE—Mr. and Mrs. Michael, 2220 Arlington Ave., a boy, Michael Albert, Dec. 14.
 WIEDENSOHLER—Mr. and Mrs. P. J., 21302 Kent Ave., a girl, Constance, Dec. 14.
 RONOVDEE—Mr. and Mrs. Ronald, 2109 Cabrillo, a boy, Steven Ray, Dec. 14.
 FOW—Mr. and Mrs. P. Bruce, 12308 Arcotus Ave., a girl, Christine, Dec. 14.
 BURGESS—Mr. and Mrs. Gerry, 2055 Middlebrook Rd., a girl, Renee Lynette, Dec. 15.
 TROMMALD—Mr. and Mrs. William, 2299 Carlow Rd., a girl, Kathleen Louise, Dec. 16.

SOUTH BAY HOSPITAL
 HERZOG—Mr. and Mrs. Joseph, 4205 W. 178th St., a boy, Gary Stephen, Nov. 30.
 STEWART—Mr. and Mrs. John, 2124 S. Harvard St., a girl, Christine Marie, Dec. 1.
 NAGLE—Mr. and Mrs. Frank, 20359 Santa Ana, a boy, Clark Joseph, Dec. 3.
 COMINIS—Mr. and Mrs. John, 2213 Shadycroft, a girl, Maria Christina, Dec. 4.
 BAILEY—Mr. and Mrs. William, 2524 Garnet St., a girl, Tamara Ann, Dec. 6.
 PIERSON—Mr. and Mrs. Ernest, 2516 W. 180th St., a boy, John Kelly, Dec. 7.
 LETO—Mr. and Mrs. Samuel, 16702 Ermanita Ave., a girl, Denise Nicole, Dec. 8.
 KEMPER—Mr. and Mrs. Gilbert, 5506 Laurette St., a girl, Ava Ellen, Dec. 8.
 LATTER—Mr. and Mrs. Karl, 21401 Palos Verdes Blvd., a boy, David Michael, Dec. 11.
 CARSON—Mr. and Mrs. Kenneth, 3429 Emerald St., a boy, Glen Alan, Dec. 11.
 AUTREY—Mr. and Mrs. Martin, 5517 Wilma St., a boy, Robert Dale, Dec. 12.

DALE'S DEPT. STORE • TORRANCE

QUITS BUSINESS

CLOSING OUR DOORS FOREVER! MUST SACRIFICE ENTIRE STOCK!

1334 EL PRADO

It's the last great selling drive to close out the balance of this stock... Before we close our doors for the last and final time... Every item in the store price slashed for quick liquidation... Your final opportunity to save on this fine merchandise... Hurry... Only a few days left to take advantage of these terrific savings...

THE FINAL PRICE SLASH

Soon We Close Our Doors Forever

LARGE GROUP PLASTIC CLOTHES HANGERS

ONE GROUP Values to 49c NOW **12c**

CURTAINS

Cafes, Priscillas, Kitchen, Bedroom, Bathroom, etc. 100s of colors and styles!

ONE GROUP Values to \$3.98 NOW **\$1.27**

SECOND GROUP Values to \$4.98 NOW **\$1.47**

VALANCES

100s of styles and colors!

Vals. to \$1.50 yd. NOW **37¢ yd.**

BEDSPREADS

Quilted and unquilted... all are deluxe fabrics... many assorted colors and sizes! Twin, double, king-size and throw.

ONE GROUP Values to \$12.95 NOW **\$5.77**

SECOND GROUP Values to \$23.95 NOW **\$8.77**

THIRD GROUP Values to \$29.95 NOW **\$10.77**

100% VIRGIN VINYL ZIPPERED PILLOW COVER

ONE GROUP Values to 59c NOW **10c**

BOYS' FRUIT OF THE LOOM T-SHIRTS AND BRIEFS

41¢ or 3 for 1.20

LADIES' DEPT.

LADIES' BLOUSES

"JULIAN" "CONTINENTAL" others, sleeveless, long and short sleeves, white and all colors. Sizes 32 to 48.

ONE GROUP Values to \$3.95 NOW **\$1.47**

SECOND GROUP Values to 5.95 NOW **\$1.77**

LADIES' DRESSES

Street and Casual, wools, jerseys, knits, etc. Fall and winter styles, some summer. Sizes 8 to 20, 14½ to 22½.

While they last Group Ladies' Dresses **37c**

ONE GROUP Values to \$4.95 NOW **\$1.77**

SECOND GROUP Values to \$6.95 NOW **\$2.77**

LADIES' COTTON SKIRTS

Street and casual wear.

ONE GROUP NOW **77c**

SECOND GROUP NOW **\$1.47**

LADIES' FULL SLIPS

Nylonized.

ONE GROUP Values to \$2.59 NOW **87c**

BOYS' DEPT.

BOYS' TRENCH COATS

100% water repellent.

ONE GROUP Reg. \$3.95 NOW **57c**

BOYS' SHORT FLANNEL PANTS

ONE GROUP Values to \$1.95 NOW **37c**

BOYS' ROBES

"BEACON" assorted colors. Sizes 2-6x.

ONE GROUP Regular \$3.95 NOW **\$1.66**

SECOND GROUP Regular \$5.95 NOW **\$2.66**

BOYS' SWEAT SHIRTS

Heavy white cotton slip-over styles with hoods.

ONE GROUP Values to \$2.95 NOW **\$1.47**

BOYS' SWEATERS

Cardigan or pull-over. Long and short sleeves, vests, etc. 100% wools, orlons, etc. Regular and bulky knit, all colors. Sizes 4 to 16.

ONE GROUP Regular to \$2.95 NOW **67c**

SECOND GROUP Reg. to \$4.95 NOW **\$1.77**

MEN'S SPORT SHIRTS

100% cottons, flannels, etc. Long and short sleeves, "HAMPTON" "GAUCHO" "KOLESPORT" "BENEDITTI" regular and Ivy League.

ONE GROUP Regular to \$2.95 NOW **99c**

SECOND GROUP Regular to \$3.95 NOW **\$1.46**

THIRD GROUP Regular to \$4.95 NOW **\$1.96**

MEN'S DRESS SHIRTS

"CUSTOM TAILORED" long and short sleeves. Sizes 14 to 17. All sleeve lengths, latest collar styles.

ONE GROUP Regular \$3.50 NOW **\$1.17**

Reg. \$3.95 NOW **\$1.67**

MEN'S DRESS SLACKS

All colors, all the latest styles. Wools, blends, etc. Regular and continental styles. Sizes 28 to 40.

ONE GROUP Values to \$9.95 NOW **\$3.77**

MEN'S LEISURE SLACKS

Continental, Ivy styles, assorted colors. Sizes 28 to 36, all lengths.

ONE GROUP Regular \$3.95 NOW **\$1.77**

SECOND GROUP Regular \$5.95 NOW **\$2.47**

MEN'S FRUIT OF THE LOOM UNDERWEAR

Group of Briefs, Shorts or T-Shirts

59¢ or 3 for 1.75

LAST DAYS OF LIQUIDATION SALE

LADIES' DENIMS

"AMBERLY" western style, all sizes

ONE GROUP Reg. \$2.95 NOW **57c**

LADIES' SHORTS

Jamaicas, Bermudas, short shorts, 100's of colors, sizes 8 to 18.

ONE BIG GROUP Values to \$2.95 NOW **77c**

LADIES' CAR COATS

Many styles and colors. Wool, blends, doelons, etc. Sizes S-M-L.

ONE GROUP Regular \$13.95 NOW **\$4.77**

LADIES' GIRDLES

"MACBESS" "MAGIC FORM" regular pantie, long leg styles, all sizes.

SECOND GROUP Values to \$3.50 NOW **87c**

THIRD GROUP Values to \$4.50 NOW **\$1.47**

LADIES' SLEEPWEAR

Gowns, baby dolls, seersuckers, all wash 'n wear, 100's of prints and colors.

ONE GROUP Values to \$2.95 NOW **67c**

SECOND GROUP Values to \$3.95 NOW **\$1.27**

LADIES' NYLON HOSIERY

LARGE GROUP 89c Values NOW **28c**

GIRLS' SWEATERS

Cardigan or pullover. "MELODY" "CAMPUS QUEEN" 100% wool, orlon, etc. All colors and sizes.

ONE GROUP Reg. to \$2.19 NOW **\$1.47**

SECOND GROUP Reg. to \$3.95 NOW **1.77**

GIRLS' BLOUSES

Solids and prints, long and short sleeves, white and colors.

ONE GROUP Reg. to \$2.95 NOW **33c**

GIRLS' SLIPS

Full styles with fancy trim, 100% cotton acetate.

ONE GROUP Reg. \$1.19 NOW **37c**

GIRLS' DRESSES

"DAN RIVER" "SUGAR SWEET" others. 100s of the latest styles and colors. Sizes 2 to 6x, 7 to 14.

ONE GROUP Regular to \$2.95 NOW **97c**

SECOND GROUP Regular to \$4.95 NOW **\$1.47**

GIRLS' CORDUROY HOODED JACKETS

ONE GROUP \$2.95 Values NOW **\$1.37**

BOYS' SCHOOL PANTS

Continental, Ivy styles, assorted colors. Sizes 10 to 18.

ONE GROUP Regular to \$3.95 NOW **\$1.17**

BOYS' BRIEFS

Reinforced knit, fancy front. Reg. 35c NOW **14c**

BOYS' JEANS

"WESTERN" double knee, zipper fly, reinforced 10-oz. denim. Sizes 6 to 14.

ONE GROUP Regular \$2.69 NOW **\$1.27**

Reg. \$3.50 NOW **\$1.67**

MOTORCYCLE JACKETS

All weather doelons, zippered arms, pockets, front, etc. Sizes 14 and 16.

ONE GROUP Reg. \$8.99 NOW **\$2.77**

BOYS' SPORT SHIRTS

"SPARTAN" "CROTON" "IVY LEAGUER" long and short sleeves, solids and prints, all wash 'n wear, 100% cottons, flannels, etc. Sizes 2 to 6x, 7 to 16.

ONE GROUP Reg. to \$1.95 NOW **47c**

SECOND GROUP Reg. \$2.49 NOW **77c**

THIRD GROUP Reg. to \$3.95 NOW **\$1.27**

Soon We Close Our Doors Forever

DALE'S DEPT. STORE • 1334 EL PRADO

USE YOUR BANKAMERICARD • OPEN FRI. 'TIL 9 • DOWNTOWN TORRANCE

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