

Dorothy Berg Opens Direct Mail Business

Berg Company, 24216 Crenshaw 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. Social, commercial or business forms are handled expertly by Berg Co. and quality work is done with expert

promptness. Color work is no problem to Berg Company. For further information concerning color work, call Mrs. Berg at DA 5-1290. Complete mailing service is handled by Berg Company. Mrs. Elmer A. Berg, as Dorothy is known in private

life, lives in Miraleste. She is past matron of the Holly Vista chapter of the Order of the Eastern Star in Hollywood. A member of the Torrance Chamber of Commerce, Berg Company is open five days a week from 8:30 a.m. until 5 p.m.

DENTAL PLATES

REPAIRED AND RELINED WHILE-U-WAIT

18 MONTHS TO PAY
•
FIRST PAYMENT MAR., 1961

GAS OR PENTATHOL

FOR EXTRACTIONS AT THE SAME PRICE.

DIFFICULT CASES WELCOMED
•
PENSIONERS WELCOMED

COMPLETE DENTAL SERVICE

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

SE HABLA ESPANOL

DR. TARR

CREDIT DENTIST

FA 8-0250

For Low Prices

Modern Group Floor Offices with ample parking and air conditioning for your convenience.

2418 TORRANCE BLVD., NEAR CRENSHAW



DOROTHY C. BERG
... owner of Berg Co.
—Photo by Bob Wintermeyer

Use Classified—DA 5-1515

LABOR LEADERS

Labor leaders better recognize the signs and realize that the public is being wised up to their demands which con-

tinue to add to the cost of merchandise that the public is being wised up to their demands which continue to add to the cost of merchandise and services. They should do it now before government regulations are demanded which, in the long run, would only make matters worse.

SPRUCE UP! Get rid of the bulges the refreshing way!

The Debbie Drake SHOW

For the Ladies ...and the Men, too!

MONDAY THRU FRIDAY
10:00 A.M. & 11:35 P.M.

KTLA TV5

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 dragging 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 and institutions.

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 other 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 cripples that may attack even you and your family.

GIVE to the
NEW
MARCH of
DIMES



HELP PREVENT
CRIPPLING
DISEASES!

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

<p style="text-align: center; font-weight: bold;">R. Nelson Carnes</p> <p style="text-align: center; font-weight: bold;">GRAPHIC ENTERPRISES</p> <p style="text-align: center; font-size: 8pt;">"Personalized Advertising and Public Relations"</p> <p style="font-size: 8pt;">126 Monterey Blvd. Hermosa Beach FR 2-6268</p>	<p style="text-align: center; font-weight: bold;">The H. Bentley Co.</p> <p style="text-align: center; font-size: 8pt;">Hals • Bentleys • Bentley's Ltd.</p> <p style="text-align: center; font-size: 8pt;">3 Fine Stores in Manhattan Beach</p>	<p style="text-align: center; font-size: 8pt;">Morgan Moore's "Hallmark"</p> <p style="text-align: center; font-weight: bold;">Riviera Stationers</p> <p style="text-align: center; font-size: 8pt;">1719 Via El Prado Riviera Village FR 8-3000</p>	<p style="text-align: center; font-size: 8pt;">Travel With Confidence Through</p> <p style="text-align: center; font-weight: bold;">Carriage Trade Travel Center</p> <p style="text-align: center; font-size: 8pt;">1907 1/2 Catalina Riviera Village FR 5-6068</p>
<p style="text-align: center; font-weight: bold;">Bar-B-Que Roundup</p> <p style="text-align: center; font-size: 8pt;">Featuring 12 Varieties Pancakes</p> <p style="text-align: center; font-size: 8pt;">257 Avenida Del Norte Riviera Village</p>	<p style="text-align: center; font-weight: bold;">Dandoy Glass</p> <p style="text-align: center; font-size: 8pt;">Complete Glass Service Authorized Insurance Replacement Service</p> <p style="text-align: center; font-size: 8pt;">23406 Arlington Torrance DA 6-1880</p>	<p style="text-align: center; font-weight: bold;">Cal Newell Co.</p> <p style="text-align: center; font-size: 8pt;">Hancock Oil Co. Products</p> <p style="text-align: center; font-size: 8pt;">2319 Arlington Torrance FA 8-0332</p>	<p style="text-align: center; font-weight: bold;">Joslin Lumber Co.</p> <p style="text-align: center; font-size: 8pt;">1790 Carson Torrance FA 8-0635</p>
<p style="text-align: center; font-weight: bold;">Appliance Profession Assn.</p> <p style="text-align: center; font-size: 8pt;">"For the Protection of the Public"</p> <p style="text-align: center; font-size: 8pt;">The Members of the Appliance Profession Association</p>	<p style="text-align: center; font-weight: bold;">"Jake" J. K. Barker Trucking</p> <p style="text-align: center; font-size: 8pt;">Dump Truck Service</p> <p style="text-align: center; font-size: 8pt;">2534 Maricopa Torrance FA 8-4917</p>	<p style="text-align: center; font-weight: bold;">BIGGIES HAMBURGERS</p> <p style="text-align: center; font-size: 8pt;">Biggie's No. 1—Rosecrans & Western Biggie's No. 2—Atlantic & Imperial</p> <p style="font-size: 8pt;">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.</p>	<p style="text-align: center; font-weight: bold;">A FRIEND G. W. O.</p>