

# Campaign Slogan for 1959 Announced by Red Cross

"Every Three Minutes a Call for Help!" is to be the slogan for the 1959 Los Angeles Red Cross Fund appeal. Ivar O. Hanson, volunteer chairman for the Fund campaign in the southern region, told his local campaign organization this week.

"Every three minutes during 1958 there was a call for help at the Los Angeles Red Cross chapter, and those calls were all answered!" was Hanson's explanation of the new slogan as he cited the 154,000 pints of blood which were used in the 1958 blood program as

an example of the calls for help which were answered. He also pointed out that 30,000 military families were given help by the Red Cross in Los Angeles county, and that disaster aid had ranged from the large and disastrous Topanga and Malibu fires to the smaller, and equally disastrous to the individual, one-dwelling fires in which the Red Cross was also called on for help.

"RED CROSS Day, March 9th, is now but a month away," said Hanson as he urged his

workers to complete the recruitment of the volunteers who will be essential to a successful campaign in the Harbor area this year.

"People helping people has always been the story of the American Red Cross, and while the greatest needs arose in time of war, the demands have continued to grow during peace time because of the amazing growth in population. Now the Red Cross must obtain the \$3,569,423 needed for the Los Angeles chapter by voluntary contribution if it is to continue to operate its many humanitarian services.

"For the National Red Cross the need will be great again this year. At the very beginning of the disaster season, and before the end of winter, more than 6000 victims of the flood in Ohio, Indiana, Pennsylvania and New York have been cared for in 54 Red Cross shelters.

### DEATH DECREASE

Deaths from diphtheria and typhoid have decreased by about 92 per cent in the United States since 1900.

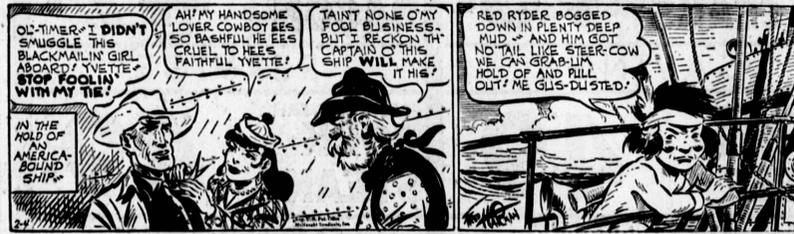
### RIVETS



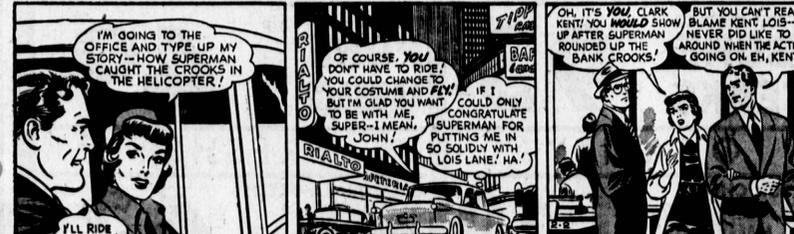
### VIRGIL



### RED RYDER



### SURMAN



# PARAMOUNT HOME AND GARDEN CENTER HOME IMPROVEMENT Sale

SECOND BIG WEEK

|  |   |   |
|--|---|---|
| <p><b>PITTSBURG VINYL LATEX PAINT</b><br/>Never offered at this price. Interior or exterior 12 colors incl. white <b>3<sup>98</sup></b> Gal.</p> | <p><b>SCOOPI! STEER MANURE</b><br/>Weed Free - Large 2 1/4 Cubic Ft. Sack No deliveries on this item<br/><b>49<sup>c</sup></b> Sack</p> | <p><b>SOLID BRASS - MEYERSCREEN Fireplace Screens</b><br/>4 Sizes to Custom Fit Any Fireplace NOW ONLY <b>19<sup>95</sup></b></p> |
| <p><b>Folding Doors</b><br/>In 3 colors--100% washable. Installs in minutes!<br/>32" <b>995</b> 38" <b>1195</b></p>                              | <p><b>GARDEN WHEEL BARROWS</b><br/>Reg. 12.95 Holds 3 Cubic Feet <b>8<sup>95</sup></b></p>  | <p><b>Trouble Light</b><br/>15 Ft. Rubber Covered <b>119</b></p>  |
| <p><b>FLASHLIGHT</b><br/>WITH BATTERIES A REAL BUY! <b>38<sup>c</sup></b></p>  | <p><b>Black &amp; Decker - 1/4" HOME UTILITY DRILL</b><br/>Reg. 18.95 <b>1395</b></p>   | <p><b>SCREEN DOOR GUARDS</b><br/>Black and Aluminum Painted. Reg. 2.10 <b>149</b></p>   |
| <p><b>Trash Cans</b><br/>30 GALLON SIZE--WITH LID!<br/>Galvanized Reg. 7.25 <b>4<sup>95</sup></b></p>  |   |   |

**Get your Garden ready!**  
SPECIALS FROM OUR NURSERY DEPT.

|  |  |   |
|--|--|---|
| <p>New! Fortified! Kolor Coat<br/><b>DICHONDRA SEED</b><br/>Treated for quick germination. Full pound--Covers 1000 Sq. Ft.<br/><b>\$1 98</b></p> | <p><b>FREE GIFT!</b><br/>WITH THIS COUPON!<br/>HOUSE PLANT SIZE<br/>PLANTRON - FERTILIZER<br/>Absolutely Free at Paramount<br/>3437 Torrance Blvd.</p> | <p><b>WHITE CLOVER SEED</b><br/>Full Pound<br/><b>98<sup>c</sup></b></p>  |
| <p><b>VIGORO</b><br/>Regular 50 lbs. <b>\$2<sup>29</sup></b></p>   | <p><b>GOLDEN VIGORO</b><br/>50 lbs. <b>\$3<sup>29</sup></b></p>  | <p><b>ROSE FOOD</b><br/>25 lbs. <b>\$1<sup>29</sup></b></p>               |
| <p><b>Dichondra Food</b><br/>With Insecticide 50 lbs. <b>\$2<sup>49</sup></b></p>  | <p><b>BAT GUANO</b><br/>3 lbs. <b>\$1<sup>69</sup></b></p>   | <p><b>Garden Hose</b><br/>Good Quality 50 ft. <b>\$2<sup>98</sup></b></p> |

|  |   |  |
|--|---|--|
| <p><b>BARE ROOT FRUIT TREES</b><br/><b>\$1 19</b></p>                          | <p><b>BEDDING PLANTS</b><br/>● STOCKS ● SNAPS ● GIANT PANSIES ● VIOLA ● PETUNIAS ● VERBENA ● CALENDULA ● LARKSPUR<br/><b>29<sup>c</sup></b></p> | <p><b>Orange &amp; Lemon TREES</b><br/>2 1/2 years Old <b>2<sup>95</sup> ea.</b></p> |
| <p><b>BARE ROOT ROSES!</b><br/><b>59<sup>c</sup></b> and up</p>                | <p><b>Avocado Trees</b><br/>2 1/2 Years Old <b>3<sup>50</sup> ea.</b></p>   |  |
| <p><b>Hi-Test Bulk Dichondra Seed</b><br/>Full Pound <b>3<sup>95</sup></b></p> | <p><b>Peat Moss</b><br/>Large 5.5 Ft. <b>4<sup>20</sup></b></p>   |  |

**MIL-ORGANITE 80** Pound Bag **3.98**  
One of the finest all-organic fertilizers

**PARAMOUNT'S HOME & GARDEN CENTER**  
3437 TORRANCE BLVD. Open 7 Days A Week FR 4-3428