

Survey Shows U.S. Homes A Danger Spot for Tykes

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

Somewhat more than 72 per cent of all accidents to children under 5 years of age occur in or about the home, according to figures collected through two years of household interviews conducted by the U.S. Public Health Service from July 1959 through June 1961. The astonishing fact is that such a large percentage of the total number of accidents occurs in an area that is supposedly the safest of all places.

In the United States accidents have long been the leading cause of death among children under 5 years of age, the number of such deaths totalling about 5,000 annually. This is a figure greater than the total number of deaths in the same age group caused by pneumonia, leukemia, measles, scarlet fever, whooping cough, diphtheria, and poliomyelitis combined.

THE NUMBER of children under five in this country who are injured in all types of non-fatal accidents each year is unknown. However, according to

an estimate published in the American Medical Association Journal, possibly as many as 200,000 are victims of serious accidental poisoning alone, with the result that poisoning is the fourth leading cause of accidental death in this age group. Considering that a certain percentage of all accidents do not result in actual death nevertheless leave a child maimed or in permanently impaired health, the home accident problem is one of major significance.

THE INGREDIENTS for a home tragedy may well be matches, some medication or other, and childhood curiosity. A good deal of emphasis in the past has been placed on the elimination of physical conditions around the home that create the kind of environment in which accidents can happen. This is still an essential safety practice.

Though environmental factors all too often contribute to accidents, the truth is that human factors are more frequently the basic fault. It has been found that a disturbed

home involves greater chance of an emotional upset conducive to accidents than one in which there is a secure family relationship. An understanding of this fact, coupled with understanding of the developmental characteristics of the young child, can contribute appreciably to accident prevention.

THE DESIRE on the part of a child to imitate, and to literally believe what he is told, has caused many deaths among young children. For example, telling a child that medicine is "candy" may get the child to co-operate at the moment, but it may also result in a fatal overdose if the child later decides to have some of the "candy" on his own initiative. For that matter, it is also a good policy for parents to avoid taking medicine in the presence of very young children, who may later imitate them with lethal results.

Not all home accidents, of course, can be avoided but parents who are keenly accident conscious can prevent most of them.

It has been stated that four-fifths of all accidents to children under five years of age are due to adult carelessness. It is tragic that these accidents, the causes of which can be controlled, outrank by a wide margin every other cause of death among young children. Today's child, there is no doubt, is surrounded by dangerous weapons.

FOR A BABY'S first year or a little longer, outright protection is the only course to follow, but education against accidents should begin as early as possible and should continue year by year as the child's understanding increases. By the time school age arrives, he should be sufficiently safety-minded to take care of himself in a hazardous world. This education, it is said, must anticipate rather than follow disaster.

A pamphlet on child safety at different age levels will be mailed to anyone sending a card of request to the Health Education Division, Los Angeles County Health Department, 241 N. Figueroa St., Los Angeles 90012.

'National News' Editor Retires After 20 Years

Mrs. Blanche Nagy, who served as editor of the "National News" magazine published by the Torrance National Supply, has retired after 20 years of service.

Mrs. Nagy, who edited the local industrial magazine from 1948 until it was discontinued in 1961, first joined the National Supply public relations department in 1943.

Retirement plans call for an around-the-world trip sometime this year. She will devote the rest of her time to her poodles, which she raises at her Torrance home.

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UNITED WAY . . . Mrs. Harriet Kilstofte, Wilmington, presents the new Frode B. Kilstofte memorial trophy to United Way 1963 Harbor area chairman Stan Williamson. The trophy will be awarded to the advance gifts division with the highest percentage of quota at the Harbor area United Way annual meeting Thursday evening. Reservations may be obtained by calling TE 3-5227.

Annual St. Patrick's Dinner Set

The Irish will take over the parish hall at St. Catherine Labourer Church, 3846 Redondo Beach Blvd., this afternoon from 1 to 7:30 p.m.

The occasion is the Holy Name Society's annual dinner in honor of St. Patrick, and the menu will feature St. Patrick's favorite — corned beef 'n' cabbage. Plenty of boiled potatoes, gelatin salad, french or rye bread, and apple pie and ice cream also will be on hand.

Games and prizes, and some highly entertaining moments are in store for an expected 1,000 guests.

Jesse Frey and John Gaudi are general chairmen for the 10th annual affair, and Al Egnatuk, El Mack and Joe Remlinger are chefs for the day.

John Skelley, who heads the entertainment, has lined up some men's quartets and Irish songs will be evident throughout the dinner.

Varied Ills Noted

One case of gonorrhea, scarlet fever and syphilis was reported to the Los Angeles County Health Department from the Torrance area for the week ending March 7.



ALL IN GREEN . . . The ever popular St. Patrick's corned beef 'n' cabbage dinner will be served today from 1 to 7:30 p.m. by the Holy Name Society at St. Catherine Labourer Church, 3846 Redondo Beach Blvd. The dinner will be served in the parish hall. Here, chairman George Noeland and Jesse Frey get in some practice at the fine art of serving.

Vickie Restivo Named to Staff

Miss Vickie Lorraine Restivo, staff of the Western 65 Health of West 207th Street, has been named to the administrative A. B. Haverson, president.

... Let's Go

By LARRY MACARAY

SOME time ago I mentioned in this column about my interest in opening an art gallery either in the South Bay area or the Disneyland area.

After many months of research, looking, asking, figuring, etc.—the Disneyland area seemed more attractive—partly because of the rapid growth of wealth and industry and partly because there isn't an art gallery for miles and miles around Disneyland.

Galleries are notorious "losers" in the business game, but nevertheless, bright-eyed people continue to open them up and go broke. With this apparent obstacle so overwhelmingly present—I'm still going to do it. It's kind of like owning a convertible automobile—at least once in your life.

THE SHOPS around Disneyland are much over-rated and fantastically over-priced. When I go broke, I want to do it slowly and only with a soft gentle push from the landlord. I'm sure that the \$700 to \$1,200 a month rent some of the places are asking would surely propel me into oblivion P-D-Q.

So much for the land of fantasy and surrounding environs. My next step was to go to the other extreme—the "big, old barn" type place. The rents were cheap and easily handled—but I'd be in the hospital for a rest after getting one of them ready for customers.

You can't believe the ratty holes that are offered as "great potential" places of business—maybe facing an alley or on a street that is only traveled when a person is learning to drive or obviously made the wrong turn on a one-way street.

FASHION SQUARE in Santa Ana is just about the most exclusive shopping area in Orange County—the clerk's won't wait on you if you're not wearing a coat and tie.

I'm sure that the employees aren't permitted to carry their lunches in brown paper bags—a gift box perhaps—or a small jewelry box with a bracelet of frits.

"Snob appeal" is a crazy way way to attract people into your place of business—but it seems to work on the majority of shoppers. I've never tried it, but the experts say that the

more snobbish the article you are selling—the more eager people are to buy it.

FINALLY DECIDED on a medium priced place. Seems ideal for a gallery . . . a good location, plenty of parking, lots of window space and much walk-by trade.

Hope to have fine paintings, watercolors, graphics and sculpture as time goes on . . . all it takes is money. Already have much to show any interested would-be collector.

It's a real challenge . . . shall I stock what the people want, even though it may be ordinary and in poor taste (such as reproductions of a certain S.F. artist's "big-eyed" children) or should I use my background and experience to stock what I know is good art?

THE GOOD ART attitude is what I'm stuck with—even though the large department stores do a "land-office" business in ordinary artwork and reproductions.

The Sears Collection by Vincent Price is an exception to the "ordinary art" . . . and the acceptance of the high quality material seems to demonstrate that the general public can and does show good taste when it is offered to them as vigorously as common everyday articles are pushed in present day advertising.

Millard Sheets is the most recent example of an "expert" in the field selecting art for the general public. Bullocks seems to have taken a page out of Sears' book of success and hired Sheets to do the same job for them as Vincent Price did for the Sears Collection. Part of his selection is now on exhibit at Bullocks in Fashion Square . . . and selling like art is going out of style.

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