

— READ THE OMAHA GUIDE —

Pediatricians Streamline Child Poisoning Treatment

New York, N. Y. — Today mothers throughout America can take heart if Junior swallows too many aspirin tablets, drinks too much kerosene or gets hold of shoe polish instead of ice cream, for the pediatricians today have at their fingertips data to identify the poison ingredients in virtually all products used around the home and the recommended treatment of the poisoning.

"Thanks to the splendid work of the American Academy of Pediatrics a new manual for doctors containing a representative list of 594 products that might be poisonous has been distributed to pediatricians from coast to coast," says Dr. John Henderson, Medical Director of Johnson & Johnson, manufacturers of surgical dressings, baby and allied products. It was his firm whose grant to the American Academy of Pediatrics made possible the publishing of "Accidental Poisoning in Childhood."

Written by Dr. Edward Press, Chairman of the Academy's Subcommittee on Poisoning and a Field Director for the American Public Health Association, the manual represents vast research efforts for Dr. Press wrote to virtually every manufacturer of products used in the home. Ingredients that were poisonous in these products were identified and the proper treatment to combat the poisonous in these products were identified and the proper treatment to combat the poisoning was compiled.

Treatments recommended represent the combined experience of hundreds of cooperating clinics and poison treatment centers around the country in determining the most effective and safest method of treating all types of childhood poisonings. Further, the book represents compilation of the vast experience of pediatricians and doctors who have made a special study of poisoning of children.

The products, the poison ingredients and the treatment, while encyclopedic in extent, is so organized and arranged in the book so that the important facts concerning practically any household product can be quickly looked up and the proper treatment determined. The manual is available to physicians at the American Academy of Pediatrics, Evanston, Illinois.

"This represents the first time doctors have at their fingertips information so vital that the difference of a few minutes may mean the life of a child," stressed Dr. Henderson. "This is truly an example of another outstanding contribution the pediatricians of America are making to medical science and the welfare and safety of children."

"As a result of this work, a child has a greater chance of surviving some of the most dangerous poisons than ever before."

The book notes in its introduction that the number of potentially toxic substances in the home which may be accidentally swallowed by children is huge and is increasing daily. In 1954, there were approximately 1,400 fatal home poisonings and almost a third were from the age group four years and under.

This work was inaugurated in 1950 when the Academy named Dr. George M. Wheatley of Metropolitan Life Insurance Company as first chairman of a committee on accidents. The work, a continuous long-termed effort by the Academy, was highpointed by Dr. Edward Press' research and compilations.

Johnson & Johnson's Dr. John Henderson, author of "The Complete Book of First Aid," has some words of advice to mothers and fathers designed to minimize poisoning in young children:

1. Keep all medicines in a safe place, preferably locked, and throw away prescription-type drugs once their use for the given illness is over.
2. Keep cosmetics, especially permanent-wave sets and similar articles out of their reach and have a separate inaccessible place for cleaning fluids, rodent poisons and insecticides.
3. Don't put chemicals or drugs in a container that looks like food—poisoning often occurs from a child drinking a poisonous liquid, such as kerosene, from

a pop bottle.

4. Never give or take medicine in the dark—always first read the label.
5. Never leave food exposed in a room where you have just used insect spray nor permit your child to play with any plant or insect spray.
6. Never burn a gas or kerosene stove or heater in an unventilated room nor run any gasoline motor in an unventilated space such as a garage.

Alertness in the household can do the most in child protection against poisoning and stop this killer of children.

8 Attend Meeting In Milwaukee

Eight public relations executives from this area returned this week from Milwaukee and the Public Relations Society of America's ninth annual national public relations conference.

Attending were H. L. Rosenblum, public relations director, Woodmen of the World Life Insurance Society, a member of the PRSA board of directors; William Arendt, director of public relations and publicity, Allen & Reynolds; Earle A. Clark, director of public relations, Northern Natural Gas Co.; Mrs. Mary E. Gleason, advertising manager, Omaha National Bank; William M. Longman, executive vice president, Central Surveys, Shenandoah, Iowa; William R. Moore, general director of public relations, Union Pacific Railroad; Harold E. Roll, public relations representative, Metropolitan Utilities District and Edwin C. Schafer, assistant to the general director of public relations, Union Pacific Railroad.

All are members of the Nebraska Chapter, PRSA.

Kids of Today Said To Be OK

THEY AIN'T MISHAVIN' — Back in the 20's there was a great furor about our "flaming youth." In those days the Scott Fitzgeralds and other writers of the era lamented the "lost generation." Then came the terrible 30's and the talk died down about "flappers" and the way our youth had gone to the dogs. Everybody settled down to the grim business

of making a living. The struggle for plain, economic survival was uppermost in people's mind.

The 40s weren't so frivolous either. There was the war and the break-up of families and the loss of loved ones. That wasn't much fun. Now we are in the era of the fabulous 50s and again at mid-century we hear all the talk about our youth going to the dogs.

There have been dozens of hearings on juvenile delinquency and kids taking narcotics. The papers are full of stories about young thugs and sex crimes. A visitor from Mars would be almost certain to think that this is really the "lost generation."

As for myself, I have always had a hunch this was wrong. Back in the 20s, youngsters were not as wild as they were painted, nor were they as radical in the 30s as some would have us now believe. As for the present generation, it seems to me they are well-mannered, better-educated and more thoughtful than ever.

I have never been able to prove this, but now the learned National Education Assn. has produced a report which confirms these feelings.

THE OVERPAINTED PICTURE — The N.E.A., in a 60-page, well-documented study entitled "Teacher Opinion on Pupil Behavior," says that any general assumption that the nation's children have "gone to the dogs" is all wrong.

Of course there are trouble spots here and there. Schools are over-crowded and the children's courts come across cases of parental neglect. But looking at the picture as a whole it is not as bad as drawn in the daily papers.

Giants Glad To Acquire Robinson

SEE HIM AS "CURE-ALL" FOR WHAT AILS THEM

New York . . . (CNS) . . . Maybe Dodger fans were upset and in a turmoil over the Jackie Robinson sale to the New York Giants, but the Giants fans were quite happy about it all. And particularly Chub Feeny, Giant Vice President, who had pulled the "coup."

As he puts it: "I feel so much better about it now. Just having Jackie on the club should give us a big lift — one we needed badly after losing guys like Jackie Brandt, Bill White and Willie Kirkland to the Army. I feel wonderful now."

"I know Jackie is going to do a lot of things for us. First, he'll

plug the big hole at first base. We'd been awfully worried about that spot with White gone. Then, too, Jackie can help in other ways. As I see it, he should help Willie Mays most of all. He'll give us a real threat back of Willie. The pitchers won't feel so free to walk Mays with Jackie coming up next. They'll know how tough Jackie is in the clutch. He should help Willie just by being on the club.

"Maybe he isn't the ballplayer he used to be. But all I can say is that he didn't look slowed down to us last year. He hit .398 against us in the Polo Grounds."

Feeny didn't mention the help at the gate, but he implied that he expected more Giant fans out to the games with Jackie. In other words, the Giants see in Jackie a "cure-all" — to fix up what ails the Giants most — the spirit and the will to win.

Susie B. Johnson

Mrs. Susie B. Johnson, age 71 years, of 3020 Pinkney Street, expired Wednesday December 12, 1956 at her home.

She was an Omaha resident about 33 years and a faithful, ardent worker of St. John A.M.E. Church.

Mrs. Johnson is survived by her husband, John C. Johnson of Omaha; niece, Mrs. Kathryn Ray of St. Joseph, Missouri; 3 nephews, Jacob Huff of St. Joseph, Missouri, Lester Daughterty of St. Louis, Missouri, and William Huff of Kansas City, Missouri.

Funeral services were held Saturday December 15, 1956 at 10:00 a.m. from St. John A.M.E. Church with Rev. McCoy Ransom officiating assisted by Rev. W. A. Fowler. Interment was at Forest Lawn Cemetery.

Pallbearers Messrs. Edgar Grant, W. H. Moore, George Althouse, Charles Young and Robert Gray.

Myers Brothers Funeral Service.

Cardinal Stritch An Unusual Man

UNION CITY, N. J. — "Humility cannot obscure the achievements" of Samuel Cardinal Stritch as archbishop of Chicago for "sixteen back-breaking, knee-calling, brain-pursuing years," Dan Herr, publishing executive, declares in the leading article of the January issue of The Sign, national Catholic magazine published here.

"At sixty-nine," Herr asserts, "the Cardinal, despite the pleas of relatives and friends, refuses to lessen the pace, making between 400 and 500 public appearances a year. . . His answer is always the same, 'There is so much to be done.'"

Since his appointment as archbishop of Chicago, the article reports, Cardinal Stritch has established fifty new parishes, doubled the work of the Catholic Char-

ities, helped over 2,000 displaced persons start anew in America, arranged for thousands of deaf, blind, mentally retarded, and other handicapped children to receive aid, supervised the expenditure of \$95,000,000 in the last ten years for new high schools and facilities for teachers and has now in various stages of planning and construction buildings to cost \$13,000,000 more.

"When confronted with the record of these and other equally impressive accomplishments," Herr says, "Cardinal Stritch is inclined to minimize his part in them, recalling an old Latin proverb which freely translated, reads, 'What has been accomplished by others is considered to be the work of the reigning Pontiff.'"

Herr, a writer, columnist-critic and president of the Thomas More Association, Chicago book publishing firm, quotes the Cardinal's views on contemporary art, music and literature, the international scene, social action, anticlericalism and integration.

"Cardinal Stritch," he states, "still seems puzzled as to how and why he became the archbishop of Chicago. His diffident manner, gratitude for small kindnesses, solicitude for those about him leave no doubt of his humility. . . Today in Chicago his flock looks upon Cardinal Stritch with an intimacy, a tenderness, and a love that seems unlimited."

Highest Mountain
France has the highest mountain in Europe west of the Caucasus, Mont Blanc, which towers to 15,781 feet.

Wax is Dangerous
Don't wax a floor to the point that it becomes a skid hazard, especially if there are old people or children in the family.

A Punch Party



Some like it sweet, some like it tart. . . so when you're planning your next Punch Party, why not serve two kinds of punch. Have a bowl of Tart Pink Punch at one end of the table and Spley Minted Punch at the other.

Cookie mixes, baker's cookies and assorted tidbits from the grocers will take care of the "with" department. . . paper cups and plates dispose of the dish washing chore.

Select paper place mats to go under the punch bowls. They will give an elegant look to your table. Choose paper plates, cold drink cups and napkins in harmonizing shades. Fresh flowers can contrast or match the paper service.

Here are two punch recipes which go together.

Tart Pink Punch

Boil 3/4 cup sugar with 1 cup water for 3 minutes. Add 3 cups cold water, 1 6-ounce can frozen lemonade, 1 pint cranberry juice, 1 cup pineapple juice and chill. When ready to serve add 1 7-ounce bottle lemon-flavored carbonated beverage. Serve with ice cubes in paper cold drink cups. Garnish with lemon slices. Makes 2 1/2 quarts or about 18 servings.

Spley Minted Punch

Boil 1 1/2 cups sugar with 2 cups water, 16 whole cloves, 2 2-inch sticks cinnamon for 3 minutes. Add 12 sprigs fresh mint and cool. Strain and combine with 5 cups orange juice, 1/2 cup lemon juice. Tint pale green with green food coloring, if desired. Serve with ice cubes in paper cold drink cups. Garnish with orange slices and fresh mint. Makes 2 quarts or about 16 servings.

THAT'S A FACT

WEATHER CONTROL
THE INSUBMISSIVE HARVESTER ANTS SEAL UP THE DOORS OF THEIR NESTS WITH PEBBLES AT NIGHT, REMOVE THEM IN THE MORNING, AT ANY SIGN OF RAIN, THE ENTRANCES ARE SEALED OFF!

SUPERMENT?
THE RACE WITH WHICH A HUNDREDS OF BRUJAS CONQUERED HORDES OF INDIANS WAS DUE TO THE INCAS' BELIEF THAT THE MAN AND HIS HORSE WERE ONE AND THAT THEIR RIFLES WERE ANIMATED THUNDERBOLTS!

NEVER TOO LATE
IF YOU'RE 45 YOU CAN START INVESTING \$7.50 PER MONTH IN U.S. SAVINGS BONDS AND AT 65 YOU'LL HAVE AMASSED A \$100,000 RETIREMENT FUND OF \$12,000!

IF YOU'RE 55
— YOU CAN START INVESTING \$7.50 PER MONTH IN U.S. SAVINGS BONDS — AND WHEN YOU REACH 65 YOU WILL HAVE SET ASIDE FOR WHATEVER PURPOSE YOU DECIDE — \$40,000!

SOUP SAYS MERRY CHRISTMAS

When Topped with Holiday Garnishes



A BRIGHT beginning for your Christmas dinner is hot savory soup with a holiday garnish. Top rosy tomato soup with star croutons . . . or a "snow-ball" (stiffly whipped cream). Perch wedges of stuffed even olive on creamy chicken soup . . . and serve parsley wreathed crackers.

Other festive garnishes:

- use cookie cutters in the shape of Santa . . . ginger-bread boy . . . bell . . . Holly leaf Christmas tree . . . stocking . . . snowman for making floating croutons.
- use donut cutter to make wreaths out of dark bread slices. Sprinkle with "snow" (finely grated Parmesan cheese).
- whip cream cheese and color delicately . . . shape into tiny balls and put two or three on top of soup . . . Christmas balls!

For those with a bit of daring in their souls . . . serve a red (tomato) and green (green pea) soup in one bowl. Follow these directions:

HALF 'N' HALF
In one saucepan, heat 1 can of condensed green pea soup with 1 cup of milk. In a second saucepan, heat 1 can of condensed tomato soup with 1 cup of milk. With a saucepan in each hand pour from both sides into soup bowl.

Teen-Age Investors Cheer 36,000,000th Chevrolet



Tommy Ramlow, 14, chairman of Class of '60 Stock Co., student investment company at Washington Irving High School, Tarrytown, N. Y., congratulates E. N. Cole, general manager of Chevrolet Motor Division, on completion of 36,000,000th Chevrolet at North Tarrytown plant. Cheering are other members of the freshman class who invested 77 cents each in one share of General Motors common stock as class project in corporate management.

BRANDEIS

wednesday hours: 7:30 a.m. to 8:30 p.m.

CANNON towels are more practical and decorative than ever before!

a. "new satina" towels
Luxuriously thick quality for thorough and quick absorption. Lustrous mercerized cotton border. Camellia rose, pink whisper, yellow, white, turquoise, aquatint, pink beige and green mist.

24x46" bath towel, 98c reg. 1.49
16x28" hand towel, 69c reg. 89c
12x12" wash cloth, 29c reg. 35c

b. "moroccan stripe" towels
Add french chic to your bath with these towels that combine beautifully with the "new satina" solid color ensemble. Camellia, green, pink whisper, yellow, green mist, camellia rose, pink beige and aquatint.

6-pc. ensemble, 3.92 reg. 5.46

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