

National Supply Products Described in New Book

The whole world is going to have a look at the products of National Supply Co. It is going to learn some of the story behind the design and manufacture of them.

Because the book "Designing for People," which features the products of this and many other concerns of national reputation, is pushing close to the best-seller lists, both foreign editions in many languages and further editions in English are being planned.

The increasingly popular book was written by Henry Dreyfuss, one of the nation's foremost industrial designers, who eight years ago was first retained by National Supply Co. Part autobiography, part a revelation of his own industrial design methods, it was published by Simon and Schuster, of New York City.

share in the common effort to produce those things created at National Supply Co. but to show them, through the book, to many peoples around the world. My publishers tell me they have found wide interest everywhere in what America designs and manufactures as well as how it goes about the job."

Author Honored
Dreyfuss, now rounding out his 26th year in his profession, has just been given a Nieman Marcus award for his outstanding work during the past 25 years, including authorship of the book. His design achievements range from flyswatters and shaving brushes to farm implements and the interiors of ocean liners, including the complete design of his book from marginal sketches to the color of the covers.

The publishers report that "Designing for People" is in great demand by colleges, universities and other educational institutions as both a textbook and reference work. It has, they say, even taken its place in the libraries of ocean liners.

3 Per Cent of Youngsters Have Trouble Hearing, Survey Shows

By ROY O. GILBERT, M.D., L. A. County Health Officer

The number of pre-school children who are either partially or totally deaf is larger than is generally supposed.

One study indicates that three per cent of the youngsters in this age group have hearing difficulties of one kind or another, and on the basis of population figures projected by the Regional Planning Board in 1955, this would suggest that almost 15,000 children in the County, aged one through five, have hearing defects. Yet the work of discovering these cases has hardly started.

Early Treatment Needed
In the majority of instances, cases of early deafness improve readily under medical care if it is initiated at the onset of the ailment. Provided the condition is discovered early, the outlook for such children is relatively bright. The Metropolitan Hearing Center of Los Angeles reports that 93 out of a total of 103 pre-school children with hearing loss showed marked improvement after a single year of medical treatment.

more far reaching effects on a child's development than total deafness. In a sense, however, the totally deaf child, through the art of speech reading (lip reading) or the use of hearing aids, is not as badly off as those children who are handicapped by hearing defects severe enough to be a real personal problem and yet not evident enough to be readily detectable.

Loss Causes Problem
All too often a partial hearing loss remains undiscovered until after a child enters school, and may even remain unrecognized for the first couple of grades. Likely as not, by this time the child will have a related emotional problem and may also be somewhat retarded scholastically.

The failure to hear usually involves a failure to reproduce speech properly, and the degree of this impediment generally depends on a large extent on the amount of hearing loss. The somewhat delicate relationship between hearing and speech has a direct influence on a child's intellectual development between speech and mental capacity has been recognized

so long that the word "dumb" has become an expression to describe the dull-witted. Many children described on report cards as inattentive, mischievous, difficult, or slow to learn are sometimes that way only because they have a hearing difficulty in one or both ears. Indeed, it is a matter of record that, in the past, numbers of children were tragically placed in institutions for mental defects because they had a deafness that was misinterpreted as a lack of intelligence.

Experiment Helps
If there is an adult who doubts the importance of a hearing defect in a child's normal development, he can perform a simple experiment on himself that may prove convincing. The experiment consists of watching several successive television shows with the sound completely turned off, or turned so low as to be hardly audible. Most of the intelligibility on the TV screen is lost under these circumstances. The import of the experiment is heightened if one realizes that about 75 per cent of all human communication involves the spoken word.

Rome Cable Declares Dividend of 35 Cents

At a regular meeting of the Board of Directors of Rome Cable Corporation held Dec. 13, 1955, the directors voted consecutive dividend No. 67 in the amount of 35 cents per share on the Common Capital Stock of the Corporation payable Jan. 4, 1956 to holders of record at the close of business on Dec. 23, 1955.

Payment will be made on the same date to employees eligible under the Employee Dividend Sharing Plan.

It is during the first three years of life that what is known as "auditory discrimination" develops. Children learn words and sounds through frequent repetition. The acquisition is at best a slow process, and for the hard of hearing child, learning to "hear" through speech reading makes the task still more laborious.

The causes of early deafness arise through heredity, or congenitally as a result of certain illnesses of the mother during pregnancy. Or in the case of acquired deafness, as the result of an illness or injury that occurs to the child. At any rate, the deaf or partially deaf youngster makes the most progress the sooner the condition is recognized. For,

Charles Burrell New President Of Shrine Club

El Toga Shrine Club held its annual election of officers Thursday night in Gardena and chose Charles Burrell of Redondo Beach as president. El Toga's name is coined from the first two letters of Torrance and Gardena and under the jurisdiction of Al Malakiah Shrine Temple includes Nobles of the Mystic Shrine from Gardena, Torrance, and the surrounding cities.

George Dowdy of Torrance is the new first vice president; Bill Stotoff, second vice president; and James Elliott of Redondo Beach, third vice president. John Lamson of Hermosa Beach was re-elected secretary-treasurer, and retiring president Lew Daniels will serve as Potentates Ambassador for 1956. Directors include Fred Boren, Gus Diftonbaugh, Mickey Elissa, Al Gianni, Charles McCann, William Schroeder, and Lew Daniels.

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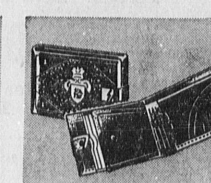
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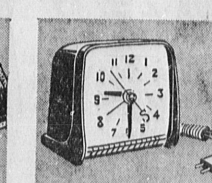
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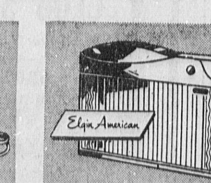
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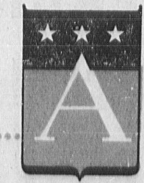


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