

By DR. EDWARD PHILLIPS, President, Heart Assn. Recently an international medical difference of opinion between Dr. Ancel Keys, distinguished American cardiologist, and Russia's Dr. J. Yudkin made headlines.

is most prevalent among persons using telephones and radios.

DR. KEYS, with an equally sharp sense of the ridiculous, fired back. Tongue firmly in cheek, he said one could show statistically that artery degeneration and heart disease are commonest among persons who shave every day.

Dr. Yudkin, refusing to accept comparisons drawn by Dr. Keys among widely scattered populations to connect a high animal-fat diet with artery degeneration and heart disease, lampooned Dr. Key's use of statistics.

Inasmuch as men have much more heart disease than women, Dr. Key's statement was a safe one. Additionally, by offering one absurd analogy to illustrate the absurdity of another, he brought clearing into

focus a matter of which most Americans know little.

More or less of necessity, research into the causes of heart and blood vessel disorders is pretty much of a mystery to Mr. and Mrs. Public, although medical reporting is more highly developed now than ever before.

FEW KNOW to what tremendous lengths medical scientists go to make sure their conclusions are valid. They must, because Research Road is jam-packed with pitfalls. It is probable that no medical scientist alive is more aware

that Dr. Keys that statistics alone are only a part of any medical picture; the Russian physician's remark implied — unfairly, researchers believe — an undue reliance on the purely statistical picture.

Los Angeles residents will have the opportunity April 25, to hear another famous researcher who also does not rely on the "purely statistical picture" as charged by the Russian physician, Dr. Jeremiah Stamler, head of Chicago's Heart Disease Control Board. It will be speaking at the Los Angeles County Heart Assn.'s

annual meeting in the Biltmore Hotel.

COMBINING the results of the work of many scientists, including Dr. Ancel Keys, the population study of the residents of Framingham, Mass., and life insurance records, Dr. Stamler has developed certain information about how some of our living habits are causing disorders of the heart and blood vessels.

From this information, definite changes in the way we live are indicated, if we are sincere about wanting to prevent heart attacks or strokes.

The public is invited to attend the annual meeting. This is the first time Dr. Stamler's vital life-saving information will be available to the general public. Call or write the Heart Assn., 2405 W. Eighth St., Los Angeles 57, for further information.

Gage C. Enoch, fireman apprentice, USN, son of Mrs. Carroll K. Enoch of 2415 Grand Summit Rd., was aboard the heavy cruiser USS Los Angeles, which returned to Long Beach recently after a seven-month tour of duty with the Seventh Fleet in the Pacific.

Sight & Sound

By Ernest Kreiling

HOLLYWOOD — Are you watching TV as much as you used to, but seeing less? Chances are that 20 per cent to 25 per cent of your viewing time is spent looking at things you didn't tune in to see, such as commercials, station breaks, credits, and program promotion announcements.

A study group of the Association of National Advertisers, a group that largely finances the TV industry, reports an

"absolutely shocking erosion of the amount of program time actually devoted to entertainment," according to Broadcasting Magazine.

Of all the hour programs the group monitored, none had as much as 50 minutes of actual program, even when "scenes from next week's program" were included.

THE AVERAGE, in fact, was 48 minutes and 30 seconds of program out of every 60 minutes.

In half-hour programs the entertainment portion consumed between 22 and 23 minutes. The study group speculated, and probably correctly, that this erosion of program material is responsible for "much of the criticism being leveled at television and the whole advertising business."

RECOMMENDATIONS are being made to both national advertisers and the networks to adopt and adhere to standards that would guarantee that at least 51 minutes of each hour show and 25 1/2 minutes of each half-hour show be reserved for the program material.

The advertisers are apparently becoming aware that their commercials are losing impact as a result of all the other extraneous sights and sounds that break up the flow of a program.

TV, and the enjoyment of it, will be immeasurably improved if these standards are adopted.

ALTHOUGH informational and educational programs the networks are so proud of don't attract the large audiences westerners do, it's interesting to note that almost all homes do see some of them. According to an audience survey done by the Nielsen Company, informational programs do reach 90 per cent of the homes at one time or another, although the average audience is but 10 per cent of the total at any one time.

The average home still spends twice as much time watching the popular westerns, but the non-entertainment offerings are reaching a broad section of the American public. This probably accounts for the marked increase, up to 55 per cent now, in the number of such programs that are sponsored. Only a few years ago the networks had to sustain these themselves, simply to meet their public responsibility requirements. And such programs are effective in selling products too. Purex and Raiston are two companies to report gratifying sales results from the sponsorship of non-entertainment programs.

RANDOM RUMINATIONS — A few months ago I reported that to my knowledge there was not a single station or network which had an executive solely responsible for the development of children's programs. This has changed for the better in recent months. NBC has announced the appointment of Dr. Charles Winick, eminent psychologist on the faculty of Columbia University, as a consultant on children's programming. Dr. Winick will study and evaluate mail addressed to NBC by children, preview proposed network programs for children, and study the commercials to be used in the programs. . . There'll be network movies on Sunday night now. ABC is launching a series of United Artists feature films starting in April. There are some excellent films in the package, but whether or not they remain excellent will depend on ABC's finding a better formula for inserting the commercials than NBC has done with its Saturday night supermarket. . . Color, like spring, is bustin' out all over. KCOP, Channel 13, is starting color casting, and plans to beam more color programs in prime evening time than any other stations in Los Angeles, among them Bill Burrud's travel and adventure films.

Educational Unit To Be Occupied

Narbonne Avenue Baptist Church of 24730 Narbonne Ave., Lomita, will soon move into its new educational unit. The new unit will bring the floor space to more than 25,000 square feet for church activities. The church will have space for 23 Sunday School departments, according to Pastor Robert A. Wells.

Money Saving Specials For Thursday, Friday, Saturday, Sunday

BANANAS 10 NO. 1 CENTRAL AMERICAN

GERBER'S BABY FOODS STRAINED 12 FOR 1.00 JUNIOR 2 FOR 19c

HILLS BROS. or M.J.B. COFFEE 57¢ LB. CAN

HORMEL'S — 3-oz. Tin POTTED MEAT DAWN FRESH — With Mushrooms STEAK SAUCE 5 1/2-oz. 60 COUNT SILK NAPKINS HUNT'S — No. 300 Can NEW POTATOES SKIPPY DOG FOOD 15-oz. Can 10¢ ea

LARGE GRADE AA EGGS 39¢ DOZEN

DI CARLOS BREAD 4 15-oz. Loaves 89¢

FOREMOST BIG DIP 2 1/2-Gals. 89¢

FOREMOST AA BUTTER lb. Pkg. 69¢

GORDO'S BEEF or TACO Dinners 3 FOR \$1

DEL MONTE — NO. 303 CANS Whole Kernel Corn 5 FOR 95¢

"BITS O' HONEY" — NO. 300 CANS CREAM STYLE CORN 6 FOR 1.00

LIBBY'S BEEF STEW 24-OZ. CAN 55¢

LIBBY'S CORNED BEEF 12-OZ. CAN 59¢

HORMEL'S SPAM 12-OZ. CAN 49¢

HUNT'S PEACHES NO. 2 1/2 CAN 4 FOR 1.00

FOREMOST — 1/2-GAL. PREMIUM ICE CREAM 79¢

LIBBY'S SOCKEYE SALMON Tall Can 79¢

PLUMROSE DANISH SLICED HAMS Reg. 69c 5-oz. 43¢

ITALIAN WISHBONE SALAD 8-OZ. DRESSING 3 FOR 1.00 DELUXE FRENCH 8-OZ. DRESSING "MIX 'EM or MATCH 'EM"

LIPTON'S TEA 2 16-Count Bags 43¢ Loose 1/4-lb. 43¢

REG. 43c SIZE MR. CLEAN 39¢

HUNT'S — NO. 300 CANS FRUIT COCKTAIL 5 FOR 1.00

GIANT SIZE RINSO BLUE 69¢

KING SIZE RINSO BLUE 1.04

DETERGENT TIDE REGULAR SIZE 28¢

GIANT SIZE LUX LIQUID 57¢

BRANDY WINE — STEM and PIECES MUSHROOMS 4-OZ. CAN 37¢

TIDE Giant Size 65¢

FRESH PRODUCE GREEN ONIONS or RADISHES 5¢ BUN. WINESAP APPLES 2 lbs. 25¢ 1-LB. CELLO PKG. CARROTS 10¢

CANDY BARS 3 Musketeers Milky Way Mars 10 Bars to Pkg. Your Choice 39¢

SHORTENING CRISCO 79¢ 3 lb. Can

RIK'S MEAT GRADE A — FRESH KILLED FRYERS 33¢ lb. GROUND CHUCK 49¢ lb. MORRELL'S ALL MEAT BOLOGNA 39¢ lb.

U-SAV MART 234th and S. Western TORRANCE — NEAR SEPULVEDA OPEN DAILY 9 A.M. to 7 P.M. — FRIDAY 9 A.M. to 8 P.M. SUNDAY 10 to 6 Specials for Thursday thru Sunday LOW PRICES