

March of Dimes Research Grants Awarded Only to Top Scientists

By THOMAS M. RIVERS
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If there is any one point that we scientists must get across to the "average man" (if there is any such person), it is that conducting a first-rate research program is much more than just giving money indiscriminately to various laboratories.

The key to right giving is selecting the right people to whom to give. This is a most difficult task but it is a job at which the National Foundation has proven itself exceptionally competent.

Research may be said to be a journey into the unknown to push forward the frontiers of knowledge. Inevitably, its nature is such that no man can foretell exactly where it will lead.

But this "average man" to whom we just referred, and who is perhaps dissatisfied with the uncertainties over where research will lead, might be reminded that the National Foundation has shown in the past what it can do—as, for example, initiating the research that developed the Salk and Sabin polio vaccines. This and other major accomplishments constitute the credentials of the world's largest voluntary health organization for going ahead.

A great deal of basic research, of this journey into the unknown, was needed to create the bases which made possible the development of the polio vaccines. This again will be necessary as the National Foundation moves forward in its expanded program which includes birth defects and arthritis in addition



Dr. Albert S. Sabin at his University of Cincinnati laboratory examines samples of his live-virus anti-polio vaccine, developed by him with \$1,500,000 in March of Dimes public contributions. Sabin vaccine, to be taken orally instead of by needle, has been approved for eventual use in the U. S.

to continued work in polio. Perhaps you have heard the comment that a camel is a horse put together by a committee. This illuminates what I think is one of the principles of research. Great research is done by great men, not by committees. It is the National Foundation's job, among others, to find those great men, and to see that they have adequate equipment with which to work.

It is natural for the public to want immediate results. For the parents of a child afflicted with arthritis, for instance, to want quick cures is understandable. But we are trustees of public funds. We cannot spend those funds save for projects that have some promise of success, conducted by people who have shown what they can do.

If our aims in research could be summed up, I would say that the National Foundation operates like a rapier, not a bludgeon. We are selective. We put March of Dimes funds in the exact spot and under the specific man who will make

the most of it. We do not dump millions into hundreds of projects with a vague hope that by the law of averages some may produce.

In short, we try to be as careful in the selection of research projects as an extremely fussy woman is in selection of a spring hat.

The research future is bright. With laboratory methods that have been developed, many under March of Dimes grants, we can move farther and faster than in years past. Indeed, I often think of the polio struggle as a time when we tooled up for what is to come. The methods that were so successful in that polio challenge are now being applied to the greater challenges that lie ahead.

To accomplish what The National Foundation desires requires great men. We have had them in the past. We shall have them in the future and, with public contributions to the March of Dimes, those men will accomplish much for the good of mankind.

Doctor Talk

By JOHN B. REMBERT, M. D.

Shortly after the end of World War II Penicillin was made available to the general public and all readers are aware of the miraculous success this drug has had over most of the bacterial diseases. Its success has been equally as great in the treatment of venereal disease.

Despite the success in treating venereal diseases and the marked reduction in such diseases in recent years, there is now great concern over the ever increasing number of cases of venereal diseases, this being especially true in the "teen-age" group. Much publicity during the past 5 to 10 years has proclaimed that the venereal diseases are almost "A thing of the past"—this statement is not true today, they are still very much of a public health problem.

The public must be made aware of the problem and should be reminded of the existence of venereal diseases once again. Several diseases are classed as venereal, but of these, syphilis and gonorrhea are of chief concern to the public health authorities. In general, the term venereal diseases refers to those diseases transmitted for the most part by sexual intercourse. Syphilis is the one venereal disease that proves to be the exception to the rule—its transmission being possible by kissing.

Syphilis is caused by a germ which occurs naturally only in the

human host and the disease is contracted by intimacy with an infected person.

The course of the disease comprises almost two distinct diseases, the early and late stages. Within a few weeks following contact a sore appears (chancere) at the site of infection. The chancre then disappears in a short time and may be followed by skin rashes, headaches, and many other symptoms.

Next, the early latent stage of the disease occurs with no symptoms being present at all. Patients in this stage of the disease are not aware that there is anything wrong with them. Then the late stage results with the germs attacking any organ or tissue in the body. Sites commonly affected are the heart, brain, eyes, and other vital organs of the body.

It is important for all to know that venereal diseases are on the increase again—and if there is any concern or doubt in your mind please contact your family physician. It is important, also, to remember that thousands of Americans die each year because of venereal diseases and many thousands more are crippled by the late affects of the "diseases."

What would you do before the doctor comes if confronted suddenly with helping an injured person? There are several important things everyone should know about emergency treatment to an injured

person, particularly when a fracture is suspected.

Proper handling of first aid measures has a distinct bearing on the ultimate result of treatment, the amount of disability and the ability to return to normal or usual activities as early as possible.

The first thing to do always when approaching an injured person is to establish and maintain an adequate airway. This may require removing false teeth, debris, and heavy mucus from the mouth and throat. The tongue may need depressing and can be pulled forward if necessary by pushing a safety pin through the tip of the tongue and applying traction.

Obvious hemorrhage can be controlled by applying a large pressure dressing over the bleeding area. If a tourniquet is used on an extremity, the time of application should be recorded for instance, by writing with lipstick on the victim's forehead.

Any patient suspected of having a back injury should not be moved until a preliminary examination has been made.

When a neck vertebrae is suspected of being fractured the head and trunk should be moved as one piece. Padding is placed on each side of the head and neck and strapped firmly by a band of cloth around the head and board upon which the patient is placed. All cases of back and neck injuries are transported face up.

When a lower back injury is suspected, flexion of the body or bending forward should be prevented. A folded blanket should be

placed beneath the lumbar region. These measures prevent possible further damage to the spinal cord.

Fractures to the arm can simply be supported by a triangular, "slingshot" bandage and the upper arm should be bound close to the body. Forearm or hand fractures

can best be supported by a board splint.

Leaflet urging revolt dropped on Havana.

U. N. told cheap nuclear power is decade away.

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Why You Should Join Rambler's New Crusade For Adequate Progress Sharing With Customers

"I believe participation by all consumers in economic progress is absolutely necessary in meeting the nation's economic needs."

engineering advances such as the acid-proof, rustproof Ceramic-Armored muffler and tailpipe.

The Rambler line includes three basic sizes of compact cars—Rambler American, Rambler Classic and Ambassador, the latter two developed after the original American series.

RAMBLER SALES SOAR

In two years, Rambler's per cent of market has more than doubled. For the last 38 straight months, Rambler sales have established a new record for that month. We want to continue this growth by serving you even better.

THE NEW RAMBLER CRUSADE

Our new Rambler crusade, like our compact crusade, is based on sharing Rambler progress with car buyers.

We believe the new Rambler crusade has timely significance. Our country currently is experiencing a mild economic slowdown—with rising foreign competition and weakness of the dollar. Our larger competitors are considering partial manufacture and importation of cars for the U.S. market from abroad. There is a general price squeeze.

We believe the greatest single economic cause is that relatively too much of the fruit of industrial effort has been going to a few well organized economic groups, not to the consumer.

CUSTOMERS TO SHARE RAMBLER PROGRESS

We decided there was something we could do. We decided to share future progress with ALL customers who take

Table with columns for 'HOW PAYMENTS TO BUYERS WILL BE DETERMINED IN AMERICAN MOTORS' CUSTOMER PROGRESS SHARING PROGRAM' and 'BOND PAYMENT SALES LEVELS'. Includes rows for 'IF SALES ARE UP over last year' (50%, 40%, 30%, 20%, 10%) and 'BUYERS RECEIVE U.S. SAVINGS BONDS'.

NOTE: In all cases, "BUYER(S)" means a person who actually takes delivery, not places an order.

WHY IT WILL PAY YOU TO BUY NOW. This unique program is cumulative and retro-active. Early buyers can get more, but never less bonds, than buyers in succeeding months.

delivery of a new Rambler or new Metropolitan between December 1, 1960, and March 31, 1961, from an authorized Rambler dealer (excluding governmental sales), giving them most of the benefit of additional cost reduction resulting from further increases in Rambler sales volume.

This can mean a sharing with Rambler buyers during the 4-month period of government savings bonds (Series E) with a maturity value from \$3,679,850 (10% sales increase), to \$24,930,750 (50% increase). See chart for details.

BOTH CUSTOMERS AND AMERICAN MOTORS GAIN

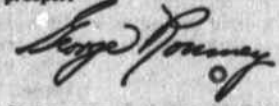
You have everything to gain and nothing to lose by joining this crusade. The same is true for us.

You can't lose because Ramblers are better than big cars and the best of the compacts. Ramblers are more trouble-free, more useful, lower priced.

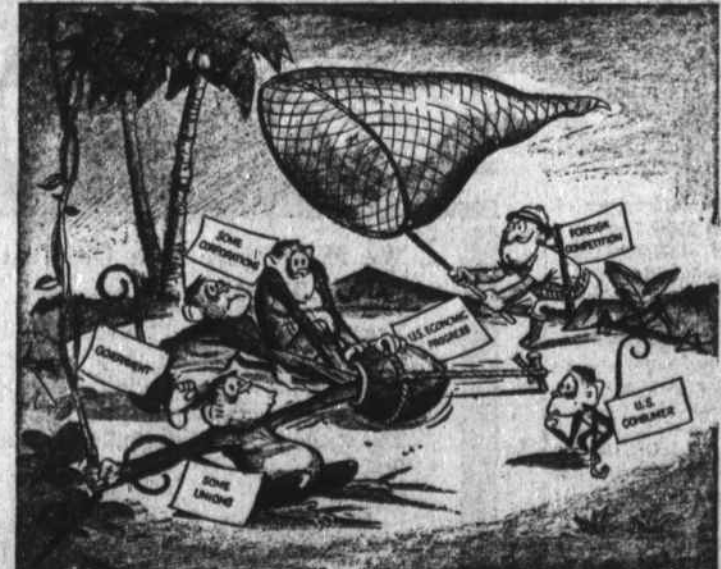
You make your regular deal in the regular way for a new Rambler. You then may share proportionately in the economies and profits of higher Rambler volume in December, 1960, and the first three months of 1961.

We gain by acquiring more Rambler owners, which will make our growing market even larger in the future. That's because Rambler owners become Rambler salesmen and are the most loyal "repeat buyers" of all make.

Ask your neighbor all about his Rambler, then join the Rambler crusade. Join us in focusing the nation's attention on the essentiality of equitably sharing economic progress with ALL consumers if the WHOLE NATION is to prosper.



P.S. Some may say one company can't do much about national problems as big and complex as those cited above. Well, that's what skeptics said about Rambler's first crusade. Let's remember, every great thing is born small. If this new Rambler crusade is right, it can succeed and spread, just as the compact car concept did.



Monkeys are caught by filling a coconut shell with chopped coconut meat. The monkeys grasp a fistful and, unwilling to let any go, cannot withdraw their paws. So, they are easy victims. The U.S. consumer is not yet as scrawny as shown, but unless there is a more equitable division of the productivity increases, he will get that way. One of the three American groups must let go and set an example—or all will be captured and, along with the consumer, all will suffer.

Miller. Supper guests Christmas were Mr. and Mrs. Helton Wilson and family, Mr. and Mrs. Hoover Phipps and son of Trade and Mr. and Mrs. John Wagner and son of Shouns, Tennessee.

Mr. and Mrs. Mack Brown of Alexandria, Virginia spent Christmas with Mr. and Mrs. Everett May and Mr. Mrs. Milton Brown.

Britain to discuss China with Kennedy.



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Zionville News Notes

Mr. and Mrs. Burl Miller and family and Bob Miller spent the holidays with Mr. and Mrs. Will C. Miller at Winter Beach, Fla.

Mr. Nolen Church of Wake Island is spending three weeks with Mrs. Church and son at the home of his parents, Mr. and Mrs. Ivan Church before returning to Chula Vista, California. Mrs. Church and Nolen J. will join him in California later where they will make their home indefinitely.

Mrs. Lee Wilson and Mr. and Mrs. Frank Helceth are visiting Mr. Helceth's parents, Mr. and Mrs. Edmond Helceth at Vero Beach, Fla.

Mr. and Mrs. Vance Vines and children of Burlington spent Christmas here with Mr. and Mrs. Clint Winebarger and Mr. and Mrs. Roby Vines at Bethel.

Mr. and Mrs. Paul Johnson of Elkton, Md. spent the week end with Mr. and Mrs. J. M. Johnson.

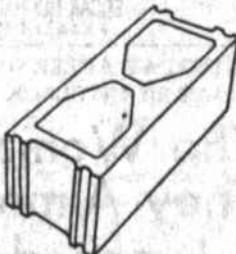
Mr. and Mrs. Charles Wilkinson of Salem, Virginia spent the holidays at their home here. Among their guests were their son, G. C., of Fort Wayne, Ind. Mrs. Wilkinson and children who have been visiting in the county, and Mr. and Mrs. George Thomas and sons of Boone.

Mr. Edgar Pardue from Pennsylvania spent the holidays with his family here.

Dinner guests Christmas of Mr. and Mrs. N. T. Byers were Mr. and Mrs. Ivan Church, Mr. and Mrs. Nolen Church and son, Mr. and

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