

The Physician And The Campesinos

Though urbanization is everywhere upon their lands, over 100 million Latin Americans today still are no part of the big, bloating city.

They are campesinos, country folk, much like the members of the family here, in the Guatemalan village of Santa Maria Cauque. And their home is usually a settlement of less than 2,000 inhabitants, one of many dotting the topography of 20 Latin American nations.

But no matter the country of the campesinos, theirs is a common lot of malnourishment, and poor education, and low income. They are beset by high mortality rates — for the age group 15 to 45, in some cases, their rate is three times higher than the urbanites'. An estimated 40 million of them need potable water now.

In short, they are generally the last group to benefit from national programs for improved health and welfare.

Yet, the campesinos count for a sizeable chunk of Latin America's total population. In fact, for about one half of it.

Because of such compelling facts, Dr. Abraham Horwitz, director of the Pan American Sanitary Bureau, regional office for the World Health Organization, rates the improvement of the rural Latin Americans' life and livelihood as the foremost challenge to hemisphere health.

He speaks with impressive credentials — as recently elected director, to his third four-year term beginning February 1, of a continent-wide health program, and as a 1966 winner of a ranking U.S. honor, the Bronfman prize.

Awarded to him by the American Public Health Association, the prize is for "adroit and diplomatic leadership that has resulted in unprecedented advances in the improvement of health services in the hemisphere."

The Chilean physician opens the New Year immersed in exactly such a role — as a chief advocate for health topics, and prime among them, rural health, as agenda items for a projected Western Hemisphere heads of state summit scheduled for April.

The idea of an inter-American summit has gained steady support for over a year, with chiefs of state of Chile, Colombia, Ecuador, Peru, the United States, and Venezuela among those coming out for it.

Though a summit agenda is still in the making, as are the place and the exact days for the parley to be decided, often mentioned as presidential-cadre items are agriculture, arms control, and the economic integration of Latin America. But, thus far at least, not so health.

The presidential talks, Dr. Horwitz holds, can mean a "powerful inducement" to stepping-up programs for the well-being of the largest single segment in Latin America.



PHYSICIAN'S VISIT — Making a house call in rural Guatemala, along with a vigorous point, is Dr. Abraham Horwitz of Chile, in 1966 a top newsmaker in international public health, and, with the New Year, an advocate of health as an agenda item for a projected inter-American summit conference.

His ability to think ahead, get the job done, and earn recognition for National Gypsum as a good corporate citizen has made Colon Brown one of America's Leaders.

As Chief Executive Officer of National Gypsum Company, Brown successfully pioneered a new approach to rehabilitating single family homes for ownership by low income families. He is convinced that more than 300,000 homes each year can be saved from the bulldozer and modernized for city dwellers by private enterprise.

Although his company is already selling \$250,000,000 worth of building products a year, Brown is expanding the company into huge new residential and commercial construction fields.

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AMERICA'S LEADERS

— BY THOMPSON

COLON BROWN, one of America's most ingenious authorities on urban rehabilitation, and head of one of the world's biggest building materials firms, was 31 years ago a clerk!

In high school, he flattened an opposing football player on the field, argued with the opponent's girlfriend after the game, but eventually made friends with the girl and married her!

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Albania Prepares For Attack by Sea

VIENNA — Well informed Balkan sources here say that Albania, apparently fearful of a Soviet attack from the sea, is reinforcing her coastal defenses with Communist China's assistance.

Some light shore batteries and radar equipment that China has sent its lone outpost in Europe are already reported to be in position. More military materiel including rockets and possibly some advisory personnel are expected to arrive soon from China.

This stepped up military aid to Albania is believed to have been discussed in detail by Begir Balluku, Albania's vice premier and defense minister in talks with military leaders in Peking during the last few days.

Balluku headed an Albanian delegation to the celebrations marking the 19th anniversary of Communist China. The Communist regime announced officially that the Chinese Albanian alliance was solemnly reaffirmed on that occasion.

Before his departure for Peking, Balluku, whose influence in the tight circle of Albania's Stalinist leadership is seen as growing, inspected various army and "volunteer" formations. The Tirana government has distributed official photos of these inspections to its embassies abroad as evidence of the small country's military preparedness.

Since then Radio Tirana spokesmen for the Albanian regime have almost daily charged that the Soviet Union and Bulgaria, described as a "satellite" of Moscow, were preparing aggression against Albania.

VICTIMS BEATIFIED

VATICAN CITY — In a colorful, multilingual ceremony that honored the Roman Catholic community in Korea, 24 Catholics slain during 19th Century religious persecution there were beatified Sunday in St. Peter's Basilica.

A decree signed by Pope Paul VI proclaimed the martyrs—seven French missionaries and 17 Korean converts—as "blessed." Henceforth they may be venerated publicly in the areas where they lived and died. They are eligible to be considered for eventual canonization, the church's formal recognition of sainthood.

Attending the Beatification Mass were more than 200 Koreans and several thousand pilgrims from France. The Koreans, many in national costumes, included 15 priests and a number of descendants of the martyrs. Among the French pilgrims were more than 300 members of the missionaries' families.

CIVIL RIGHTS

Continued from front page blocked by South Carolina laws that prohibited Negroes and whites from working in the same room without segregated equipment and facilities.

In North Carolina, where in 1960, Negroes constituted .22 per cent of the population and in South Carolina where they were 30 per cent, they held only 3.9 per cent and 5.2 per cent respectively of the textile jobs.

YOUR EAR CAN BE HURT

with toothpicks or cotton tipped sticks. Don't risk damage to eardrums. Soften up hard to reach wax with gentle, effective AUSA ear-drops. Safe. Easy to use. No out-cloggers that may irritate and affect your ears. Ask druggist for AUSA. No prescription needed.

Where's all the fun? It's at the 101st North Carolina State Fair

JIMMY DEAN

Everyone Votes For These Election Cakes

In New England a hundred or so years ago, Election Day was a big event which called for specially prepared foods. The women, who couldn't vote in those days, stayed home and baked cakes while the men trekked to the polls some distance away. But these weren't ordinary cakes; they were special Election Cakes made of spicy yeast dough filled with fruits and nuts. The cakes, still warm from the oven, were then served with punch or eggnog at get-togethers when the hungry voters returned.



An early evening supper was another tradition on Election Day, with homemade sausage, fried green apples, whipped potatoes and gravy the usual menu. There was home-baked bread and preserves, too. And for dessert—in addition to Election Cakes—apple, cranberry and blackberry pies were offered.

A variety of different Election Cakes are still baked annually in many Yankee kitchens. An intriguing adaptation are these Individual Election Day Cakes baked in muffin cups. They are prepared by the new Rapidmix Method which adds the undissolved yeast to the dry ingredients rather than dissolving it first in warm water.

Individual Election Day Cakes made of spicy yeast dough filled with fruits and nuts are baked in muffin cups as a departure from tradition.

- INDIVIDUAL ELECTION DAY CAKES**
- | | |
|---------------------------------|---|
| 4 to 4 1/2 cups unsifted flour | 2 packages Fleischmann's Active Dry Yeast |
| 1 cup sugar | 3/4 cup (1 1/2 sticks) softened Fleischmann's Margarine |
| 1 1/2 teaspoons salt | 1 1/2 cups very hot tap water |
| 1 1/2 teaspoons ground cinnamon | 2 eggs (at room temperature) |
| 1/2 teaspoon ground nutmeg | 1 1/2 cups seedless raisins |
| 1/4 teaspoon ground cloves | 3/4 cup chopped Planters or Southern Belle Pecans |
| 1/4 teaspoon ground mace | 1/4 cup chopped citron |

In a large bowl thoroughly mix 1 3/4 cups flour, sugar, salt, cinnamon, nutmeg, cloves, mace and undissolved Fleischmann's Active Dry Yeast. Add softened Fleischmann's Margarine. Gradually add very hot tap water to dry ingredients and beat 2 minutes at medium speed of electric mixer, scraping bowl occasionally. Add eggs and 3/4 cup flour, or enough flour to make a thick batter. Beat at high speed 2 minutes, scraping bowl occasionally. Add raisins, Planters or Southern Belle Pecans, citron and enough flour to make a stiff batter. Stir until well combined. Turn into 24 greased muffin cups or greased 5-ounce custard cups, using about 1/4 cup batter for each one. Let rise uncovered in warm place, free from draft, until doubled in bulk, about 1 1/2 hours. Bake in a moderate oven (375°) about 25 minutes, or until done. Remove from muffin cups or custard cups and cool on wire rack.

If desired, frost cakes with a plain or lemon confectioners' sugar glaze. Makes 24 small cakes.

Wallace Claims Success After East, Midwest Tour

George Wallace said Sunday is candidacy for the presidency "is gaining momentum and laimed success for a six-day wing through the East and Midwest despite persistent eeking and violence."

Touching home base only overnight, Wallace packed his bags again Sunday for a trip to Washington where he will address the United Press International Editors Conference and the National Press Club Monday before going to Baltimore for an evening rally.

His running mate, retired Gen. Curtis LeMay, flew to Washington Saturday and will go to Los Angeles this week to set up a campaign headquarters.

Only You Can Stem The Tide Of Rising Traffic Accidents

Who is responsible for the majority of auto accidents in this community and on our highways? Is it the automobile manufacturer in Detroit? Is it the police, local or state, who are lax in enforcing safety laws? Is it our large brood of young drivers whose motoring manners are as fresh as their licenses?

Shockingly, we, you, the man next door, and everyone who pulled a car away from a curb today in every local community in every city and town in the country are the ones who are largely responsible for "the rising tide of blood" on our roads. We are the ones who literally must stem the tide.

This was brought vividly to our editorial attention by a current study on automobile safety in a booklet which crossed our desk today. Originally written for a publication of Employers Insurance of Wausau, Wausau, Wis., the article has been reprinted at popular demand by the company for free distribution to interested parties. A hard-hitting, in-depth piece, which uses words as an automatic power hammer handles nails, it surveys the field of automobile safety from manufacturer to motorist.

From its beginning, which talks startlingly of how American soldiers are statistically safer in Viet Nam than on American highways, the pamphlet spares few delicate sensibilities to make harsh sense.

The booklet points out that auto accidents are multiplying in number and that their severity is increasing. It emphasizes that "the guilt-free remedy" of financial compensation, to save our collective public conscience for injuries and fatalities suffered in highway accidents, is far from a solution and distracts attention from the need for a few ounces of prevention.

"You can't fix a leak with a mop," states the author, Digby Whitman, editor of the Employers Insurance of Wausau publication. "The pay-'em-off-and-forget-it policy cost this country almost twelve billion dollars a year, nearly two per cent of the gross national product."

Improved safety features in the manufacture of automobiles, partially inspired by the recent Ralph Nader controversy, are to be applauded, he says, but then makes the point that no machine injures by itself — only by human error.

We shuddered but were impressed by the author's question: "When the car climbs the sidewalk and butters an old lady along the side of a building, will she be comforted by the reflection that the driver and his passengers are insulated from all harm?"

Summarizing the article's principal message, two methods are open to change human behavior behind the wheel of a car. They are persuasion and compulsion, or in plainer words, education and law enforcement.

Of the two, education is the more valuable "ounce of prevention." Soaring statistics show urgent need for driver education in every state public high school system. Today, young drivers under 25 years old make up approximately one-fifth of the nation's drivers but are responsible for one-third of our auto accidents and one-third of all fatalities caused by auto accidents. Yet, only 18 states include driver education for teen-agers in high school curriculums.

Rather than laying all the blame for accidental death and injury on intentional economy by auto manufacturers, we should clip human error in the bud with driver education in the schools. And rather than making more laws, we should enforce the ones that already are on the books with greater zeal.

We can't detour the conclusion. Safety on our city streets and highways is everyone's responsibility. What are you doing about it?

Carver

Continued from front page tor and administrator who has concentrated on the development of techniques for working with disadvantaged youth. She has served as a consultant to many educational institutions and organizations.

She has been director of the Women's Centers since January, 1965. This Office of Economic Opportunity program, organized by Dr. Washington, provides schooling and job skills for young women regarded as unemployable, leading them to careers as nurses aides, medical technicians, teachers aides, saleswomen stenographers, cosmetologists, and in other skilled and semi-skilled jobs.

Dr. Washington was a member of Mayor John Lindsay's Advisory Panel on Decentralization of New York City Public Schools in 1967.

Before assuming her present position, she served in the District of Columbia public school system as a teacher, counselor and principal. As principal of Boys' Junior-Senior High, a special school for disturbed boys, she wrote "Youth in Conflict," a study in helping behavior-problem youth in a school setting.

As principal of Cardozo School, she directed the Cardozo Project in Urban Teaching, a pilot program using Peace Corps returnees which served as a model for the National Teacher Training Program. The project was worked out with Howard University and the District of Columbia school system under a grant from the President's Committee on Juvenile Delinquency.

Dr. Washington, who taught guidance and counseling for 12 summers at New York University, is a graduate of Howard University with a B. A. in counseling. Her Ph.D. is from Catholic University.

She is a member of the Federal Women's Award Committee, and has been cited by the National Council of Jewish Women, Roosevelt University, the National Council of Negro Women, and many other civic and educational groups.

PRINCE & PAUL

Foods and Fashions

5th ANNUAL COOKING SCHOOL

Co-Sponsored by Northgate Shopping Center and Public Service Co. of N. C., Inc.

The elegance of fall food and fashions will take the spotlight on October 16th and 17th on the stage of the Northgate Theatre. Again this year Mrs. Ruth Couch, home economist from the Public Service Gas Company and her assistants, Lavonne Pickens and Janice Higbee, will prepare for you new, out-of-the-humdrum recipes.

In addition, the merchants at Northgate have prepared a showing of the most sought-after styles of the season.

Drawings will be held for door prizes... gift certificates, wearing apparel and household wares... GRAND PRIZE WILL BE A GAS DRYER.

NO ADMISSION CHARGE

OCTOBER 16 & 17
10:00 - 11:30 A.M.

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