

**Chronicle Camera**



McKnight Fries Lamkin Head

**Should smoking be banned?**

By AUDREY L. WILLIAMS  
Chronicle Staff Writer

The Chronicle polled area citizens and asked their opinion of the Winston-Salem/Forsyth County School Board's recent decision to ban smoking from the city-county high schools.

**Lillian Head, retired:** "I don't feel like they ought to be smoking anyway. When I was in school, we didn't know anything about smoking."

**John McKnight, cashier:** "I'm all against smoking myself. The teen-agers, all they concentrate on is smoking and drugs. You can take seventy-eight cents and buy a bar of candy."

**Robert Fries, maintenance supervisor:** "I think it's a good decision because smoking is dangerous to your health. It's a wise decision and the kids may not be able to see the good it now, but it's a good one."

**Reggie Lamkin, assistant service station manager:** "I'm a non-smoker but I think it's taking away the kids freedom of choice. They're still treating them like kids but calling them adults."

**Nancy Shaffer, housewife:** "I think it's a good idea. Smoking shouldn't be allowed in school because it endangers other people's lives."

**Johnny Ingram, R.J. Reynolds employee:** "If they're old enough to buy cigarettes, they're old enough to smoke them. Teachers do it. Ban them, too."

**Carolyn Boyd, nurse:** "Since I've stopped smoking, I think it's a wonderful idea. One thing leads to another. The kids smoke cigarettes, then it's pot."

**Joe Smith, cook:** "I think it's just. We couldn't do it when I was in school. You had to wait, so you held off for a few hours."

**Leron Harrell, maintenance worker:** "I don't think it's a good idea. As long as they have a place to smoke and don't bother others, it's fine."

**John Conrad, semi-retired:** "It might be a good policy, then again, it might not be. The kids are going to slip and smoke anyway."

**Narain Roopchan, laborer:** "I think it's a good idea. It will at least stop the kids from smoking."

**Better Living**

**Learn to be a smart shopper**

By JOANNE FALLS  
Home Economics Extension Agent

Competitive companies are now using new techniques of advertising to shower consumers with a wide range of information concerning available goods and services that they can buy in person, by telephone or by mail. This wide world of buying choices can confuse some consumers concerning what they should expect from the sellers of goods and services and from the products they buy.

As a result of high technology, consumer information has kept pace with our times. People are not suffering from lack of information concerning what sellers have to offer. But consumer education has not kept in step with our technological advancements.



Falls

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It is very encouraging to know that some companies are now spending large sums of money to help educate consumers. Expensive survey and research studies have recently been conducted by Coca Cola and Whirlpool to help educate

consumers and to find out what they really want from sellers.

Companies want to educate buyers concerning their rights and concerning what to expect from the sellers because:

•Recent studies show that consumer education improves the image of the company doing the educating.

•Coca-Cola Company and the Technical Assistance Research Programs, Inc. (TARP) found that:

1. Consumer education increases the buyer's confidence in the company doing the educating. Therefore, the educated consumers help spread the information by word-of-mouth to other buyers and potential buyers.
2. Consumer education causes buyers to want to use the products produced by the educating company.
3. Educated buyers increase their purchases.
4. Buyers feel that they can contact the company that sold them the product and can get results.
5. Consumer education teaches buyers the best way to contact the company that sold the product and what their rights are as consumers.
6. Generally speaking, consumer education benefits both the consumer and the company.

In the light of the above facts, consumers will still miss many chances to become better educated and informed if they fail to help themselves. Consumers should read all labels thoroughly before and after purchasing products. Read operational instructions several times.

File all tags and information that come with the articles you buy. Always write down date, address and telephone number of company where product was purchased. Read warranty and carry out instructions given.

**Coping**

**Defeating your loneliness**

By DR. CHARLES FAULKNER  
Syndicated Columnist

Have you ever been lonely? Did this condition cause you despair and depression? If so, you are like millions of others who experience the same phenomenon even though they are reluctant to admit it. Loneliness can take many forms:

1. **Rejection.** Perhaps a longtime friendship comes to an unpleasant abrupt end. Maybe you are fired from your job after having made enormous, unrewarded sacrifices.
2. **Understood.** You want to be friendly but others misinterpret your motives. You simply can't get close to other people

because of the difference in ideas.

3. **Alone.** You know a lot of people but you don't feel really close to any of them. You don't feel that you can express yourself and receive understanding, compassionate responses.
4. **Scared.** Suppose you lose a close family member. Suppose you suffer an illness. Who would take care of you? Can you handle it alone? You just don't know.
5. **Uncertainty.** You don't know what to do with your life. You don't like your job. But should you change it? You are lonely? But should you get married? What does the future hold for you?
6. **By yourself.** You are ill and cannot

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**DIET SPRITE, TAB, CAFFEINE FREE TAB, DIET CAFFEINE FREE COKE OR DIET COKES 99¢**  
2 LITER SIZE

**DIXIE CRYSTALS SUGAR \$1.49**  
5 LB BAG

**STANDARD PACK TEA BAGS 98¢**  
PKG OF 100

**WYLER'S BLACK CHERRY DRINK MIX 10¢**  
1 OZ. SIZE

**MUELLER'S ELBOW MACARONI, & REGULAR OR THIN SPAGHETTI 3.00**  
3 PKG 8 OZ.

**ARMOUR SAUSAGES VIENNAS 39¢**  
5 OZ. SIZE

**TREET 99¢**  
12 OZ. SIZE

**BONELESS EYE STYLE ROUND ROAST \$1.95**  
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