

ITEM: Supermarket managers have found the best way to increase sales is to spot certain "power" items in different parts of the store. For example, 35 per cent of the shoppers buy paper products; 30 per cent buy cookies and crackers; 27 per cent, soap; 25 per cent, coffee. With a little maneuvering, these items are placed so the customer has to travel the entire store to buy the four of them—and many more items are picked up along the way.



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DAVID JOHN KILPATRICK of Kenansville and one of his year-old Polled Hereford bulls. This bull is named Domestic Domino III and weighs 1100 pounds. Mr. Kilpatrick has breeding heifers and bulls for sale the year around.

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Beware of Choking Accidents

Wearers of dentures and children under five have to be especially alert to the dangers of choking accidents, the American Red Cross has warned.

The warning came as W. S. Wells, Jr. Chairman of the Duplin County Chapter, was requested to ask all of the chapter's Red Cross First aid instructors to place renewed stress on the dangers of accident choking.

Mr. Wells said that he was informed that choking accidents kill more than 2,000 persons yearly and the number is increasing. Among children under five, choking on food or foreign objects is the leading cause of accidental death in the home.

To help prevent choking accidents among children, the Red Cross suggested:

1. Keep small objects such as pins, needles, buttons coins, and jewelry out of the reach of children.
2. Do not give small children food such as peanuts, popcorn food containing nuts, raw vegetables, fruit and unchopped meat.
3. Restrain older children from putting small objects in a baby's mouth.
4. Do not stimulate children to laugh or cry while they have food in their mouths.
5. Do not permit children to run about while eating.

"While the danger is less acute among adults," the Red Cross added, "We do tend to lose our sense of touch in the mouth as we grow older. This is particularly true of denture wearers, with the result that bones or similar objects may pass unnoticed into the throat.

Also listed were these safety ties for adults, especially for denture wearers:

1. Take extra care in preparing food to eliminate unexpected bones.
2. Take time to chew food thoroughly. Denture wearers should chew food twice as long as others.
3. Dentures should be properly fitted. Painful chewing can result in incomplete mastication.
4. When dentures are needed they should be used.
5. Dentures should be removed at night unless a dentist recommends otherwise.
6. Avoid holding pins, needles and similar objects in your mouth. It's a dangerous practice and sets a bad example for children.

The Red Cross official also emphasized a final word of caution one applicable to both children and adults:

Any person who has swallowed or choked on a foreign object and has not been able to cough it up should consult a physician. Immediate symptoms of coughing or gagging may subside quickly, but it's a serious mistake to wait for either symptoms before contacting a doctor.

Letters from our readers on current questions and discussion of public matters are welcomed.

Let's Think About Eggs

Nutritionally speaking the egg deserves the attention of the homemaker who plans and prepares family meals. High nutritional value, versatility in cooking, mild and delicate flavor characterize the egg are unique among foods.

Miss Deloris Lee of the N.C. Egg Marketing Association says that since eggs are of such high nutritive value, they should be included in our normal everyday diet. They are usually included in reducing and in other special therapeutic diets.

Eggs contain vitamin A, the B vitamins—thiamine, riboflavin, niacin, vitamin D, minerals, iron and phosphorus which are necessary for building and maintaining strong, healthy bodies.

Miss Lee says the egg quality is easily determined. The position of the yolk, the condition of the thick and thin white and the size of the air cell determine interior quality.

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