## THE KINGS MOUNTAIN HERALD, KINGS MOUNTAIN, N. C.

2 SELENA GALIO MAZOPUA (BAARDA MURICAL CAADDA MIL 16 T.

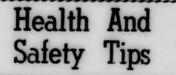
Thursday, December 17, 1964

Theodore Lincontro II pille Theodore and the



SPOT-O-GOLD WINNERS - J. D. Taylor, at right, manager of Harris Super Markets of Kings Mountain, is pictured presenting Spot-O-Gold cash prizes of \$100 each to Mrs. Gerald Lee, left. Mrs. J. Robert Champion and Mrs.

Melton Kiser, right. The promotion is sponsored in all Harris Super Market stores with cash dividend cards presented on visits to the store and prize drawings held.



Page 4

Glaucoma causes more than 12 Glaucoma can be detected dur- ercises are oseless in treatment. per cent of all blindness, and it ing physical examination by

is estimated that one of every 50 measuring the tension in the eyepersons over the age of 40 has ball with a simple painless test. are more likely to get glaucoma the disease. There are at least a If discovered in early stages, million Americans who have this progress of the disease usually serious sight-robbing disease and can be checked and the remaindon't know it.

causing severe pain.

Glaucoma is produced by a ment. Once it has been discover- an eye examination at least evbuildup of pressure in the eye ac- ed, glaucoma can be controlled ery two years by someone medicompanied by an imbalance and by regular use of eye drops to cally trained to diagnose glauimpairment of the flow of eye reduce pressure, or, sometimes, coma. Those who have glaucoma fluids. What causes this increase by surgery.

in pressure is a question still en-The doctor can look for the gaging eye specialists. four danger signs of glaucoma-

Glaucoma seldom warns of its (1) Gradual or sudden loss of plaint. It occurs at all ages from presence. Usually there is no side vision; (2) Frequent but un-linfancy to eighty, and probably

pain, and often the disease is in satisfactory changes in glasses; an advanced state before the pa- (3) Blurred or foggy vision; (4) tient becomes aware of impair- Rainbow-like halos around lights. ment in side vision. Occasionally Anyone of any age can get there may be an acute attack, glauoma, but it is more common among persons over 40. Eye ex-

Heredity may be involved, in that doctors have found that patients if either parent or a brother or sister has had the disease

Medical eye specialists recoming vision saved through treat- mend tiat everyone past 40 save in the family should be examined each year.

Indigestion is a common com-



indigestion. That's why we call it "common."

"There are various forms and degrees of indigestion," says a publication of the American Medical Association.

Food poisoning is a dramatic, extreme type in which the stomach contents are evacuated by violent vomiting

It isn't natural to take some form of antacid as a part of dui-ong, the AMA publication declares.

The natural digestive prociis such that there is a balance that does not require our getting into the act with the bicarbonate cottle. Such dosing has two drawbacks: First, we are "treating" ourselves in an aimless way without knowing what really is wrong: second, we are interfering with natural digestive processes which may result in undesirable side-effects such as conation or perhaps even an imbalance of electrolytes (minerals) in the blood and body fliuds.

## STRICTLY FRESH

It is said that few people will get dizzy from doing too many good turns. . . .

Living conditions are improving so much in the United States that we're



running out of humble beginnings for our great men.

. . A man with a level head didn't get it from butting into other person's business.

. . .

Chances are you are get-ting old if you look at the menu without first looking

at the waitress.

are available to you, our advertisers. These republished by the Bureau in A.B.C. reports which de. The FACTS established by his audit are deal of experienced circulation auditors visits us At regular intervals one of the Bureau's large

ben aboog easti suoda molaamolui bus awa the point of sale-s useful source for up-to-date our advertising columns a dependable guide to BELAICES STA SISO SASISADIS to the people in our

Circulations) In order that advertising expenditures may be bade with us on the basis of known values, as ports the profitable use of newspaper adver-ports to the profitable use of newspaper adver-ports to the profitable use of newspaper adver-to the profitable use of newspaper adverto the profitable use of newspaper adver-to the profitable use of newspaper adverto the profitable use of newspaper adverto the profitable use of newspaper adverto-to the profitable use of newspaper advertors advertor A STATE AND A STAT

Brery edverther should how should A.B.C. - and the second second

The Bureau is a cooperative, non-profit asso-clation of 8,450 publishers, advertisers and ad-vertising agencies. Working together, these buy-ters and sellers of advertising establish standards



Guide to the Point of Sale

MEMO TO ADVERTISERS

