

Women's Health

KITE FLYING CAN BE HAZARDOUS SPORT
NEW YORK (WMNS) — Kite flying, a universally beloved sport, is not without hazard. This warning comes from this city's Safety Council which urges the following precautions:

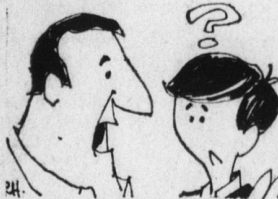
Avoid tying metallic string to kites. When such string comes into contact with power lines the result can well be injury to the kite flyer and occasionally even death through electrocution.

STRICTLY FRESH

Our butcher may not be English, but his pound seems to have been shrinking for years.

If the racket made by the progress of your pet snail is too much to bear, you've really got a hangover, brother.

Success comes one step at a time, but ours long since sat down on the landing to rest.



The children will appreciate it if you tell them about the birds and the bees. Some city youngsters have never seen a bee.

An interoffice memo marked "confidential" is one containing information you heard at lunch yesterday.

People who write free verse get awfully mercenary if it's published on that basis.

Fly kites in open places such as parks or fields. "Getting a kite aloft usually involves some running, often backwards," the council notes, "and this can lead to running into a car, another person, or a fixed object." "Never fly a kite from a roof. One misstep — and your kite flying days may be ended permanently."

PATIENTS' NEEDS SHOULD DICTATE HEALTH CARE
CHICAGO, Ill. (WMNS) —

"With our shockingly high infant mortality rate, with millions of mothers endangering their health and that of their offspring by failing to come for prenatal check-ups, it's time we took a close look at how we are merchandising our health care." This observation was made by Dr. Edwin M. Gold, professor of maternal and child health at New York Medical College, as he chaired a round table conference at a recent medical meeting here.

Querying the nine other physicians at the conference, it turned out that there were few evening clinics in hospitals where they served — and which were located in the southwest, the midwest, and the south. There was no system of appointments for patients, so often women had to wait for hours before being seen. There was no provision for the woman to be treated for whatever ailed her at the time of her visit to a given clinic. If she was at a prenatal clinic and her feet hurt — she had to be referred to another clinic for service — on another day.

"Clearly, we have to re-examine the way we give health care," Dr. Gold observed. "Patients' needs vary and we must meet these needs. Night clinics, neighborhood clinics, clinics designed to treat the whole person, and not just one part of her, appointments, courtesy — with this kind of merchandising we'll reach the impoverished, we'll make our health care meaningful."

"We recognize that department stores stock merchandise in relation to consumer needs and

wishes," said the physician. "We in the health business must be at least as aware of our customers' needs and desires — and try to meet them."

TEEN AGERS ADVISED SWEAT IT OUT FOR HEALTHY SKIN
NEW YORK (WMNS) —

The kind of active sports that work up a healthy sweat are what one doctor is ordering to combat teenage skin problems. Profuse perspiration loosens sebaceous plugs (blackheads) and encourages the flow of fatty matter secreted by the sebaceous glands, the physician is quoted as saying in the nurses magazine RN.

But the perspiration must be washed off thoroughly with soap for the "treatment" to be effective.

SUICIDE ATTEMPT SAVES SUFFERER

Santa Rosa, Calif. (WMNS) — This is the strange story of how a suicide attempt saved the life of the intended victim.

A 35-year-old woman, driven mad by constant, intolerable headaches that physicians could neither diagnose nor cure, shot herself in the mouth. Instead of killing her, the bullet lodged harmlessly in a bone at the base of her skull, flattened against the sinus roof.

Reporting on the incident in the Journal of the American Medical Association, Dr. J. J. Littell of Santa Rosa, wrote that in probing for the bullet he found it in a "cavity full of pus." Grasping it with a forceps, the physician removed it. "It came out with a sucking sound as if one were pulling his foot out of mud." There was an outpouring of more pus.

Not only was the patient's life saved, but from that day on she had no more headaches. This was due, the physician wrote, to the "evacuation of the pus."

One more note: Dr. Littell points out that the more "orthodox" manner of accomplishing the same end is by means of surgical drainage of the sinus.

MYSTERY SURROUNDS ITCHING ELBOWS

San Juan, P. R. (WMNS) — No one yet knows the answer to why some people experience agonizingly itchy elbows during the

summer months—but the itch is for real. It's not all in the head.

According to a story in DERMATOLOGY IN PRACTICE, a paper for skin specialists, some people develop itchy elbows every summer—and sometimes the itch is accompanied by a burning sensation as well. The symptom becomes worse toward evening, subsides by morning, and then returns on exposure to sunlight.

What to do to relieve the itching? Wearing a sleeve over the affected elbows is about all that helps, Dr. Morris Waisman of the University of Miami School of Medicine told colleagues attending a medical meeting here. He noted that neither salves nor antihistamines nor tranquilizers provide relief. Chemical sunscreens are also ineffective.

But Dr. Waisman did have these words of comfort: "The condition seems to be self-limiting, with symptoms ultimately decreasing and disappearing after two, three, or four summers."

REPEATED PREGNANCIES DANGER TO HEALTH
San Antonio, Tex. (WMNS) —

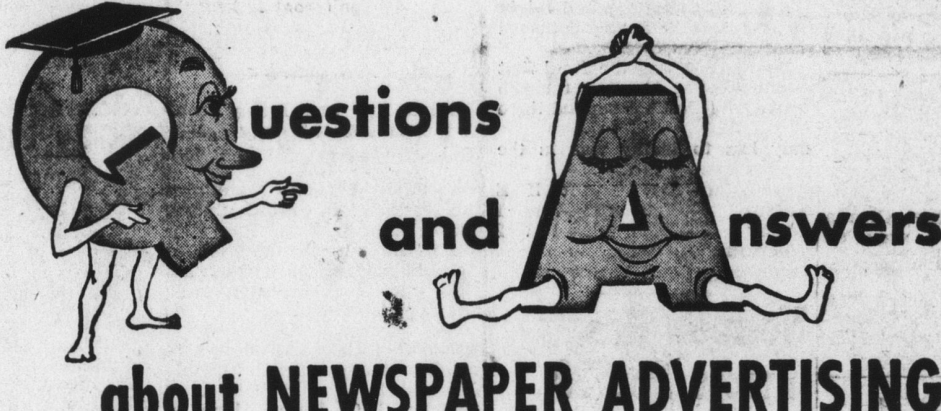
Why do health experts consider family planning an important ingredient in maternal and child health care? Here's the answer Dr. Arthur Lesser, deputy chief of the Children's Bureau gave to Women's Medical News Service at a recent medical meeting here:

"Studies have shown that repeated child bearing impairs the health of women and does not lead to healthy children," the physician explained.

"We know that the highest birth rate is among the poor—and so is the highest infant mortality rate. We know that two-thirds of all babies who die in their first year die of complications associated with prematurity."

"Repeated studies have shown," Dr. Lesser noted, "that women with a history of giving birth prematurely, or who have complicated pregnancies will repeat this history." he continued. "We know that the interval between births bears a significant relationship to prematurity."

MEMO TO ADVERTISERS



Questions and Answers about NEWSPAPER ADVERTISING

- Q. What are the 3 most important rules for profitable newspaper advertising?**
A. 1. Your advertising message should be newsworthy, friendly, informative, easy to read. Give facts and news about your merchandise and service.
2. Advertise regularly. Make your advertising do what successful salesmen do—call on customers and prospects consistently.
3. Insist on audited circulation reports that give you the FACTS about the audience that your sales messages will have when you buy newspaper advertising.
- Q. Is there a measure for the value of newspaper circulation to an advertiser such as the standards a merchant uses in buying merchandise—for example, like STERLING on silver?**
A. Yes—in the well known circulation standards of the AUDIT BUREAU OF CIRCULATIONS.
- Q. What is the A.B.C.?**
A. The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.
- Q. What does A.B.C. do for me?**
A. At regular intervals one of the Bureau's large staff of experienced circulation auditors make a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.
- Q. What are the FACTS in A.B.C. reports?**
A. A.B.C. reports tell you how much circulation, where it goes, how obtained and other facts that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.
- Q. Are all publications eligible for A.B.C. membership?**
A. No. Only those with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.
- Q. Is this newspaper a member of the Audit Bureau of Circulations?**
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