

Special Report: Grenada and Lebanon

Newweek

November 7, 1983 / \$1.50

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Personal Health Care

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American Medical Association.



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A Special Message

More people are more interested than ever before in securing and maintaining better health through physical fitness, proper nutrition and avoidance of habits and activities that could be harmful.

This special supplement—the first ever written for a consumer magazine by the American Medical Association—offers easily understandable information on good health from the most knowledgeable and dependable source available: the medical profession itself.

In acknowledgement, the AMA is pleased that Newsweek has made a contribution to the AMA Education and Research Foundation, which helps support quality medical education, scientific research and financial aid programs for medical students through grants to medical schools.

We believe the information in this supplement can increase *your ability* to improve your health, which is vitally important to everyone.

James H. Sammons, M.D.
Executive Vice President
American Medical Association

Personal Health Care

If you're in less-than-perfect shape, you may think it's difficult—perhaps even impossible—to do something about the state of your health. Not so.

Evidence—accumulating at a staggering clip—is revealing that rather simple changes in diet, exercise and behavior can not only improve your health and prolong your life, but also make the living of it much more pleasant. Even if your health is complicated by a chronic condition over which you have no control, medicine stands ready, with its expanding store of knowledge and technology, to ease discomfort and enhance the quality of your daily life.

Coping with the good life

Americans seeking a healthy life face two realities: our medical care system probably is the best in the world, and the creature comforts we possess are amazingly elaborate.

These two circumstances have much to do with the need for publishing educational information about health.

The recognized excellence, the continuous improvement and the availability of medical and health care have

given the erroneous impression that people don't have to worry about their health. Any problem they have, it seems, can be solved through the miracles of diagnosis, surgery or other medical management. (And whatever care is needed will be paid for by private insurance or a government program, depending on the circumstances of the patient.)

That myth, and much of the "good life" we all enjoy, has diverted many of us from taking the initiative to keep ourselves in good physical condition.

It's possible to live one's life today without ever working up a sweat. Washers, dryers, vacuum cleaners and a host of appliances have all but taken the drudgery—and exercise—out of housework. Remote control keeps people from having to take six steps to change channels to watch a favorite TV program while they munch their evening snacks. With a computer terminal on the desk, a business man or woman doesn't have to go to the files for information or walk to the end of the hall for a copy of a report.

Many factory jobs that used to require muscle power now involve pushing buttons or otherwise controlling machinery that does the lifting and pounding, shaping and stacking, and loading and unloading. Heavy equipment has power steering, adjustable seats and hydraulic controls to do the hardest work, and so does today's farm tractor.

Many people will get into a car, drive half a mile to a shopping center, and ride an escalator to the second floor to buy a best-selling book on exercise or a pair of expensive designer sneakers.

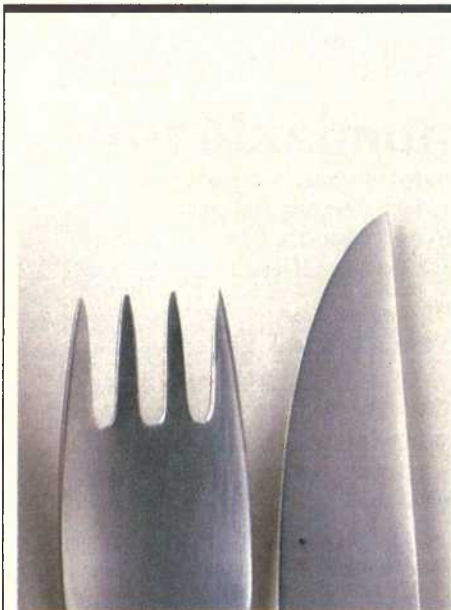
Meanwhile, from coast to coast, hearts are weakening and failing. Lungs are working at minimum level. Arteries are hardening or clogging up with fat. Joints are stiffening. Muscles are turning flabby. Digestive systems are breaking down.

More people are seeing more physicians for more ailments than ever before. One year's visits to physicians and hospital outpatient departments, plus admissions to hospitals, equal six times our national population.

Why?

At least one major reason is that people don't take care of themselves!

The Food You Eat



Exercise



Weight Control





The great awakening

It has taken members of the health care field and administrators of health programs in business, industry and government a long time to realize that the key to good health is not found in hospitals, clinics or physicians' offices, regardless of their advances and their excellence.

"Health care" is a misnomer. Physicians and hospitals rarely provide "health" care. They provide "sickness" care, and although they do it supremely well, they enter the picture only after something has gone wrong that has to be corrected or controlled.

Real "health" care is keeping those things from going wrong in the first place. It's more than the responsibility of the medical or health care field. It is the responsibility of the individual.

This awakening must come to the public.

You must learn to accept the fact that your health is primarily in your hands. What you do to your body—and for your body—is the largest determinant of whether you will need medical care.

Make up your mind

What does it take to jar someone into action? One sedentary business man of 52, who weighed 255 and moved only when he had to, decided to do something when his wife told him on their 28th anniversary, "I love you. We've been together a long time and I'd hate to lose you now."

Two years later he took her to Hawaii for their 30th anniversary. He weighed 190, had ridden more than 3,000 miles on an exercycle in his family room, had completely changed his eating habits and had received an "A" on a physical exam from his internist.

Whatever stimulates it, the first step in changing your way of living is to make up your mind to do it; to take good care of yourself; to make yourself a healthier person.

One part is giving honest answers to some tough questions and making decisions that are right for you.

If you smoke, you should discuss the risks with your doctor. If you drink, discuss with your physician the effects of alcohol on your body.

Are you overweight? Obesity is associated with diabetes, stroke, coronary artery disease and kidney and

gallbladder disorders. The more overweight you are, the more the danger.

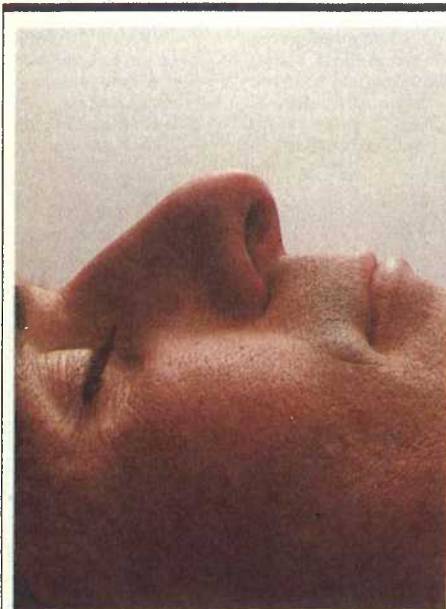
Are you mostly sedentary? Do you ever exercise to keep your muscles (including your heart, the most important muscle you have) flexible and in good shape? Are you careful to eat a balanced diet to fuel your body with all of the nutrients it needs?

The hardest question of all: Are you willing to make changes in your habits and lifestyle to improve your health?

Here are some details about some of the most important things you need to think about—and things you can do.

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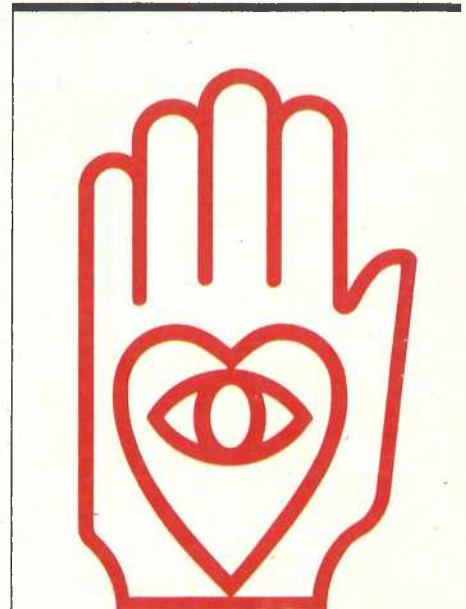
Stress and Your Health



When There Are Medical Problems



A Factual Guide to a Healthy Life



The Food You Eat

However else you might think of it, your body is a wondrously complex chemical factory. It requires raw material, which it receives in the form of food. Deprive it of some of its raw material and you reduce its ability to do its job.

The problem with most people's eating habits is not that they eat the wrong foods, but that they don't eat enough of all of the right ones. Actually, there is no such thing as a "wrong" food.

The Components of a Healthy Diet

Proteins 10-15%

A regular daily intake of protein is needed for the repair, replacement and growth of body tissue. Animal proteins (meat, fish, eggs, cheese) and vegetable proteins (peas, beans and other legumes) provide much essential protein in the form your body needs.

Carbohydrates 45-55%

These are chemicals that contain carbon, hydrogen and oxygen—all the foods that we think of as being either "starchy" or "sugary." Some examples are sugar, bread, biscuits, pasta, potatoes and cereals. These foods are good sources of energy, and some are useful because they contribute other elements of a balanced diet.

Fats 35-40%

Fats (technically known as lipids) are found in plant foods, such as olives and peanuts as well as in animals. Fats provide energy, and minute quantities are also used for growth and repair. From the standpoint of health, the best fats are *polyunsaturated*.

Yogurt is good for you; so, in its way, is a hot fudge sundae with nuts, whipped cream and a cherry. But neither is enough by itself to keep you healthy.

The key to good nutrition is balance in your diet.

The three main things your body needs are protein, carbohydrate and fat. Protein repairs and replaces body

tissue that you use up every day. It's available in grains, fish, chicken, milk products, and red meat. Carbohydrate gives you energy to keep you going through your daily activities, including exercise. It is in breads, vegetables and fruit. Fat also provides energy, and assists growth, repair, and vitamin absorption. It is in almost everything. The problem is not in getting enough, but in getting too much of it. You should

Vitamins

Vitamin	Major Sources
A (retinol)	Liver, fish, oils, milk, butter, egg yolks, spinach, carrots, fortified milk and margarine.
The B Complex	
B ₁ (thiamine)	Pork, liver, whole grain and enriched bread and cereal, nuts, legumes, eggs, milk.
B ₂ (riboflavin)	Liver, kidney, milk, cheese, eggs, legumes, breads and cereals.
Niacin	Fish, meat, poultry, whole grain and enriched breads and cereals, eggs, peanuts.
B ₆ (pyridoxine)	Most foods, especially those rich in other B vitamins.
B ₁₂ (cobalamine)	Animal products only, especially liver.
Folacin (Folic acid)	Liver, fresh vegetables, wheat, eggs, legumes.
C (ascorbic acid)	Fresh vegetables and fruit, especially citrus fruits.
D (calciferol)	Liver, fish oils, butter, eggs, fortified milk and margarine. (The skin also manufactures it from sunlight.)
E (tocopherol)	In most foods, especially vegetable oils; wheat-germ; dark-green, leafy vegetables; eggs; nuts.
K	Green, leafy vegetables; vegetable oils; liver.

Fiber (roughage)

Fiber is of great importance to your diet. It provides bulk and may also help prevent diverticular disease and cancer of the large intestine.





try to hold down the amounts you eat of such things as butter, cooking oils, cream, fried foods and animal fat.

You also use fiber to help the intestines do their job. Fiber assures that intestinal contents have the proper fluidity for the best digestion, absorption and elimination. Fiber also influences bacterial action in the bowels to your advantage.

Importance

Essential for good vision, particularly at night, and for growth.

Assists the functioning of brain, nerves and muscles.

Helps break down food to provide energy.

As in B₂. Prevents pellagra.

As in B₂.

Helps produce red blood cells. Essential for healthy nerves.

Helps produce red blood cells.

Many and varied roles in growth, health of body cells and response to infection and stress.

Essential for good bone structure and normal teeth. Helps in absorption of calcium and phosphorus.

Probably helps to protect cells from damage and degeneration.

Essential for proper clotting of blood.

Vitamins and minerals

Vitamins are chemicals, usually complex ones. Your body cannot make vitamins, but it requires them to function well. The minerals needed in a healthy diet are mostly metals and salts such as iron, phosphorus, calcium and sodium chloride.

Water

Your body is approximately half water. You lose about 2 liters (up to 4 pints) every day in breathed-out moisture, urine, bowel movements and sweat. Since about 70 per cent of most foods is water, you do not need to drink 2 liters of liquid to replace what is lost.

HALF THE CALORIES AND...

*Sizzlin'
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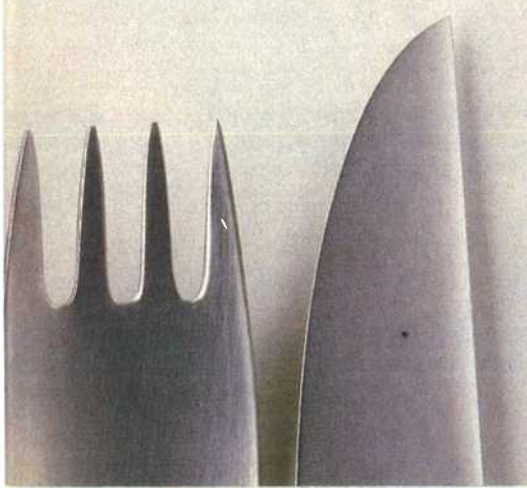
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Taste is everything™





Exercise

Your world is full of people who will argue that they get enough exercise because they bowl once a week or play golf every Saturday. They're wrong. When you bowl, you roll two balls, then sit and wait while the others take their turns. Most golf consists of a leisurely stroll plus an occasional swing at the ball. And the stroll has largely been replaced by the cart.

To exercise your body, to stretch your muscles, you need 30 minutes at least three times a week, and preferably five. The half hour should include three to five minutes for warm-up, about 20 minutes of strenuous activity, and another three to five minutes to cool down before stopping.

The activity should work you hard enough to increase your heartbeat and raise a sweat. A good sign to watch for

is when you have to start breathing through your mouth. That means you've reached about 60 per cent of your capacity, which is a good level of activity.

Don't overdo it, especially in the beginning. Don't dash out of the house to run five miles if you haven't had any real exercise since you were a kid.

The smartest way to start is with a physical exam by your physician. Your doctor can tell you how much exercise you can take, and can usually give you some good ideas about things to do and how often to do them. Don't get carried away and let too much exercise hurt you. You should feel some soreness when you start a program, and should be tired at the end of a session. But let your doctor teach you to distinguish between pain and injury—between the routine "complaints" you'll get from muscles that aren't accustomed to being worked that hard, and physical damage that too much exercise, too soon, can cause.

No matter what your age or condition—even if you're handicapped, as many regular exercisers are—there are programs of regular exercise that will meet your particular needs.

Another thought: look for exercises that will affect your whole body, increasing your breathing, causing more oxygen to go throughout your system, making your heart pump more blood to every part of you. Some exercise—forms of weight-lifting, for example—builds specific muscles, but does little or nothing for over-all physical conditioning.

The more different kinds of exercises you use, probably the more you will enjoy your program. Doing some things differently at each session will help prevent boredom.

Exercise will do you a world of good, and you'll like the results. You'll feel better, sleep better, work better and look better. Even if you don't lose weight, you'll find your body getting a little leaner as you change fat to muscle.

Guidelines for Exercise

1. Each week have at least three exercise sessions at regular intervals and predetermined times. Sustain each session for 20 minutes or more until breathlessness and awareness of rapid heartbeat is achieved. Do not continue to the point of nausea, dizziness or extreme fatigue.

2. Choose enjoyable exercises that might include vigorous work in a garden, home improvements, bicycling to the market or walking briskly to and from work. The goal is to make vigorous exercise a regular habit.

3. Start gently during the initial weeks, working out to the point of feeling mild strain. Increase exercise steadily during succeeding weeks. If you choose a strenuous sport, concentrate on improving your own performance rather than surpassing that of your opponent.

Those in the following categories should consult their physicians before beginning exercise:

- Anyone more than 60 years of age, or more than 45 and unaccustomed to vigorous exercise.
- Heavy smokers (more than 20 cigarettes per day).
- Anyone who is considerably overweight.
- People with long-term health problems, such as high

blood pressure, heart, lung, kidney disease or diabetes.

- Anyone who is obviously in poor physical condition.



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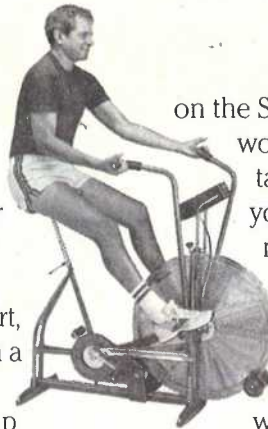
aerobic exercise many people desire in order to improve their cardiovascular systems. Even moderate effort, performed on a consistent basis, can help you achieve the sense of well-being associated with cardiovascular fitness. Consult with your physician, however, before starting any exercise program.

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is needed to do the job. That means you can enjoy all those sweet tasting foods and beverages without worrying so much about calories.

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Sugar makes up a surprisingly large part of the average family's diet. In fact, an average family of four eats over 400 pounds of sugar

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Weight Control

Every pound of fat in your body represents about 3,500 stored calories. (Calories are energy; if not used, they store in the body as fat.)

If you want to lose that pound, you have to eat 3,500 fewer calories than you use, or use 3,500 more calories than you eat.

Weight loss, except for extreme exceptions, involves changing habits that sometimes go back for years. But there isn't any magic to it.

You constantly use calories, even when you're asleep. A 20-minute session of easy walking uses 60 calories. If everything else stayed the same, but you took a 20-minute walk every day

for the next two months, you'd lose a pound. On the other hand, if you decided to reward yourself with a bottle of beer after every walk, you'd gain a pound—even with the walking.

A good start is to get a detailed calorie counter and list of activities with their caloric expenditures. Both are in the *American Medical Association Family Medical Guide* and other sources. Keep an honest record of how many calories you eat in, say, a week. That is the number of calories it takes to maintain your present weight.

To lose, figure out how many calories to subtract each week, keeping in mind that 3,500 calories equals a pound. Don't figure more than two pounds a week, preferably less.

In addition, look over the activities list. After checking with your physician to be sure it's safe, you might want to

combine an exercise program with a reducing diet. If your problem is only a small one, little things can help—like parking your car a mile from the office and walking or walking upstairs instead of using the elevator.

Most important of all, don't starve yourself. Eat a balanced diet, but eat less: Choose low-calorie foods, but get your protein and carbohydrate. Don't let your health suffer while you try to lose weight. It isn't necessary: good nutrition doesn't add weight.

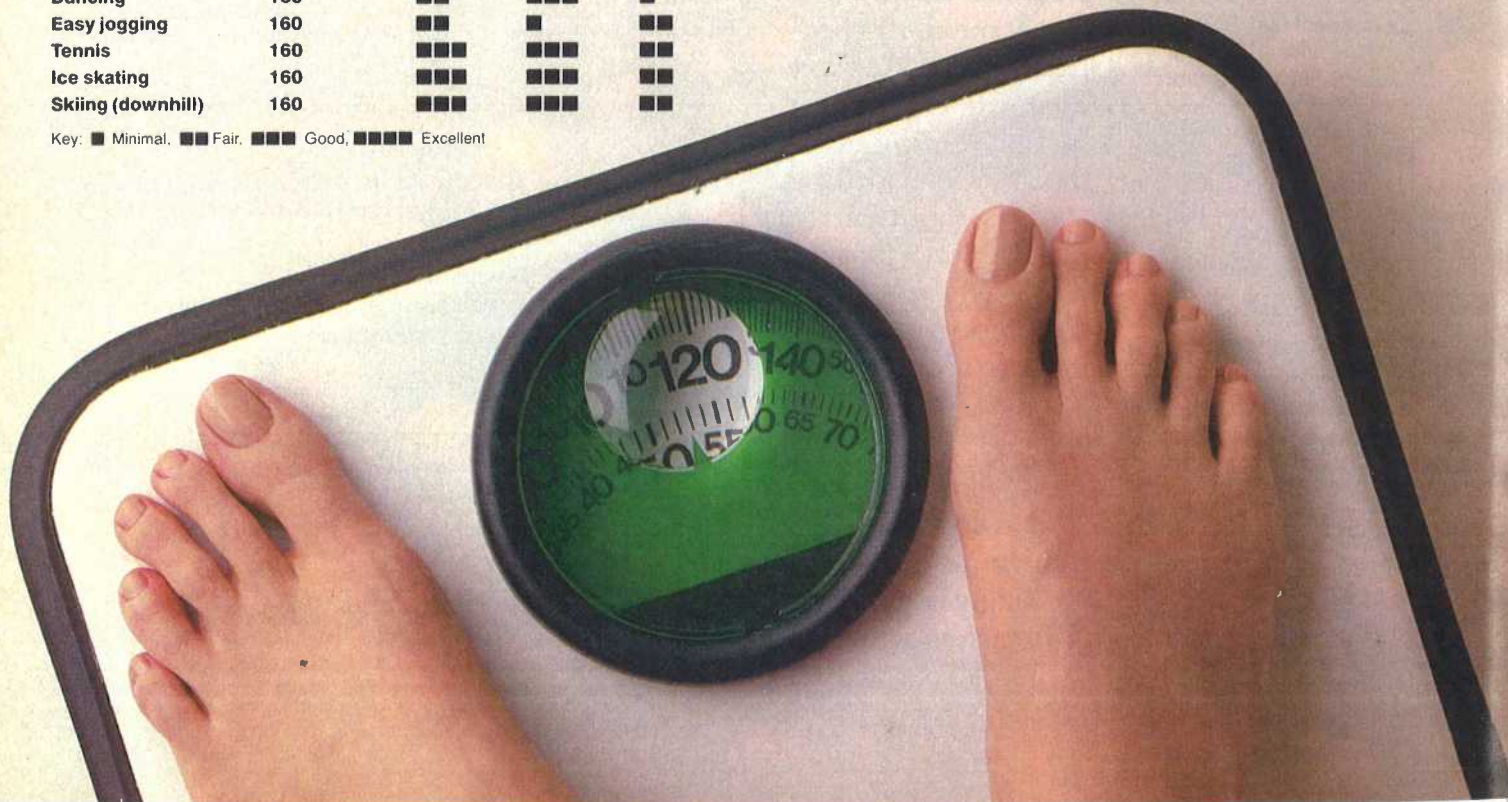
Don't skip meals. Eat at regular intervals. Going without food will make it harder to avoid snacking or overeating at meals.

And believe it or not, regular strenuous exercise will reduce your appetite, not increase it.

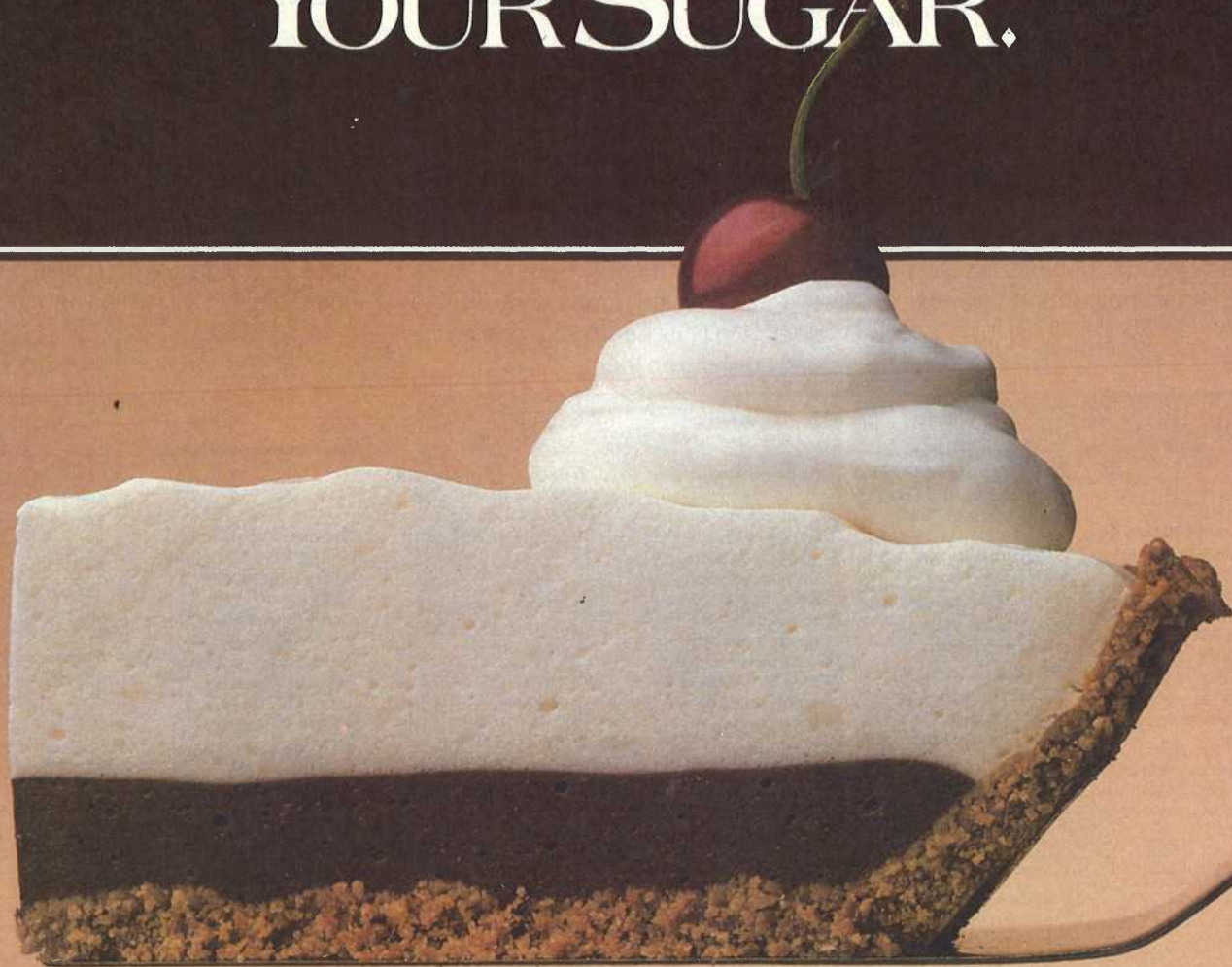
Fitness Values of Selected Common Activities

Activity	Calories consumed in 20 minutes of activity (done vigorously unless stated otherwise)	Value in improving health of heart and lungs	Value in improving suppleness of joints	Value in improving muscle power	Activity	Calories consumed in 20 minutes of activity (done vigorously unless stated otherwise)	Value in improving health of heart and lungs	Value in improving suppleness of joints	Value in improving muscle power
Easy walking	60	■	■	■	Skating (cross-country)	180	■■■■■	■■■	■■■
Light housework	90	■	■■	■■	Rowing	180	■■■■■	■■	■■■■■
Light gardening	90	■	■■	■■	Soccer	180	■■■	■■■	■■■
Golf (flat course)	90	■	■	■	Football	180	■■■	■■	■■■
Brisk walking	100	■■	■	■■	Racquetball or handball	200	■■■	■■■	■■
Badminton	115	■■	■■■	■■	Brisk jogging	210	■■■■■	■■	■■■
Horseback riding	115	■■	■■■	■■	Bicycling	220	■■■■■	■■	■■■
Gymnastics	140	■■	■■■■	■■	Swimming	240	■■■■■	■■■■■	■■■■■
Heavy gardening	140	■■	■■■	■■■■					
Dancing	160	■■	■■■	■					
Easy jogging	160	■■	■	■■					
Tennis	160	■■■	■■■	■■					
Ice skating	160	■■■	■■■	■■					
Skiing (downhill)	160	■■■	■■■	■■					

Key: ■ Minimal, ■■■ Fair, ■■■■ Good, ■■■■■ Excellent



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Stress and Your Health

Stress comes from happy causes as well as unhappy ones. A wedding, a new job or a baby, can cause as much stress as losing a job or a death in the family. "Happy stress," however, is usually not as long-lasting and doesn't cause the dangerous results as often.

Prolonged, intense stress can cause or aggravate gastritis; stomach and duodenal ulcers; menstrual disorders in women and impotence in men; bladder trouble; mental and emotional problems, including anxiety and depression; mouth ulcers; disturbances of heart rhythm; "nervous tics" in muscles; even some forms of baldness.

The goal is to learn to control your reactions to it; to keep it from getting the best of you.

There are physical exercises and mental routines that you can use, both to get over current stress and to help you cope better when new stress appears.

There are also some rules for facing up to stress without panic:

Concentrate on the present. Think only about aspects of the problem you can help change.

Study problems one at a time. Looking at them individually reduces each to a manageable task.

Don't bottle everything up. Talk to your family or friends. Listen to their suggestions and advice; they want to help. Don't just dump your complaints and burdens on them.

Once you decide what to do about a particular problem, do it. Action is healthier than brooding.

Learn not to take problems to bed with you. Wind down. Watch TV. Read an entertaining book. A warm bath at bedtime helps you relax.

If you really are in a crisis, admit it. See a professional: your physician, who can identify the effect it's having on you; a minister; or a representative of a community mental health agency. Any of them can be objective and help you see your fears and problems realistically.

Remember, too, that the better your general health, the better able you will be to face stresses that inevitably come along.

Relax and Relieve Tension

An increasing number of studies suggest that tension or emotional distress also can be harmful to health. It is important to identify methods of relief. The following muscle relaxation exercises may be helpful.

1. Loosen or remove constricting clothing and lie on the floor face up.
2. Tighten facial muscles and then relax them.

3. Lift your head up and then gently back, with jaw and neck relaxed so you can feel your throat opening.

4. Press your shoulders onto the floor and then relax.

5. Stretch out your arms and fingers, holding them taut for a moment and gradually easing the strain completely.

6. Lift your buttocks and let them fall, feeling your spine stretch and relax.

7. With heels together, stretch your legs and toes and then relax them completely.

Repeat these exercises for a few minutes until your entire body feels limp and relaxed. Before getting up, lean on your side for two or three minutes. Repeat the routine every day.

Another method for relieving tension involves deep breathing exercises.

1. Sit or lie in a comfortable position.

2. Breathe deeply and slowly; time breaths so you take about half as many breaths in one minute.

3. Continue the rhythm for five minutes, but stop if dizziness occurs.

Try deep breathing exercises twice a day. At other times of stress, breathing slowly and deeply for a few minutes can help reduce the sensation of mental strain.

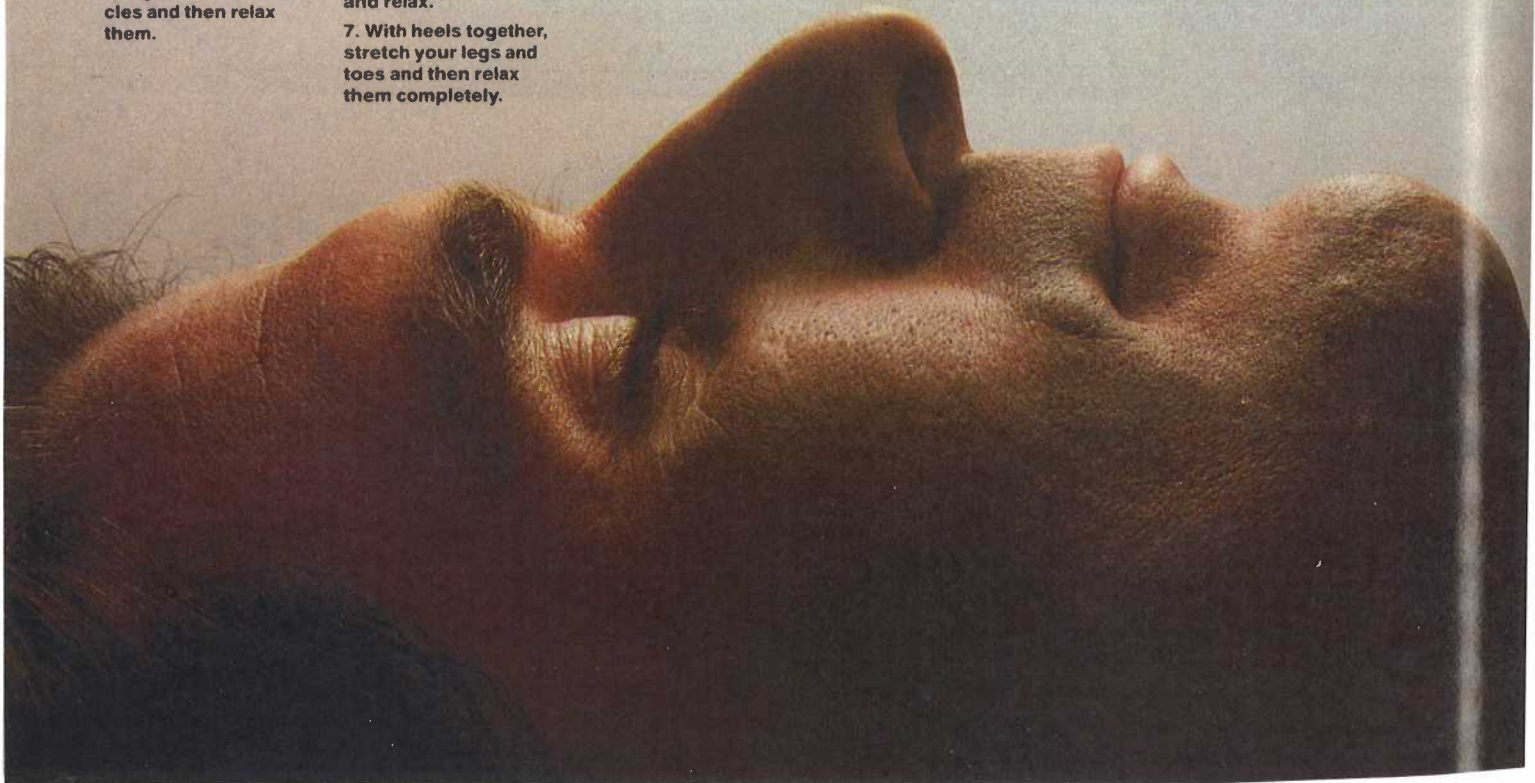
Get a Good Night's Sleep

The average person sleeps seven or eight hours a night. But don't worry if you only sleep five or six hours. It's probably all you need. But if you feel too tense to relax when you go to bed, try the following:

- Leave work where it belongs, at the workplace.
- Take a warm bath, not a shower, just before bedtime.

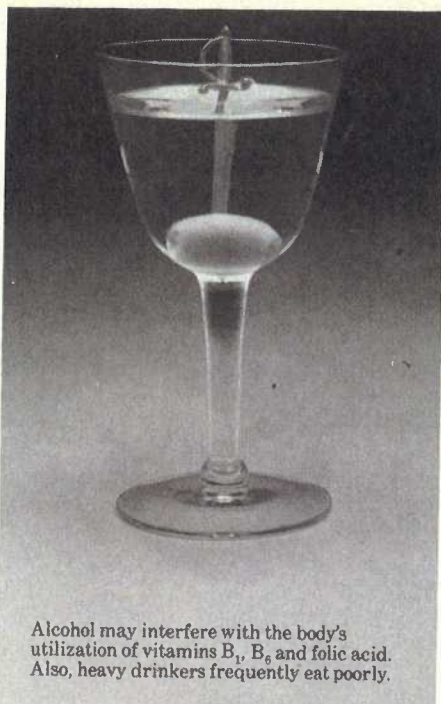
- Exercise daily to help tire the body.
- Sexual intercourse can have a sedative effect.
- Keep the room temperature between 60 to 65 degrees.
- If all else fails, get up and stay up until tired. Then try again.

If you have prolonged periods of sleeplessness, your physician should be consulted. Insomnia can be a symptom of illness.





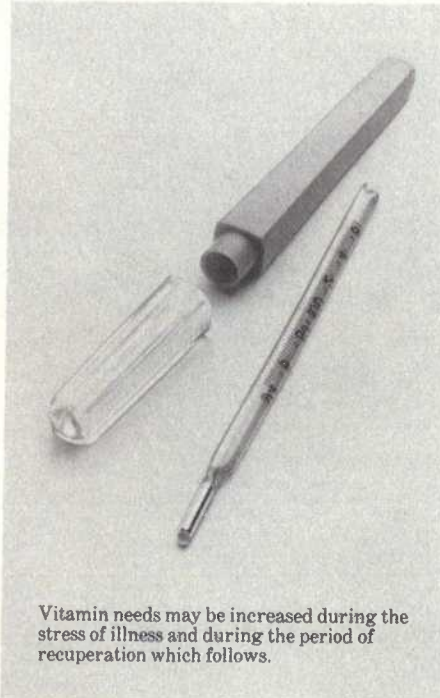
Studies have shown that blood levels of vitamin C were as much as 30 percent lower in heavy smokers than in non-smokers.



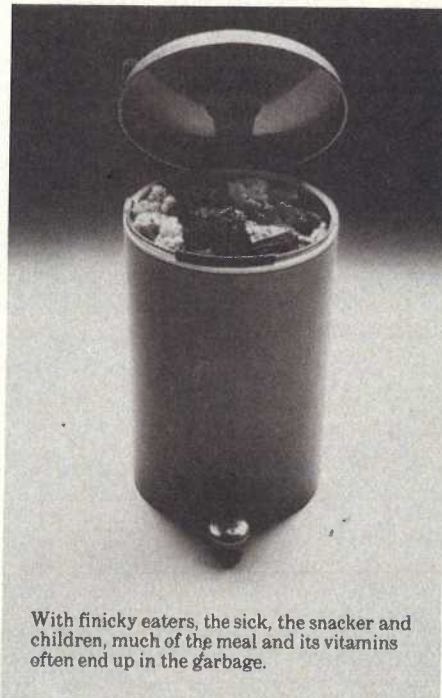
Alcohol may interfere with the body's utilization of vitamins B₁, B₆ and folic acid. Also, heavy drinkers frequently eat poorly.



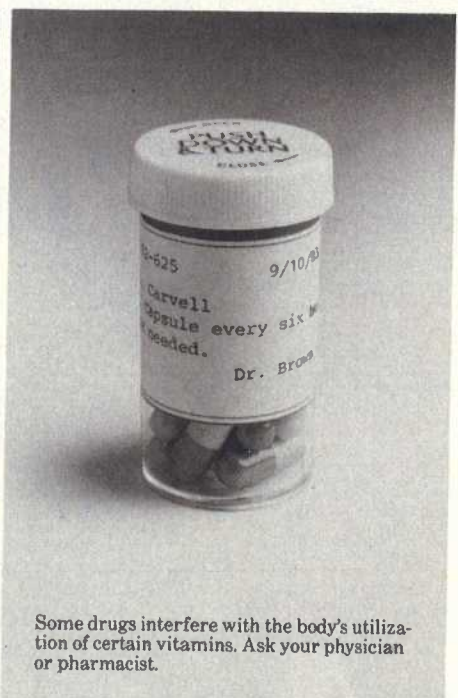
If you're dieting or skipping meals, you may be eliminating foods that contain many vitamins including C, E and B-complex.



Vitamin needs may be increased during the stress of illness and during the period of recuperation which follows.



With finicky eaters, the sick, the snacker and children, much of the meal and its vitamins often end up in the garbage.



Some drugs interfere with the body's utilization of certain vitamins. Ask your physician or pharmacist.

Six ways you may be robbing your body of vitamins.

Vitamins are essential to good health. So you should try to eat balanced, nutritious meals. When you're shopping, read the labels, because today many vitamin-fortified foods are available.



One sure way to get enough. Buy supplements—and make sure you take them daily. After all, vitamins are really low-cost insurance. Hoffmann-La Roche Inc., Nutley, New Jersey 07110.

Don't take chances. Take a supplement.



A century

Upjohn lends a helping hand to the arthritic by using the body's own chemistry to fight pain.

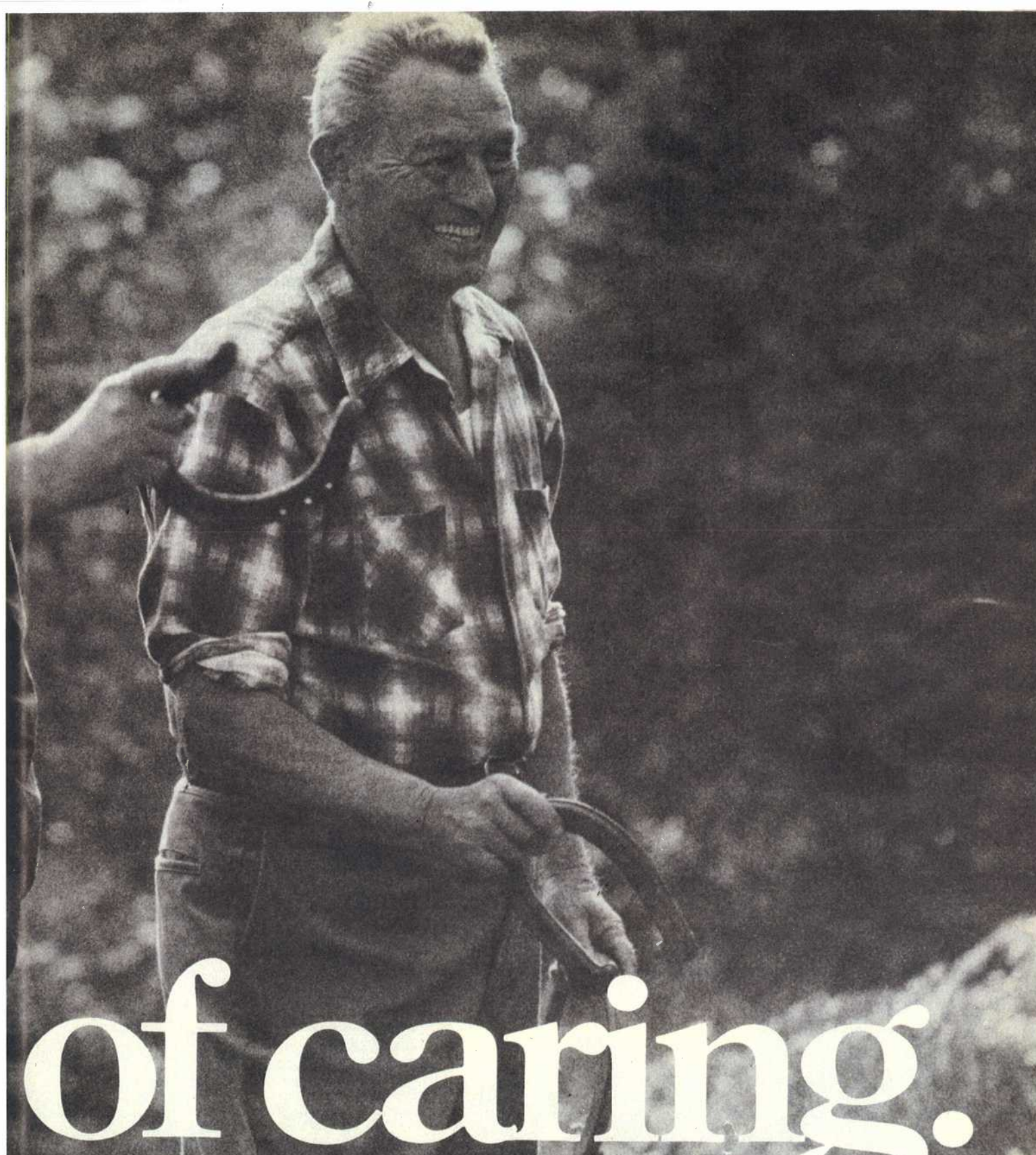
The destruction wrought by arthritis can be an agonizing process: An inflammation so profound it can transform a once vital, vigorous person into one who moves cautiously in a world clouded with pain.

To the people at The Upjohn Company, the battle against this world of pain is a

primary task.

For answers, we are probing deep into the mechanism of inflammation.

Research with prostaglandins has shown that these naturally occurring substances play a key role in the inflammation process.



of caring.

and amplify pain signals to the brain.

To interrupt these signals, arthritis medicines developed by The Upjohn Company work to inhibit the production of these pain enhancers.

But our long-range goals reach far beyond temporarily arresting arthritis and its

symptoms. New knowledge about cells is pointing the way to actually modifying the disease through immunology.

By zeroing in on individual populations of cells, we can pinpoint those cells directly involved in the disease process itself, and work toward controlling their actions.

So instead of alleviating arthritic pain, we could end up eradicating it.

For nearly 100 years, The Upjohn Company has looked to the future and found answers to "impossible" questions. Looking for more will make our second century of caring even more exciting than the first.

For booklet "What You Should Know About Arthritis," write **CARING, Department AN, P.O. Box 2497, Kalamazoo, Michigan 49003.**

Upjohn

When There Are Medical Problems

No matter what we do, how well we take care of ourselves, it's unlikely that we can go through life without ever being ill. Even the healthiest people get sick. Accidents might happen. We might be exposed to environmental hazards in the air, the water, or even in the ground. There are various occupational health and safety hazards where we work.

Special needs and circumstances might arise—such as the health and nutritional needs of pregnant women, nursing mothers, infants, children, the handicapped, the elderly—which need occasional review and monitoring by physicians.

The purpose of this supplement is to help avoid self-induced illnesses and problems and pay more attention to health and physical fitness.

One other thing to learn is to seek medical care when it's needed.

Be alert to warning signs that something is going wrong. It's easier on you, easier for the physician, and a whole lot cheaper to see your physician when something is just starting than to wait until it becomes a serious problem.

Don't ignore such possible signs as loss of weight without reason; a sore that doesn't heal; a skin blemish or mole that bleeds or itches; persistent headaches, vomiting or fainting spells; hoarseness or coughing that won't go away; continual indigestion or abdominal pain; discolored urine; rectal bleeding; and vaginal bleeding or "spotting" between menstrual periods or after

menopause. All of those are indications of medical problems that should be checked by a physician.

Another part of assuring good health for you and your loved ones is having a family physician—someone who knows you and your family; knows whether the kids have been immunized, what for, and when; knows your general condition and any problems you've had; and has a complete medical history and record of your family.

If you don't have a family physician, it would be a good idea to get one. Recommendations from friends and co-workers can help you find one who will meet your needs. Your county medical society will give you the names and addresses of primary care physicians in your area who are accepting new patients.

Immunization

There are two ways to become immune to disease: either by catching an infectious disease and recovering, or by being made artificially immune to a disease without ever having it.

Today, largely because of advances in immunization, many childhood infectious diseases are now extremely rare. This chart shows how immunizations are usually scheduled to offer maximum protection against serious infectious disease.





Great Awakening

The "great awakening" is real. To the point: more and more people are running, jogging, working out in gyms and health clubs, playing strenuous sports, riding exercycles in their family rooms, doing calisthenics in their bedrooms, and balancing their diets.

They have learned the truth: that all the physicians and all the hospitals can't keep people healthy who won't take care of themselves.

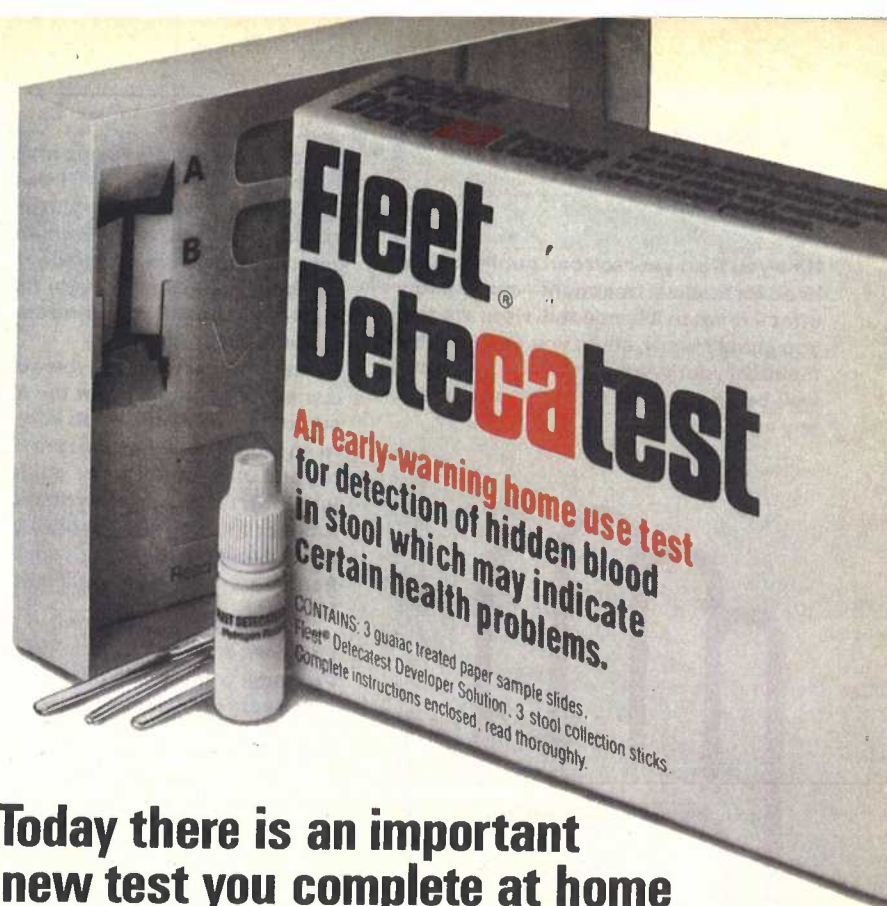
The challenge is to make still more people—like you—accept more of the responsibility for their health, their physical condition.

The goal is to help you avoid in the future the kinds of problems that millions have brought on themselves in the past.

To your health.

Age	Routine vaccine	Method
2 months	DTP*	Injection
	Poliomyelitis	By mouth
4 months	DTP	Injection
	Poliomyelitis	By mouth
6 months	DTP	Injection
15 months	Measles, Mumps	Injection
	German measles (rubella)	
1½ years	DTP	Injection
	Poliomyelitis	By mouth
4-6 years	DTP	Injection
	Poliomyelitis	By mouth
14-16 years	DT**	Injection

*DTP = Diphtheria, tetanus, and pertussis (whooping cough) vaccine. **DT = Diphtheria and tetanus vaccine.



Today there is an important new test you complete at home that can give you an early warning sign of potentially serious health problems.

Cancer of the colon and rectum is the most common cancer in this country. However, many of these cases can be successfully treated if detected in time.

One early warning sign is hidden blood in the stool, and one kind of test can detect it.

Fleet Detecatest® is like the test your doctor gives you, except that you complete it at home.

You read the results yourself rather than waiting for them to come back from a lab.

Detecatest is a simple, inexpensive addition to your overall health maintenance. It is not a substitute for a visit to your doctor. An annual check-up is advisable.

If you do detect blood or are bothered by other symptoms, see your doctor at once.

Home is where health care begins.

Use only as directed. Fleet Detecatest is a registered trademark of C. B. Fleet Company, Inc.



When You Give Help
You Give Hope

Half of the 100,000 babies born mentally retarded last year could have been born normal.

Mental retardation can be prevented.



arc

Association for
Retarded Citizens

National Headquarters
P.O. Box 6109
Arlington, Texas 76011



A Factual Guide to a Healthy Life

How you treat yourself can minimize the need for medical treatment—make it more effective when it is needed. Here are facts you should know, steps you can take, to maintain your general health and physical well-being on the personal level—at any age.



Schedule Periodic Medical Checkups

Periodic medical checkups are important for the early detection and treatment of diseases such as amblyopia (dimness of vision), diabetes, cervical and breast cancers, hypertension and glaucoma. Physicians also can identify major risk factors that lead to health problems and counsel patients accordingly.

The American Medical Association has issued new guidelines for the frequency of such examinations, which vary according to an individual's age, current health status and other factors. The guidelines incorporate the recommendations of the American College of Obstetricians and Gynecologists, the American Academy of Pediatrics and the national Institute of Medicine.

Pregnant Women

Pregnant women should visit their physician every four weeks for the first 28 weeks of pregnancy, every two to three weeks for the next eight weeks, then every week until delivery or as scheduled by their physicians.

Children and Teenagers

Babies should be seen two to four weeks after birth, four to five more times within the first year of life, and then every one to two years through age 21.

Adults

People between 21 and 40 should have physical checkups at five-year intervals. After age 40, from one to three-year intervals are recommended, depending upon the individual's occupation, present health status, medical history, and other characteristics.

For people aged between 45 and 55, who are in otherwise good health, the interval might be every three years. For people aged 65 and over, the interval might be one year.

Those with Special Needs Certain other persons may require more frequent checkups. Included here would be workers with prolonged exposure to toxic chemicals or ionizing radiation, or infants whose mothers had acute viral infections early in pregnancy.

The AMA guidelines also recommend that the screening of individuals and population groups be done only when adequate capabilities exist for the prompt intervention and follow-up of treatment of an abnormal conditions or risk factors identified.

Heed These Early Warning Signs

Many potentially serious health problems can be cured or controlled, if detected early and treated promptly. The following symptoms could be warning signs. Should you experience any, a visit to your physician is indicated, even though nothing may be seriously wrong.

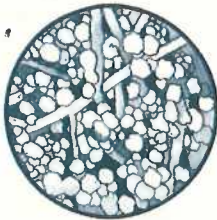
- Rapid loss of weight, more than 10 pounds in 10 weeks, with no apparent cause.
- A sore, scab or ulcer, in the mouth or on the body, that fails to heal within three weeks.
- A skin blemish or mole that begins to bleed or itch, or changes color, size or shape.
- Severe persistent headaches.
- Sudden attacks of vomiting, without preceding nausea.
- Fainting spells.
- Increasing difficulty with swallowing.
- Hoarseness without apparent cause that lasts a week or more.
- A nagging cough that's been getting worse.
- Blood that is coughed-up.
- Constantly swollen ankles.
- A bluish tinge to the inside of eyelids or fingernail beds.
- Increasing shortness of breath for no apparent reason.
- Vomiting of blood or a substance resembling coffee-grounds.
- Persistent indigestion or abdominal pain.
- A marked change in normal bowel habits such as alternating diarrhea and constipation.
- Bowel movements that look black and tarry.
- Rectal bleeding.
- Unusually cloudy, pink, red or smoky-looking urine.
- In men, discomfort or difficulty when urinating.
- In men, discharge from the penis.
- In women, a lump or unusual thickening of a breast or any alteration in breast shape such as flattening, bulging or puckering of skin.
- In women, bleeding or unusual discharge from the nipple.
- In women, vaginal bleeding or "spotting" that occurs between usual menstrual periods or after menopause.



GOT PLAQUE? FIGHT BACK.



What is plaque?



Artist's rendition of bacterial plaque x 10,000 magnification.

You may not know it, but you could have plaque. Almost everybody does. Plaque is a sticky, nearly invisible germ film that forms and builds up on your teeth.

But, if you reduce plaque, you can have a cleaner, fresher mouth with less stain and odor.



also kills the germs that can cause plaque buildup.

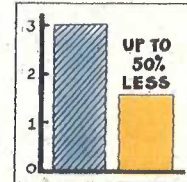
Reduce plaque buildup by up to 50%.



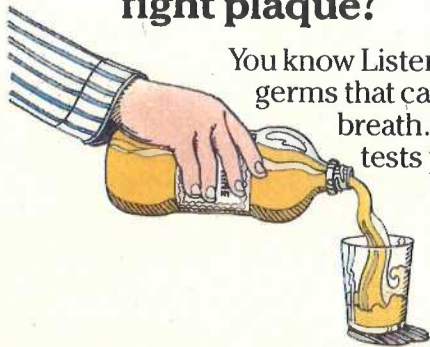
Clinical evidence shows that with a professional cleaning, regular brushing, and rinsing with Listerine twice a day, you can reduce plaque buildup by up to 50% for a cleaner mouth. And that means better oral hygiene.



Blue bar is plaque after regular brushing and rinsing with water. Yellow bar is plaque after regular brushing and rinsing twice a day with Listerine. There's up to 50% less plaque with Listerine.



How does Listerine® fight plaque?



You know Listerine kills the germs that can cause bad breath. Now recent tests prove that it

Make it part of your daily oral hygiene.

So, to reduce plaque, brush thoroughly—at least twice a day is recommended. Floss to remove food particles and plaque between teeth. See your dentist for cleanings and check-ups at least twice a year. And use Listerine Antiseptic regularly, twice a day, for better oral hygiene.



Listerine. Helps reduce plaque for better oral hygiene.



Keep an Up-to-Date Family Health Record

An accurate and up-to-date Family Health Record can be invaluable for family members who are ill or injured, for school records, and for filling out insurance forms. The record should cover each family member and should include the following:

- Immunizations for, or the contraction of, various common diseases such as measles, mumps, chicken pox, diphtheria, tetanus or whooping cough, including dates of immunizations and dates and duration of any diseases contracted.
- Dates and duration of all illnesses or injuries requiring a doctor's care or hospitalization, including any surgery performed.
- Allergies of any family member, including any allergic reactions to prescription drugs.
- Birth records.
- Health and accident insurance data, including names of companies, policy number, date issued and type of coverage.
- Any medications currently prescribed.

An Emergency Medical Identification Card which can be carried in a wallet or purse can be an important adjunct to the Family Health Record. It should contain information on last immunization dates, present medical problems, medicine taken regularly, dangerous allergies, including allergic reactions to drugs, and other information useful in a medical emergency.



Your Relationship with Your Physician Isn't Just One-Way

Selecting a primary physician for you and your family can provide many benefits, not only in terms of medical care, but in the long-term monitoring and recording of a family health history.

When you choose such a physician, do so on the basis of your own preferences, such as the physician's age, gender and personality, as well as on the basis of professional qualifications. It is important that you feel comfortable with your physician.

Many local and state medical societies provide the names of physicians taking new patients. Many hospitals provide physician referral services. Other recommendations could come from your friends.

Once you have selected a physician, seek the answers to some central questions to help assess the physician's performance, and your satisfaction with the patient-physician relationship. For example, does your physician answer your questions about any health problems, tests or procedures clearly and to your satisfaction? Do you feel comfortable in asking questions? Are treatments explained to you, with advantages and disadvantages, so you can make informed decisions? Does your physician coordinate your care, if it requires the services of several different medical specialists? Are such referrals made when necessary?

Other questions might relate to your physician's practice. Is it well organized, allowing for a minimum of waiting time before appointments? Is record-keeping accurate, follow-up care effective, and is time made available to fully discuss your health problems or those of your family? Are there provisions for after-hours or weekend care in emergencies?

You also should recognize that, as in all interpersonal relationships, occasional problems arise. Either or both of you may just have had a bad day. Or your physician may have had to treat another patient in an emergency, extending your waiting time.

But if your physician isn't communicating with you, or the relationship is unsatisfactory in other ways, you should discuss this with him or her. If the problems cannot be resolved, don't hesitate to make a change. Make sure another physician will be available should you change.

Finally, don't hesitate to request and obtain consultation with another physician before scheduling surgery, particularly if your problem is complex or rare.



You Have an Active Role as a Patient

Your personal role in hospital care is important. Your understanding of the goals of the team providing your treatment can make a surprising difference in enhancing your care and shortening your recovery.

Since hospital care involves many persons with special knowledge and skill, take notes, if possible, when talking to those who are providing your care. Write down any questions you may have. Members of the hospital staff have an obligation to provide information and to help you interpret it.

Don't stay in the hospital longer than the necessary time determined by your physician. Treatment can be continued out of the hospital when your physician says it's medically safe to do so. Rising medical costs are due in part to the inappropriate use of hospital resources, so you may be helping hold down costs by using medical resources appropriately.

If you have complaints, pass them along. If you are pleased, pass that along too. Hospitals exist to serve the entire community, so frank exchanges about the quality of services, or lack of it, can help everyone.

To function efficiently, hospitals need well-trained personnel, who typically start as students. If your hospital has a teaching program, your willingness to allow students to witness your care and participate in it under supervision is vital to maintaining medical and other health services that are timely, safe and effective. If students seem to be awkward or prying, remember they're still learning, and that you're performing a valuable service when you allow them to assist you. Your cooperation can help improve the quality of medical care for everyone.



Introducing the Ugly Vitamin That's Beautiful Where it Counts

New Lifestage® from Vicks is a whole new way to look at vitamins. Ours aren't radiant red or overwhelming orange. But that's because Lifestage is pure, no preservatives, sugar, artificial color or flavor like in most vitamins. And Lifestage meets your whole family's vitamin needs better than any other vitamin brand. There are 6 formulas, so every member of your family can get the best vitamin for each of them. Pure vitamins your family wants without the additives they don't.

That's the beauty of Lifestage.



Children

Lifestage Children's Chewables contain iron, plus even more vitamins than Flintstones. And Lifestage has a natural orange flavor that's sweet without sugar. So it tastes great, but won't promote tooth decay.

Teens

Created especially for teens, Lifestage Teens' Formula includes extra phosphorus and calcium to help ensure proper bone growth. And advanced levels of B complex and C vitamins to meet the special demands of active young lives.

Women

Because women need more iron than men, Lifestage Women's Formula contains even more iron than One-A-Day with Iron. 50% more. And Lifestage has higher potencies of B complex and C vitamins, so important for the energy systems of today's women.

Men

Lifestage Men's Formula has more vitamins than even Theragra-M. Plus Lifestage has 6 essential minerals. These include iron, zinc, and magnesium which are vital for energy production.

Women's Stress

Women under stress deplete higher quantities of all water-soluble vitamins: So Lifestage Women's Stress Formula provides advanced levels of these vitamins. Plus vitamin E and extra iron which are so valuable to women under stress.

Men's Stress

A high-potency formula with more water-soluble vitamins an active man needs. Plus magnesium, a mineral not in Stresstabs, so important for the proper metabolism of carbohydrates.

New Lifestage

Pure vitamins. Made to be best for each member of your family.

From Vicks.

You Have Rights as a Patient

Sooner or later, most of us will be admitted to a hospital. We should understand that we have certain rights as hospital patients. For example, while a patient's medical record is a legal document and not personal property, the patient nonetheless has a right to know what's in it. Other patient rights, published by the American Hospital Association in 1973, include:

- Considerate and respectful care.
- Complete, understandable information from your physician on the diagnosis, treatment and prognosis for your condition.
- Information from your physician necessary to give informed consent for any procedure and/or hospital treatment.
- Refusal of treatment to the extent permitted by law, and information of possible medical consequences.
- Expectation of every consideration of personal privacy concerning care.
- Expectation that medical records and communications will be kept confidential. Your consent for any release of such information is required, as is your consent for any experimental procedure that may affect your care or treatment.
- Information on any relationships that may exist between your hospital and other health care and educational institutions insofar as it may affect your care.
- Examination of your hospital bill and receipt of an explanation of charges, regardless of how the bill is being paid.
- Knowledge of what hospital rules and regulations apply to patient conduct.
- Expectation that, within its capacity, the hospital be responsible in complying with a patient's request for services.

Use Medicines Properly

Through a prescription, the physician directs the kinds and amounts of medicines the pharmacist dispenses to patients. The prescription includes name of the drug, strength of the drug, the amount of medication, such as number of pills, along with information on when and how to take the drug.

Each prescription reflects the physician's judgment as to the treatment needs of an individual patient at a given time. Patients who have questions about a drug prescription should ask the physician for answers before leaving the physician's office. Your physician may be able to provide you with written instructions on the safe and proper use of medicines prescribed.

Brand Name or Generic Drugs?

The cost of some prescription drugs can raise the question of whether the prescription should be filled with a "brand name" or "generic" drug, which may be less costly.

"Brand names" are used by particular companies for their own drug products. The "generic name" refers to the non-proprietary or common chemical designations of drugs. "Aspirin" is a generic name for a substance which has many brand names.

For some generic drugs, there is a question as to whether their quality is equal to brand name counterparts. So before accepting a generic substitute, first consult your physician. There may be a sound medical reason for prescribing the brand name drug.

Adverse Reactions

When taking a drug, a patient may occasionally experience adverse reactions such as dizziness, nausea, vomiting, etc. Ask your physician what the possible side effects may be. And if they occur, report them to your doctor, who may change the dosage or prescribe a different drug.

If you suspect an abnormal reaction to a drug, discontinue its use and contact your physician immediately.

Some adverse reactions may be caused by drug interactions. If you are taking other medications such as insulin, diuretics, or even aspirin, cough medicine or other over-the-counter drugs, be sure to advise your doctor at the time a new prescription is written. Also ask whether there are any substances, such as alcohol or milk products, which should be avoided because they can affect a drug's action.

Some Do's and Don'ts for Medicines

- Store medicines in a cabinet, preferably locked, out of the reach of children.
- Keep only medicines currently in use.
- Destroy old medicines since they may lose potency or become chemically changed or even toxic over time.
- Don't take medicine in the presence of a child. And never tell a child medicine is candy since overdoses, or even poisoning, can occur when children find or take medicine they think is candy.
- Make sure you clearly read and understand the directions on a drug label, especially at night when you may be sleepy and not fully awake.
- Don't keep medicine on a table or nightstand next to your bed since you may be sleepy and accidentally take an overdose.
- Close one container before opening another if you are taking more than one medicine. This prevents confusion and medication errors.
- Keep medicines in the original or in properly identified containers, and never put medicines in containers labelled as foods.



5,000,000 have diabetes and don't know it..

You could be one

It's estimated that 5 million Americans have diabetes and don't know it. The early symptoms are vague and may seem minor. As a result, they are often ignored or not taken seriously enough. Yet, if undiagnosed, diabetes can lead to serious complications affecting various parts of the body, including eyes, heart, kidneys, brain or even life itself.

What are the symptoms of diabetes?

There may be none. Or there may be such simple things as an increase in skin infections or a slower healing of bruises and cuts. Also, be aware of excessive thirst or hunger, frequent need to urinate and extreme fatigue.

These symptoms do not necessarily occur all at once and they usually develop gradually. So it's easy to understand how they can be overlooked or considered part of the normal aging process.

It is important, therefore, to be alert to changes in your body and report them directly to your doctor. You have a greater chance of being diabetic if you are over 40, overweight or have a history of diabetes anywhere in the family.

What is diabetes?

Diabetes is a disorder in which the body cannot control the levels of sugar in the blood. Normally the hormone, insulin, regulates the blood sugar level. But if your body does not produce or effectively use its insulin, diabetes results.

Treatment of diabetes.

Diabetes usually can be successfully managed. Some diabetics need no more than weight reduction, the right foods and moderate exercise to bring blood sugar levels under control. And, if these changes are not enough, a simple oral medication is all that may be needed. Today, even those who need insulin can be better and more comfortably managed by their doctors than ever before.

The diagnosis is easy.

But only your doctor can make it. And remember, if you are over 40 and overweight, or have diabetes in your family, you should have regular blood and urine tests. Early diagnosis in adults can lead to better management and fewer problems later on.

Only your doctor can prescribe treatment.

Follow your doctor's advice about diet, exercise and medication. Also, be aware that you have a support system, which we call...

Partners in Healthcare:

You are the most important partner.

Only you can see your doctor for a proper medical checkup. And it's you who must decide to accept the guidance and counseling of your physician, nurse, nutritionist and pharmacist. When medications are prescribed, only you can take them as directed.

Your doctor orders your tests and makes the diagnosis.

Your physician will advise you on your weight, your diet and your exercise, and also decide if you require medication. He will help you monitor your progress.

All those who discover, develop and distribute medicines complete the partnership.

Pfizer's ongoing research brings you essential medicines for a wide range of diseases. Through our development of these medicines, we are fulfilling our responsibility as one of your partners in healthcare.

For additional information on diabetes, please contact your local American Diabetes Association affiliate.

For reprints of this Healthcare Series, please write: Pfizer Pharmaceuticals, Post Office Box 3852D, Grand Central Station, New York, NY 10163.



PHARMACEUTICALS • A PARTNER IN HEALTHCARE

You Can Prevent Accidents

Each year more than 4 million disabling injuries and 27,000 deaths occur in the haven called home. In addition, 27,500 deaths and some 700,000 serious or permanent injuries from alcohol-related accidents occur on highways across the land each year. Thus, home and highway account for major incidences of morbidity and mortality in the United States. The following are suggestions aimed at preventing, controlling or minimizing such accidents.

Be Aware of the Alcohol Toll

Alcohol-related traffic accidents kill and maim not only alcoholic drivers, but also innocent persons who happen to be in the way. Physicians are acutely aware of this tragic reality, since they and other health professionals must deal with its consequences in the late hours of the night, when drunk drivers cause their greatest damage.

For these reasons, the American Medical Association has joined organizations such as Mothers Against Drunk Driving (MADD) and Remove Intoxicated Drivers (RID) in the conviction that everything possible must be done to remove drunk drivers from the road. Specifically, the AMA supports:

- State and federal legislation to reinforce drunk driving laws and their stringent enforcement.
- Renewed efforts to identify problem drinkers who drive.
- Legislation to raise the legal drinking age to 21 in all of the states.



Accidents in the Home

Falls cause almost one-half of all home deaths. Adults over 45 account for more than 90% of such deaths (two-thirds befall people 75 and over). To avoid falls:

- Arrange furniture to leave clear pathways between doors.
- Use solid ladders or step stools, not chairs, for climbing.
- Keep floors and stairways clear of toys, shoes, newspapers, or other debris.
- Light up dark and shadowy areas, including stairways.
- Salt icy steps and walks in winter.
- Use slip-proof rugs or wall-to-wall carpeting if possible.



- Install railings along steps, even the shortest flight.
- Fires account for the next largest number of home deaths each year. To prevent such tragedies:
 - Don't smoke in bed.
 - Don't forget burning candles.
 - Keep children away from the kitchen stove while cooking.
- Store salt or soda near the stove for grease fires.
- Keep flammable liquids such as gasoline or kerosene in an outside storage shed.
- Regularly clean out basements, closets, attics, and garages, especially of flammable materials such as old newspapers, clothes, and stuffed furniture.
- Check electrical cords for fraying, loose connections or breaks in insulation.
- Don't overload any plug with excessive extension cords.
- Find the cause of a blown fuse or circuit breaker.
- Get expert help to repair appliances, especially major electrical, gas or oil appliances (local codes often prohibit "do-it-yourself" repairs, aside from the dangers).

Poisoning, usually thought of as a killer of children, actually takes its biggest toll among people aged 15 to 45. To prevent poisonings:

- Make sure all poison containers are labeled, and don't store poisons in other containers.

- Read directions and use poisonous substances only as directed.
- Don't leave an automobile or other engine running in a garage or other closed space.
- Guard against a leaky exhaust system by leaving a window open in a parked car with the engine running.

- Don't use under-the-sink storage areas for lyes, disinfectants, insecticides. Instead, store poisons—and drugs and medicines—in out-of-reach areas.

Suffocations take their biggest toll among infants and children under four. To prevent them:

- Keep small toys, beads, and similar items that can block breathing passages away from babies and very young children.
- Cut solid foods, especially meat, to bite-size pieces for small children, and examine them for objects such as cartilage or bone.
- Remove the doors when discarding refrigerators or freezers.
- Fence off home swimming pools and keep life-saving equipment at hand. Pools should be used only with adult supervision.
- Never leave a young child alone in the bathtub even for short periods.
- Avoid use of gas or kerosene heaters or stoves in tightly-closed rooms.
- Keep plastic kitchen or clothing bags and similar items out of the reach of children.
- Get cribs designed to prevent suffocation and be aware of the dangers of suffocation from sheets, blankets or soft mattresses.



Ensure a Safe, Healthy Pregnancy

Modern medicine can ensure an American woman a safer and healthier pregnancy and delivery. Medical monitoring during the prenatal period, the 38-40 weeks between conception and birth, allows the physicians to detect and deal with any health problems that may arise.

It's important to see a physician before the third month of pregnancy. This first visit, when a health history is taken, blood and urine tests are performed, and a physical examination is made, will probably be the longest.

Later visits will be shorter, usually consisting of monthly checks of weight, blood pressure and urine samples.

Toward the end of pregnancy, a physician may request more frequent visits, and may listen to the baby's heartbeat. Each visit and each examination is important because no two pregnancies are alike.

A physician will answer any questions related to the pregnancy. Such questions should be written down and brought to the doctor's office.

In the last few weeks before delivery, the physician will estimate the size and position of the baby in the uterus, and will check for any problems that may arise. Should such problems exist, they will be discussed and advice will be given on any special care that may be needed.

The physician will prescribe a complete, balanced diet, with some additional vitamins and minerals, especially iron, to assure the health of both mother and child.

If you smoke cigarettes or drink alcoholic beverages, you should consult your physician about these habits during the term of your pregnancy.

Physician advice is indicated concerning factors such as immunizations, use of all drugs, whether ordered by a physician or purchased directly, natural childbirth, and other concerns.

A physician should be called immediately if any of the following danger signals occur during pregnancy:

- Vaginal bleeding.
- Pain in the abdominal area.
- Chills and fever.
- Vomiting that will not stop.
- Blurring of vision, swelling of the face or fingers, severe headaches or sudden weight gain.



During Pregnancy Work Can Be a Plus

Scientific studies do not support many of the beliefs, myths and taboos about pregnant women in the workplace, according to a June, 1983, report by the AMA Council on Scientific Affairs.

There are discrepancies between what we think we know and what we really know. For example, for many women pregnancy is a positive rather than a negative factor for job performance. For women experiencing normal pregnancies, the council concluded:

"The determination that a pregnant employee can or cannot work a particular job should be made on a case-by-case basis. The determination is dependent on the types of activities and tasks the job requires, the general physical condition of the employee, and the length of the pregnancy.

"The pregnant employee should be able, in most cases, to continue productive work until the onset of labor."

There are some pre-existing physical problems and some workplace conditions that can endanger the health of a pregnant woman and her baby. But these are the exceptions rather than the rule. Women should discuss the type of work and the setting in which they do it with their physicians.

The AMA is also conducting, and will cooperate in, further research to gain more information about pregnant women in the workplace. As such information becomes known, it will be released to the public.

Some warm, comforting words from Absorbine Jr.®

Are tension and overexertion playing major roles in your life? If the answer's yes, you needn't be surprised. Most of us work and play too hard and, unfortunately, our reward is sore, tired, aching muscles. So it's wise to always keep warming, soothing Absorbine Jr. on hand.

Dab on the fresh-scented liquid and massage it in. Absorbine Jr. goes on cool, then penetrating warmth stimulates circulation right where you ache. Best of all, Absorbine Jr. works so quickly, warming and relaxing you even as you massage it in. The next time your muscles hurt, try a soothing Absorbine Jr. massage. It brings real relief from a tense, overworked world. And that should make you feel warm all over.



Sore is what Absorbine's for.



Suit Your Diet To Your Age

Exercise alone will not assure fitness. Equally important is diet, always remembering that different ages require different diets. For example, the caloric needs of a teenager will differ from those of an octogenarian just as surely as infant-pureed foods are barely palatable to an adult. The following represent rule-of-thumb suggestions for approaches to diet in relation to age:

Infants are most appropriately breast-fed human or given formula milk in the early months of life. Semisolid foods should be added after four months, and iron-enriched infant cereals should begin after six months, gradually followed by pureed vegetables, fruits and meats. But milk will remain the most important food throughout the first year.

Children from the second to the tenth year are appropriately fed whole grain or enriched breads and cereals, meat, fish, milk, cheese, and vegetables, especially

dark green and yellow vegetables. Active, healthy children should have three meals a day, with an additional snack of nutritious foods, such as fruits, juices, crackers with peanut butter or cheese, raw vegetables, nuts or cereals.

Teenagers should have three good meals a day, plus snacks composed of nutritious foods, such as those above. Teenagers participating in sports might need an extra snack. These are the years during which a healthy pattern of diet and exercise might be established.

Teenage girls might require more iron-enriched foods, and perhaps an iron-vitamin supplement.

Many adults appear to face a common dietary problem, a legacy of rich food and sedentary living referred to as "obesity." The first line of defense against obesity calls for short-term dieting to reduce calories. This can be accomplished by eating smaller portions of common foods, with an emphasis on reducing fat intake. But

diet alone cannot make a sedentary person physically fit. The best prescription for a healthy adulthood is to maintain optimal weight through proper diet and regular exercise.

Older adults should eat the same basic nutritious foods as younger adults, but they should remember that fewer calories are needed during advanced years. Emphasis should be placed on foods high in proteins, minerals and vitamins: Milk products, lean meats, egg yolks, green leafy vegetables, whole-grain or enriched breads and cereals are good sources. In addition, fruits and green and yellow vegetables should be eaten each day.

Pregnant women, people allergic to certain foods, or people with existing health problems, especially gastrointestinal disorders, should consult their physicians for advice on their special dietary needs.



Not Weight vs. Health But Weight and Health

There are encouraging signs that fitness, or health-consciousness, is replacing simple weight-consciousness as a goal for many Americans concerned about appearance and health. Two likely reasons: growing awareness that a sedentary way of life can contribute to obesity and degenerative disease, and growing preference for a healthy, physically fit appearance to enhance self-esteem.

It has been estimated that more than half of American adults are overweight or obese, usually defined as 20 percent or more above optimal weight.

Health surveys also indicate that many people are gaining weight or staying overweight on a rather moderate intake of calories. Although overeating is a major cause of excess weight, physical inactivity clearly contributes to the problem.

Fitness and health are concepts linked in the minds of more and more Americans. The level of physical fitness is a mirror of the level of general health. The right kinds of exercise can improve both fitness and health.

There are sound medical reasons why exercise is beneficial. The work your muscles do increases their need for oxygen, making you breathe deeply, and making your heart, itself mostly muscle, work vigorously to pump blood-borne oxygen to muscle and tissue throughout your body. This helps develop a more efficient and resilient heart, stronger lungs, and a healthier vascular system.

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Uncontrolled, unmanaged gravity can move your chest downward. Where you don't want it. Where it doesn't belong.

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tive power. To grow stronger. More flexible. More relaxed.

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And, you'll be uplifting more than just a sagging spirit.

For more information and the name of the store nearest you, call 800-558-1792. Or in California, call 213-303-4777.



 **Gravity Guiding System[®]**

"What comes down must go up."



Robert M. Martin, M.D.



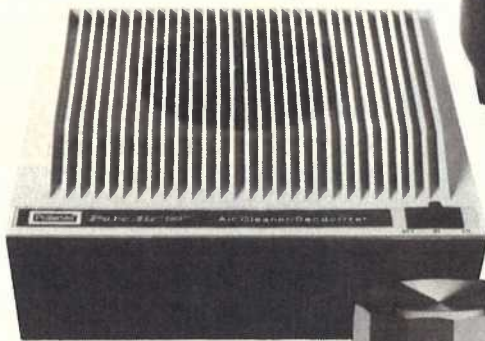
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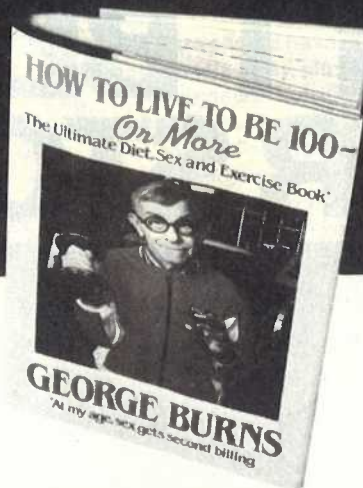
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Be more sure of the water
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Make Old Age a Good Part of Your Life

One's latter years can offer a satisfying
and productive period of life. However, dif-
ferences among the elderly, especially
those related to health, finances, social
status, education and experience influ-
ence the quality of life for older people.

There are some simple injunctions that
can help, no matter what one's circum-
stances:

Continue to participate as fully as possi-
ble in family activities. Participation can
enhance the satisfaction and self-esteem
of everyone concerned. At the same time,
recognize that every individual needs
moments of privacy.

Work on a full- or part-time basis, if pos-
sible. Federal law now prohibits dis-
criminatory hiring practices and forced
retirement—to age 70 in the private sector
and state and local governments, and
without upper limit for federal employees.

Make financial contributions to the fam-
ily, if possible. But remember save enough
when young to cover the special needs of
aging, including health-care needs.

Become involved in activities that
enhance self-expression. They can be as
various as volunteer work for community
theaters and orchestral groups, garden-
ing, cooking, investing, or viewing a base-
ball game. The true issue is involvement.
Maintain friendships.

Exercise regularly, within your capabili-
ties and with appropriate advice from your
physician.

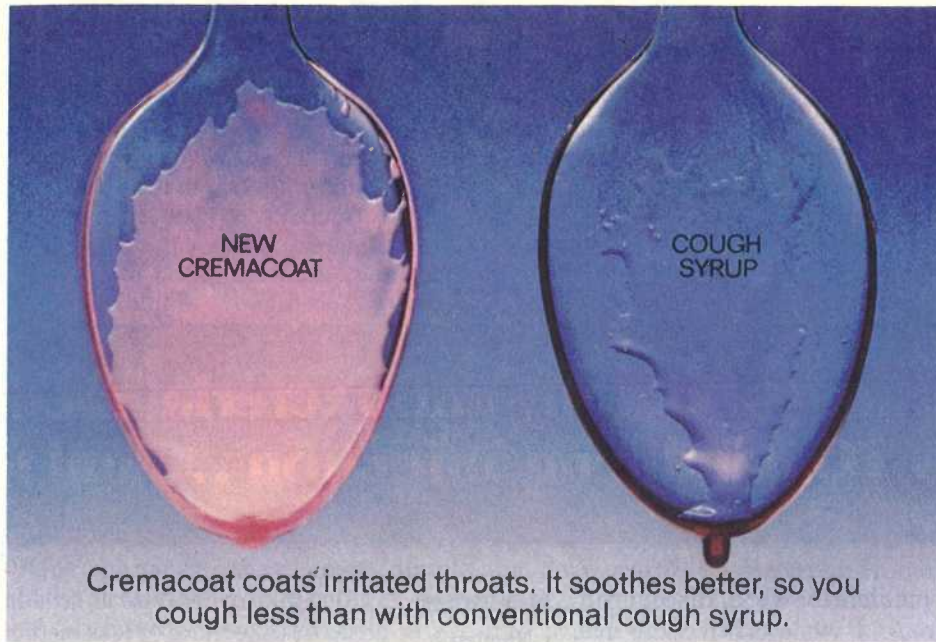
Volunteer for work in churches, hospi-
tals, nursing homes, day care centers or
scouting organizations. Be with children,
when you can.

You should avoid:

- Trying to run the lives of other family members;
- Demanding preferential treatment as mere right of age;
- Complaining chronically about one's lot in life;
- Dwelling excessively on the past, a glorious time that few around can understand or share.

NEW VICKS® CREMACOAT™ QUIETS COUGHS BETTER.

Doctors proved it. Pharmacists proved it.
Your next cough will prove it.



Vicks Cremacoat relieves coughs significantly better, and four years of development and clinical testing proved it.

New Cremacoat has a unique creamy formula that coats cough-irritated throats, where most coughs due to colds start. Cremacoat soothes better instantly, so you cough less. Then its strong medicine keeps relieving coughs for hours.

Cremacoat comes in four pleasant-tasting, easy-to-understand formulas for different kinds of coughs. Use only as directed.

Cremacoat 1 quiets coughs up to 8 hours. Cremacoat 2 loosens upper chest congestion so coughs are more productive.

Cremacoat 3 relieves coughs plus upper chest and nasal congestion.

Cremacoat 4 relieves coughs plus nasal congestion and runny nose.

Next time a member of your family has any kind of cough due to cold or flu, try new Cremacoat. You'll feel the difference right away, and you'll hear the difference. Cremacoat soothes better, so it quiets coughs better.

At pharmacies only.
No prescription necessary



CREMACOAT
THE QUIETER COUGH MEDICINE



“I’m learning about my antibacterial medication and HOW TO handle my infection ... and myself.”

Antibacterial medicines were discovered about 50 years ago. And, while all infections are not life-threatening, nor all antibacterial medications life-saving, modern pharmaceutical science has taken a giant step forward in the war on infections by providing doctors with these powerful weapons.

Your prescription for an antibacterial is based on your doctor’s knowledge of the kind of bacteria causing your illness and which antibacterial is most effective against it. It’s also important to tell your doctor of the other medicines you may be taking because some of these — such as laxatives, antacids and bicarbonate of soda, may interfere with your body’s absorption of the antibacterial or may interact with it to produce unwanted side effects.

To get the most benefits from your antibacterial medicine be sure to follow your doctor’s and pharmacist’s directions carefully on when and how to take it. The effectiveness of many antibacterials may be slowed down by the presence in the stomach of food, milk or milk products, fruit juices, vitamins, etc., so you must understand whether your medicine should be taken *before, with or after* meals.



Also take every dose as scheduled. Don’t skip doses or take more or less medication than your doctor has prescribed. Increasing dosage will not make you better sooner, and, it may cause side effects. Decreasing dosage, or stopping medication before the prescription is finished is also incorrect and may result in a return of the infection.

Be certain to tell your doctor if you have a history of *any* type of allergy, particularly to penicillin, sulfonamides or other antibacterials. And, if you experience any negative reactions from your medication, do not hesitate to call your doctor. They could be important signs and your doctor may want you to adjust dosage, stop your medication or change to another type of therapy.

Remember, your doctor is the expert on your medical condition; both your doctor and your pharmacist are experts on medication; and we, the researcher and developer, are experts on the medicines we produce. We are all working toward one goal — your good health. However, the ultimate responsibility for using your medication correctly rests with you ... the final control is yours.

For more information on HOW TO get the most benefit from your antibacterial medication, ask your doctor or pharmacist.



Medicines that matter from people who care.

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A large white fishing vessel with a dark hull is sailing on a deep blue sea. The ship is positioned in the middle ground, moving from left to right. The background features a rugged, rocky coastline with steep cliffs. In the foreground, there are dark, jagged rocks partially submerged in the water, with white foam from the waves crashing against them. The overall scene is dramatic and scenic.

Reach for a world of flavor.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Mar. '83

MERIT



The low-tar cigarette that changed smoking.

U.S. Gov't Report

Carlton Box 100's

1 mg. tar, 0.1 mg. nic.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

*Read the numbers
on the packs*



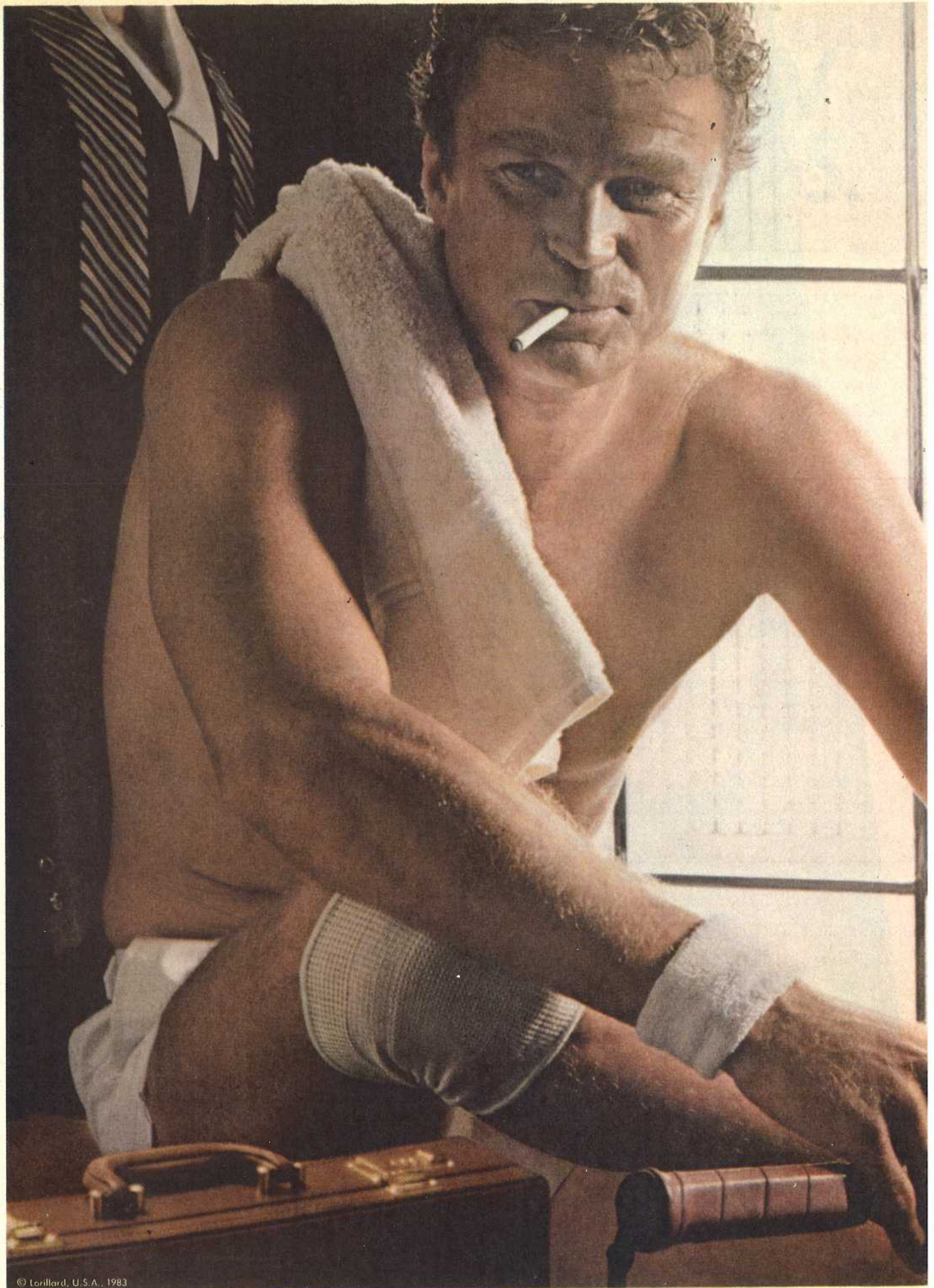
Box King—lowest of all brands—less than 0.01 mg. tar, 0.002 mg. nic.

Carlton is lowest.



U.S. Gov't Report—no brand lower than Carlton Box King—less than 0.5 mg. tar, 0.05 mg. nic.

Box: Less than 0.5 mg. "tar", 0.05 mg. nicotine; 100's Box: 1 mg. "tar",
0.1 mg. nicotine av. per cigarette, FTC Report Mar. '83.



© Lordillard, U.S.A., 1983

Kent III: 2 mg. "tar," 0.3 mg. nicotine;
Kent: 12 mg. "tar," 0.9 mg. nicotine; av. per cigarette,
FTC Report Mar. 1983. Kent Golden Lights: 8 mg. "tar,"
0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

When you know
what counts.

Kent



Ultra

Lights

Low tar

Taste you can
count on.

CAMEL

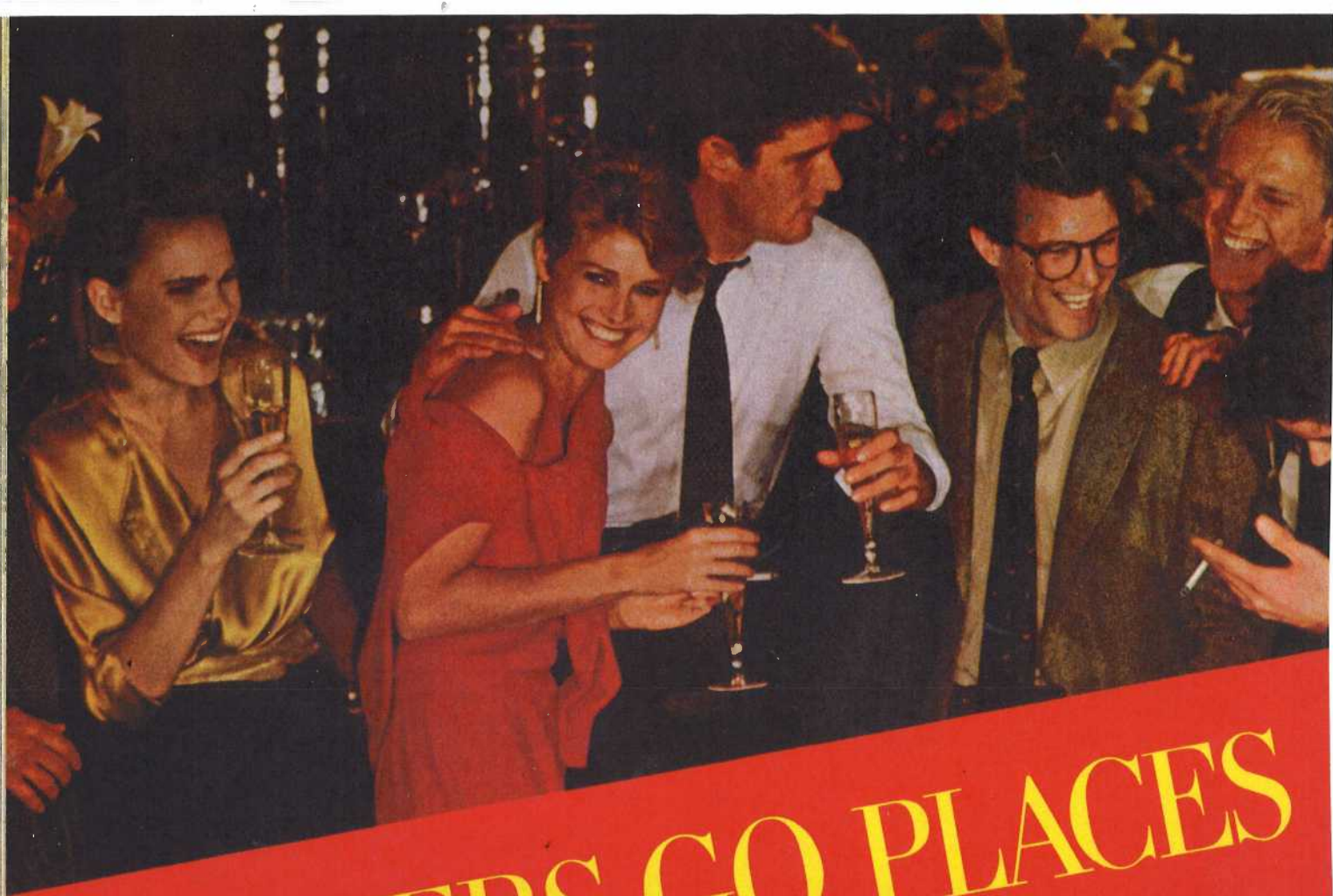
LIGHTS and FILTERS



Experience the Camel taste in Lights and Filters.

LIGHTS: 9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method; FILTERS: 15 mg. "tar", 1.0 mg. nicotine av. per cigarette, FTC Report MAR. '83.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



PLAYERS GO PLACES

Meet Players.

Regular and Menthol
Kings and 100's.



Kings: 12 mg "tar," 1.0 mg nicotine—100's: 14 mg "tar,"
1.1 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

**IT'S
FILTERED!**



LUCKY STRIKES AGAIN

12 mg. "tar", 1.0 mg. nicotine
av. per cigarette by FTC method.
Also available in soft pack

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*The filter says mild.
The name says taste.*

You never had it this fresh!

BRIGHT

The taste that outshines menthol -
and leaves you with a clean, fresh taste.



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av. per cigarette by FTC method.

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Join the first team.
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