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100's

LIFESTYLE/HEALTHSTYLE

Strategies for a Healthier, Happier and Longer Life

BY BOB MATHIAS



In cooperation with the American Academy of Family Physicians



For kids who use Crest, it's an easy chair.

Now we're not saying that by using Crest your kids will never get a cavity. But, the simple fact of the matter is that every year Crest prevents more kids' cavities than any other toothpaste. And that's a statistic that we're real proud to brag about.

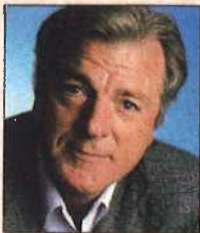
The ingredient that makes Crest so tough on cavities is Fluoristat.[®] A cavity-fighting system that actually concentrates its protection where

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Aren't your kids worth Crest?

GETTING STARTED ON THE ROAD TO WELL-BEING



Bob Mathias was only 17 when he won his first gold medal in the decathlon at the 1948 Olympics in Helsinki, a feat that gave him instant fame as the world's best all-around athlete. He repeated that victory

four years later. Since then he has served four terms in Congress and, more recently, as director of the U.S. Olympic training center. Last year he became executive director of the National Fitness Foundation.

When I began my athletic career in the years after World War II, most Americans exercised too little and ate too much. Sports was an activity of the young or those like me with special physical goals in mind. During my early morning training runs I rarely encountered joggers or physical fitness buffs, except perhaps an occasional boxer doing his road work. The running boom was still years away. Tennis was the sport of a select few. Aerobic exercises were unheard of. Even those adults who engaged in regular weekend sports thought little about preliminary warmup exercises or limbering up or watching their diets.

Those attitudes have changed. Today people fret about good health and fitness, even if they don't quite know how to go about achieving them.

Books on exercise and diet climb the bestseller lists. The subject of fitness is a constant topic of television talk shows. Fitness centers are sprouting up all over the country, and a clientele as varied as svelte housewives and pudgy executives can be seen puffing away on treadmills and bicycles. But as helpful and instructive as such programs may be, they are not always necessary. You can start on the road to physical well-being on your own by following just a few simple rules and taking only a few moments of your time each day.

In the pages ahead, I'll tell you about three basic strategies for good health. They are: eating more nutritiously; exercising regularly; and reducing the stress in your life.

GOOD HEALTH PAYS OFF

"Affluence and improved living standards have brought us new health problems."

In the 1980s, affluence and improved living standards have brought us new health problems. In contrast to our forebears at the turn of the century, we work shorter hours. Our jobs tend to be less physically exerting. Instead of walking to the store, we take the family car. Our homes are chockablock with conveniences, from dish washers to remote-controlled television sets; we don't even have to get up to change the channel.

Not surprisingly, 30 per cent of all Americans are seriously overweight, if not obese. These extra pounds, along with other bad health habits, have produced a sharp increase in cardiovascular disease. High blood pressure, heart attacks and strokes are our top three killers. There has also been a rise in the incidence of cancer, at least partly because of the chemicals we are exposed to in our foods, water and the air we breathe.

But there is good news too. Relatively simple changes in our health habits *can* reduce the risk of these chronic diseases. Admittedly, lifelong patterns are as hard to shed as unwanted inches around the waist. But I can assure that the efforts will pay off for you, as they have for me. Just give my strategies for health and well-being a chance. You'll win your own gold—in a healthier, happier life. ■



LET'S SEE HOW YOU MEASURE UP

Before you attempt to embark on any program to put yourself on the road to fitness and well-being, you need to identify what aspects of your present lifestyle pose potential threats to your health. To help identify areas of improvement, take the following simple test developed by the U.S. Department of Health and Human Services. Each section deals with one aspect of your life and asks you to estimate how often you do certain things that help or hinder good health. These have been given certain numerical values, reflecting their importance to your well-being.

Circle the numbers in each section that best describe your behavior. When the numbers are added up in any section, the highest possible score will be 10. If you reach this level, it is certainly something to be proud of. It means you are practicing the best possible health habits in this aspect of your life. Scores that range from six to eight mean that there is clear room for improvement in this category. Any scores below that mean that you are taking unnecessary risks with your health. Now let's see how you measure up!

Eating habits	Almost always	Sometimes	Almost never
1. My daily diet includes fruit and vegetables, whole grain breads and cereals, lean meats and dairy products.	4	1	0
2. I limit my consumption of fatty meat, eggs, butter and cheese, cream, shortenings and organ meats like liver.	2	1	0
3. I cook with only small amounts of salt, do not add salt at the table, avoid salty snacks.	2	1	0
4. I avoid sugar by restricting my intake of candy and non-dietary soft drinks.	2	1	0
Eating Habits Score			_____

Alcohol and drugs	Almost always	Sometimes	Almost never
1. I take no more than one or two drinks a day.	4	1	0
2. I avoid using alcohol or drugs, as a way of handling stressful situations in my life.	2	1	0
3. I am careful not to drink alcohol when taking medication for sleeping, pain, colds and allergies or during pregnancy.	2	1	0
4. I follow the directions on the label when I use prescribed or over-the-counter drugs.	2	1	0
Alcohol and Drugs Score			_____

Exercise and fitness	Almost always	Sometimes	Almost never
1. I am at the desirable weight for my age and height.	3	1	0
2. I exercise vigorously (running, swimming, brisk walking) for 15 to 30 minutes at least three times a week.	3	1	0
3. I exercise to enhance muscle tone (by doing yoga or calisthenics, for example) 15 to 30 minutes at least three times a week.	2	1	0
4. I participate in individual or group activities that increase my level of fitness (gardening, tennis, golf, baseball).	2	1	0
Exercise and Fitness Score			_____

Smoking	Almost always	Sometimes	Almost never
If you do not smoke, enter a 10 and go on to the next section.			
1. I smoke fewer than 10 cigarettes a day.	3	1	0
2. I smoke only low tar and nicotine cigarettes or I smoke a pipe.	3	1	0
Smoking Score			_____

Stress control	Almost always	Sometimes	Almost never
1. I enjoy my work.	2	1	0
2. I relax and express my feelings easily.	2	1	0
3. I anticipate and prepare for situations likely to be stressful.	2	1	0
4. I can talk about personal matters with close friends, relatives and others and call on them for help when I need it.	2	1	0
5. I take part in enjoyable group activities (religious or community organizations) or pursue enjoyable hobbies.	2	1	0
Stress Control Score			_____

Safety	Almost always	Sometimes	Almost never
1. I wear a seat belt in a car.	2	1	0
2. I avoid driving under the influence of alcohol and drugs.	2	1	0
3. I obey traffic rules and the speed limit.	2	1	0
4. I am careful when using such potentially harmful products as household cleaners, poisons and electrical devices.	2	1	0
5. I do not smoke in bed.	2	1	0
Safety Score			_____

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Grape-Nuts[®] Cereal.
The natural sweetness of wheat and barley.
No added sugar. Nothing artificial.

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EXISTED. COULD ALMOST
REACH UP AND TOUCH THE
NEW DAY BREAKING, ALL
GOLDEN YELLOW. THIS PLACE
TOUCHED SOMETHING INSIDE
ME I ALWAYS KNEW WAS
THERE. BUT IT TOOK ALL THIS
TO BRING IT OUT. WISH I
COULD WRAP UP THE FEELING
AND BRING IT BACK WITH
ME. TO START EVERY
MORNING THIS WAY.

Are you right for Grape-Nuts[®]?

STRATEGIES FOR A HEALTHIER LIFE

Nutrition: You are what you eat



Judging by all the diet and nutrition books in the book stores and all the "experts" who discuss these subjects on radio and television, you would think that it is impossible to eat properly or prepare a healthful meal without a Ph.D. Actually, we suffer from an overload of information about proper diet. What you

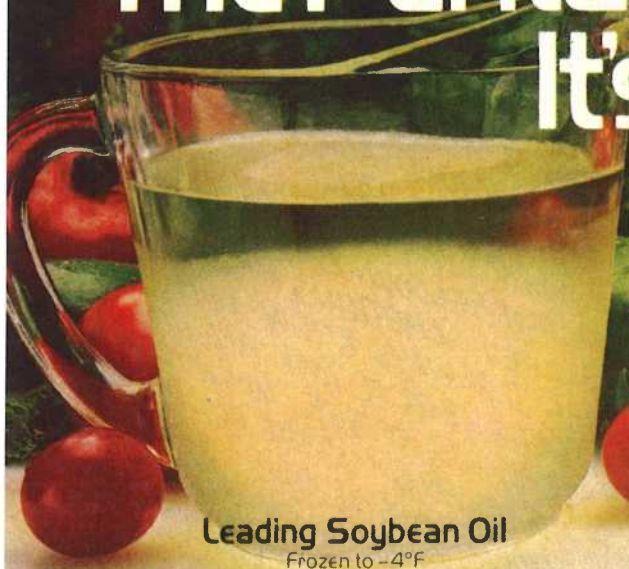
need to know can be summed up in only a few simple guidelines.

For good health, your body needs various nutrients every day, in particular protein, carbohydrates, fats, minerals and vitamins. Most foods contain some but not all of these essential nutrients.

One easy way to get a full selection of nutrients is to follow what nutritionists

call the "2-2-4-4 principle." That means making sure that each day you eat two servings of meat, fish or beans (proteins) and two of dairy products (fats and proteins) and four of fruits and vegetables (vitamins and minerals) and of cereals and grains (carbohydrates). In addition, eat at least one food with a high fiber content like

The Puritan® Oil Difference. It's Clear!



Leading Soybean Oil
Frozen to -4°F

Many health experts recommend that Americans reduce their intake of saturated fat. So it's important to know Puritan has less saturated fat than the leading soybean oils.



Puritan Oil
Frozen to -4°F

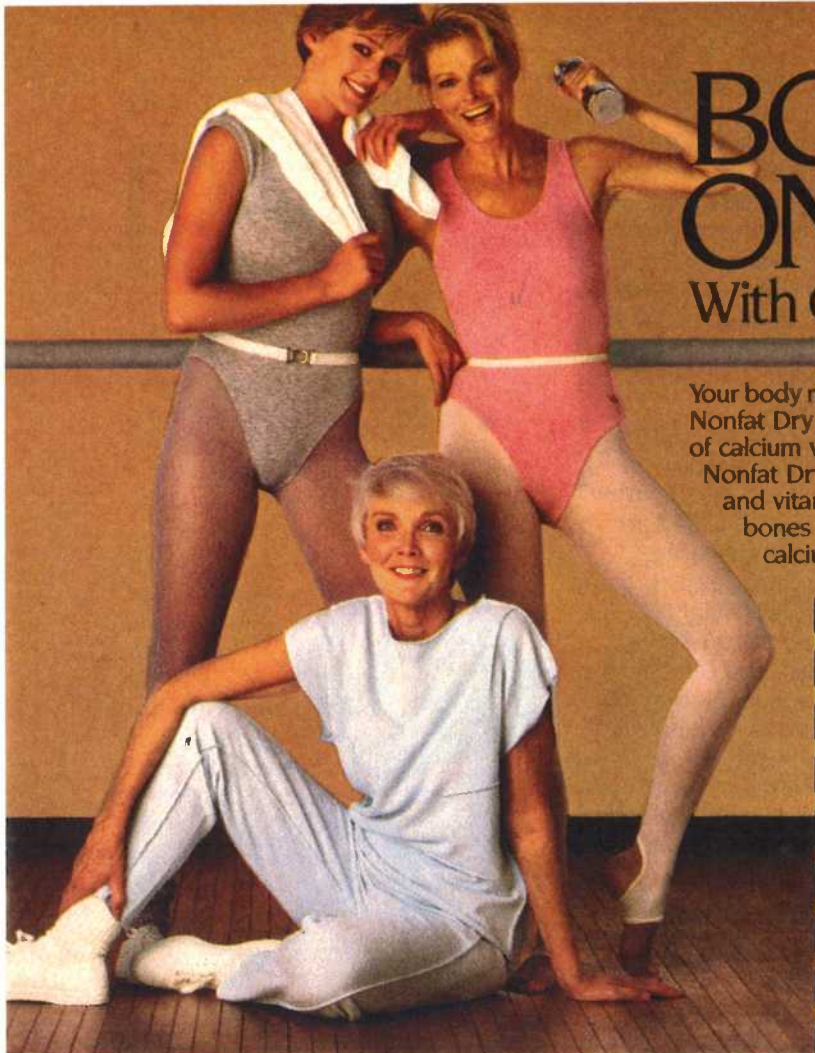
To prove this, both oils were frozen then thawed. A leading soybean oil is cloudy in part because it has more saturated fat. Puritan has less saturated fat. So the difference is clear.

Less saturated fat than the leading brands.

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whole-wheat bread or bran cereal and drink several glasses of water to help digestion.

When you prepare food, you should combine foods with different colors and textures and serve them as close as possible to their natural state. More nutrients are lost in the kitchen from overcooking or adding too much water than are lost in mass food processing.

During some periods of your life, eating a balanced diet may be especially difficult. Teenagers are notoriously poor eaters, but so are business executives, housewives and other harried adults who grab their meals on the run. At these times, you may want to add a multivitamin or mineral supplement—though you should know that an excess does not really improve health. Even a mega dose of vitamin A, a substance important to the health of the eyes, won't give 20-20 vision if you are nearsighted.

If you eat a balanced diet, your body chooses what it needs and directs the right nutrients to the appropriate organ. On the other hand, if your diet is adequate in quantity but otherwise unbalanced, you may be unwittingly depriving certain parts of your body vital nourishment. The effects probably

"Before you discover the deficiency, you may already have done yourself serious harm."

will not show up immediately, but that makes them no less serious. Before you discover the deficiency, you may already have done yourself serious harm. Consider calcium. Your body needs it to develop bone, clot blood and help nerves and muscles function properly. If your system does not get enough with daily food intake, it will begin taking calcium from the bones. In fact, as much as a third of the normal calcium content in bone may be drained off before the loss shows up on an X-ray. Women are especially susceptible to calcium loss, which may eventually lead to osteoporosis, or a weakening of the bone, a disease that can lead in its advanced stages to fractures and even death. For most Americans, however, the major dietary problem is eating too much or the wrong things. Doctors agree that we would be much healthier if we reduced our consumption of fats, cholesterol, sugar, salt and caffeine and cut back on the number of calories in our diet. Overeating and its inevitable consequence—overweight—have

been linked with a number of killer diseases, including heart disease and strokes, high blood pressure, diabetes and stress. But changing bad eating habits can be difficult. Such patterns may trace back to childhood and are likely to have been reinforced by custom and culture, even economic status. Because they are so totally ingrained, many of us tend to continue our poor eating habits, even if we know better, until we are confronted by a serious health crisis. By then, however, it may be too late.

Dieting can be equally difficult, as the statistics painfully show. Each year more than half of the 75 million Americans who are overweight manage to lose some of their extra pounds. But in most cases, this weight quickly comes back, sometimes only a few weeks or months after a "crash" diet. Usually the dieter has followed a plan so ambitious or demanding that it becomes impossible to stick to. Worse still, the dieter may come to feel so deprived that he or she goes on a binge of eating in which more calories than ever are consumed.

But eating well and keeping calories down is not all that hard. In the next few pages, you'll find some tips on how it can be done. ■

Shedding extra pounds

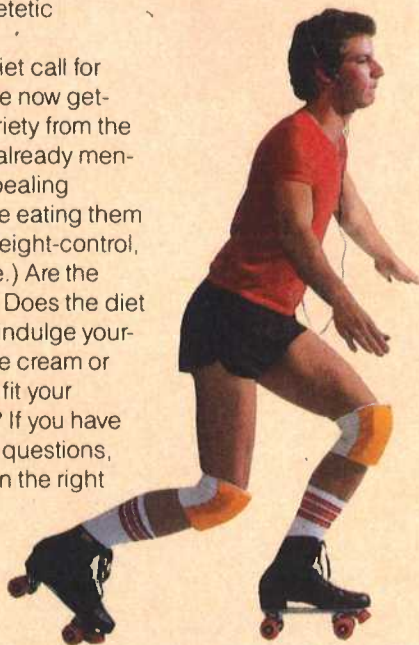
The secret of successful weight control is a simple formula: you must balance your energy intake with your energy output. Both are usually measured in calories. (If you happen to be scientifically inclined, these are metric units based on the amount of heat, or energy, it takes to raise the temperature of a kilogram of water one degree centigrade.) To lose weight, you must consume fewer calories or burn up more than you take in. This can be accomplished either by eating less or exercising more, or by a combination of both. It's as simple as that, at least in theory.

In practice, however, losing weight can be agonizingly difficult. Only a single pound of body fat equals 3,500 calories. To burn off this much energy in a week, you would have to jog about 35 miles, or five miles a day. (You use up about 100 calories per mile.) Or you would have to cut back by 500 calories a day in your food. By either route, the weight loss would be slow. After two

months, you would have lost only eight or nine pounds.

Yet it is such a tortoise pace that is the key to success in any diet. If you start a diet and/or exercise program that is overly ambitious, you'll either abandon it before you reach your goals or rapidly put on pounds afterwards. So before embarking on any diet, ask yourself these important questions developed by the American Dietetic Association to help you:

Does your proposed diet call for fewer calories than you are now getting? Does it include a variety from the major food groups we've already mentioned? Are the foods appealing enough for you to continue eating them for the rest of your life? (Weight-control, after all, is a lifelong battle.) Are the foods readily obtainable? Does the diet occasionally allow you to indulge yourself in such favorites as ice cream or cake? Finally, will the diet fit your pocketbook and lifestyle? If you have answered yes to all these questions, your dieting is probably on the right track.

The advertisement features two boxes of Post Fruit & Fibre cereal. The box on the left is red and labeled 'with Dates, Raisins & Walnuts'. The box on the right is green and labeled 'with Apples & Cinnamon'. Below the boxes is a large, detailed still life arrangement of fresh produce, including several red apples, a sliced apple, walnuts, cinnamon sticks, and wheat stalks. The background is a dark, textured surface.

Introducing... **New Fruit & Fibre**
With sunny pineapple,

Come... taste the fruits of the tropics, in new Post® Fruit & Fibre® cereal with Tropical Fruit. It's the only Tropical Fruit cereal under the sun!

Now savor the sun-sweetened goodness of dried pineapple chunks, crunchy banana chips and tender coconut mixed with crispy wheat flakes.

What a tropical taste sensation!

It tastes so good

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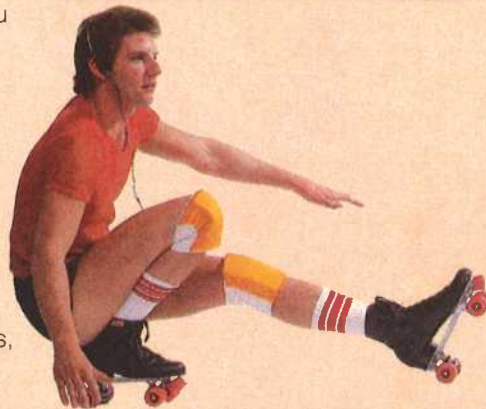
How to burn off calories

Dieting alone will help you lose weight, but you can shed still more pounds by exercising regularly. There will be other health benefits as well, such as increasing the working efficiency of your cardiovascular system and toning up any flabby muscles. But how many calories you burn—and the number of pounds you burn off—will depend on the length and strenuousness of your activity. For example, when you walk, do you saunter along, or do you stride at a brisk, military pace? When you bicycle, do you avoid hills, or do you really press hard on the pedals? Like a car, the faster you go, the more fuel you will burn up. (Remember: If you are above age 40, or have any reason to suspect a physical problem, do not start pushing yourself hard before checking with a doctor.)

To give you an idea how many calories you will burn off in various activities, the American Dietetic Association has prepared the following summary. The range of calories is calculated for an individual of 154 pounds,

male or female, so if you are heavier you will probably expend more energy and if you are lighter, less. Needless to say, you won't lose the amount of fat listed if you begin eating more because of all your exertion.

ACTIVITY	CALORIES BURNED PER HOUR	FREQUENCY OF ACTIVITY	POUNDS OF FAT LOST PER YEAR
Walking (2-5 mph)	150-180	½ hour per day	8-9
Bowling	150-300	2 hours per week	4-9
Dancing	222-510	2 hours per week	7-15
Horseback riding	222-600	2 hours per week	7-18
Bicycling	222-600	½ hour per day	12-31
Calisthenics	222-600	½ hour per day	12-31
Golf	300-510	4 hours per week	18-30
Swimming	300-600	2 hours per week	9-16
Tennis or badminton	300-660	2 hours per week	9-20
Skating	360-600	2 hours per week	11-18
Handball	600-900	2 hours per week	18-27
Jogging (5.5-6 mph)	606-720	½ hour per day	32-38



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you forget the fiber.

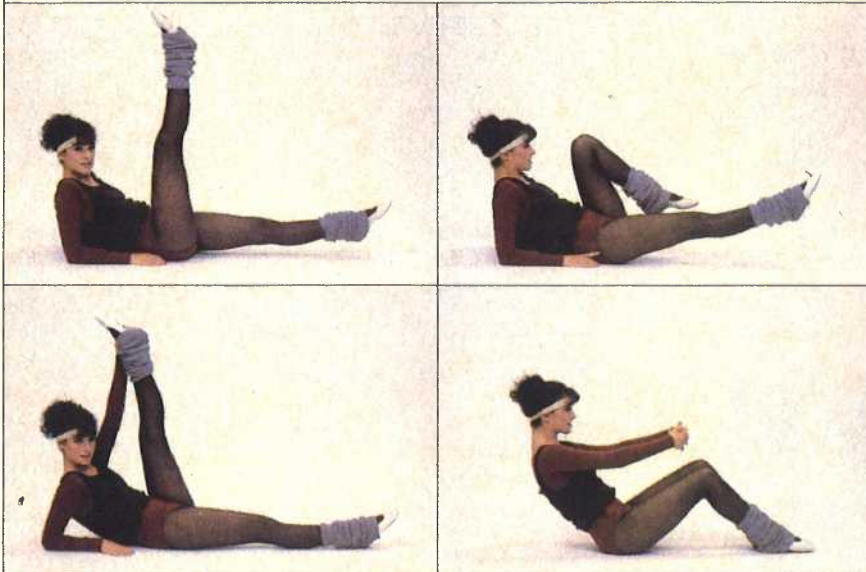


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STRATEGIES FOR A HEALTHIER LIFE

Fitness: use it or lose it



Ask joggers why they run, and they probably tell you that it makes them feel better. But that is just part of the story. Recent studies have shown that exercising

regularly benefits you in many ways. Certainly, it is one reason for the reduced incidence of coronary disease in the United States during the past decade. Most doctors and physiologists are in agreement about the

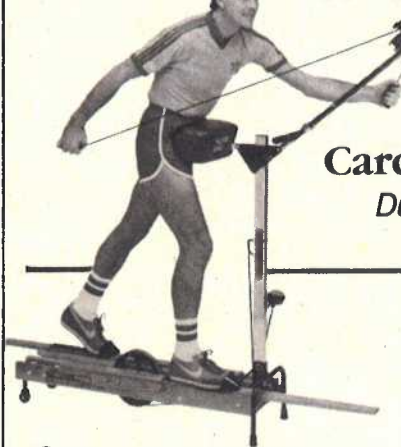
benefits of regular exercising. It increases the efficiency of the heart, lungs and muscles. It extends the physical capacity of the body. It bolsters psychological well-being by relieving tensions and encouraging you to relax and sleep more soundly. And finally, as we've already noted, it can do wonders in helping you control your weight.

Still, exercising regularly should not mean fanaticism. My friend, Dr. Robert Voy, chief medical officer of the U.S. Olympic Training Center in Colorado Springs, Colorado, strongly endorses physical conditioning, but he believes with equal firmness in a conservative, common-sense approach. In his view, no one should engage in exercise that causes pain or suffering. Such activity is highly likely to heighten the risk of injury. Nor should anyone press on with an exercise under extreme conditions, such as high temperature and humidity. Even top athletes sometimes forget or ignore this sensible advice, as was shown during the recent Olympics in Los Angeles when a Swiss woman marathoner staggered toward the finish line clearly suffering from heat exhaustion, a highly dangerous condition with sometimes fatal results.

Before you begin a fitness program, check with your doctor. If you are a male over 40, he will likely recommend that you first take a stress test. This is essentially a cardiogram performed while you are exercising, typically on a treadmill. It tells the physician if your heart can withstand the rigors of increased activity. The doctor also will advise which exercises are best suited for you based on your sex, age, physique and general condition.

Whatever exercise you choose, pick one that you can enjoy throughout the year. (Of course, you can pursue different sports at different times of the year—though you will have to make such seasonal switches carefully so as to avoid injuring muscles that you may not have been using regularly.) Also, you should make certain that the level of activity provides you with maximum physiological benefits. How can you tell? Dr. Voy, who advised Olympic athletes on medical problems that they encountered during training and in competition, has a simple formula: Subtract your age from 220, then take 70 or 80 per cent of that figure. The result will give you the maximum heart rate that you should maintain (but not exceed) for about 20 minutes of vig-

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Cross-country skiing is often cited by physiologists as the most perfect form of cardiovascular exercise for both men and women. Its smooth, fluid, total body motion uniformly exercises more muscles so higher heart rates seem easier to attain than when jogging or cycling. NordicTrack closely simulates the pleasant X-C skiing motion and provides the same cardiovascular endurance-building benefits—right in the convenience of your home, year round. Eliminates the usual barriers of time, weather, chance of injury, etc. Also highly effective for weight control.

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CAN YOU SPARE 20 MINUTES EVERY OTHER DAY?

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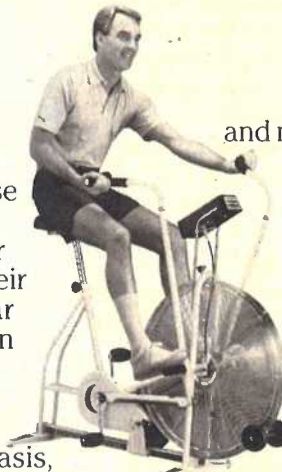
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orous exercising. You can see from these calculations that ten minutes of "aerobics" at the end of a dance class just won't give you the workout that you really need.

At age 50, Dr. Voy's own maximum desirable pulse is 136. It takes him about-eight minutes on his daily exercise walk—he doesn't like jogging—to get his heart up to 136 beats per minute. All the while, he maintains a pace of 3.5 mph. He sustains this speed for 20 minutes. Then during the next few minutes, he gradually slackens off, so that his total exercise time, including the essential warm-up and cool down, is about half an hour. Voy, who is a family physician by training and experience, is convinced that it is time extremely well spent. Says he, "I think and work better and more efficiently and stay awake longer."

It will not be very long before you begin to see some results from your efforts. According to Dr. Voy, if you use his formula and exercise a minimum of three times a week, you will be well on your way to fitness within six months. "Of course," he adds, "the other side of the coin is that if you don't maintain your body, you can expect to suffer loss of function and efficiency. My motto is, you either use it or lose it." ■

STRATEGIES FOR A HEALTHIER LIFE

Stress: how to cope



A telephone call brings word that you have just won a million dollars in a lottery. Your boss suddenly informs you that you are going to be laid off the job. These situations may seem poles apart, yet they are likely to stir the same physiological reactions. Your heart begins to pound, your blood pressure rises, your palms feel sweaty, your stomach knots. You are experiencing the classic signs of stress.

Stress may well be one of today's major contributors to illness. One stress-related disease alone, peptic ulcer, afflicts five million Americans. Stress also knows no boundaries. It occurs in both men and women, in all ages, social classes and races.

The causes of stress seem an inevitable consequence of life—coping with illness, planning a wedding, taking an examination, even winning a lottery. Sometimes stress arises from inactivity,



"I think and work better and more efficiently and stay awake longer."

Exercising: easy does it.

Whether you choose jogging, walking, bicycling, lap swimming or any other exercise, start as simply as possible. Jogging, for instance, requires little more than a good pair of running shoes. Walking can be done in any comfortable, sturdy footwear. Other sports may require a bigger investment, but keep equipment at the basic level until you really know what you need and want in the way of gear.

Do your exercising near your home or workplace. If you have to travel, change clothes, check in and out and shower, the time and inconvenience may soon cause you to quit. Also, while it may be fun to exercise with others, do not depend on company; fitness is a personal responsibility.

Make exercise a daily routine, like brushing your teeth. Skipping days tends to destroy the training effect and your resolve. If you walk or run, use

streets or sidewalks. Grassy surfaces may be uneven and twist ankles. The constant turning of tracks tends to cause joint problems.

In running, as well as other activities, adjust your pace so you can hold a conversation. Run naturally, relaxed, striking with the heel first, then rolling forward on your toes. Don't race, even at the finish.

Avoid clothing that inhibits ventilation, other than to keep you warm in cold weather. If you lose weight from perspiring heavily, remember that you will replace it as soon as you drink water. It is water loss, not fat loss.

If you are a beginning jogger, start with runs of about 10 minutes, gradually increasing to 20 to 40 minutes a day—more if you like and if your body does not feel strained. However, put a limit on your activity. Exercise for a certain time or cover a specific distance—not both.

from feeling isolated or neglected.

Typically, stress is a signal of an overload. Somehow a gap has developed between your expectations and your prospects of achieving them. When a triggering event occurs, your body overreacts. It literally turns on the juice—there is a surge of adrenalin, a quickened pulse, more rapid breathing. In the wild, if you were confronted by some beast of prey, such a reaction would help you make a quick escape. But if stress reactions occur every time you are late for an appointment or are confronted by some other small life crisis, the bodily toil begins to mount. You become a prime candidate for any number of stress-related ailments, including hypertension, rheumatoid arthritis, migraine headaches, asthma and diabetes.

How to cope? There are a number of strategies for avoiding stressful situations. For example, don't drive during the rush hour or visit relatives who upset you. Learn to decide when to fight and when to submit; don't pursue losing causes. Learn to say no, so you

**"Your heart begins to pound,
your blood pressure rises,
your palms feel sweaty,
your stomach knots.
You are experiencing the
classic signs of stress".**

don't find yourself under unnecessary pressures to fulfill work or social commitments. Leave earlier for appointments, yet give yourself some time every week when you can ignore the clock. Protect yourself emotionally; al-

low yourself to make mistakes. Let unimportant matters wait.

In periods of stress, try to contain it by exercising frequently, eating well and trying to get enough sleep. Especially try to relax your muscles. Many methods are now available, including Zen, yoga, hypnosis, biofeedback and transcendental meditation. But such homespun "cures" as a hot bath, a brisk walk or simply having someone rub your back may work just as well.

You may also want to drop everything and turn to a pastime that is solely for relaxation. Finally, often nothing helps so much as a good sounding board: a friend, a doctor, a clergyman, or perhaps a psychotherapist. ■



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If your family deserves what's best, it deserves less. Less salt, fats, calories, and cholesterol. We eat too much for our own good. Doctors agree. The American Heart Association agrees. A recent landmark study on cholesterol agrees.

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LIFESTYLE/HEALTHSTYLE

How much stress is there in your life

To predict stress-related health problems in his patients, Dr. Thomas H. Holmes, together with a colleague, Richard H. Rahe, developed a test for rating the seriousness of certain life crises. To take the Holmes test, check off the events you have experienced in the past year, then add up the numerical values assigned to them. If they total 300 or more, the test suggests you may encounter a major stress-induced health problem within the next two years. If you got 200 or more and have not been feeling well, you should probably get a medical checkup. A score of 150 or more suggests that you should start reducing the stress in your life.

Event during past year		
Death of spouse	100	Departure of child from home 29
Divorce	73	Trouble with inlaws 29
Marital separation	65	Outstanding personal achievement 28
Jailing or institutionalization	63	Wife starting or stopping job 26
Death of close family member	63	Start or end of school 26
Major injury or illness	53	Major change in living conditions 25
Marriage	50	Change in personal habits 24
Fired from job	47	Trouble with boss 23
Marital reconciliation	45	Major change in working hours or conditions 20
Retirement	45	Change in residence 20
Major change in health or behavior of family member	44	New school 20
Pregnancy	40	Major change in recreation 19
Sexual difficulties	39	Major change in church activities 19
Gaining new family member	39	Major change in social activities 18
Major business change (merger, bankruptcy)	39	Mortgage or loan for lesser purchase 17
Major change in financial status	38	Major change in sleeping habits 16
Death of close friend	37	Major change in number of family get-togethers 15
Changing to different line of work	36	Major change in eating habits 15
Major change in frequency of arguments with spouse	35	Vacation 13
Mortgage or loan for major purchase	31	Christmas 12
Foreclosure	30	Minor legal violations (traffic tickets, etc.) 11
Major work change	29	
		Total _____

**The Family Physician:
A Medical Professional for the Entire Family**

This special section on fitness and well-being was produced in cooperation with the American Academy of Family Physicians (AAFP) on the occasion of national Family Health Month (October) during which family doctors are encouraging people to take a close look at their family eating habits, physical fitness, mental health and possible hazards in their homes. Americans are being urged to establish a "partnership for health" with a family doctor because he or she can provide total healthcare on a continuing basis.

Since its founding in 1947, the AAFP has grown to more than 56,000 members, who form a unique medical specialty: the family practice. As successors to that vanishing breed, the oldtime general practitioner, family physicians are a source of primary medical care for the entire family.

Because of their training—a required residency of three years following their graduation from medical

school—they have expertise in a number of areas, from pediatrics and obstetrics to psychiatry and community health. Family physicians are committed to providing continuous, comprehensive care to patients whom they consider individuals in a framework of family relationships. They can help families keep down their medical bills by avoiding the multiphysician syndrome, the costly shuttling of patients from one specialist to another.

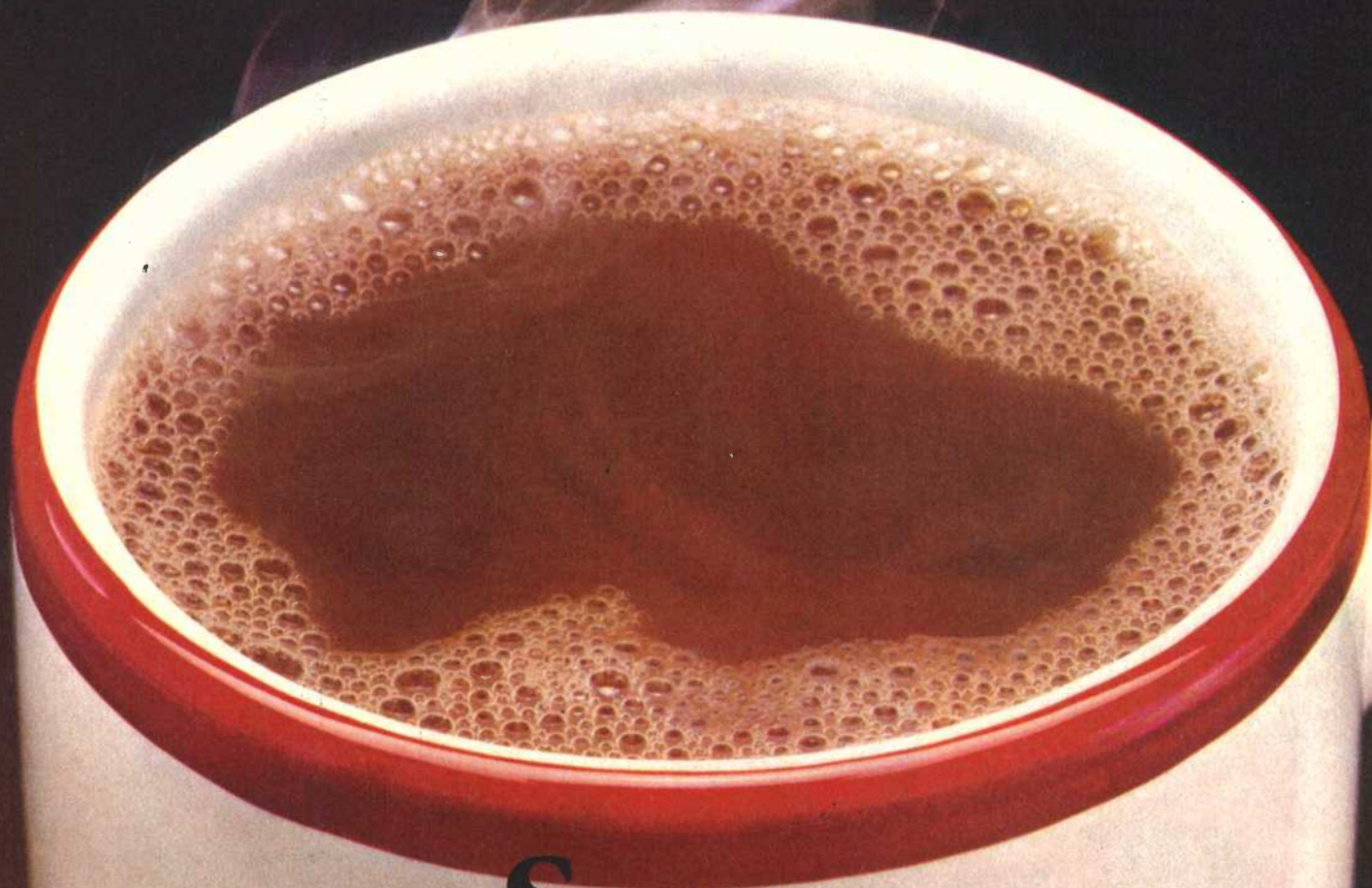
Typically, family physicians treat 90% of the medical problems experienced by the patients that come to them. These patients may range in age from infancy to old age. Even when other specialists are consulted, family physicians maintain full responsibility for a patient's care. Before these doctors hang out their shingles, they take a certification examination given by the American Board of Family Practice. Once certified, they then must take a recertification examination

every six years to ensure that they keep abreast of the latest innovations in medicine. They also must earn 150 hours of continuing medical education credits every three years.

Family physicians are especially eager to help their patients improve their lifestyles. Their attitude is based on a very simple idea: that preventing illness is at least as important as curing it. Most devote a substantial part of their time to health education and to encouraging in their patients good health habits. Such encouragement apparently works. Says Dr. Bruce Bagley, a family physician in Latham, New York: "I am amazed at how many patients tell me they have changed or modified a health-related habit as a result of a talk we once had."

If you are interested in finding out who the family physicians are in your area, you can obtain a list by writing to the AAFP, 1740 West 92nd Street, Kansas City, Missouri 64114.

This hot cocoa is missing something.



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Carnation® Sugar-Free Hot Cocoa Mix.

Your family will love Sugar-Free Hot Cocoa Mix from Carnation. It gives you all the rich, creamy, chocolatey taste you want, but you don't have to worry about sugar because it's sweetened with NutraSweet.™* You get the sweetness of sugar, but no sugar, no saccharin and no funny aftertaste.

Carnation® Sugar-Free Hot Cocoa Mix.
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*NutraSweet™ is a brand name of G. D. Searle & Co. for the sweetener aspartame (APM).



YOU CAN BE YOUR DOCTOR'S EYES AND EARS

When it comes to protecting your health, you are your own first line of defense. Besides proper diet and exercise, you must decide when to treat minor ailments yourself and when to consult a doctor. But whatever you do, your decision can be aided by a good working relationship with a family or personal physician. Having a doctor who provides health care information in an understandable way can help you manage minor medical problems and, at the same time, give you assurance that a physician's help is only a phone call away.

As it happens, self-treatment is the most common form of medical care in the United States. Americans diagnose and treat three out of four medical problems themselves. Most of these fall into the category of minor aches and pains: cold and flu symptoms, indigestion, cuts and bruises and such skin problems as sunburn and acne. Self-treatment is often necessary because there are not enough doctors available to tend to every ailment. For the most part, it is safe because strict government regulations have banned from the open market dangerous concoctions like the oldtime patent medicines, and require all drugs to do what they claim. But having a continuing relationship with a doctor who knows you and your medical history is a critical backup to self-treatment.

Before you take any medications on your own, you must ask yourself some questions. Do the symptoms require a doctor's attention? If you decide to self-medicate, what drug should you choose? Do you have any health problems that might be aggravated by the drug you plan to take? How and when should the drug be taken and what side effects should you watch for? What interaction might occur between the drug and any foods or alcohol you may be consuming?

The range of these questions underscores the importance of a continuing relationship with your physician, and how necessary it is for him to provide you with good patient education.

Carefully reading the label on the

CURING YOUR ILLS

drug should answer most of your questions. Besides your doctor, you have a reliable source of additional information for both prescription and over-the-counter drugs in your local pharmacist. He should have available the latest word on a drug's side effects and also be willing to answer your questions.

Still, taking any drugs, even those sold over-the-counter without prescription, is serious business. You should know whether the drug is to be taken on a full stomach or before meals, or whether it is to be taken at the beginning of the day or at bedtime, or whether the proper amount is a tablespoonful or a teaspoon. Beyond knowing the dosage, it is important to know whether the medication must be mixed with water or milk, and how frequently you must take it in any 24-hour period. Under no circumstances should you use another person's medication, even if your symptoms are similar to his. Some drugs do not mix well with alcohol or with other drugs that you may be taking. Be alert to possible side effects.

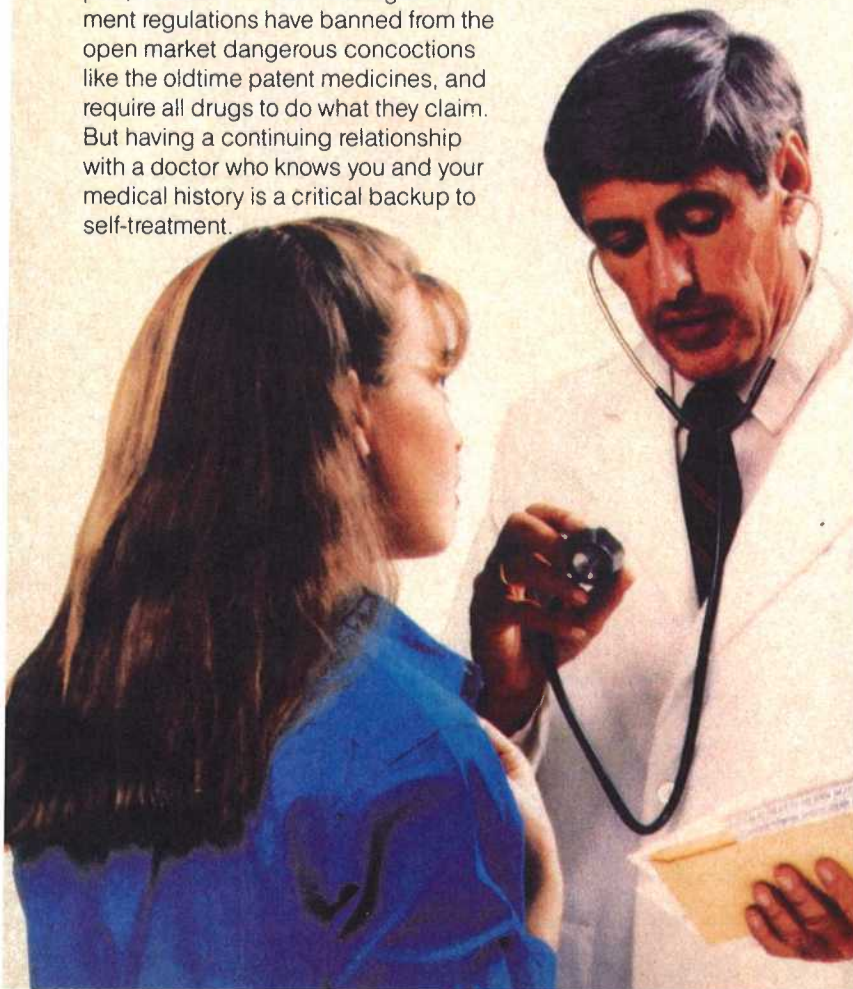
Certainly, taking treatment into your own hands requires information and a good dose of common sense. If you know what a medicine can or cannot do, you can usually choose drugs that bring relief from everyday health problems. But if your symptoms persist, another treatment may be necessary. And for that you should call upon your doctor. ■

Now, go for it!

If there is a single, overriding message in these pages it is that good health and a happy life are not simply a matter of luck. You have to work at them. It is a lifetime job, not just of youth but right into the golden years. You must be careful of your diet, you must do some physical exercise—yes, even if you are an old jock like me—and you must make every effort to eliminate any unnecessary tension in your life.

But, as we think we have shown in these pages, there is plenty you can do to stay fit, feel better and enjoy a good life with just a reasonable amount of effort. Now, go for it!

R. B. Strauch



THERE'S STRENGTH IN NUMBERS.

Some people seem to think that beef is just too good tasting to be good for you.
But the new numbers are in* And they are impressive.

76%

PROTEIN

Beef is a super source of complete, high-quality protein.

35%

NIACIN

Needed to produce energy within cells.

51%

ZINC

A component of many vital enzymes.

19%

IRON

A great source of the iron you most easily absorb.

100%

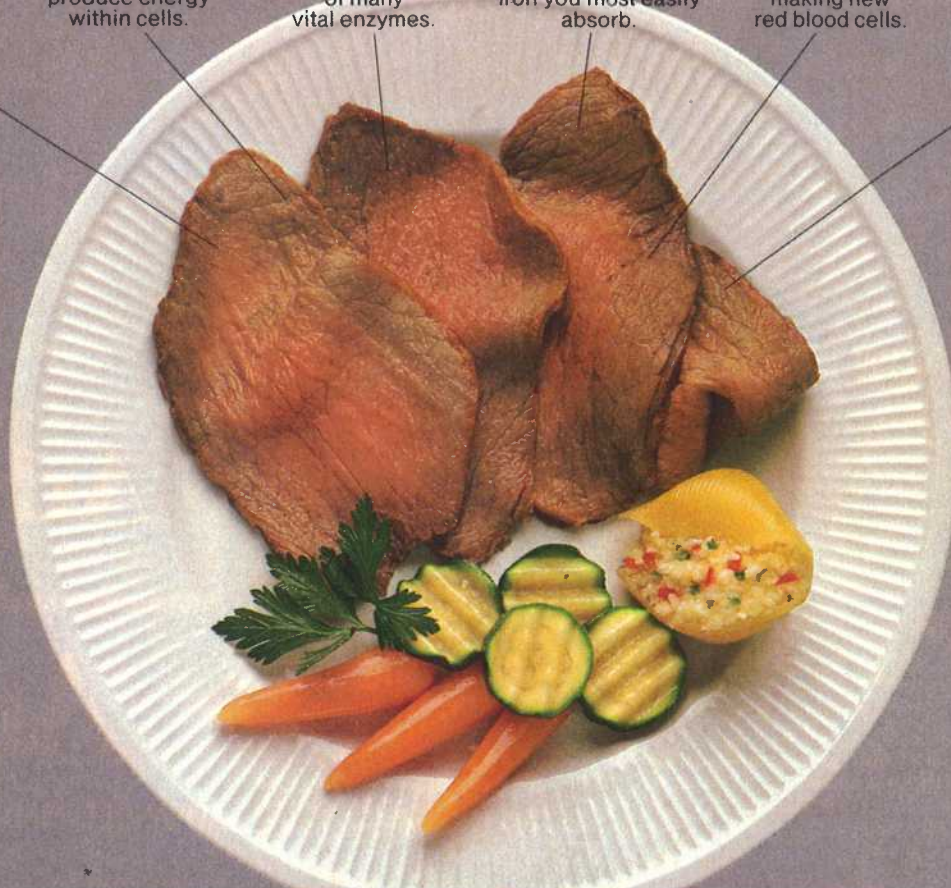
VITAMIN B-12

Essential in making new red blood cells.

13%

CALORIES

You get all the bigger numbers for just 250 calories, 13% of a day's intake.**



BEEF GIVES STRENGTH.

*1983 Beef Nutrient Composition Study coordinated by the Meat Board with the USDA, Michigan State University, and University of Kentucky

**All percentages are based on a 4 oz. serving and recommended dietary allowances, women 23 to 50 years.

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THE MOST SIGNIFICANT NEWS IN PAIN RELIEF IN 29 YEARS.*



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ADVIL™ (ibuprofen) is a different pain medication from any you've ever been able to buy before. And it's the first really new nonprescription pain reliever that's been made available since 1955, when Tylenol™ (acetaminophen) was introduced.

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ADVIL isn't Tylenol and it isn't aspirin. Advil contains ibuprofen – the medicine in the prescription brand Motrin,™ the product of another company. Now ibuprofen is available in nonprescription strength in Advil. Ibuprofen has been proven so effective in relieving many types of pain that doctors have already prescribed it over 130 million times.

A Real Alternative.

ADVIL can be used instead of aspirin or acetaminophen for relieving headache pain, minor arthritis pain or menstrual pain.

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Learn More About It.

ADVIL should not be taken if you've ever had a severe allergic reaction to aspirin or any other pain reliever without consulting your doctor first. Pregnant or nursing women and children under 12 should take Advil only under a doctor's supervision. Further, if you're currently taking a prescription drug for any serious condition or if you've ever had any serious side effects from taking any nonprescription pain reliever, consult your doctor before taking Advil. Use only as directed.



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Kool gives you extra coolness
for the most refreshing sensation in smoking.

A sensation beyond the ordinary.



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

Milds Kings, 11 mg. "tar", 0.8 mg. nicotine;
Filter Kings, 17 mg. "tar", 1.1 mg. nicotine
av. per cigarette, FTC Report Mar. '84.

NEW!



Introducing
Carlton Slims
"Deluxe 100's"

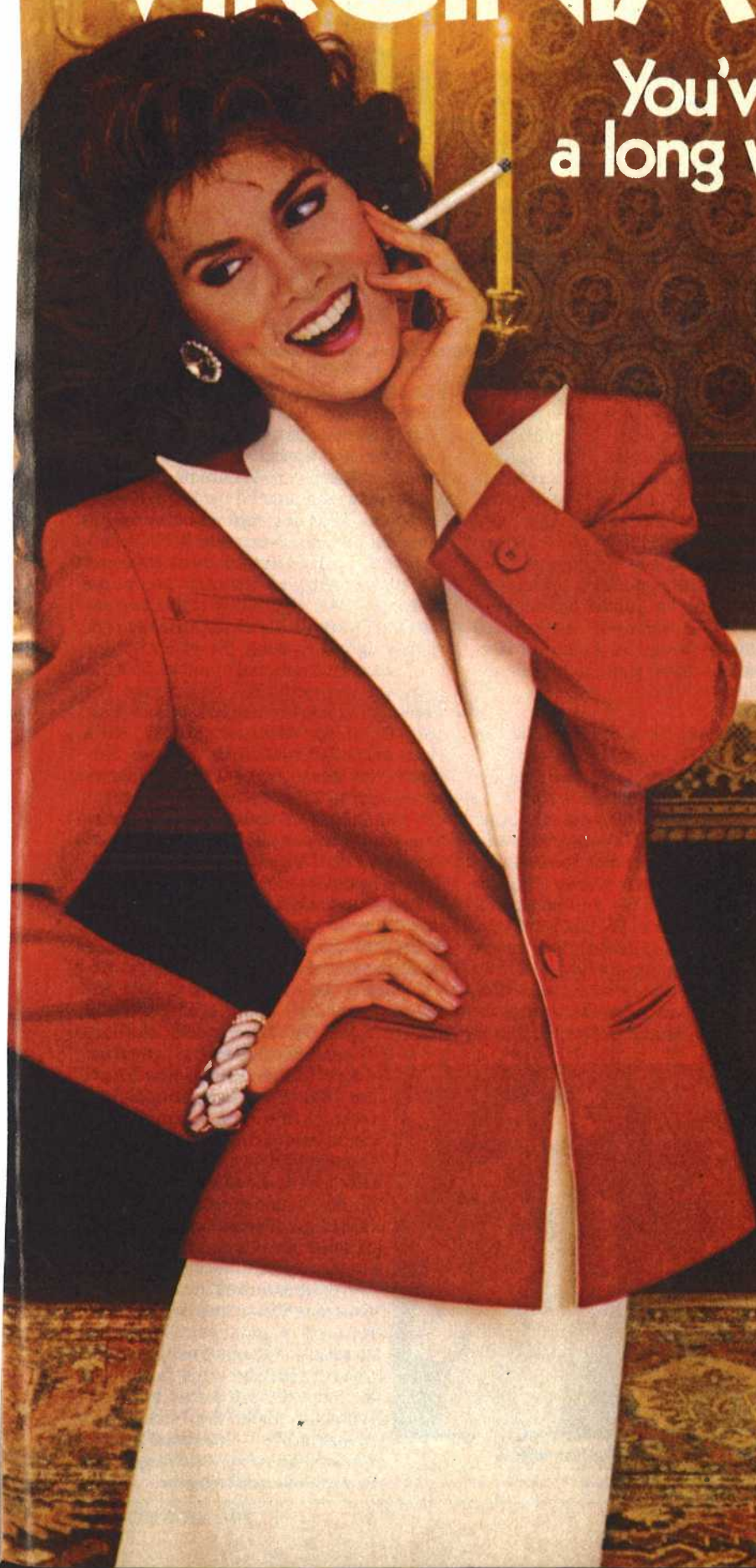
Elegant, with the class of Carlton.

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

Slims: 6 mg. "tar", 0.6 mg. nicotine
av. per cigarette by FTC method.

VIRGINIA SLIMS

You've come
a long way, baby.



Fashions: Her-Dor



*Virginia Slims remembers when
a man had his place and a woman
knew hers.*

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

100's: 15 mg "tar," 1.0 mg nicotine—Lights: 8 mg "tar,"
0.6 mg nicotine av. per cigarette, FTC Report Mar.'84.

NEW LUCKY LIGHTS!

Extra Mild!
Low Tar!
Great Taste!

100's:
Only 9 mgs. tar.
0.8 mg. nic.

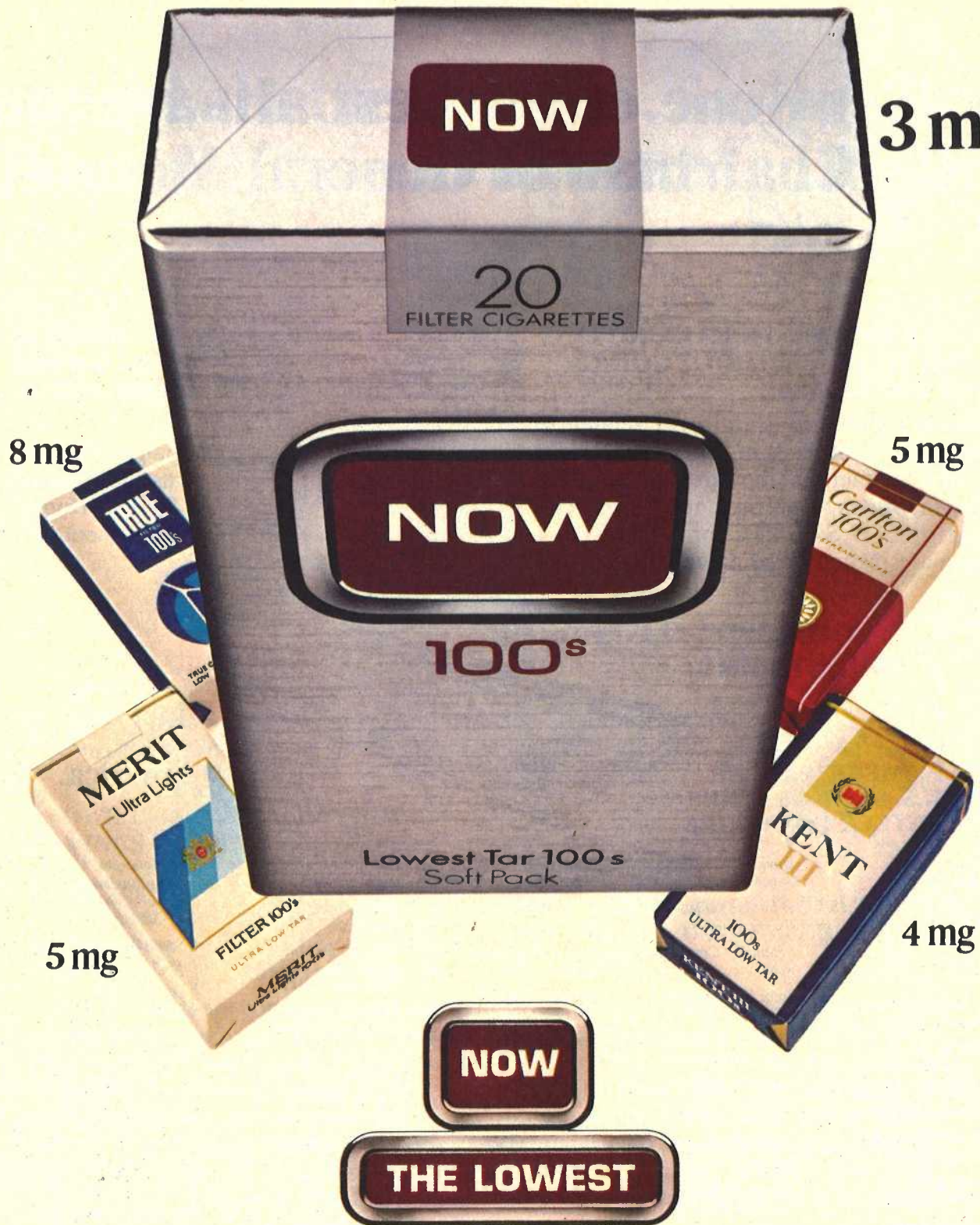


Kings:
Only 8 mgs. tar.
0.7 mg. nic.

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

Lights: 8 mg. "tar", 0.7 mg. nicotine, 100's: 9 mg.
"tar", 0.8 mg. nicotine av. per cigarette by FTC method.

The lowest stands alone.

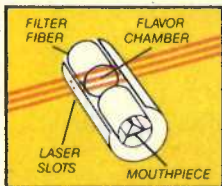


Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

SOFT PACK 100s FILTER, MENTHOL: 3 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.
Competitive tar levels reflect either the Feb. '84 FTC Report or FTC method.
NOW. THE LOWEST OF ALL BRANDS.

True 100's Innovation!

**New True Laser-Cut "Flavor Chamber"
Filter Provides *Tasteful Alternative*
to Higher Tar Brands.**



True Exclusive. We call it the "Flavor Chamber"
Filter. A unique filtration system made possible
by Laser Technology that improves True 100's
taste to a new fullness and richness.

A flavor-rich tobacco experience that gives you a tasteful
alternative to higher tar brands.

Longer Lasting Enjoyment Bonus.

New True 100's are packed with extra tobacco. So every
cigarette burns slower to give you longer lasting enjoyment.

Noticeably longer.

New Breakthrough True 100's.

*Go ahead. Test it against the only
taste that counts. Yours!*



It tastes too good to be True.



New *BREAKTHROUGH* True 100's

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

8 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC Method.