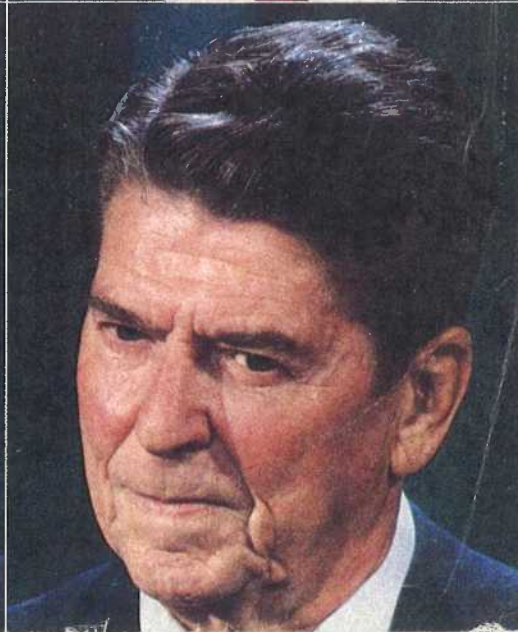
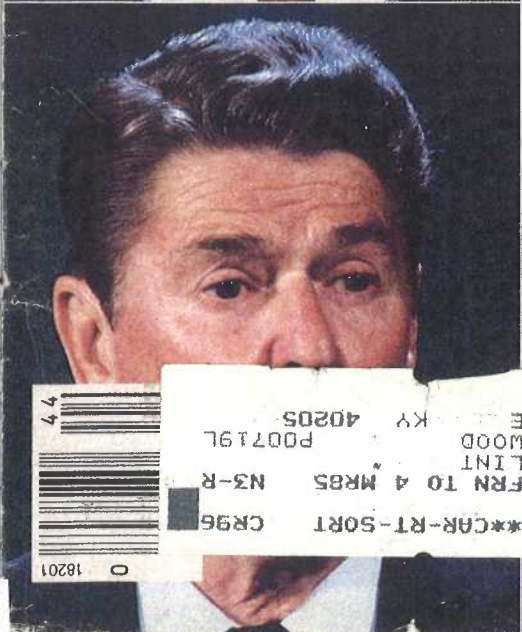
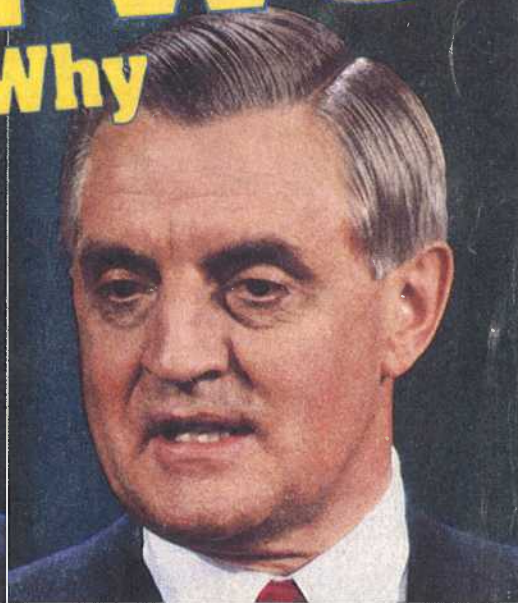
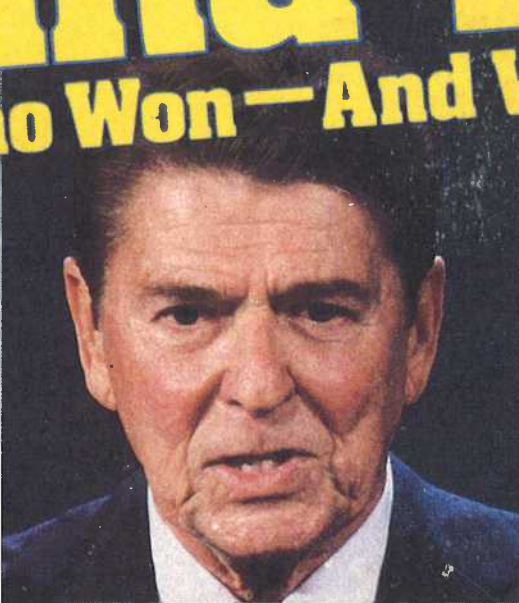
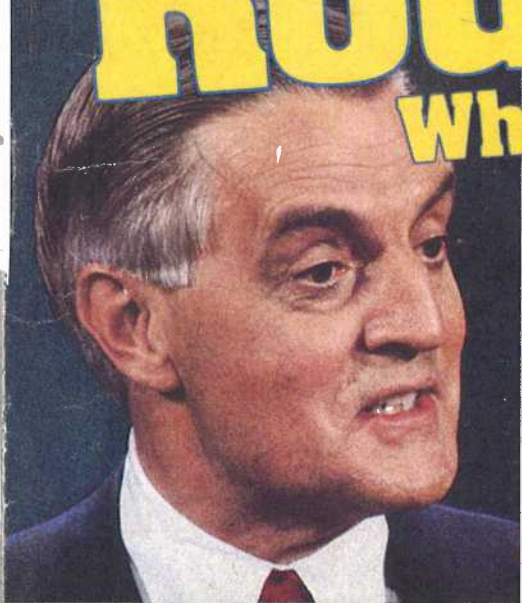
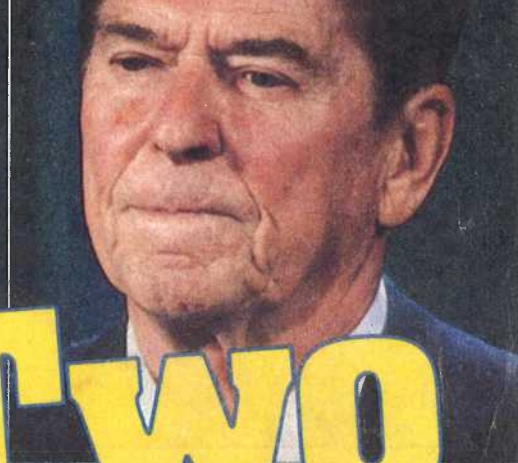
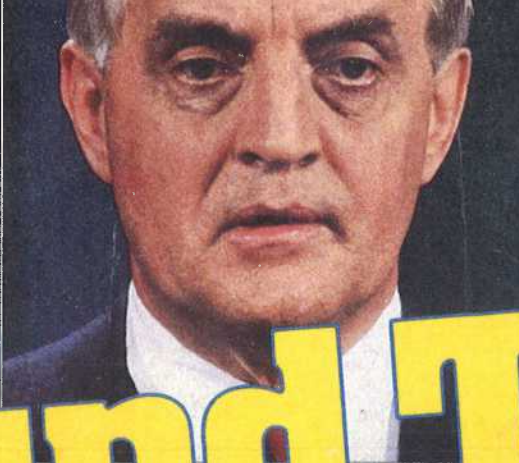
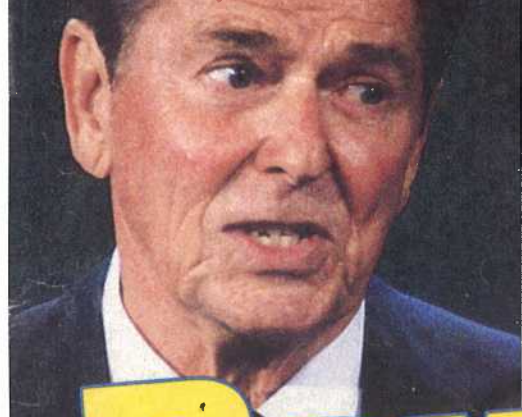


★ THE DEBATE ★
Newsweek

October 29, 1984 / \$1.75

Round Two
Who Won — And Why



*****CAR-RT-SORT CR96
FIN 7220 FRN TO 4 MRBS N3-R
OGDEN B FLINT
1722 FERNWOOD
LOUISVILLE KY 40205
P00719L

18201 0



Out, Damned Political Spot

MY TURN/JOHN O'TOOLE

In every election year, television spots for candidates plumb new depths of distortion and misrepresentation. Sometimes the candidate does not appear in his own commercial. Often the major issues are avoided. Usually heavy-handed symbols such as a Pinocchio's nose or a chauffeur-driven limousine accompany references to the opponent. And as Election Day approaches, as one or both candidates in a race grow desperate, as the time available for an opponent's response diminishes, professional and personal allegations are televised that would shame the publishers of supermarket scandal sheets.

The time has come, I think, to stop trivializing the electoral process by equating

a candidate and a public office with an antiperspirant and an armpit. It is time to stop selling television spots to political candidates.

This may sound strange coming from an advertising man. But the fact is that political commercials are created mainly by "media consultants" who specialize in political campaigns. And lest I appear self-serving for that reason, I neither seek nor would I accept that kind of business.

I simply believe that politics is giving advertising a bad name—and vice versa. And I'd like it to stop.

A commercial for a political candidate cannot be compared with one for a product. The latter has as its objective increasing the

share of the category market over a period of time: the former seeks victory in a matter of weeks. If a commercial misleads the consumer into buying a flawed product, he can exercise the warranty, demand his money back or refuse to purchase the product again, which is his mightiest retaliatory weapon. But if you "buy" a candidate on the basis of unfair advertising, there is no simple recourse.

Rules: The fact that a political spot closely resembles a product commercial is really a subtle form of deception. Actually, it is a different species with different objectives operating under a different set of rules. TV stations and networks are free to reject any product commercial they think makes false

If you please try

Box: Less than 0.5 mg. "tar", 0.05 mg. nicotine; Soft Pack, Menthol and 100's Box: 1 mg. "tar", 0.1 mg. nicotine; 100's Soft Pack and 100's Menthol: 5 mg. "tar", 0.4 mg. nicotine; 120's: 6 mg. "tar", 0.6 mg. nicotine; 120's Menthol: 6 mg. "tar", 0.5 mg. nicotine av. per cigarette, FTC Report Mar. '84.
Slims: 6 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.

or misleading claims. The same stations and networks are obliged by law to accept any political spot presented to them. They cannot refuse to run it even if they can prove the contents to be nothing but lies. Furthermore, the advertising industry's self-regulatory system, the National Advertising Division of the Council of Better Business Bureaus, has been praised by consumer groups and the chairman of the Federal Trade Commission for all but eliminating false claims in national advertising. No one really has jurisdiction over political spots.

Media consultants thus enjoy a kind of license to lie; they can resort to slander, character assaults and false depictions of an opponent's record, especially during the frantic final days of a campaign. Nothing remotely resembling such circumstances occurs in the implementation of a product-advertising campaign. But as long as the political commercial is viewed as a form of advertising, the problem will defy solution.

Lies: The answer is not to impose the rules and safeguards of product advertising on political commercials. It cannot be done without savaging the essential First Amendment guarantees under which candidates campaign. Who, after all, is a television-station manager to tell a candidate for the Senate that a statement made in his spot is a

lie? What station manager would ever do so?

No, the answer is to distinguish the two forms of communication more clearly. This could be accomplished by providing free air time to the candidates for important national, state and municipal offices. If we did it the way it is done in Britain, a series of 10-minute, prime-time segments would be allocated to the parties on the basis of party registration.

The term "free" is not entirely accurate

I simply believe that
candidate commercials
are giving advertising
a bad name—and
I'd like it to stop.

since the airwaves really belong to the electorate and are licensed by government to the stations. In return for this lucrative privilege, we would be asking for something like 24 hours' worth of that time back, spaced over a three-month period. Granted, the present system is a bonanza to TV stations in states where candidates spend as much as

\$7 million on spot campaigns for congressional and gubernatorial races. My proposal would deprive stations of such windfalls, but it would relieve the pressure on the poor voter who is harassed by fund raisers a year before the election and who worries about what obligations the candidate is incurring along the way.

Dignity: In 10 minutes or even a half hour, media consultants would have to deal with an issue or two, and even give us a glimpse of the candidate. If not, the omissions would be telling. They would not, I suspect, devote the entire time to allegation, implication and innuendo. Such techniques work better in the hit-and-run environment of a 30-second spot. And if, as some consultants claim, longer messages featuring the candidate are dull, we will at least be able to tell which candidate is the duller.

A recent survey by Video Storyboard Tests, Inc., indicated that the public finds political commercials significantly less informative and believable than those for a product. Such results imply I may not be alone. By erasing the political spot, we could and we would restore some dignity to our electoral process.

O'Toole is chairman of the board at Foote, Cone & Belding Communications, Inc.

smoke

Carlton.

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

Special Advertising
Supplement

Personal Health Care



A guide to health,
fitness and nutrition.

Written by the
American Medical Association.

Only Bayer.

Only Genuine Bayer

has a patented micro-thin coating that makes it better tolerated than regular aspirin. That means Bayer is easier to swallow with no chalky, bitter taste...no burning in the throat. And Genuine BAYER® Aspirin gives you fast, effective relief.

Only Maximum Bayer

is 1000 mgs. of pure aspirin, coated to swallow easily. Maximum Bayer contains no caffeine...just 1000 mgs. of pure pain reliever per dose. No extra strength pain reliever gives you all that! Try Maximum BAYER® Aspirin.

Only Arthritis Bayer

is the "8 Hour Aspirin." That's because it's 1300 mgs. strong and time-released to last long. You take it once in 8 hours. Taken in the morning, it relieves minor arthritis pain and stiffness during the day. Taken at bedtime, Arthritis BAYER® Timed-Release Aspirin lets you sleep comfortably and wake without morning stiffness and pain.



We're making aspirin better than ever.

Read and follow label directions.



A Special Message

For the second year in a row, the American Medical Association is pleased to present a special supplement on health, in Newsweek magazine.

We welcome another opportunity to support the basic purpose of the Association, "To promote the science and art of medicine and the betterment of public health," by bringing information to millions of people about factors that influence good health, as well as some that can cause illness.

The supplement also allows us to note various improvements being made in health care. We believe you will be impressed—as we in the profession are—with the fact that medicine is developing so quickly and in so many different directions.

We hope you enjoy reading our message. More importantly, we hope you will use this information to help preserve your own health, simply by doing what is healthful and avoiding what is not.

Here's to your good health.

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



Introduction

"These may inform all whom it concern that Mr. John Smith of Hatfield in the Province of West New Jersey hath lived with me a considerable time, as a disciple, to learn the arts and mysteries of chemistry, physic and the astral sciences. His judgment may be safely depended upon in all things, so far as he follows my instructions."

Such a proclamation, written in hand and given by the physician who had taught him, was all the license John Smith needed to begin practicing medicine in 1758. Most practitioners had nothing more, if as much.

To be sure, the practice of medicine has advanced significantly since the days of John Smith. Physicians, hospitals, scientific researchers and all others involved in medical science and medical care have learned to better identify, prevent, control, ameliorate, or cure disease and the results of accidents.

Yet they have also learned that medical care alone cannot keep people healthy. In fact, it seems that the major challenge now facing today's physicians is the motivation of people to take responsibility for developing and maintaining their own health to the fullest extent possible.

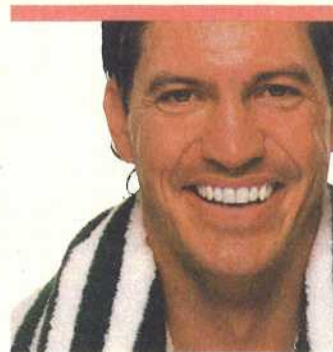
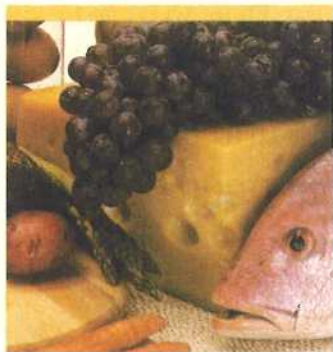
Accidents and disease can strike, of course, no matter how well one takes care of oneself. For those times, the medical profession and the entire health care field stand

ready to help. However, many problems that afflict people are caused by their own behavior, as they engage in unhealthy activities and avoid healthful ones. Often this behavior stems from a simple lack of knowledge of what is healthful and what is not.

Newsweek and the American Medical Association have combined their efforts herein to help you better care for yourself, so that you can be—and remain—healthy. We also mean to help you make the best use of the medical and health care system when you need it. For we want you to believe, as we do, that Benjamin Disraeli, prime minister of England, was right when he said:

"The health of the people is really the foundation upon which all their happiness and all their powers as a state depend."

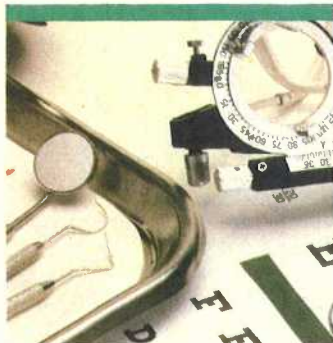
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Good Nutrition in One Word: Balance

Weight Control

Fitness and Exercise



How to Avoid Obvious Problems

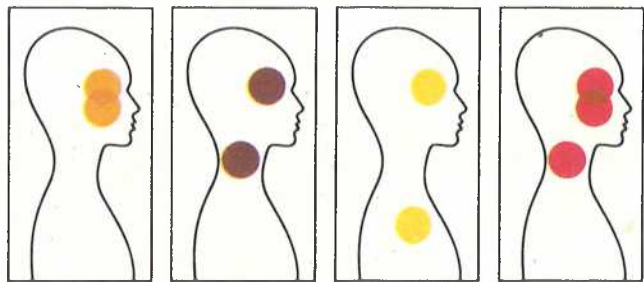
Checkups: When and How to Use Professionals

When You Need a Physician

Advances in Medicine

Most cold medicines treat symptoms you don't have.

Would you take a headache remedy when you didn't have a headache? Or a cough medicine when you didn't have a cough? Of course not. But that's what many cold medicine



Triaminic® Cold Syrup or Tablets
Triaminic-12® Tablets
Stuffy nose
Runny nose
Postnasal drip

Triaminic-DM® Cough Formula
Stuffy nose
Frequent, annoying cough

Triaminic® Expectorant
Stuffy nose
Dry, hacking cough

Triaminicol® Multi-Symptom cold Syrup or Tablets
Nasal congestion
Runny nose
Frequent, annoying cough

companies want you to take.

Because their cold remedies treat up to twelve different symptoms all at once. (Read their labels.)

Which is great if you happen to have all twelve symptoms at once.

But if not, try the solution doctors and pharmacists have been recommending for years: one of the four Triaminic® formulas.

The orange formula (Triaminic® Cold Syrup) is only for runny noses, stuffy noses and postnasal drip. Of all the liquid cold medicines recommended by pharmacists, this is #1 in the country.* It's also

available in tablets and 12-hour sustained-release tablets.

The dark red formula (Triaminic-DM® Cough Formula) is only for frequent, annoying coughs and stuffy noses.

The yellow formula (Triaminic® Expectorant) is only for dry, hacking coughs and stuffy noses.

And the light red formula (Triaminicol® Multi-Symptom Cold Syrup) is only for nasal congestion, runny noses and frequent, annoying coughs. (Also available in tablets.)

Taken as directed, they'll give you exactly the right amount of medicine for the symptoms you have.

Don't settle for more.

19843



Why take more than you need?

*American Druggist, 1984 Open Call Survey.
© 1984 Dorsey Laboratories/Division of Sandoz, Inc.

Use only as directed.



Good Nutrition in One Word: Balance

Proper nutrition is essential to good health and the key to proper nutrition is a balanced diet that provides protein for growth and repair of body tissue; carbohydrate for energy; fat for energy and absorption of fat-soluble vitamins; fiber for good elimination; and the vitamins and minerals your body needs to function properly. All of these are available to you in a balanced diet that includes a variety of foods.

The best way to achieve this balance is to choose items from the "four food groups." Every day, you should have food from the milk group, which includes milk, yogurt, cheese or ice cream; from the meat group, which includes meat, fish, poultry, dried

beans, or peas; from the bread and cereal group, which includes whole grain and enriched cereals, breads, rice, macaroni, noodles and spaghetti; and from the vegetable and fruit group.

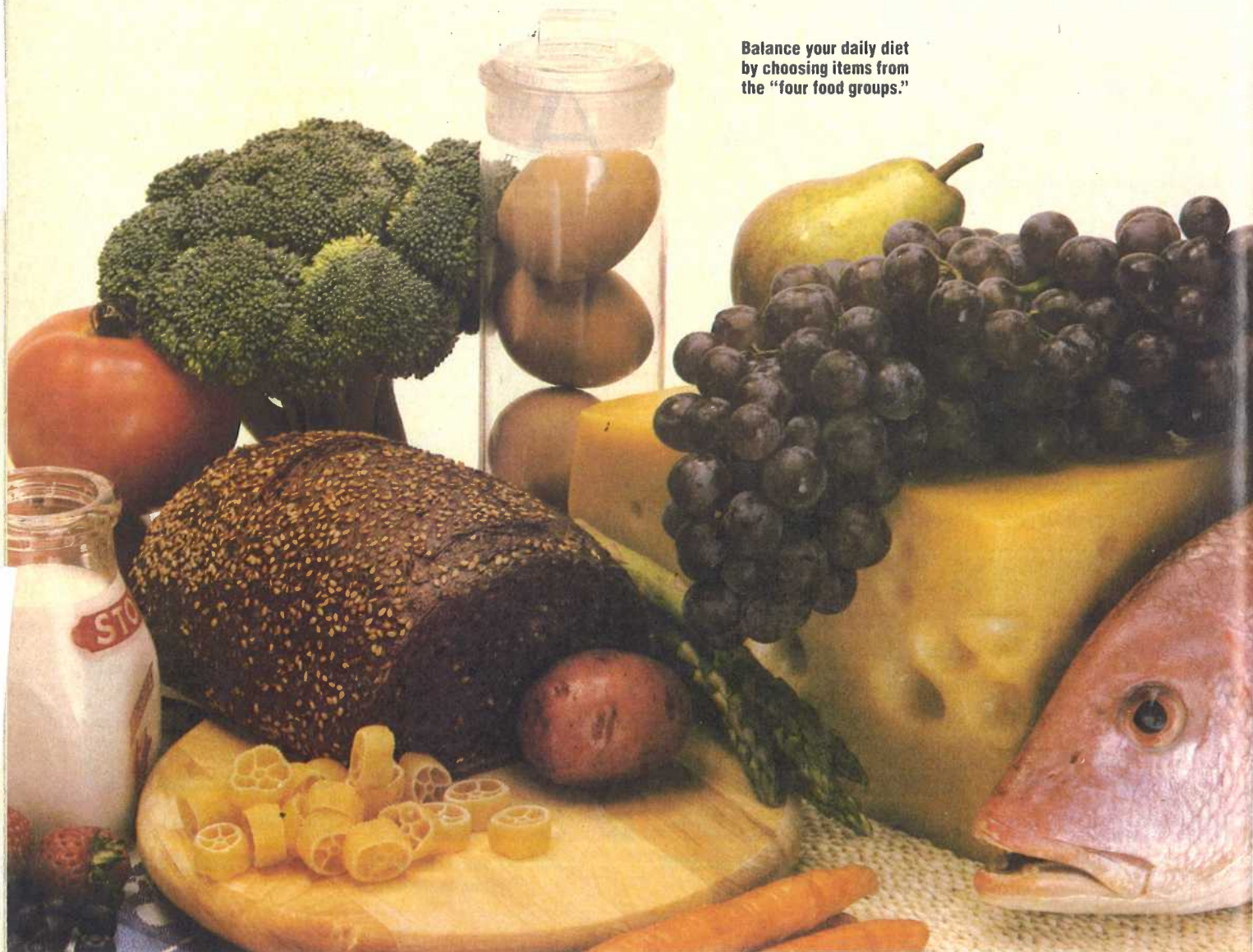
You should be moderate in your enjoyment of the "extras," such as butter or margarine, salad oils, sugars, syrups, honey, candy, cookies and pastries.

It is important to restrict the consumption of sodium (salt), thought by many to be a factor in high blood pressure. Fortunately, it is now easier to control your sodium intake since many food manufacturers are producing low-sodium products, and labeling sodium content. For more on the dangers of too much salt, see Chart F in the following section.

Of the two kinds of carbohydrates, the first is simple carbohydrate (sugar), such as the fructose in fruit and refined sugar in candy and other goodies. The second is complex carbohydrate (starch), found in pasta, rice, corn, wheat, other grains and potatoes. Starch is generally preferable to simple sugars because it contains vitamins and minerals.

There are two kinds of fat also, saturated and polyunsaturated. Saturated fat, which is solid at room temperature, comes mostly from meat and dairy products. It can increase fat globules in your blood and cause blood vessel and heart problems. Polyunsaturated fat is usually liquid and comes from such sources as safflower and corn oil. Ideally, half of your small amount of fat intake should be saturated, half polyunsaturated.

Balance your daily diet by choosing items from the "four food groups."



Mrs. Dash™ Presents Flavor So Good You Won't Miss Salt!

**ZESTY!
TINGLING!
SAVORY!**

**SIZZLING!
TANGY!
SAUCY!**

**CRISPY!
JUICY!
TENDER!**

Only the natural combination of 14 herbs and spices in Mrs. Dash can arouse this kind of satisfying flavor without salt. And because Mrs. Dash is all natural there's no bitter after-taste of salt substitutes. Try Mrs. Dash on salads, meat, poultry, eggs... anything you'd salt. Use it at the table and in cooking for a healthier, zestier way to season without salt.



New Mrs. Dash Crispy Coating Mix is the all natural salt-free way to bake chicken or pork to a crispy, golden goodness. Specially blended with 14 natural herbs and spices, Mrs. Dash makes chicken crispy and tasty on the outside, tender and juicy on the inside. Just the way your family loves chicken! And when you're watching sodium, compare! Mrs. Dash has only 5 mg. per serving. Shake 'n Bake® has 590!



Introducing New Mrs. Dash Steak Sauce — thick, rich, all natural and salt-free! It's the zesty, delicious way to add sizzling flavor to steaks, roasts or chops. The natural blend of 14 herbs and spices in Mrs. Dash Steak Sauce are a great new way to enjoy delicious flavor and still cut down on sodium. Mrs. Dash Steak Sauce has only 10 mg. of sodium per serving. A-1® has 275!



For sodium information call toll free: 1-800-622-DASH.

15¢

Save 15¢ on
Mrs. Dash™ Salt-Free Seasoning



Retailer: For each coupon you accept from a customer at time of purchase for the specified amount, Alberto-Culver Company will pay the face value of the coupon plus 8¢ for handling if you fulfill all requirements of the offer and agree to furnish upon request proof of purchase of sufficient stock to cover coupons presented. Any other use constitutes fraud. Coupon void if presented through outside agencies, brokers, or those who are not retail distributors of our merchandise. Coupon may not be assigned, transferred or reproduced and is void where prohibited, taxed or restricted. Customer must pay any sales tax. Cash redemption 1/20¢. Offer good only in USA. Send to Alberto-Culver Co. P.O. Box 1252, Clinton, Iowa 52734. Coupon expires 4-30-85.

LIMIT ONE COUPON PER PURCHASE.

22400 107961 **15¢**

25¢

Save 25¢ on New
Mrs. Dash™ Steak Sauce



Retailer: For each coupon you accept from a customer at time of purchase for the specified amount, Alberto-Culver Company will pay the face value of the coupon plus 8¢ for handling if you fulfill all requirements of the offer and agree to furnish upon request proof of purchase of sufficient stock to cover coupons presented. Any other use constitutes fraud. Coupon void if presented through outside agencies, brokers, or those who are not retail distributors of our merchandise. Coupon may not be assigned, transferred or reproduced and is void where prohibited, taxed or restricted. Customer must pay any sales tax. Cash redemption 1/20¢. Offer good only in USA. Send to Alberto-Culver Co. P.O. Box 1252, Clinton, Iowa 52734. Coupon expires 4-30-85.

LIMIT ONE COUPON PER PURCHASE.

22400 107979 **25¢**

20¢

Save 20¢ on New
Mrs. Dash™ Crispy Coating Mix



Retailer: For each coupon you accept from a customer at time of purchase for the specified amount, Alberto-Culver Company will pay the face value of the coupon plus 8¢ for handling if you fulfill all requirements of the offer and agree to furnish upon request proof of purchase of sufficient stock to cover coupons presented. Any other use constitutes fraud. Coupon void if presented through outside agencies, brokers, or those who are not retail distributors of our merchandise. Coupon may not be assigned, transferred or reproduced and is void where prohibited, taxed or restricted. Customer must pay any sales tax. Cash redemption 1/20¢. Offer good only in USA. Send to Alberto-Culver Co. P.O. Box 1252, Clinton, Iowa 52734. Coupon expires 4-30-85.

LIMIT ONE COUPON PER PURCHASE.

22400 107987 **20¢**

© 1984 ALBERTO-CULVER COMPANY

Why some things taste



Introducing the NutraSweet® 100% Symbol.

In an unbelievably short time, millions of Americans have found they have a taste for NutraSweet* brand sweetener.

They've discovered what tests have proven: NutraSweet tastes just like sugar.

Now there's a way to be sure the foods you're buying are sweetened with NutraSweet. And only NutraSweet.

Just look for this red and white symbol.

Why the fuss over a simple ingredient?

NutraSweet has captured the interest of more people than any food ingredient in history.

No doubt because it has some noteworthy virtues in addition to great taste.

An amount equal in sweetness to one teaspoon of sugar contains just 1/10 of one calorie. So it can reduce the number of empty calories in some foods as much as 95%.

NutraSweet doesn't cause cavities, either. And that means there are now a lot of sweet things you and your child can agree on.

Better still, NutraSweet is neither artificial like saccharin. Nor a carbohydrate like sugar.

It's a nutritive sweetener your body digests and utilizes as protein.

te better than others.

It's the most revolutionary sweetener the world's ever seen. But your body doesn't even notice.

Everything in NutraSweet brand sweetener is found naturally in almost everything we eat.

So while it's a dramatically different kind of sweetener, your body treats it no differently than fruits, vegetables, meats, grains or dairy products.

That's why it's popular with children and adults alike.

Especially those who, for a variety of reasons, may be forced to limit the amount of sugar they eat.

Have a taste test of your own.

Despite all these reasons to try NutraSweet, we're offering yet another. A coupon that'll save you 30¢ on any product sweetened 100% with NutraSweet.

Of course, we're hoping you'll compare its uncompromised taste to that of sugar.

There are a variety of products from which to choose. And they're listed on the coupon below.

Just pick one and redeem the coupon at your local store.

Because, as you're about to discover, no sweetener tastes better than NutraSweet. Not even sugar.

Store Coupon

Save 30¢ on any one of these products sweetened 100% with NutraSweet.

- | | |
|---|---|
| <input type="checkbox"/> Alba 77® Fit'n Frosty™ | <input type="checkbox"/> Hills Bros® Sugar Free Instant Flavored Coffee Beverage |
| <input type="checkbox"/> Alba® Sugar Free Hot Cocoa Mix | <input type="checkbox"/> Lipton® Iced Tea Mix |
| <input type="checkbox"/> Alpine from Krusteaz® Instant Spiced Cider Mix | <input type="checkbox"/> Lite line® Drink Mix |
| <input type="checkbox"/> Canfields® Diet Soft Drinks | <input type="checkbox"/> Nestea® Free Tea Mix |
| <input type="checkbox"/> Carnation® Sugar-Free Hot Cocoa Mix | <input type="checkbox"/> Ovaltine's Sugar Free Hot Cocoa Mix |
| <input type="checkbox"/> Celestial Seasonings® Iced Tea Mix | <input type="checkbox"/> Shapely Shake™ Shake Mix |
| <input type="checkbox"/> Chew-On™ Gum | <input type="checkbox"/> Sugar Free Country Time® Lemonade Mixes |
| <input type="checkbox"/> Crystal Light™ Drink Mixes | <input type="checkbox"/> Sugar Free JELL-O® Brand Gelatin Dessert |
| <input type="checkbox"/> d'Lite™ Low Calorie Soda | <input type="checkbox"/> Sugar Free Kool-Aid® Brand Soft Drink Mix |
| <input type="checkbox"/> D-Zerta® Low Calorie Dessert Mixes & Whipped Topping | <input type="checkbox"/> Sugar Free Light & Lean™ Gelatin Dessert and Hot Cocoa Mixes |
| <input type="checkbox"/> Dia-Mel® Gelatin and Pudding | <input type="checkbox"/> Sugar Free Wyler's® Drink Mix |
| <input type="checkbox"/> Diet Squire® Saccharin Free | <input type="checkbox"/> Superman™ Hot Cocoa Mix |
| <input type="checkbox"/> Equal® Low-Calorie Sweetener | <input type="checkbox"/> Swiss Miss® Sugar Free Milk Maker and Hot Cocoa Mix |
| <input type="checkbox"/> Estee® Dessert Mixes | <input type="checkbox"/> Tetley® Ice Tea Mix |
| <input type="checkbox"/> Featherweight® Dessert and Hot Cocoa Mixes | |

Please check product purchased and print your name and address below to redeem this coupon.

Name _____

Address _____

City _____ State _____ Zip _____

Retailer: This coupon will be redeemed for face value plus 8¢ handling if used in accordance with offer stated hereon. Coupon is void if taxed, prohibited, or restricted by law.

Retailer mail to NutraSweet® brand sweetener, P.O. Box 4026, Clinton, Iowa 52734.



00025 100595

Offer expires January 31, 1985

Not all products available in all areas. Ask your grocer.

**A Daily Food Guide—Chart A**

Recommended servings of food from each group are the minimum servings required per day. For an adult, a well-rounded diet

consisting of minimum servings from each food group will provide about 1,300 calories and from 80 to 120 percent of the recommended daily allowance of nutrients.

Food Group	Number of servings per day			
	Child	Preteen and Teen	Adult	During Pregnancy* or Breast-feeding
Milk Group (Servings in cups)				
Milk or yogurt	2-3	3-4	2	4
Meat Group Adult serving = 3 ounces				
Meat, fish, poultry, eggs	2	3	2	3
Vegetable-Fruit Group (½ to ¾ cup)				
For vitamin C: citrus fruits & juices, cantaloupe, fresh strawberries, broccoli, tomatoes	1	1	1	1
For vitamin A: carrots, broccoli, cooked greens and dark salad greens, sweet potatoes, apricots, winter squash	1	1	1	2 (at least one leafy dark green)
Potatoes, other vegetables and fruit	2	2	2	1-2
Bread-Cereal Group (1 slice or ½ to ¾ cup)				
Whole-grain and enriched: cereals, breads, rice, macaroni, noodles, spaghetti	4	4	4	4
Extras				
Butter, margarine, salad oils (in tablespoons)	2	2-4	2-3	2-3
Sugars, syrups, honey, other sweets	Use only in moderation			

In addition, note that cheese and ice cream can replace part of the milk. (One cup of milk is about equal to 1¼ ounces of cheese or ½ cups of cottage cheese or ice cream.)

It is also important to drink enough fluids, such as water—at least 4 or 5 cups a day.

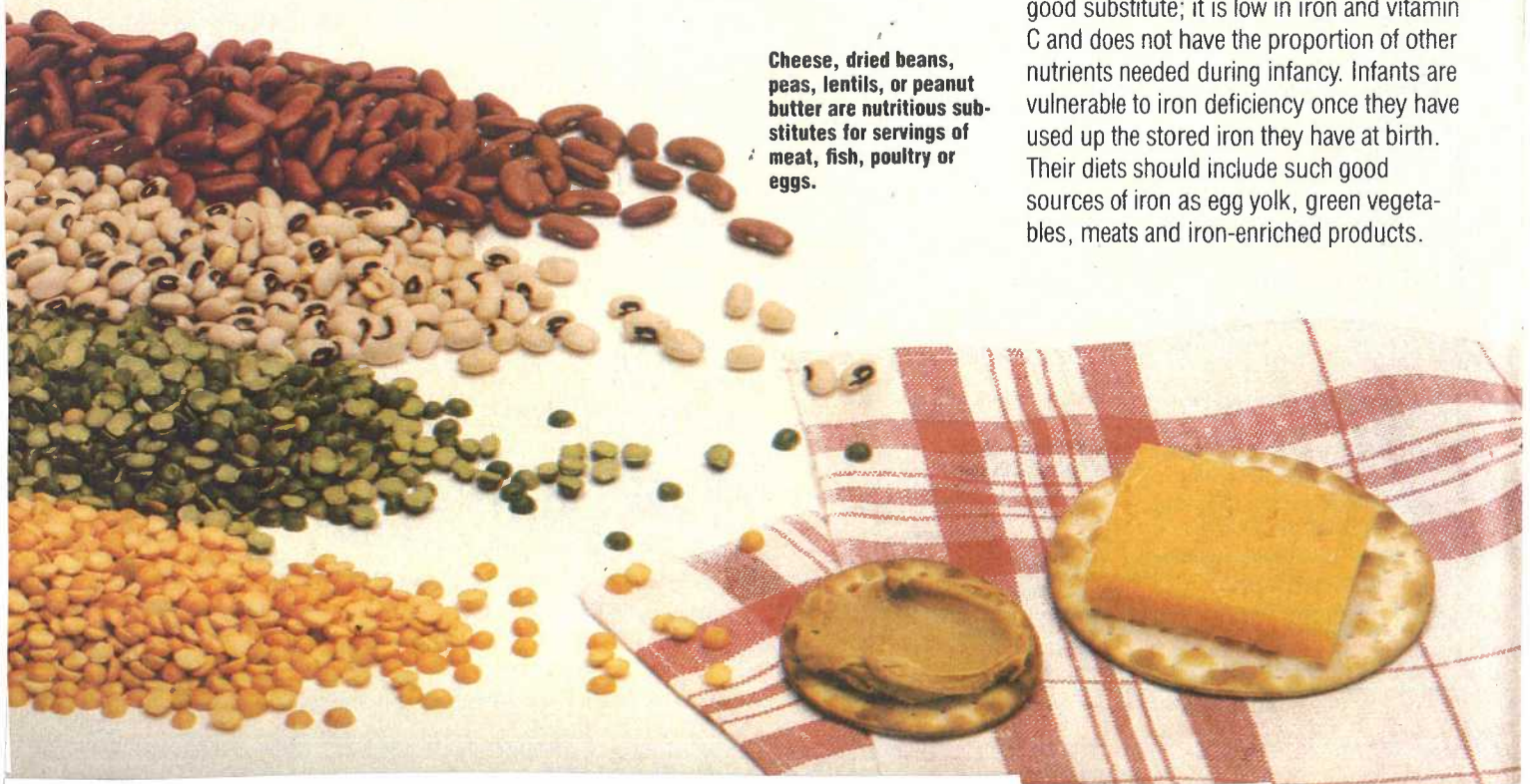
Nutrition for Infants

A baby grows faster during the first year of life than during any other period. Birth weight usually triples in a year as adequate amounts of calories and nutrients are consumed.

During the early months of life, breast-feeding is best. Human milk provides key nutrients and may provide the infant with other health advantages. Nutritionally complete infant formulas are available when it isn't possible for the mother to breast-feed. If vitamin or mineral supplements are needed, a physician will prescribe them.

From ages 4 to 6 months, most infants are ready to begin eating very small amounts of semisolid food. After six months, a milk diet cannot satisfy all of the infant's needs. Iron-enriched cereals should then be added to the diet, followed gradually by pureed vegetables, fruits and meats. Milk, however, will continue to be the most important food until the infant is a year old.

If breast-feeding is discontinued before six months, it is best for the infant to have an iron-fortified formula. Cow's milk is not a good substitute; it is low in iron and vitamin C and does not have the proportion of other nutrients needed during infancy. Infants are vulnerable to iron deficiency once they have used up the stored iron they have at birth. Their diets should include such good sources of iron as egg yolk, green vegetables, meats and iron-enriched products.



Cheese, dried beans, peas, lentils, or peanut butter are nutritious substitutes for servings of meat, fish, poultry or eggs.

© 1984 General Foods Corporation
Post and Grape-Nuts are registered trademarks
of General Foods Corporation.



MAY 17, 6:00 AM
STUMBLED UPON A SPOT
UP HERE I NEVER KNEW
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.

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

Are you right for Grape-Nuts®?



Nutrition for Children

Studies of the diets of children from ages 1 to 10 have shown that they often need more vegetables (especially dark green and yellow ones), whole grain or enriched cereals, breads and milk.

Children need three good meals a day plus snacks, especially if they are very active. Snacks should be small servings of the same nutritious foods needed at mealtime, such as fruits, juices, milk, crackers with peanut butter or cheese, small sandwiches, raw vegetables, nuts or cereals. If a child's appetite is poor at mealtime, it is doubly important that snacks be foods that are rich in protein, vitamins and minerals.

For parents, the key is to encourage children to eat the foods they need without making mealtime an unpleasant event by nagging, bribing or forcing foods. By the time they are 7 to 10 years old, children usually have good appetites. In fact, they are growing so fast and using so much energy that they usually need about 2,400 calories a day.

Nutrition for Adolescents

The adolescent growth spurt begins in girls as early as 10 or 11 years of age and in boys between 13 and 15.

Most teenage boys are active and have big appetites, frequently needing more than 3,000 calories a day. Because they usually eat so much, boys are more likely than girls to get all the nutrients they need.

After age 14 or 15, girls need fewer calories (about 2,100 a day) than they needed during their growth spurt.

Teenagers generally determine their own food preferences and eating habits. A poor breakfast—or none at all—and careless food choices are fairly common. But, as with adults, both good nutrition and exercise are necessary for true physical fitness, the foundation of health, good appearance and vitality.

At least three good meals a day are recommended, while more athletic teens will need one or two hearty snacks in addition.

Most teenagers should be permitted to eat some foods just for pleasure, provided they are eating at least the minimum recommended servings of the foods needed each day for an adequate diet.

Nutrition for Adults

Over their lifetimes, adults tend to try many new foods and food combinations. There is no single right way of eating, but foods selected should add up to a diet that provides all the nutrients needed for good health.

For those who want to control or lose weight, the diet should be as normal as possible. Foods should be chosen from each of the four groups, with choices modified to reduce total calories. A diet should not eliminate any of the important foods.

To prevent a gradual weight gain over the years, adults in their twenties should take a realistic look at their diet and exercise patterns. Good health throughout adulthood is best achieved through weight control, an adequate diet and regular exercise.

Nutrition During Pregnancy

Good nutrition during pregnancy supports the good health of both mother and baby. A pregnant woman's diet should be a well-balanced, conventional one, with emphasis on foods that are good sources of protein, iron, calcium and B vitamins—meats, green leafy vegetables, milk, and whole grain breads and cereals. Vitamin-mineral and/or iron supplements can be taken as recommended by a physician.

Physicians now believe that weight gain during pregnancy should be about 22 to 26 pounds, ideally acquired at a steady rate of

just under a pound a week after the third month. Women who choose to breast-feed their babies will continue to need higher than usual amounts of calories and nutrients.

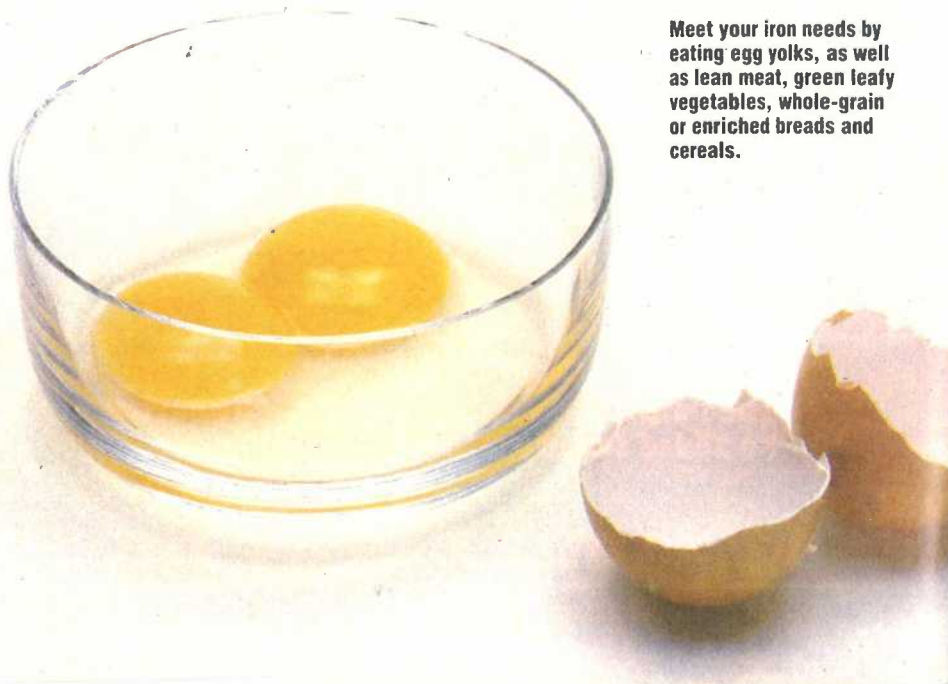
Nutrition When You're Getting Older

Nutritional requirements of elderly people are basically the same as those of younger adults, but with fewer calories. Foods high in proteins, minerals and vitamins should be chosen so that reduced food intake will still provide needed nutrients.

While such things as less activity, chronic illness, decreased taste and smell, loss or impairment of teeth, and inadequate income often affect the eating habits of older people, some elderly people simply do not eat enough.

Many of them reduce the amount of meat they eat without increasing other protein-rich foods. Calcium and iron intake is often too low. For this reason, milk, cheese or yogurt should be regular features of their diets; all are excellent sources of protein and calcium.

Iron needs can be met by eating lean meat, egg yolks, green leafy vegetables, and whole-grain or enriched breads and cereals. Fruits and vegetables (green and yellow) are needed every day, too, particularly for their vitamin C, vitamin A and fiber content.



Meet your iron needs by eating egg yolks, as well as lean meat, green leafy vegetables, whole-grain or enriched breads and cereals.

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Weight Control

Weight control is a key to good health. Being overweight can lead to high blood pressure, hardening of the arteries, diabetes, gall-bladder problems, hernia, arthritis and heart disease. To control your weight—sensibly—consider the following:

Every pound of fat stored in your body represents 3,500 calories you ate but did not burn up with activity. To lose a pound, simply eat 3,500 fewer calories, or use up 3,500 more calories. Thus, if you eat 500 fewer calories a day, you will lose a pound a week; increase activity to burn up another 500 calories a day, and you will lose two pounds a week.

How Much Should You Weigh?

To estimate your ideal weight, use Chart D in this section to compare your body to that of an "average" person of your height.

If you have a large build (wide shoulders and hips, large wrists and ankles) your best weight will fall somewhere between the average and high figures given in the table.

If you have a small build (narrow shoulders and hips, small wrists and ankles) you should weigh no more than the average weight shown and no less than the "low" figure.

If you have a medium build, as most people do, use the column for average weights.

Note that an adult's ideal weight does *not* change as he or she grows older.

If you do need to lose weight to reach your "ideal," it is important not to skip meals in the process. Eat at least three meals a day; or eat smaller amounts in more than three meals. The total amount consumed is what counts. (Chart A in this section lists the calorie content of various foods.)

Before launching any serious weight-loss diet, consult a physician. A physical examination will reveal the state of your health and the kind of weight-loss and/or exercise program you can safely follow.

Diet clubs can be supportive and helpful. But avoid "fad" diets or drugs that claim outstanding weight-loss results. Many of them can be dangerous. (To help you plan your own diet, we've suggested breakfast, lunch and dinner menus at both the 1200- and 1600-calorie per day levels. See Charts B and C.)

Exercise and count calories to maintain your ideal weight.





The Calories You Eat—Chart A

Milk	Calories
1 cup of skim milk or buttermilk	90
1 cup of 2% milk	120
1 cup of plain, low-fat yogurt	145
1 cup whole milk	160
½ cup of dry curd or low-fat cottage cheese	65-85
1 slice of cheese	105-115
½ cup of ice milk	110
Meat (and substitutes)	
2 to 3 oz. lean beef, veal, poultry, pork, lamb or fish	100-200
2 eggs	160
1 cup dried beans, peas or lentils	180-250
2 slices of cheese or luncheon meat	170-230
Bread-Cereal	
1 slice of bread	60
1 roll, bun or muffin	90-130
½ to ¾ cup of cooked or ready-to-eat cereal	70-100
½ to ¾ cup of rice, macaroni, noodles or spaghetti	100-175
Vegetable-Fruit	
½ cup of corn, parsnips, peas, potatoes, pumpkin, sweet potatoes, winter squash, yams	40-75
½ cup of juice—orange, grapefruit, pineapple and mixed	40-75
½ cup of apples, applesauce (unsweetened), apricots, berries, cherries, fruit cocktail, grapes, oranges, peaches, pears, pineapples, tangerines	40-75
Banana (small), cantaloupe (½), grapefruit (½), honeydew (¼), fresh strawberries (10 to 15), watermelon (small wedge)	40-75
¾ cup of asparagus, beets, brussels sprouts, broccoli, cabbage, carrots, cauliflower, celery, cucumber, eggplant, endive, escarole, greens, lettuce, mushrooms, peppers, radishes, rhubarb, snap beans, spinach, summer squash, tomatoes and tomato juice, turnips, vegetable juice cocktail. (Use as desired if raw.)	50 or less

1200-Calorie Diet Sample Menu—Chart B

Breakfast
½ grapefruit
¾ cup of bran flakes with 2 teaspoons of sugar
1 cup of skim milk
Coffee
Lunch
Open-face tuna (2 oz.), tomato and lettuce sandwich, with 1½ teaspoon of mayonnaise
8 oz. of plain yogurt with fresh strawberries
Snack
Carrot sticks
Dinner
3 oz. of baked chicken
¾ cup of rice
Broccoli with lemon
Blueberry muffin with 1½ teaspoons of butter or margarine
Tea

1600-Calorie Diet Sample Menu—Chart C

Breakfast
½ cup of orange juice
1 egg
2 slices of toast with 2 teaspoons of butter or margarine and 2 teaspoons of jelly
½ cup of skim milk
coffee
Lunch
¾ cup of navy bean soup
1½ oz. of ham, in a sandwich, with mustard
½ cup of coleslaw with green pepper strips
1 cup of skim milk
Snack
An apple
Dinner
3 oz. of broiled fish with lemon
Medium baked potato, with 2 teaspoons of butter or margarine
¾ cup of green beans
¼ of a cantaloupe and ½ cup of ice milk
Coffee

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**Suggested Weights—Chart D**

Height (without shoes)	Weight (without clothes)		
	Low	Average	High
Men			
5'3	118	129	141
5'4	122	133	145
5'5	126	137	149
5'6	130	142	155
5'7	134	147	161
5'8	139	151	166
5'9	143	155	170
5'10	147	159	174
5'11	150	163	178
6'0	154	167	183
6'1	158	171	188
6'2	162	175	192
6'3	165	178	195
Women			
5'0	100	109	118
5'1	104	112	121
5'2	107	115	125
5'3	110	118	128
5'4	113	122	132
5'5	116	125	135
5'6	120	129	139
5'7	123	132	142
5'8	126	136	146
5'9	130	140	151
5'10	133	144	156
5'11	137	148	161
6'0	141	152	166

Using Up Calories—Chart E

Participate in any of the activities listed below for 20 minutes and you will use up the number of calories shown (done vigorously unless stated otherwise):

Activity	Caloric Expenditure
Easy walking	60
Golf (flat course)	90
Brisk walking	100
Gymnastics	140
Heavy Gardening	140
Dancing	160
Tennis	160
Skiing (downhill)	160
Skiing (cross-country)	180
Rowing	180
Racquetball or handball	200
Brisk jogging	210
Bicycling	220
Swimming	240

Sodium in Your Diet—Chart F

Weight control is one reason to limit salt intake, for too much can cause the body to retain water and, therefore, weight. Those who suffer from hypertension (high blood pressure), or have a family history of hypertension, should restrict their sodium intake, also, as recommended by their physician.

Healthy people who aren't thought to be at particular risk can undoubtedly handle moderate amounts of salt in their diets without harm.

Amounts up to about 4,800 milligrams a day are considered moderate, although your body's actual need for salt is usually much less.

The Food and Nutrition Board of the National Academy of Sciences says 1,100 to 3,300 milligrams a day is a "safe and adequate" range of intake.

To help you judge your current salt intake—and better control it in the future—here are the milligrams of sodium in some typical foods:

Meats (and substitutes) Milligrams

2-3 oz. fresh (cooked) meat, poultry or fish	35-70
2 eggs	120
2-3 oz. cured meat such as ham, corned beef, bologna, hot dogs, salami	450-1,115
1 cup canned beans or kidney beans	840-925

Milk

1 cup of whole, low-fat or skim milk	125
1 cup yogurt (low-fat)	160
1 oz. natural brick, colby or cheddar cheese	160-200
½ cup cottage cheese	455
1 oz. pasteurized, processed Swiss or American cheese	390-405

Breads and Cereals

1 slice of bread—white, French, whole wheat, rye or mixed grain	115-140
1 roll—brown and serve, hot dog or hamburger	140-200
¾ cup instant hot cereal (sodium added)	220-350
¾ cup instant hot cereal (no sodium added)	1-5
¾ cup hot cereal (cooked in unsalted water)	1-2

Fruits and Vegetables

1 ear of corn, fresh	1
½ cup corn, whole kernel, canned	190
½ cup corn, creamed, canned	336
½ cup peas, frozen	105
½ cup tomato or vegetable juice cocktail	440
1 cup vegetable soup (commercial)	820-1,150

Others

1 tablespoon butter	115
1 tablespoon margarine	130-150
8 oz. soft drink	10-30
1 teaspoon baking powder	220-485
1 teaspoon garlic salt or onion salt	1,620-1,850
1 teaspoon meat tenderizer	1,750
1 tablespoon barbecue sauce, catsup, chili sauce	150-200
1 tablespoon soy sauce	1,030
1 teaspoon table salt	2,325



For good health, limit your salt intake.

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Weight setpoint refers to the set amount of weight your body seeks to maintain. The body defends its setpoint with hunger pangs when you go about dieting the wrong way. If you persist, it lowers your caloric burn rate. And *that* keeps you overweight on less food.

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The Setpoint Diet combines "portion control" with a new approach to exercise. We hesitate to say exercise because what we really mean is "move more." Take a fast walk one day. Play tennis the next. Mow the lawn, chase the dog, go roller-skating. But "move more" every day and do it for 30 consecutive minutes.

When you do this, several things happen. Of course, you burn calories every time you move. But you also keep your metabolic rate up, so you burn calories faster *24 hours a day*.

Surprisingly, moderate exercise actually reduces your appetite so you're not as hungry. And your setpoint is lowered.

But moving more is only half of it.

LOSE THE POUNDS YOU HATE WHILE
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"Sensible and easy to follow."

"I would definitely recommend this diet to anyone."

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Send in the order form with \$2.75 (check or money order, payable to The Setpoint Diet) and you will receive the 4-part Setpoint Diet Kit. It includes:

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4. The Menu Planner, a stand-up book with menus and recipes for 14 days of good eating.

Get started today. Become a Setpointer! Because even though your body has a mind of its own, you *can* change it with The Setpoint Diet.

Here's how to receive your 4-part Setpoint Diet Kit—send this order form and \$2.75 (check or money order) to: The Setpoint Diet, P.O. Box 5575, Bradley, IL 60915. Mail kit to:



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A century

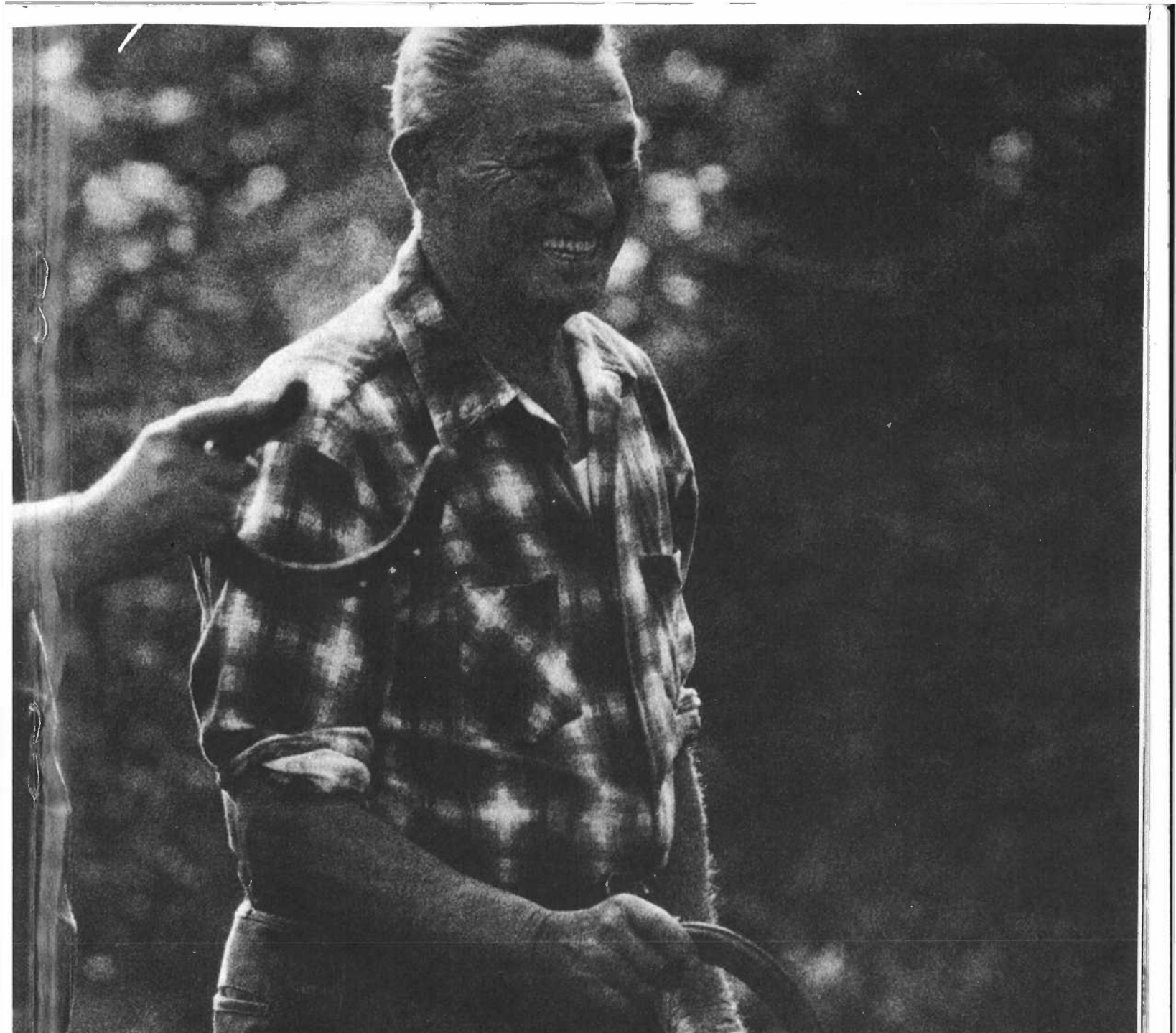
How Upjohn research and the physician's understanding join hands to help fight the battle against arthritic pain.

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

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Arthritis has not one, but many forms. An important first step for any possible sufferer is to be aware of the complexities of the disease and to seek a professional diagnosis.



of caring.

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of the disease itself.

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

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

Upjohn



Fitness and Exercise

Your body *needs* exercise and not simply to control weight—for without it, your muscles will weaken, your breathing will become more shallow, and your heart, the hardest-working and most crucial muscle in your body, will weaken long before it should.

To keep your body working at peak performance throughout your lifetime, you need to

give it a good 30-minute workout at least three times a week. That includes about five minutes of light activity to warm up, another five minutes at the end to cool down, and 20 minutes of some kind of fairly strenuous exercise in between.

Even small amounts of exercise can be beneficial. Consider, for example, taking regular walks; walking all or part of the way to work; using the stairs instead of the elevator in your office or apartment building; or working out on an exercise machine in your

family room while watching television or reading.

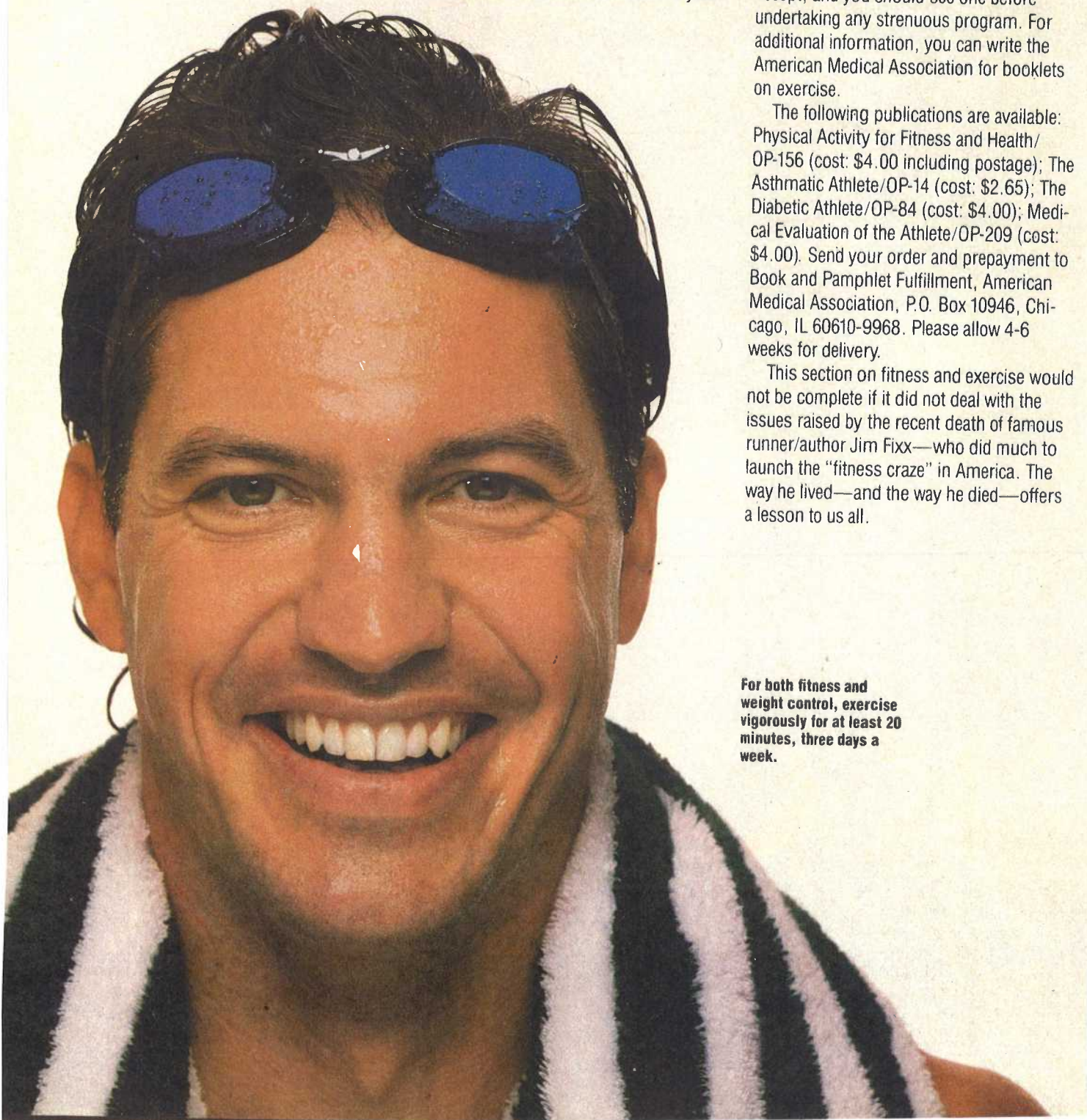
Keeping muscles toned, lungs flexible, and blood circulating by exercising are as essential to good health as eating. Of course, exercise is also critical to sensible weight control. (Chart E in the previous section shows the number of calories used up while engaging in 20 minutes of various activities.)

A physician can help you design an exercise program at the level you can and will accept, and you *should* see one before undertaking any strenuous program. For additional information, you can write the American Medical Association for booklets on exercise.

The following publications are available: Physical Activity for Fitness and Health/OP-156 (cost: \$4.00 including postage); The Asthmatic Athlete/OP-14 (cost: \$2.65); The Diabetic Athlete/OP-84 (cost: \$4.00); Medical Evaluation of the Athlete/OP-209 (cost: \$4.00). Send your order and prepayment to Book and Pamphlet Fulfillment, American Medical Association, P.O. Box 10946, Chicago, IL 60610-9968. Please allow 4-6 weeks for delivery.

This section on fitness and exercise would not be complete if it did not deal with the issues raised by the recent death of famous runner/author Jim Fixx—who did much to launch the “fitness craze” in America. The way he lived—and the way he died—offers a lesson to us all.

For both fitness and weight control, exercise vigorously for at least 20 minutes, three days a week.



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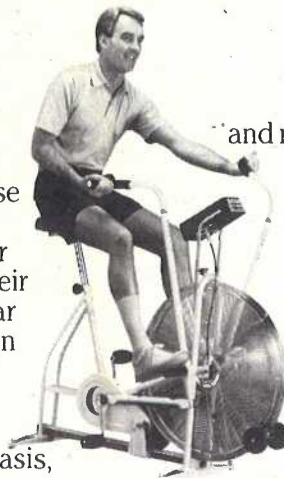
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JAMES JOERN

James F. Fixx and the Merits of Exercise

Late on Friday afternoon, July 20, while vacationing in northern Vermont, world famous author/runner Jim Fixx suffered a heart attack. He had just completed a long drive from Cape Cod, was tired from the travel, and tired also from an active month on the Cape with family and friends. After unloading his car, he decided to relax by taking an easy run of 5-10 miles, as he did every day. Returning from the run, he suddenly felt a dull pain spreading across his chest. He began to breathe hard and felt a numbing in his arms. His heart began to race. He cried out, then dropped.

Every minute of the year, on average, three people in the United States suffer a heart attack, as did Fixx. One of these stricken persons dies before too many more minutes pass. According to the American Heart Association, 1,500,000 people in the United States fall victim to heart attacks each year, 559,000 of them fatal.

What can we learn from the death of Jim Fixx? As author of "The Complete Book of Running"—which has already sold 940,000 hard-cover copies in the United States alone and is now published in 16 foreign editions—Fixx helped launch the current fitness boom that has millions of Americans jogging. At 52, Fixx seemed fit, yet he died, suddenly, while running. Is it possible that exercise—rather than being good for us—is harmful?

According to the American Heart Association, the answer, of course, is "no." In fact, being physically inactive may make a heart attack more likely. In its booklet "Exercise and Your Heart," the A.H.A. states: "Most of the scientific research has found that, compared to physically active people, inactive people have one-and-a-half to two times the risk of having a heart attack." What's more, the "chances of dying immediately after a heart attack are three times greater in physically inactive people."

Yet, as Jim Fixx's death proved, people die while exercising. However, most of these deaths are caused from overexertion by individuals with existing heart conditions, as was true with Fixx. Some of these deaths occur to people apparently physically fit, like Fixx. Most often, they are preceded by various warning signs: recurring chest pain, sudden dizziness, fainting, extreme breathlessness. Although Jim Fixx noticed tightening of his throat several weeks before his fatal attack, neither he nor his family, nor one physician friend with whom he discussed this symptom, recognized it as a warning of impending death. Most likely, everybody assumed that because he ran 10 miles a day, he was in too good physical shape to die.

Could Fixx's apparent high level of fitness, indeed, have masked his heart condition? "Probably not," says Edward Winslow, M.D., director of cardiac rehabilitation at Northwestern Memorial Hospital in Chicago, "although exercise often makes a person believe he's immortal and causes him to

deny heart attack symptoms. He thinks, 'This can't be me. I can't be having a heart attack.'"

To be sure, Jim Fixx was a man at risk for many reasons, including heredity: his father had suffered a heart attack at age 35, dying at 43. Before initially starting to run, he smoked two packs of cigarettes a day, was 50 pounds overweight and followed the typical, steak-rich American diet.

He modified those risk factors, but could not change his heredity even though he did manage to better his father's life-span by nine years. "Among people whose fathers had their first heart attack before age 40, one-third also have a heart attack before 40," says William Castelli, M.D. of the National Heart, Lung, and Blood Institute.

Adds Dr. Castelli: "America went through this craze where everybody thought running was 100% good for you. One doctor predicted, if you run you'll live six years longer. Finish a marathon and you'll never have a heart attack. Jim Fixx's death will force a lot of people to reassess their previously-cherished positions. Running still is good, but it's a double-edged sword."

When it comes to sudden death, lack of proper conditioning probably kills more people than the actual activity. "The first snow hits a city like Boston and 12 people drop dead from shoveling," says Dr. Castelli. "Exercise for an untrained person can be a bad thing."

Of the half million deaths each year from heart attacks, about half occur outside the hospital, usually within two hours after the onset of symptoms. Sudden death from heart attack is the most important medical emergency today.

While it is true that exercise can trigger a heart attack by increasing demand for blood (which clogged arteries cannot supply), people who exercise regularly accustom their bodies to maximum blood demand. Yet even



well-conditioned people—like Jim Fixx—are susceptible to the gradual buildup of fatty deposits within the walls of their arteries—atherosclerosis—that restricts, and eventually may block, bloodflow. Individuals who exercise must also be careful that their very physical fitness does not mask the early symptoms of heart disease. Competitive athletes often learn to train through pain, which may be the best way to get to the finish line of Iron Man Triathlon, but can be dangerous if the pain is due to an underlying heart problem.

The American Heart Association lists the following warning signals of a heart attack: (1) uncomfortable pressure, fullness, squeezing or pain in the center of your chest, lasting two minutes or more, (2) pain may spread to shoulders, neck or arms, (3) severe pain, dizziness, fainting, sweating, nausea or shortness of breath may also occur.

A medical examination by an experienced physician may detect a heart attack about to occur—or it may not. One of the vexing problems of treating coronary heart disease is that many of its problems develop deep within the body where they are not always easily detectable. The gradual buildup of plaques in an artery cannot be diagnosed as readily as a broken arm or a tumor on the leg.

While there are no foolproof tests for heart problems, the ability of physicians to diagnose heart disease has improved greatly in recent years.

The most popular and first line of diagnosis is the exercise stress test, conducted on a treadmill or stationary bicycle. Heart disease is suggested by: (1) changes of the heartbeat as displayed on an electrocardiogram, (2) symptom responses, such as chest pain, or (3) abnormal blood pressure. An exercise stress test, however, serves only as an early warning system for detecting cor-

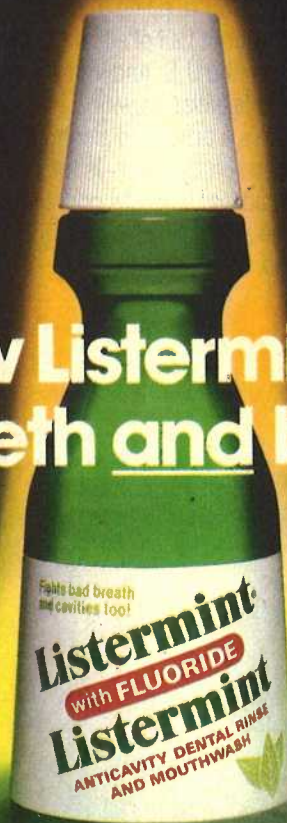
onary heart disease. A second stress test featuring x-rays with radioactive thallium may further confirm the presence of disease. The most accurate diagnosis is the cardiac angiogram. In this test, a radioactive opaque dye is injected into the arteries through a catheter tube, then tracked to reveal the degree of arterial damage.

Lifestyle changes—a combination of improved diet and exercise, plus elimination of cigarette smoking—may help reduce the annual half million death rate from heart attacks, but nobody is immune. The clearest message from the death of Jim Fixx: Consult a physician before launching a serious exercise program; exercise prudently; heed your body's warning signals; and get regular, physical check-ups, especially if your family history includes significant medical problems.

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Its fluoride reaches behind and between teeth to reduce cavities even more than brushing with fluoride toothpaste alone. Its minty-



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Try new Listermint with Fluoride. For better teeth and better breath.

FOR INFORMATION ON HOW FLUORIDE FIGHTS CAVITIES, CALL TOLL-FREE WEEK-DAYS AT 800-223-0182. IN NEW JERSEY CALL COLLECT AT 201-540-2458.



How to Avoid Obvious Problems

While it is important to know what you should do to attain—and retain—good health—namely the kind of things discussed in this report so far—it is equally important to know how to avoid problems.

Smoking

As far as the medical profession is concerned, there is no question that smoking is the most common preventable cause of death in this country. In fact, in the summer of 1983 the governing body of the American Medical Association, its House of Delegates, adopted its policy a commitment to work with the profession, with government and educators to bring about a "smoke-free society" by the year 2000.

Cigarettes are most dangerous, but pipe tobacco, cigars and smokeless tobaccos all

pose the same dangers, differing only by degrees.

The health hazards of smoking have been documented since the surgeon general first reported on it in 1964.

Today, smoking is associated with some 340,000 premature deaths a year, including 30 percent of all cancer deaths. Millions suffer from debilitating chronic disease caused by smoking. It is a major risk factor in cardiovascular disease, chronic bronchitis and emphysema, and cancer of the lung, throat, mouth, esophagus, pancreas and bladder. It can also cause problems ranging from minor respiratory infections to stomach ulcers.

Smoking during pregnancy increases the risk of complications and slower fetal growth, spontaneous abortion, premature delivery, and death of the fetus or newborn.

Drinking

Moderate drinking seldom causes problems. Over-indulgence does. To tell how much alcohol consumption is too much is difficult, for it varies with each person depending on age, weight, sex, rate of metabolism, amount of food eaten before drinking and other factors.

One exception: any amount of alcohol is too much if you're going to drive. Alcohol is a factor in about half of all fatal automobile accidents in the U.S. and in many adult pedestrian fatalities as well.

Alcohol is a drug, and alcoholism—dependence on alcohol—is the most prevalent drug addiction in this country. You don't have to be an alcoholic, however, to run a health risk from drinking.

Alcohol affects your central nervous system, especially your brain, like any other depressant drug, impairing judgment, memory and learning ability. It reduces certain higher brain functions, limiting their control over lesser functions.

Drinking can be especially dangerous for a pregnant woman—for when she takes alcohol, it enters the bloodstream of the fetus in the same concentration as it enters her own. Even in small quantities alcohol can disrupt the growth of the fetus, while heavy alcohol use can severely damage the unborn baby.

Fact is, no safe level of drinking has been established for avoiding possible harm to an unborn baby. The best advice we can give a pregnant woman on drinking, is don't.


Drug Abuse

Drug abuse is a national problem that most commonly involves the use of "psychoactive" drugs. These affect the mind and influence behavior by changing feeling, mood or perception.

(Abuse has nothing to do with legality. Many psychoactive drugs are legal when properly prescribed, and both tobacco and coffee have slight psychoactive properties.)

The common categories of abused drugs are narcotics (heroin, morphine and methadone); depressants (barbituates, tranquilizers and alcohol); stimulants (amphetamines, cocaine and tobacco); and hallucinogens (LSD, marijuana and peyote).

All can lead to psychological or physical dependence—some to both—and all of them can have destructive effects.



For a lifetime of good health, avoid harmful activities.



**Only Cremacoat™ has
the Cough Barrier™
that relieves coughs better. They don't.**

Your cough syrup may have been the best five years ago, but today the Cremacoat Cough Barrier is the latest advance in cough medicine; it comes between you and the urge to cough.

The Cough Barrier blocks coughs two ways: (1) a demulcent formula—so special it's patented—protects the throat from irritations that cause coughing; (2) strong medicine works quickly to suppress coughs for hours and hours.

During four years of development, Vicks Cremacoat was tested against the leading cough syrup, and now there is medical proof that Cremacoat users definitely cough less.

Because this Cough Barrier relieves coughing significantly better, doctors have given Cremacoat to more than one million patients in the 18 months since its introduction. Vicks Cremacoat is available at pharmacies only, without prescription, in four pleasant-tasting formulations for different kinds of coughs. Use only as directed.



THE INVISIBLE ENEMY

Plaque

You can't always see it.

You may not even feel it if you rub your tongue over your teeth.

But there's no doubt that it's there.

It's that almost unseen but still most unwelcome enemy — plaque.

And if you had an easy

way to reduce it, you could not only have a cleaner, fresher mouth, you'd have one less thing to worry about.

Well, you have one.

Today, we have clinical evidence to show that the same old Listerine Antiseptic that for so many years has

been killing the germs that cause bad breath also kills something else: the germs that cause plaque buildup.

While brushing alone can of course remove plaque, Listerine can get to places even your toothbrush can't.

So with a professional cleaning, regular brushing,

THE VISIBLE MEANS OF ATTACK

Listerine®



© 1984 Warner-Lambert Company and rinsing with Listerine twice a day, you can reduce plaque buildup by up to 50% over brushing alone for better oral hygiene.

And that of course means a cleaner mouth with less stain and odor.

It's really that simple.

If you've got teeth, you've

got plaque.

But if you use Listerine you can reduce its buildup by as much as 50%.

All of which means these recently-discovered findings have uncovered a very important weapon in the fight against the invisible enemy.

Good old Listerine.



Checkups: When and How to Use Professionals

While it is possible to take care of yourself in many ways—by eating right, exercising, controlling weight, avoiding smoking, drinking moderately, and avoiding drug abuse or experimentation—some situations call for consultation with a professional.

Eyes

Little is more precious than your eyesight. To protect it, see an ophthalmologist (eye doctor) from time to time. If you've never seen one, or if it's been a long time, you should get an examination. It doesn't take long and can help you avoid many potential problems in the long run.

Regular medical checkups help insure your good health and that of your family.

The most obvious reason for an eye exam is to make sure your vision is clear. But your eyes are subject to diseases and problems of their own (sty, conjunctivitis, herpes simplex of the cornea, senile macular degeneration, retinal detachment, cataracts and glaucoma) and also can be damaged by some drugs used to treat other diseases. Certain body diseases also affect your eyes, such as diabetes, arteriosclerosis, hypertension (high blood pressure), thyroid disease, and blood disorders, like anemia.

Teeth

Teeth are subject to a variety of problems, especially if they are not cared for properly by brushing and flossing.

You should see a dentist once a year to be sure everything is all right. If nothing else is needed, a dentist or a dental technician working for a dentist can clean your teeth far more effectively than you can.

It is important to remove plaque, the film that forms and hardens on your teeth and traps germs, leading to decay. Although cleaning yearly is enough for most people, some must have their teeth cleaned professionally as often as three times a year.

Stress

Everyone faces stress at one time or another. Getting ready for a vacation can be as stressful as meeting a crisis in business or in the family. But continual stress, over a long period of time, can cause or aggravate many other physical, mental and emotional problems—including gastritis, ulcers, menstrual disorders in women and impotence in men, as well as bladder trouble, anxiety, depression, high blood pressure and heart disease.

It can be dangerous and even fatal, if not properly handled.

Sometimes learning to manage stress requires professional help. At other times it involves the simple recognition that life is full of ups and downs, that things go wrong now and then, and that you can't always do everything by yourself.

Whether you realize it or not, continual stress has a strong effect on your mind and body. Your continued good health depends, in part, on learning to manage stress properly—by yourself or with the help of a trained professional.





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

kids' teeth need it the most. So, when your kids brush regularly with Crest, there's a real good chance that when they sit down in that dentist's chair, they're going to have an easy time with it. And if you're a parent, that's a very comfortable feeling.



Aren't your kids worth Crest?



When You Need a Physician

There are serious problems that can strike anyone—problems that require analysis, diagnosis and treatment by a physician. In addition to heart problems—as previously covered in the discussion of exercise and the death of Jim Fixx—it might help to be familiar with a few of the most common problems:

Cancer

Cancer is an unrestrained growth of abnormal cells that infiltrates nearby tissue and can travel through the circulatory and lymphatic systems all over the body. Most commonly, cancer appears in the breast, lung, larynx, colon or rectum, stomach, uterus, bladder and skin. However, it also attacks bone, blood, muscle, kidney, liver, brain, thyroid gland, pancreas and many other organs.

Fortunately, if treated promptly and properly, many cancers are curable. Of the total deaths from cancer every year, it is estimated that almost half could have been prevented through earlier detection and treatment.

Diabetes

When a person has diabetes, the body is unable to use carbohydrate (sugar and starch) for immediate energy needs and unable to store it for future need.

Insulin, a hormone produced by the pancreas, is necessary for proper use of carbohydrate. In the diabetic patient, the supply of insulin is either too small or ineffective.

Two tests are available for diabetics. Both are designed to check blood-sugar levels, and both can be done at home. The older test involves collection of urine and testing by means of a chemically treated stick. The newer blood test involves pricking a finger and applying a chemically treated indicator to the blood. In both cases darker shades on the indicator signal elevated blood-sugar levels. The darker the shade, the greater the danger. Physicians should be consulted on the use of the home tests and when readings signal danger.

Diabetes can be controlled in most people—under a physician's care—by diet and exercise, with drugs that stimulate the pancreas to produce more insulin, by injections of insulin itself, or by various combinations of these treatments.

Allergies

An allergy is an individual's sensitivity to a substance that is harmless to most others. The substance that causes the problem is called an "allergen," and can be almost anything, including pollen (from weeds, grass,

trees or plants), hair from a pet animal, cosmetics, insecticide sprays, chemicals, food, plastics; metal, rubber, prescription and over-the-counter drugs, and many more.

Allergies can range from annoying to very serious. They can cause other diseases such as eczema and contact dermatitis (both of which are eruptions on the skin, accompanied by itching and swelling), hay fever, hives and asthma. Asthma, usually the most serious of these, causes narrowing of the air tubes to the lungs, which, in turn, obstructs breathing.

A person with allergies needs to be examined by a physician to determine which allergens are causing trouble and what treatment will be effective. Often the solution is to avoid the allergen, perhaps by giving away a pet or omitting certain foods from the diet. Medication is also available to help people live with allergens they cannot avoid.

Some medical problems require analysis and treatment by a physician.



Unpredictable chest pain.

Don't take it lightly!

Do you get chest pains:

At rest, or even during sleep?

At varying levels of exertion? (Does your ability to perform the same physical tasks change from day to day?)

At specific times of day, usually in the morning?

Upon exposure to cold?

Under emotional stress?

It may be the pain of *mixed angina*—pain from the heart that may occur anytime without warning. It is the same pain you'd feel with any kind of angina, although with mixed angina you can't predict when it will occur. For example, you may walk two blocks one day without an attack; the next day the same walk triggers pain.

If you are experiencing your pains in this unpredictable manner, even if you have already been diagnosed as having angina, you should report this important information to your doctor. Don't forget, it is important not only to note that you've had pain, but also to remember the time and circumstances under which your pain occurs. All these facts are keys to identifying mixed angina.

What causes the pain of angina?

The pain occurs when the heart muscle does not get enough oxygen-rich blood. In some forms of angina this happens when the heart muscle cannot get all the oxygen it demands because of fatty obstructions that have formed in the coronary arteries, blocking the flow of blood. But mixed angina is different. Because along with fatty obstructions, in a person with mixed angina a temporary squeezing or narrowing of the coronary artery will occur. This narrowing of the vessel wall decreases the flow of blood to the heart muscle causing pain. The medical term for it is *vasoconstriction*. Vasoconstriction blocks the flow of oxygen-rich blood to the heart muscle. The presence of vasoconstriction explains why mixed angina can occur for no apparent reason—at rest, or even during sleep.

The pain of angina may appear as:

- 1) A heaviness, pressure, discomfort or fullness in the chest, sometimes extending into the left shoulder and arm, even the jaw.
- 2) A feeling of "indigestion," shortness of breath, and/or fatigue.

What you can do—and what your doctor can do for you.

Your doctor can correctly diagnose mixed angina if you carefully describe precisely when, where and how you felt your pain, and what you were doing when it occurred. Minor details count. Write them down so you can answer your doctor's questions more fully and accurately. Remember—variability is the key, so be sure to note the time and circumstances when pain occurs.

Your physician may suggest that you lose weight, avoid stressful situations and stop smoking. A program of rest, relaxation, correct diet and exercise can be helpful. In addition, there are medicines that both effectively improve the blood supply to the heart muscle, and reduce the heart's demand for oxygen.

Remember, only you can provide your doctor with the necessary information. But you also have an important system to help you manage mixed angina. We call it...

Partners in Healthcare.

You are the most important partner.

Only you can spot the symptoms and report them to your physician. And it's you who must decide to accept the guidance and counseling of your physician, pharmacist and other healthcare professionals. When medicines are prescribed, only you can take them as directed.

Your doctor interprets the symptoms, orders your tests, and makes the diagnosis.

Your physician also prescribes the best program of therapy for you, including the most effective medication—considering each drug's characteristics—and monitors 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 and many other medications, along with providing important healthcare information, we are fulfilling our responsibility as one of your partners in healthcare.

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PHARMACEUTICALS • A PARTNER IN HEALTHCARE

Your Blood Pressure

Under pressure, like water flowing through a garden hose, your blood carries food and oxygen to—and removes waste products from—every cell in your body.

To maintain your blood pressure, your heart acts like a pump, forcing blood through thick-walled arteries and into small arterioles that then empty into capillaries (the tiniest blood vessels). These deliver blood directly to your tissues.

The blood returns to the right side of your heart through veins, moves through your lungs where it picks up fresh oxygen and eliminates waste gases (carbon dioxide), then flows to the left side of your heart and starts its journey all over again.

How is it measured? Blood pressure is the force exerted by blood against the walls of the vessels carrying it. When your heart contracts, the pressure is increased. That's called the "systolic" pressure. When your heart relaxes between contractions (between beats), the pressure decreases. That is "diastolic" pressure.

Your blood pressure is measured by a barometer of sorts, a device with a column of mercury that rises according to the amount of pressure in your arteries.

A cuff is wrapped around your arm above the elbow, connected by a tube to the measuring device (called a sphygmomanometer). The cuff is inflated until the main artery in your arm is squeezed tightly enough to shut off the flow of blood. The physician or nurse listens with a stethoscope placed over the artery. Then the cuff is deflated slowly, reducing the pressure. When the first pulse sound is heard, the pressure reading is recorded. That is your systolic pressure—the maximum blood pressure when your heart is contracting. Another reading is taken when the pulse sound disappears. That is your diastolic pressure (the minimum pressure between heartbeats).

The two pressures are written as "155/100," for example. That means "155 over 100," or "systolic pressure, 155; diastolic pressure, 100." A pressure measurement between 110/60 and 140/90 is usually considered within normal limits. "Normal" can vary, of course, depending on certain other factors your physician will consider in assessing your total health, as well as your blood pressure.

A diagnosis of high blood pressure is usually based on a systolic reading persistently higher than 140 or a diastolic reading persistently above 90.

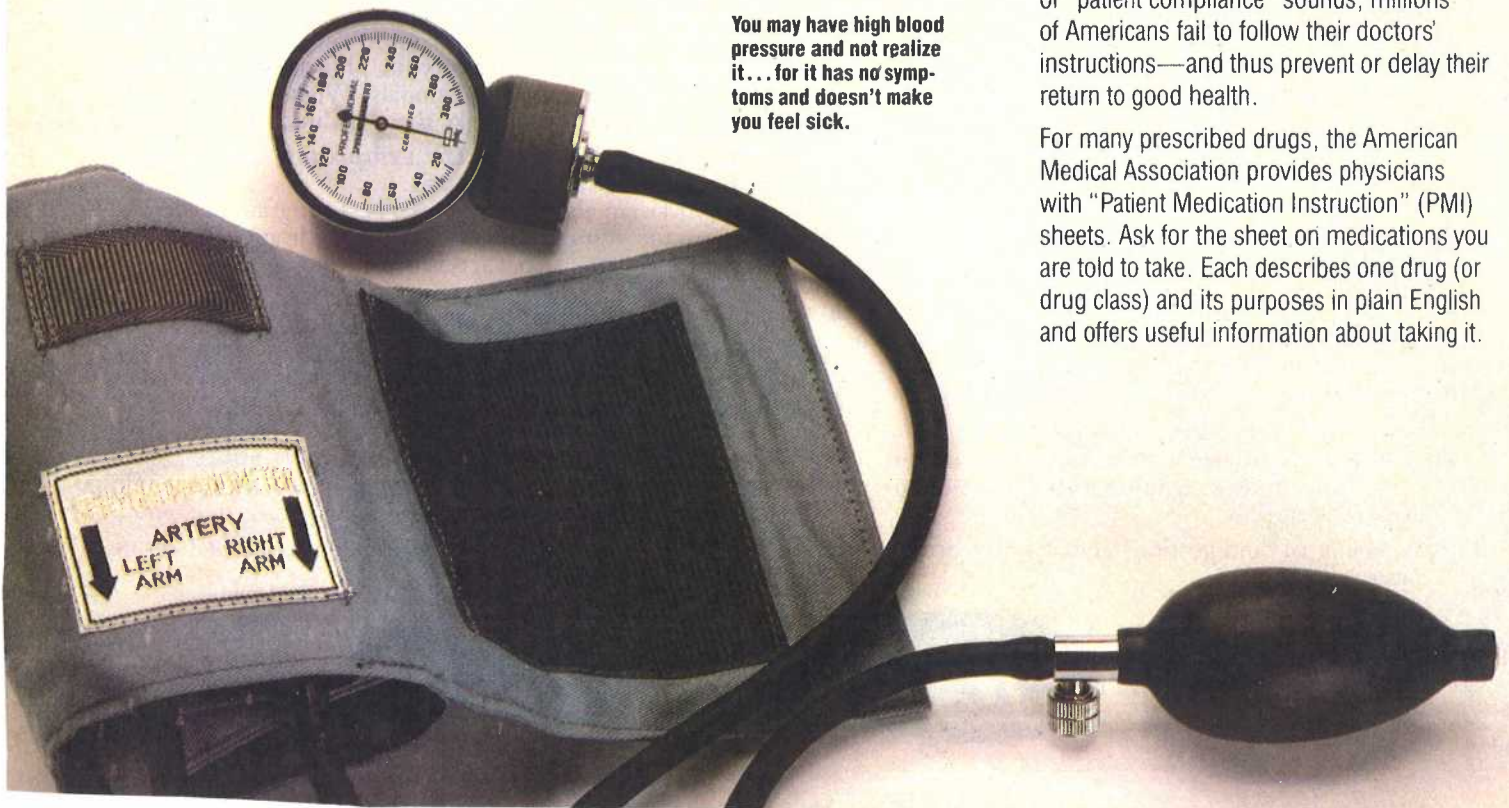
Proper Use of Drugs

Almost everyone takes drugs on occasion, as prescribed by a physician for a particular problem. Keep these points in mind regarding the correct use of drugs:

1. Follow the doctor's instructions for the period of time for which the medication is prescribed. When that period is up, stop taking it. In that way, your body's natural healing process can take over and you will avoid becoming dependent on artificial help.
2. Be careful with any medications in your home. Keep them well sealed and out of the reach of children. Destroy any that are left over when you've finished using them. Most lose their potency after sitting on a shelf for a long time and old drugs often can be mistaken for a new prescription.
3. Don't give a friend something prescribed for you because the friend's problem seems similar. The medication dose and ingredients were designed for you—not for anyone else; the effect on someone else could be quite different and harmful.
4. For the same reason, never "borrow" prescription medicine from anyone else.
5. When you get a prescription from your physician, have it filled and follow instructions carefully. Take it when you should. Don't ignore it and then complain that "the doctor didn't help." Simple as this principle of "patient compliance" sounds, millions of Americans fail to follow their doctors' instructions—and thus prevent or delay their return to good health.

For many prescribed drugs, the American Medical Association provides physicians with "Patient Medication Instruction" (PMI) sheets. Ask for the sheet on medications you are told to take. Each describes one drug (or drug class) and its purposes in plain English and offers useful information about taking it.

You may have high blood pressure and not realize it... for it has no symptoms and doesn't make you feel sick.



If you're over forty, you'd be wise to read this.

If there's a history of cancer in your family, you'd be foolish not to.

Colorectal cancer is a serious disease that strikes the colon or rectum. Next to lung cancer, it's the leading cause of cancer-related deaths in this country. 130,000 new cases will be diagnosed this year, and nearly half of them (59,000) will prove fatal. It doesn't have to be that way. If detected early, the chances of surviving colorectal cancer are greatly improved.



Early detection can save 3 out of 4 lives.

Why Should I Worry? I've Never Been Sick a Day in My Life.

Wonderful, but unfortunately it's no guarantee that you won't get cancer of the colon or rectum. Colorectal cancer strikes men and women with equal frequency, and the risk increases dramatically in people over 40. If you're past that age, or if there is a history of cancer (especially colorectal cancer) in your family, you should know about the Hemoccult® Home Test, an easy examination for a sign of colorectal cancer that you can give yourself, in the privacy of your own home.

Detecting Hidden Warnings.

The name Hemoccult comes from *hemo*, meaning "blood," and *occult*, meaning "hidden." The test materials have been chemically treated to detect otherwise unnoticeable traces of blood in a person's stool—blood that could be an early tip-off to the presence of cancer or other colorectal diseases.

Using the test is simple. Everything has been provided to make it fast, easy and painless (read and follow package directions carefully.) Within 60 seconds the results will be evident. If they reveal the presence of blood, see your doctor promptly.

Early Detection Could Save 3 out of 4 People.

In most cases, the Hemoccult Home Test

results will simply bring you the relief and satisfaction of learning that blood, which may be a sign of cancer, is not evident. But even if hidden blood is detected, there is still no reason to panic. The presence of blood in the stool can be an indication of other conditions far less serious than colorectal cancer. And, even if cancer is diagnosed, with early detection the survival rate is

approximately 75%.

Over a Decade of Use in Hospitals.

Hemoccult has been used by millions of patients in hospitals and doctors' offices for years. Now the Hemoccult Home Test is available wherever drugs are sold. Of course, the Hemoccult Home Test is no substitute for your doctor's regular physical examination, but between checkups it provides an added means of early detection.

Remember, the odds of your having colorectal cancer are small, but not small enough to ignore. The few minutes you take for the test will most likely help put your mind at ease. On the other hand, they might save your life.



Hemoccult Home Test is a test only for hidden blood in the stool and is an aid to detecting certain colorectal diseases. If blood is detected, see your physician. Read and follow directions.

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Advances in Medicine

Both governmental and private statistics regularly show that Americans are healthier than ever. One reason is that people, responding to years of educational effort by those in the medical and health field and others, are taking better care of themselves. At the same time, the last few decades have witnessed extraordinary advances in medical science and techniques.

Life expectancy in this country has risen from 69.7 to 74.5 years since 1960. Infant mortality has been reduced to a record low of 11.1 per 1,000 live births, less than half the 1960 figure. Polio has almost been eliminated. The incidence of mumps has fallen from more than 150,000 cases as recently as 1968 to just over 3,000 last year. Cases of measles have dropped from 481,000 in 1962 to 1,400.

Since 1970, deaths from heart disease are down 25 percent and from stroke, 40 percent, due largely to major technological advances, including open-heart surgery, pacemakers and new drugs, but also due to greater public awareness of proper exercise, diet and lifestyle.

Cancer is still a major threat, but patients are living longer after treatment and many forms of cancer, once fatal, are now curable.

Transplant surgery aids people who otherwise would face long hospitalization, serious disability or death. A hundred Americans a year receive new hearts, and 5,000 receive new kidneys. In 1983 alone, 23,000 cornea transplants restored sight to people whose vision was severely impaired, and 65,000 artificial hip replacements ended patients' chronic pain.

New diagnostic devices that give much clearer views of internal organs and systems greatly enhance the physician's ability to make rapid and more accurate diagnoses. They include computerized axial tomography (CAT) and magnetic resonance imaging (MRI). These devices often eliminate the need for exploratory surgery or other invasive procedures.

Genetic engineering has produced human insulin for use in medicine and holds enormous promise. Realistic possibilities include human growth hormone; a vaccine against a

type of hepatitis; products to help fight cancer, viruses and perhaps the common cold; and a drug to dissolve blood clots and help prevent heart attacks.

Since 1960, other significant new developments have included the heart-lung machine, making open-heart surgery possible; the surgical attachment of severed limbs; ultrasound diagnostic devices; compact kidney dialysis machines for home and ambulatory use; multiphasic diagnostic screening; computer-enhanced vital sign monitoring systems; prosthetic devices to replace blood vessels, heart valves, bones and joints; and thousands of others.

Approximately 90 percent of the drugs and medications your physician can prescribe for your benefit today were unknown only twenty-five years ago.

The last few decades have seen extraordinary advances in medicine, from the invention of prosthetic devices to replace bones and joints, to the use of computers to detect problems, to genetic engineering and more.



To Your Good Health

Medical care and medical science have come a vast distance—from an apprentice physician's handwritten license to practice in 1758 through miracle drugs and organ transplants and magnetic resonance imaging and other technological wonders to the threshold of genetic engineering.

But neither physicians nor hospitals, drugs nor technology, research nor its application can guarantee your good health. They can fight disease and its effects. They can help overcome the ravages of accidents and strengthen weaknesses that come from age.

But they cannot force you to take care of yourself by eating properly, exercising adequately, controlling your weight, and avoiding unhealthful habits and activities. Nor can they make you seek periodic examinations for early detection and treatment of developing problems.

All that is the job of the individual.
Your job—for your health.

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“I’m learning about my diuretic medication and HOW TO handle my medical problem ... and myself.”

Although life expectancy in the United States continues to increase each year, heart disease remains the leading cause of death. However, modern pharmaceutical science has produced many medicines which have significantly reduced the number of deaths from heart disease. Diuretic medications, for example, aid the heart by removing excess fluid (or edema as it is called) from the body. Diuretics are particularly helpful for people with congestive heart disease and some liver and kidney disorders.

Although diuretics will not cure your medical problem your doctor may prescribe one to reduce the difficulty in breathing and painful ankle or leg swelling caused by edema. Not only will this make you more comfortable but it will also help reduce the work your heart must do. Since it is often necessary to take diuretic medication for prolonged periods, regular visits to your doctor are a must as changes in your



condition may require changes in your medication as well.

To get the most benefits from your diuretic medicine, your doctor may suggest that you use less salt in your foods each day. Large amounts of salt in your diet will prevent your diuretic from working effectively. You can cut your salt intake in half by not using table salt, processed, canned or precooked foods, and by reducing use of dairy products.

Remember, your doctor is the expert regarding 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 diuretic medication, ask your doctor or pharmacist.



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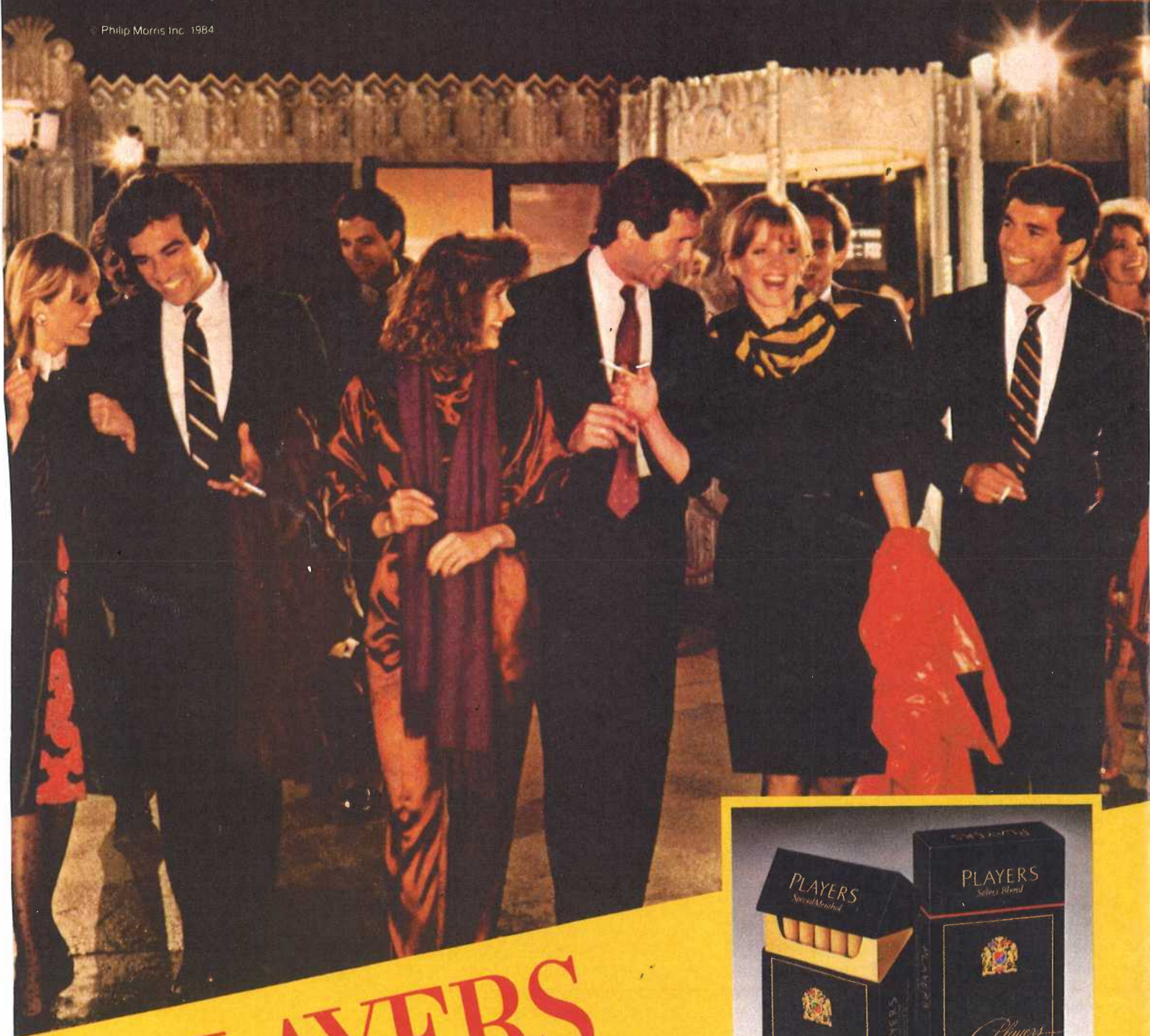
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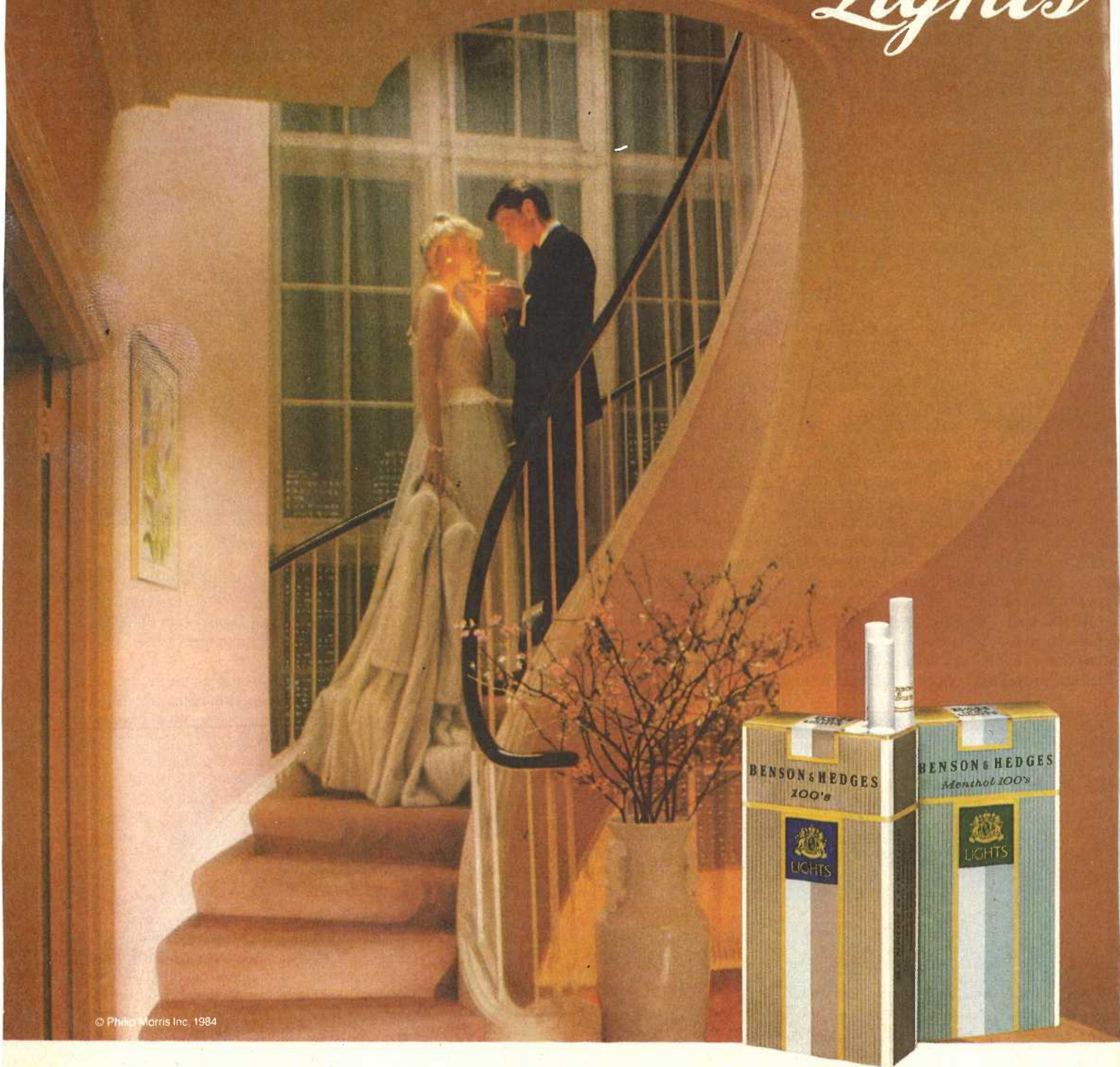
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