

Democratic Watchman.

Bellefonte, Pa., January 30, 1925.

FAIR WARNING!

Look out for January colds! This is the time of year when colds are most prevalent. Seeds are now being sown for deaths from pneumonia that will occur in January, February and March. These diseases which blot out an average of 150,000 lives a year in the United States and Canada frequently develop from neglected colds. Out of every seven who get pneumonia one person dies. As many people die each year from pneumonia as from tuberculosis. Year after year the same thing happens.

Do not neglect a cold. A cold in the head is not a simple, trifling annoyance but a real disease with a medical name—coryza. In addition to the danger that pneumonia may develop, a cold often leads to chronic catarrh of the nasal passages, to ear trouble ending in deafness, to chronic bronchitis and inflammation of the bony cavities of the face. A neglected cold may even prepare the way for serious heart trouble.

The first noticeable symptoms of diphtheria, typhoid fever, measles, scarletina, whooping cough or small-pox may appear as a cold. A person suffering from what seems to be an innocent cold may pass on to some one else a fatal attack of one of these diseases. If you or your children are suffering from colds stay away from other people until you are certain that the "cold" is not an infectious disease. This decent precaution will prevent many serious epidemics and save many lives.

A cold is an inflammation of the mucous membrane which settles upon the point of least resistance—the nose, throat, chest, or gastro-intestinal tract. Sudden changes in temperature, drafts and exposure to damp and cold, breathing stale air and street dust—these are direct causes of colds. Lack of fresh air and sufficient exercise to keep the skin and body healthy, lack of sleep and rest, over-indulgence in rich indigestible food—these are indirect causes of colds.

To take cold easily is to advertise that your living habits are wrong. By following simple health rules you are likely to keep well. But if in spite of all your care, you do take a cold—do not treat it lightly. See your doctor. Remember, it is not a sign of weakness but a mark of wisdom never to neglect a cold.

The amount of absenteeism in large business establishments is seldom realized until the facts are thoroughly reviewed. Common colds are among the chief sources of loss of time.

Among school children, colds are probably the cause of more absenteeism than any other illness—with consequent falling back in grades and extra expense to the tax payer.

Medical supervision of schools is becoming more thorough from year to year and is doing much to prevent serious epidemics and thus save lives. Parents should co-operate with school authorities in working to stamp out these minor illnesses which frequently have fatal consequences.

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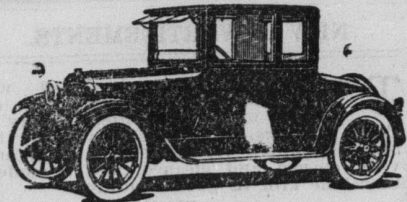
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Can Make or Break a Community
Through Exercise of Their
Buying Power.

THEY HOLD PURSE STRINGS

It is Estimated That at Least 80 Per
Cent of Retail Purchasing is
Done by Feminine
Shoppers.

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It has been said that the hand that rocks the cradle is the hand that rules the world and nowhere is this more literally true than in the world of trade. The woman is the purchasing agent of the household and man, as a rule, is very glad to have her handle the job.

It has been estimated by some students of the merchandising game that 80 per cent of all retail buying is done by women. This may be a high estimate but a visit to the retail stores of any town or city is enough to convince one that the figures are not too high. The preponderance of women among the buyers is sufficient, at any rate, to make not only the retailer but the manufacturer and the wholesaler realize that it is the women that they must please with their merchandise.

Because they do by far the greater part of the buying in any community the women have a responsibility that they do not always appreciate. The women of a town, through their buying power, can make or break the merchants of a town and as a natural consequence they can make or break the town. It is in their power to make it a prosperous town or a dead town. When the women of a town acquire the mail order habit, the town may just as well begin making arrangements for its own obsequies.

Hard to Understand.
Just why a woman, who is a shopper by instinct and a shrewd judge of values in merchandise, should succumb to the lures of the mail order house it is difficult to understand but unfortunately, some of them do. No one knows better than the woman who has had some experience in the buying of merchandise how difficult it is to distinguish between the genuine and the imitation even after a close inspection. The good shopper, when on buying bent, does not always take the first article that is offered for inspection. In fact this is the exception rather than the rule. The merchants know it and expect it. They expect a woman, if she is a good shopper, to "look around a little."

If a woman should walk into a retail store and purchase the first suit that she tried on, for instance, the shock probably would prove fatal to the storekeeper or the saleswoman. The chances are that she will try on a dozen suits and look at as many more before she selects one that suits her taste or pocketbook, and the storekeeper not only expects but wishes her to do this. He wishes her to be satisfied as he knows that a satisfied customer is the best advertisement that he can obtain.

Taking a Chance.
This same woman, however, may order a suit from a mail order house on the strength of nothing more than a pretty picture and an alluring description. She has not even the opportunity to try it on, to say nothing of the chance of examining the fabric, noting the exact shade of the material and inspecting the workmanship. She is taking chances on the suit fitting her, on the material being good and durable, the shade becoming to her and the workmanship of such a character that the suit will not fall to pieces. The woman who takes such chances cannot be called a shrewd shopper.

It might be more easily understood, why mere man, unaccustomed and averse, as a rule, to shopping excursions, should fall a victim to the catalogue habit. He might find it easier to order from the picture in the catalogue than to go to a store and look for the article that he wanted or he might take the position that he wouldn't know what he was getting anyway if he went to the store and he might as well take a chance on the mail order gamble, but why the woman who knows what she wants and knows that she is getting what she wants when she gets it should buy on the "sight unseen" plan—well, that's another question altogether.

Woman's Greatest Opportunity.
Women are taking a more and more prominent part in public affairs all the time. They are aiding now in many parts of the country in running the affairs of state. Even where they do not have the ballot they are playing a big part, individually and through their organizations, in the conduct particularly of local governments, yet in the one field where they can do most to help build up their communities they may be overlooking their opportunity. With the buying power in their hands they can do more for their community by stanchly supporting their home business men than they can possibly do in any other way.

Man may think he is a very important element in the progress and development of his town but when he reflects that 80 per cent of the buying power of the community is in the hands of the women he is apt to realize that he is a very insignificant atom.

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