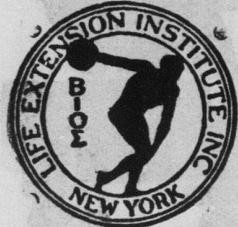


**Your Health**

THE FIRST CONCERN.



IT'S NOT A JOKE

Metropolitan Life Insurance Company statistics show an increasing death rate from appendicitis, which puzzles the medical profession.

Diagnosis and surgery had been steadily perfected, but the appendicitis death rate during 1929 increased twenty per cent. The insurance company has issued a bulletin pointing out possible appendicitis dangers from diet fads and abusive use of laxatives.

Insurance experts, however, are not certain these two aggravations are entirely to blame.

Isn't there just a chance that the public has taken appendicitis jokes a little too seriously? A general impression has been created that surgeons enjoy the sport of fishing for the illusive appendix and the speckled tonsil.

As a result, a good many people attacked by a pain in the—er—embombment merely grit their teeth. They are afraid that a doctor, if called, will advise an immediate surgical festival merely to relieve the unemployment situation.

As a result a great many people delay too long.

**APPENDICITIS SYMPTOMS**

Appendicitis no longer excites the fear it formerly did. This is due in a large measure to the education both of the surgeon and of the lay public.

We have learned to respect the disease and to make sure there is proper handling of it in every form.

It is interesting to note that appendicitis is rare in infants and in those over sixty years of age. It is common in any period beyond childhood, being more frequent in young and middle aged people.

It is more common in males than in females and occurs more frequently in the summer than in the other seasons. It is a disease met often in warm countries.

Appendicitis is usually traced to a germ, called the "colon bacillus." It may be the result of other types of bacteria, but this is the common one.

The colon bacilli are normal inhabitants of the appendix, and under normal conditions are harmless. It is when the appendix is bruised or injured that these germs are capable of causing an infection.

Recently it was shown by a great scientist that certain poisons which enter the circulation may have an affinity for a "specific action" on the appendix.

Such poisons may come from an unsuspected focus in the body. This may be quite distant from the appendix, from the teeth for instance.

In some cases the disease begins suddenly, ushered in by sudden severe pain in the abdomen. In most cases there have been previous symptoms.

Most important of these signs are constipation or diarrhoea, a general feeling of uneasiness and discomfort in the lower abdomen.

Nausea is always present, with vomiting which may occur as late as four or five hours after the onset of the pain.

Appendicitis as we have spoken of it here is commonly called "Acute Appendicitis." It may require immediate surgical attention or the patient may recover under careful medical attention.

No case should be treated without the careful supervision of a physician. Remember that once a patient has had an attack of appendicitis, he is liable to suffer again if the appendix has not been removed.

**IT'S COLD SEASON.**

With the coming of the first cool Fall days and the opening of school, children are exposed to the infectious colds.

Nearly all diseases of nose, throat and lungs are infectious and communicable. They are most troublesome during the first chilly days, when proper ventilation is difficult.

Your efforts to counteract a cold cannot be used too early. Just as soon as your baby or older child begins to snuffle and sneeze and cough then quick measures should be taken for relief.

Because of the fact that colds are "catching" the patients should be separated from others of the family. It is well to keep the child in bed at least a day or two. It is only in this way that the body temperature can be kept stable and proper rest maintained.

If a child has no fever he may be placed on a cot out-of-doors in the sunshine if the weather is good. Otherwise he should be in bed indoors, with the windows open to let in plenty of fresh air.

Of course, the child should not be allowed to get chilled. It is best to be warmly enough covered but not too warmly wrapped up.

You must guard against conditions which produce free perspiration and further chilling. Keep the patient just comfortably warm.

Not only is the little patient isolated from others, with rest, fresh air, quiet and warmth, but he is given some milk, alkaline water or bicarbonate of soda in water. This may be administered in combination with juices of the citrus fruits. The juices of oranges, lemons or grapefruit are taken with the alkaline water, or separately, at intervals of two or three hours.

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## The Key to Better Business

LIFE IS A GIVE AND TAKE PROPOSITION

### LOCAL MARKETS ARE ESSENTIAL

Equal Responsibility for Their Support Rests Upon the Farmers and Merchants.

### MUST ASSIST EACH OTHER

Prosperity of Community Depends Upon Each of These Two Classes Buying Products and Goods of Each Other.

(Copyright, 1917, Western Newspaper Union.)

The first essential in the development of any business is the possession of a market. The manufacturer must have a market for his products or he cannot succeed, no matter how valuable those products may be or how efficiently his plant may be operated. The wholesale merchant and the retail merchant may have the choicest stocks of goods, but they may as well go out of business if they have not a market where they can dispose of their stocks. The farmer may produce bumper crops, but they will rot upon the ground if he cannot find a market for them. The wage earner's skill and muscle bring him no returns unless there is a market for his labor.

The question of markets is the big one in every line of business and in every community the question is a vital one. In each community, which must be taken to include not only all the people who live in the town but the farmers who live in the surrounding country as well, there are two sides to the market question. The business men of the town must have a market for the things which they have to sell. Otherwise they cannot continue in business. At the same time the farmers must have a market for the things which they raise or they may as well go out of business.

When Either Falls Both Suffer. The merchants of the town can provide a market for the products of the farmers and the farmers can provide a market for the goods which the merchants have to sell. As long as each class of citizens provides a market for the other class all is well and the goose hangs high, but when either class fails to provide a market for the other the goose is cooked, not only for the class which is deprived of the market but for the other as well.

The farmer has a right to expect the town which is his natural trading point to provide a market for his products, and the town is not performing its proper function as the trading center

of its community if it does not see that such a market is provided. The responsibility of looking after the fulfillment of this obligation rests largely upon the merchants of the town. The farmer is a producer and he must dispose of his products before he can become a consumer. It is, therefore, not only right but necessary from a business standpoint that the merchants should aid the farmer in turning his products into money. Otherwise the farmer naturally will have no money to spend in the stores of the town.

**Obligation on Farmers.** On the other hand, the merchants of the town have a right to expect the farmers to provide a market for the merchandise which they have to sell, and the farmers are not doing their duty to their community if they do not provide such a market. In this case, also, it is not only right but it is necessary to the prosperity of the farmers that they should aid the merchants in turning their merchandise into cash. Otherwise it is obvious that the merchants will have no money with which to buy the products of the farmers.

This is a double-barreled proposition and the obligation rests equally upon both the merchants and the farmers to maintain the markets which are essential to both classes of citizens. Any town which would import from points hundreds of miles distant the farm products which it could buy at home would be pursuing a very short-sighted policy, for it would be making it impossible for the farmers in its territory to buy the goods of its merchants. As a matter of fact no town does this unless it is forced by unusual conditions to do so. A town may be located in a community which is not productive enough to meet the local demands, and in that case it is forced to import farm products but the town which is compelled to do this is at a disadvantage from a commercial standpoint unless it is essentially a manufacturing town, in which case its products are sold to other communities and bring in enough cash to offset that which is sent away to purchase farm products.

**Must Have Outside Business.** In the average community, however, the town is dependent for its prosperity upon the money received from the farmers in the ordinary channels of trade, rather than upon that obtained from the sale of its own products. In the average town the merchants cannot make money and continue in business if they are dependent solely upon the people of the town for their business.

No business can last long with "everything going out and nothing coming in," and it is equally true that no business can be operated on the principle of "everything coming in and nothing going out." To maintain the balance which is necessary to the maintenance of prosperity in a community there must be an even trade between the business men of the town.

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