

Doctor links artery spasms with heart attack

United Press International
LONDON — Dr. Paul Sherwood believes he has identified a complex symptoms whose presence is often forewarning of a heart attack. Nearly 25 years ago, Sherwood, on the basis of his wide experience in medicine, was among the first to suggest that heart attacks were linked to spasms or contractions of the coronary arteries. He had no luck then getting editors of medical publications to accept paper on this theory, though. "It seemed obvious to me that if

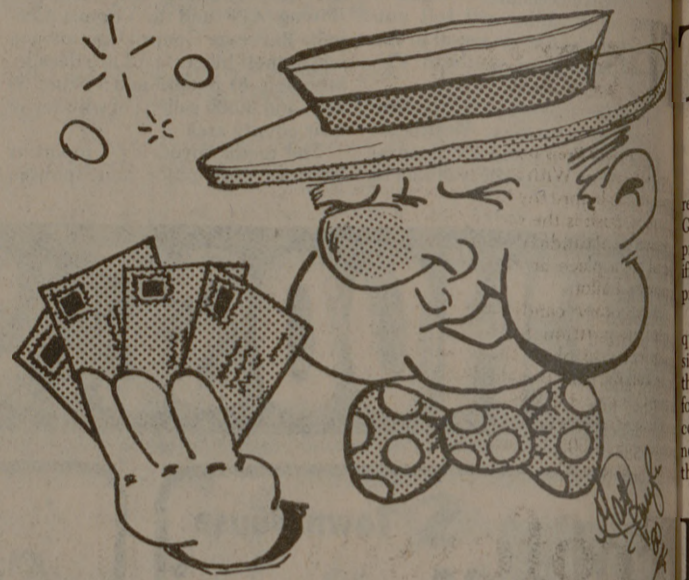
diseased arteries alone were the cause of a heart attack there would not be such long periods between heart attacks," he said. "There had to be something else, something in addition to the diseased arteries, something that actually triggered the heart attack. I concluded that was a vascular spasm." Sherwood suggests that the cause is an upset of the sympathetic nerve control to the arteries due to a state of congestion around the stellate ganglion (the nerve message center for the heart).

"The intensity of the spasm coupled with the degree of disease in the artery will determine the severity of the incident," he said. Sherwood lists a variety of the factors he says make it possible "to recognize a direct prelude to a coronary attack." Only a doctor can add them up but they include tiredness, indigestion, anxiety, moderate or severe muscle spasm and the signs and symptoms of cervical and upper thoracic back trouble.

W. C. Fields postage stamp marks his 100th birthday

United Press International
BEVERLY HILLS, Calif. — The United States government Tuesday officially recognized the fame and talents of Claude William Dukenfield, W.C. Fields, that is. Fields, the epigrammatic toper of the cinema and the patron saint of methylated drollery, is going to be plastered again — this time on letters. A ceremony was held Tuesday at the Academy of Motion Picture Arts and Sciences — the organization that never gave Fields an Oscar — to unveil officially the W.C. Fields postage stamp. Fields, a comedian who never smiled and whose cynical wit and whiskey-bulb nose lit up films in the 1930s and early 1940s, died in 1946. Tuesday would have been his 100th birthday. Among the guests were movie stars, including some of Fields' former co-stars, members of his family and Postmaster General William Bolger. But among the proudest onlookers was the head of the Fields fan club, Vick Knight. The club campaigned for 13 years to get the gov-

ernment to issue the stamp. "I was as amazed as anybody when the government went for it," Knight commented on the eve of triumph. "Our members across the nation sent the Postal Service about 4,000 letters, but we didn't think they'd ever really do it." Knight is officially the head dick of "The Bank Dicks," as the fan club is titled, in memory of one of Fields' best-loved films. Even Philadelphia, Fields' birthplace and the constant butt of his jokes, has not been completely slighted, Knight said. "Ros Gibson, the East Coast Chief Chickadee of the 'The Little Chickadees,' our ladies auxiliary, has organized a martini memorial luncheon at Downey's, a Philadelphia watering hole I understand is so old that W.C. himself may have downed a few there." Knight and Fields' grandson, Ronald Fields, expressed mock dismay, however, that the Postal Service is not following through on some of their suggestions for the stamp. "We ought to have martini-flavor glue on the stamps so that anybody mailing a letter with a W.C. Fields



stamp would get a buzz on locking it," Fields said. "Grandfather would have liked that." The stamp shows two views of Fields. In one he is doing a sourpussed juggling routine — he was once an itinerant juggler — and the other shows him with a characteristic expression of bibulous dismay. "Now watch our next project," Knight said, "the W.C. Fields dollar bill."

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NEW YORK — Coupon discounts saved Americans about \$561 million last year and could amount to much more in 1980, says John Blair Marketing, Inc.

Blair is one of three firms that design, print and place coupon offers in periodicals. The others are Valassis Newspaper Marketing Co. of Livonia, Mich., and Marketing Showcase in New York.

About 80 billion discount coupons were distributed last year and "indications are that it could reach the 90 billion level in 1980," said Russell D. Bowman, Blair vice president.

The \$561 million figure is based on a total national average return of 3.4 billion coupons with an average discount of 16.5 cents. "Given the same redemption rate and an estimated increase in face value of at least 17 cents a coupon, the projected savings could add up to as much as \$645 million in 1980," Bowman said.

Consumers actually saved more since these figures do not include supermarket coupons on the store's own flyers or the double discount promotions currently popular in many stores.

The actual return rates vary depending on the way they are used. Returns are better — as high as 6.4 percent — when an insert and an advertisement printed on the page are used in the same edition of the magazine or newspaper.

All discount coupons are not pre-printed inserts — 55.6 percent are printed right on the page. But Blair

says inserts are gaining in popularity. A study by the Daniel Starch research firm showed that inserts are noticed by about 75 percent of periodical readers.

Bowman said he believes the high return of coupon inserts is due in part to the grouping of discount offers.

Another reason for the popularity of coupon inserts is that many people do not like cutting coupons from their favorite magazines.

Blair has developed an insert called Sample Pack that offers free samples and cents-off coupons to readers in return for filling out an accompanying questionnaire.

Based on responses to the questionnaire, firms send samples of their product to consumers who use a rival product and to those who are most likely to use them.

Bowman predicts that redemption of all coupons will grow in reaction to inflation.

Since most stores total a bill then deduct the coupons from the total, "using coupons is one way that customers can actually see themselves saving money," he said.



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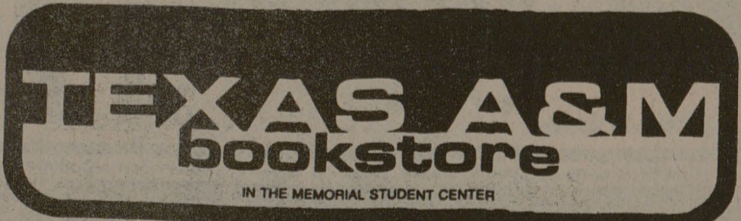
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