

Announce Way To Help Drain All 8 Sinus Cavities Without Discomfort

New decongestant tablet for sinus congestion sufferers
acts both to drain clogged sinus cavities
and relieve distressing head pain

New York, N. Y. (Special) Announcement has been made of a new tablet development which has the remarkable ability to help drain clogged sinus cavities and thus relieve congestion and pressure. The headaches, pressure pains, stuffed-up head, nasal drip, clogged breathing—all the unrelenting symptoms the sinus sufferer knows so well—are attacked directly by improving drainage of the sinus areas.

Most remarkable of all is the fact that this is accomplished with extraordinary speed and without discomfort of any kind. This new tablet does its remarkable work internally, through the blood stream. It deposits into every drop of blood plasma a new medication which is carried to the sinus area, where it

shrinks the swollen doors to the sinus cavities and helps drain away the pain-causing pressure and congestion.

The shrinking substance in this new tablet has been so successful topically in promoting drainage of the sinus cavities that it is now prescribed more widely by doctors than any material for this purpose. This new medication is now available at drug counters without the need for a prescription under the name, Dristan® Decongestant Tablets. Dristan Tablets cost only 98¢ for a bottle of 24 tablets. Buy and use Dristan Tablets with the absolute guarantee that they will drain away pain-causing pressure and congestion of the sinus cavities, relieve the pain and distress, or purchase price will be refunded.

New NP-27® Treatment Kills Athlete's Foot Fungus Under Skin Surface—Even Penetrates Into Toenails

Promotes growth of healthy tissue,
guards against infection coming back.

Latest laboratory tests prove NP-27 Liquid not only works under skin surface, but even penetrates into toenails to kill fungus where it breeds and spreads. Works in the vital under-surface skin layers where ordinary remedies cannot reach.

Using new NP-27 Liquid-Powder Treatment, doctors in two leading clinics found that Athlete's Foot, Ring Worm and other fungus infections, even stubborn cases, clear

up usually within two weeks—often in less than 7 days.

As part of Treatment, new NP-27 Medicated Powder dries the foot perspiration that helps fungus grow, eliminates surface fungus, deodorizes and soothes chafed skin, guards against re-infection.

New NP-27 Treatment guarantees effective relief, or full refund from druggist. Save on special introductory price. Regularly \$1.87, new NP-27 Liquid-Powder Treatment now for limited time only \$1.59.

NAGGED BY BACKACHE?

—why put up with sluggish kidneys...when relief is often so swift and easy to obtain?

Backache, dizziness, lack of energy, restlessness, getting up nights, may be caused by functionally sluggish kidneys, mild bladder irritation.

For 50 years people have found swift, effective relief with DeWITT'S PILLS. This famous diuretic stimulant 1) flushes congestive waste material out of kidneys;

2) increases circulation of blood through the area; 3) reduces irritation of kidneys and bladder; 4) fights infection and resists reinfection.

You can see that DeWITT'S PILLS are at work when "the blue comes through." Get DeWITT'S PILLS today without prescription.

De WITT'S PILLS... "the blue comes through"



**NAIL
BEAUTY
begins from within
DRINK
KNOX
Gelatine**

Splitting, breaking nails need the food factors supplied by Knox Unflavored Gelatine. Medical journals report 7 out of 10 women restored problem nails within 3 months by drinking daily one envelope (about 5¢) of Knox in fruit or vegetable juice, bouillon or water. At your grocer's.

TO PHYSICIANS: All published studies have been conducted with Knox Gelatine. For reprints write Knox Gelatine, Johnston, N. Y. ©1969 Knox Gelatine Co.

Argument

(Continued)



People are bound
to have different
points of view!

regarding him as an "opponent" and not taking issue immediately. Conciliation replaces argument with the following steps:

—Listen and hear him out. Listening is the key to understanding what is being said. Too frequently we listen in order to plan our reply rather than to understand.

—Interpret what you hear in terms of the person speaking. This is another way of saying that you should not interpret the other person's thoughts in your frame of reference, but in his.

—Avoid a "chip on the shoulder" attitude. If you look for trouble, you're likely to find it. The speaker probably wants to be your friend, and it's easier to regard him as such than as your enemy. It takes two to make a fight, and he doesn't want to start one any more than you do.

—Look for areas of agreement. There is usually some part of his statement that you can accept, even if you don't agree with his main point. If you indicate this acceptance first, you have taken a long step toward conciliating him. Remember that when you indicate complete lack of agreement, the other person is more likely to intensify the difference and thus fire the argument.

—State his point accurately and fairly. Some say that you should never reply to a point without first stating it. The very act of doing this frequently leads to your understanding it better, and it even has the added value of helping you cool off before stating your views. But you must state it accurately, not putting words in the other fellow's mouth or otherwise distorting what he has said.

—Indicate your own position clearly. Here you must avoid strong language and words of disagreement in favor of something like this: "That's an interesting point of view, Joe, and the facts you present are quite accurate. But I wonder if we could consider approaching it from this standpoint..." (then state your position).

5. **Back up your own position.** In suggesting these ways to avoid arguments, we surely don't mean you have no right to maintain your opinion and to prove that you're right. We're not advocating that you give up all your beliefs and opinions in favor of the other fellow's and that you meekly accept all you hear. But your reasoning should be sound, your facts accurate, and you should present as much evidence as you can to prove your points.

Effective persuasion is a combination of all this, using examples, comparisons, facts and figures, and statements of experts to show your position is sound. Then you should remember that your friend is human and shares such basic desires as physical well-being, family, money and material things, comfort, pride, and safety. If you can make your point while talking in the direction of some of these, he can be won over to your position.

To sum up, remember that arguments are not won, they are avoided. You have a right to maintain your point of view in any discussion. But it is the way you do it that counts!



Harold P. Zelko is a consultant on communication, speech, and management for industry and government. A former lawyer, he is a professor of speech at Pennsylvania State University and a director of Executive Development Services. He is the author of many books, articles, and pamphlets on speech, communication, and related subjects.