

# FOREST PARK DAYS At the "X"

**STARTS TOMORROW - 6 VALUE PACKED DAYS OF SAVINGS & FUN**

**FREE MINK STOLE — FREE GAS DRYER and Many Other Valuable Prizes**

SAVINGS FOR THE ENTIRE FAMILY Register At Any Member Store — No Obligation **AMPLE PARKING**

Sponsored By The Forest Park Board of Trade

**Help Fight Leukemia**

## Volunteer for Teenager March

The Teenagers March will be held in the Springfield area the weekend of Oct. 16. This march is an annual drive for funds to defray expenses at St. Jude Children's Research Hospital, founded by Danny Thomas, noted television star.

**Used for Research**

Over 90 per cent of all funds raised go directly to St. Jude's, with less than 10 per cent being spent for expenses. The money is used for research in children's diseases and also for patient care. Treatment is free at St. Jude's, to all children, regardless of race or creed.

One of the biggest diseases hoped to be conquered at St. Jude's Hospital is leukemia.

**What is Leukemia?**

Leukemia is a disease which involves the white cells of the blood and is characterized by abnormal and unrestrained growth of these cells. The cause of the disease is not known. The rapidly with which the cells grow is variable in different individuals.

Some cases follow an acute course, others a more chronic course with survival for many years.

**White Cells**

The leukemia varies in type depending upon the kind of white cell involved (lymphocytic leukemia, myelocytic leukemia, etc.)

At present there is no known cure, but knowledge gained in recent years as a result of intensive research all over the world offers hope that means will be devised to control the disease and to salvage those afflicted.

**Leukemia Has Doubled**

Frequency of leukemia has doubled in the last 20 years. Currently there are 15,000 cases in the United States with approximately 10 new cases per

100,000 population each year. Leukemia may affect any age group. The disease frequently affects children—with the highest incidence among children within the first five years of life. The disease is more acute and fulminating in children than in adults. On the other hand, children with acute leukemia respond best to known therapeutic agents and the disease often is temporarily arrested by drugs now available so that they may have months or several years of essentially normal life.

**Favorable to Study**

The large number of patients with leukemia and the ready availability of abnormal cells in the circulating blood and

**WHY? Radio Disc Jockies Aid ALSAC**

The "Soundsational Five," five of this area's most noted disc jockies, are aiding the upcoming Teenagers March with their on-the-spot appeal to teenagers to volunteer for the march.

**Five Disc Jockies**

Heard daily over Radio Station WHY? the five disc jockies, Bud Stone, Phil Dee, Bob Allen, Davey Jones and Chuck Harper, carry the vital message of St. Jude Hospital directly to the teenagers of Western Massachusetts.

During regional record hops these disc jockies recruit volunteers for the Teenagers March. This face-to-face meeting with the teenagers enables to explain more fully the need for volunteers.

In the past these disc jockies have played a most important role in getting volunteers for this march. Hundreds of youngsters volunteer after listening to the announcements made frequently over WHY?.

bone marrow make leukemia a particularly favorable variant of malignant disease to study.

The diagnosis of leukemia is often difficult, particularly in the early stages. The disease simulates many other conditions. One service that St. Jude Research Hospital will render is not only in diagnosing, treating and studying leukemia, but also in diagnosing diseases that are not leukemia.

**New Hope**

Until recently there was little that could be done to change the course of acute leukemia. New hope has come with the use of certain drugs, with blood transfusions when necessary, and with antibiotics to help combat infections.

While no cures have been reported, there have been encouraging temporary improvements with these new developments. Some patients are restored to apparently normal health for many

months.

**X-ray Treatment**

X-ray is widely used in the treatment of chronic leukemia, especially the type that originates in the bone marrow. It may relieve symptoms for a long time. Several drugs for treating chronic leukemia also have been found to give the same relief that X-ray does.

Even though leukemia cannot be cured, early detection and prompt treatment will make the patient more comfortable.

Teenagers in this area are urged to sign up for the Teenagers March by contacting the local headquarters at 302 Sumner Ave.

This march will last only a couple of hours but will aid so many youngsters to enjoy life. Remember — you will march so that others may live!

### 'No Adequate Reason' Seen for Suppression

NEW YORK (UPI)—D. Tennant Bryan, chairman of the Committee on Free Press and Fair Trial of the American Newspaper Publishers Association (ANPA) said Saturday that an American Bar Association report had advanced "no adequate reasons" for suppressing facts in two important areas in reporting crime news.

**Confessions, Records**

Bryan, publisher of the Richmond (Va.) Times-Dispatch and News Leader, identified the two areas as reporting the fact that a suspect has made a voluntary confession of a crime and reporting that the arrested person has a record of prior convictions for criminal offenses.

"Many circumstances exist when publication of such information is vital to the public interest," Bryan said.

"An over-zealous concern for the rights of defendants in criminal cases ought not to be allowed to deprive the public of truthful information which the public needs pertaining to crimes and criminals in our society in the light of growing problems of law enforcement at the local, state and national level."

**Doctors' Ratio Lower**

CHICAGO — The ratio of doctors to population has dropped since 1900. There are now 2 1/2 times as many Americans as there were then, but only twice as many physicians.

## Heart Association Warns Of Strep Throat Danger

The approach of cold weather means an increase in the incidence of colds and sore throats, and officials of Western Chapter, Massachusetts Heart Association, urge parents to be on their guard for strep throat infections in their children.

**Forerunner to Trouble**

Strep throats often are the forerunner of rheumatic fever and a reinfection frequently leads to rheumatic heart disease

with serious damage to the heart and possible permanent after effects.

A throat culture program for the prevention of strep infections was launched last year by the Heart Association in cooperation with the Massachusetts Department of Public Health. Throat swab kits are made available to physicians by the Heart Association upon request. These swabs make possible early and prompt as well

as accurate diagnosis of suspected throat infections, and enable immediate treatment as the doctor determines.

Parents are urged to note any suspicious signs of a possible strep infection, which may be first noticed as a sudden sore throat, pain and swollen glands under his jaw, a fever of 101 degrees or more, headache, nausea. Persons who have been exposed to others with sore throat or scarlet fever should

also be closely observed. At first sign, the family doctor should be called in.

**Positive Cultures**

According to the Heart Association, 32.4 per cent of all throat cultures processed in one month of 1965 were positive (Group A streptococci). Total swabs processed at State Department of Public Health Laboratories was 7333 last January.

9:30 to 9 MON., THURS., FRI.

**Starts Monday..**

**Value-Packed "X" Days!**

**Blake's at the "X"**

**MEN'S and BOYS' FAMOUS QUALITY CLOTHING EXTREMELY REDUCED!**

**MEN'S SHOP**

**Men's Sport Coats**

100% Wool Harris Tweeds

**\$44**

regularly 55.00

Pocket a neat saving on the most important coat a man needs for career, campus and spectator sports. Brawny 3-button, natural shoulder "Ivy" model with deep pockets, center vent... hand-somely tailored by a celebrated maker. Rugged herringbone weave 100% wool tweeds in deep heather-tones of blue, burgundy, whiskey brown. Sizes 38 to 46, regulars and longs.

**All-Weather Coats**

Zip-Out Orlon® Pile Liner

**24.99**

regularly 35.00

Extremely low priced indispenable all-season coats... convert easily from raincoat to topcoat with zip-in Orlon® pile liner. Split raglan shoulders, trim Bal collar, slash pockets, fully rayon lined. Wash and wear Dacron® polyester/cotton treated to shed rain, resist stains. Black/olive plaids, also solid tan and olive. Sizes 38 to 46. Regulars and longs.

**BOYS' SHOP**

**Boys' Wool Blazers**

From An Important Maker!

8 to 12, were 16.00 **11.99**

14 to 20, were 20.00 **14.99**

Value-wise mothers will shop early for these better made blazers that fit right, wear longer... and preferred by fashion-minded sons. Traditional all wool flannel "Ivy" blazers with three metal-button closing, deep patch pockets. Fully lined for greater shape retention. Burgundy, navy, camel, bottle green.

**Boys' Ski Jackets**

Noted New England Make!

**15.99**

were 30.00

Save almost 1/2 price! We anticipate an early sell-out of these superior jackets from our top-notch maker! Beefy, insulated, quilted nylon with jumbo zipper, concealed hood and other exclusive features for maximum warmth and durability all winter long! Fully washable. Brown, gold, light blue. Sizes 8 to 14.

CHARGE IT! Use BLAKE'S 3-pay plan at NO EXTRA COST!

Ask about our ex-t-e-n-d-e-d payment plan!

9:30 to 9 MON., THURS., FRI.

**Blake's at the "X"**

**FREE PARKING REAR OF STORE**

**Super-Saving "X" Event.. One Week Only!**

**FAMOUS QUALITY ADVANCE-SEASON CLOTHING SALE PRICED!**

**JRS', MISSES', WOMEN'S SHOPS**

**ITALIAN KNIT SUITS**

regularly \$50 to \$70 **33.99**

Ours alone! Beautiful height-of-fashion Italian knit two and three-piece wool suits with new jacket detailing and stunning color combinations. Pastels, dark and bright shades... many have contrasting weaves, some with suede trim. Sizes 8 to 18.

**SPORTSWEAR SHOP**

**FAMOUS LABEL BLOUSES**

regularly \$4 and \$5 **2.99**

"X" Days value-scoop! Regular stock blouses tailored by our leading men's shirt maker! Crisply fashioned of permanent-press Dacron® or Fortrel® polyester/cotton blend with roll-up sleeves, convertible or button-down collars. Exquisite autumn prints, abstracts and miniature designs. Sizes 10 to 18.

**LINGERIE SHOP**

**QUILTED COTTON ROBES**

regularly 13.00 **8.99**

Opportune saving from a famous maker! Warm leisure-time quilted cotton robes in colorful provincial prints on darker ground, also woven flock pastel plaids. Concealed gripper front, some are banded with grosgrain from neckline to hem. Fully washable. Sizes 10 to 18.

**GIRLS' and CHILDREN'S SHOPS**

**GIRLS' WINTER COATS**

3 - 6x reg. 24.98 **17.99**

7 - 14 reg. 29.98 **19.99**

Excellent selection... current fashion coats from a favorite maker! Classic tailored tweeds, fleeces, dressy A-line coats... beautifully lined and warmly interlined. Fine choice of colors in every size range.

**FUR-TRIMMED COATS**

values to \$110 **63.99**

Very special purchase! Luxurious woolen fabrics with new-fashion interest... fleeces, boucles, tweeds, ribbed weaves! Collared with exquisite mink, fox or beaver dyed to complement the stunning coat shades. Sizes for misses-potites and misses. Furs labeled to show country of origin.

**S-T-R-E-T-C-H SLACKS**

special purchase! **4.99**

Timely savings! 60% rayon/40% nylon gabardine stretch slacks with side zip closure and attached self-straps for sleek fit on the golf course or ski slopes. Excellent color selection... black, brown, light blue, royal, olive, burgundy, camel. Sizes 8 to 18.

**Brushed Estrom® GOWNS**

regularly 7.00 **4.00**

Warm, glamorous dreamwear... brushed Estrom® fleece shift gowns with sheer tricot cover-up bodice and sleeves. Lavishly trimmed with ribbon-drawn lace. Wash with ease, dry to soft beauty. Pastel blue or pink, also dainty floral print. Sizes S, M, L.

**GIRLS' FALL SHIRTS**

4 to 6x, reg. 5.00 **2.99**

7 to 14, reg. 7.00 **3.99**

Sell-out fashion-value with grown-up airs. 80% Orlon® acrylic/20% wool blend back-zip shirts with contrasting smoked yoke, ruffled cuff long sleeves, jewel neckline. Navy, red, Kelly green, light blue and coral.

**NEW FALL HANDBAGS**

regularly 10.00 **6.99**

Just unpacked for "X" Days! Current-season, dressy and tailored casual look-of-leather fashion bags with single or double handles, bright or covered frames. Fully lined spacious interiors with convenient compartments. Black, navy, brown.

**"POOR BOY" JERSEYS**

"X" Days Only! **3.99**

Save on a wardrobe of fashion-favorite rib knit "poor boys" to top skirts, slacks, shorts. Jewel neckline, short sleeves, back-zip pullovers of soft acrylic that washes with ease. Cherry, maize, white, light blue, burnt orange and bottle green. Sizes S, M, L.

**INFANTS' SHOP**

**TODDLERS' SNOW SUITS**

were to 20.00 **12.99**

Boys' and girls' winter-warm quilted nylon suits with attached hood or matching hat and Downhill ski pants. Knit or embroidered yokes... few have Sherpa-like pile. Pastels, burgundy, navy. Sizes 2, 3, 4.

**GIRLS' BENCH-WARMERS**

"X" Days Only! **8.99**

Let it snow, let it blow... these cotton poplin coats are rubberized to assure complete winter-warm protection. Quilt-lined with concealed zipper and front gripper closing, hidden knit wristlets, attached drawstring hood. Loden, navy, burgundy. Sizes 7 to 14.

**WOOL TWEED JR. COATS**

regularly 35.00 **24.99**

Go-everywhere Chesterfield coats with traditional notched collars, deep flap pockets and slim, trim styling. Deepstone wool plaids, herringbone weaves, multi-color tweeds... warmly interlined, beautifully lined. Tan, blue, green, cranberry. Sizes 5 to 15.

**STUNNING SWEATERS**

extremely low priced! **6.99**

Superior selection... imported hand-loomed virgin wool cardigans... famous makers' all wool or brushed Orlon® acrylic pullovers, bulky and novelty knit classics. Many styles in fashion-wise colors and heather-tones. Sizes 34 to 40, but not in every style!

**Infants' CRAWLER SETS**

regularly \$7 and \$8 **3.99**

Leading maker's precious 3-pc. coat, snap-crotch crawler and matching hat sets to wear outdoors on cool days; Flannel-lined corduroys and double-knit cotton with embroidered applique. Boys'... royal or aqua. Girls'... yellow, pink, aqua. Majority in large size (18 months).

**GIRLS' SNOW SUITS**

**13.99 and 14.99**

Were to 20.00. Famous make suits for value-alert mothers to scoop up early! Wind-resistant, water-repellent quilt or pile-lined nylon and poplin suits with attached hoods or separate hats. Contrasting quilt-lined Downhill ski pants or nylon snow pants. Prints and solids. Sizes 4 to 6X.

CHARGE IT! Use BLAKE'S 3-pay plan at NO EXTRA COST! REGISTER HERE FOR VALUABLE "X" DAYS PRIZES! DEPOSIT OUR FREE \$50 GIFT CERTIFICATE COUPON HERE FROM TODAY'S SPRINGFIELD HERALD!