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Why Can't You Remember?

A noted publisher in Chicago reports there is a simple technique for acquiring a powerful memory which can pay you real dividends in both business and social advancement and works like magic to give you added poise, necessary self-confidence and greater popularity.

According to this publisher, many people do not realize how much they could influence others simply by remembering accurately everything they see, hear, or read. Whether in business, at social functions or even in casual conversations with new acquaintances, there are ways in which you can dominate each situation by your ability to remember.

To acquaint the readers of this publication with the easy-to-follow rules for developing skill in remembering anything you choose to remember, the publishers have printed full details of their self-training method in a new book, "Adventures in Memory," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Memory Studies, 835 Diversey Parkway, Dept. 540-018, Chicago, Ill. 60614. A postcard will do. (Adv)

FROM GENEVA

WHO Begins Research

The member nations in the World Health Organization have, over the years, prevented the United Nations agency from doing any of its own research. They are jealous of their scientists, and generally fear the creation of new entities that might contribute to the drain of their talent.

An exception is a central WHO Division of Epidemiology and Communications Science, which fills a role none of the individual nations is suited to undertake.

The new Division now has its director—New Zealand's Dr. Kenneth W. Newell—and, despite the fact that many of its other positions are still unfilled, plans to begin operations this month.

The division was born out of several years of intensive efforts to establish a WHO World Health Research Center, which would have included fundamental biomedical research. But the larger nations opposed the idea—fearing brain drain and duplication—and the 127-nation organization finally approved a research operation in epidemiology and the fast-moving field of computer and communications science for the global agency.

Its units will include: mathematics and statistics; computer science; operational research; epidemiology and communicable and non-communicable diseases; ecology, and behavioral sciences.

Dr. Newell was most recently professor of epidemiology and acting chairman, department of tropical medicine, Tulane University, New Orleans and also director, International Center for Medical Research and Training, Cali, Colombia. *David Alan Ehrlich*

SOUTH KOREA

Birthrate Cut

South Korea has reduced its birthrate from 2.95 percent in 1960 to 2.7 percent last year.

Birth control has been emphasized in the first five-year plan despite that country's healthy economic growth rate, quite enough to outweigh the population rise.

The government has set a target rate of 2 percent by the end of the second five-year plan in 1971. The birthrate is still three times Japan's.

South Korea's main concern today is to reach families in the rural areas. A Health Ministry survey shows that the family planning concept is already familiar to 88 percent of the people and 9 of 10 housewives heartily approve.

The "ideal" number of children is felt to be four in the country and three

in the cities. About 13 percent of the housewives have had an abortion.

The Koreans are failing in their health program where children's physical condition is concerned. A survey by the Education Ministry shows a general decrease in weight, height and chest measurement, year to year, among 5 million primary and secondary school children, aged 6 to 17. It's worse among boys.

Educators and physicians blame the deterioration on inadequate nutrition and over-exertion in studies for exams.

Major public health problem among all age groups is tuberculosis. More than 1.5 million people, 5 percent of the total, are believed afflicted, with more than 110,000 new cases each year.

A tuberculosis section has been set up in the Health Ministry, under Dr. Chung Nak-jin. He is launching a long-term program to control TB, including free care and an intensive detection survey by sputum test. He estimates 226,000 infectious cases although only 80,000 are registered.

Typhoid has been spreading. Korea reports to the World Health Organization 617 cases and 13 deaths in four months.

Dr. Chung blames the bad water supply; 75 percent of the people take their water from 400,000 wells of which only 40 percent are sterilized regularly. A new \$3 million loan by the U.S. Agency for International Development will finance a treatment plant for Inchon, Korea's biggest port.

FROM SWEDEN

Computer vs. Drug Abuse

The Swedish Drug Addiction Control Committee (Narkomanvaards-kommitten) is urging the introduction of a comprehensive system of computerized medicinal bookkeeping in order to control the prescription of drugs. It wants registration and computer analysis of the 35 million prescriptions issued annually by Swedish doctors to the 7.6 million Swedes. This would facilitate detection of the misuse of drugs, control over the issuing of prescriptions by doctors, and charting of drug consumption.

Background to the committee's report is increasing concern at the spread of drug taking among the youthful population. The suggested system would cover all forms of stimulants, sedatives, tranquilizers and hallucinogens. The register would be secret, but doctors would have access to it in order to check whether a particular patient had previously received any of the drugs concerned.