

executive health

the report that briefs you on what to watch

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Dr. Hans Selye:

ON STRESS WITHOUT DISTRESS

The secret is *adaptability* . . . your mind
can make or break you!

PUBLISHER'S NOTE: *Hans Selye, C.C., M.D., Ph.D., D.Sc., F.R.S. (C) is the world-famous endocrinologist whose concept of stress has been called at the World Congress of Medical Psychology: "breathtaking in its scope; it has permeated medical thinking and influenced medical research in every land, probably more rapidly and more intensely than any other theory of disease ever proposed." As a long-time member of our Editorial Board we have asked Dr. Selye to outline for you his concept, detailed in his many scientific papers and books, the latest of which "Stress Without Distress"(*) is stated in clear, non-technical language we believe especially helpful to executives.*

—Richard Stanton

Everybody knows what stress is and nobody knows what it is. The word stress, like success, failure, or happiness, means different things to different people and, except for a few specialized scientists, no one has really tried to define it although it has become part of our daily vocabulary. Is it effort, fatigue, pain, fear, the need for concentration, the humiliation of censure, loss of blood, or even an unexpected success that requires complete reformulation of one's life? The answer is yes and no. That is what makes the definition of stress so difficult. Every one of these conditions can produce stress, and yet none of them can be singled out as being "it" since the word applies equally to all others as well.

Yet, how are we to cope with the stress of life if we cannot even define it? The executive who is under constant pressure from his customers and employees alike, the air traffic controller who knows that a moment of distraction may mean death to hundreds of people, the athlete who desperately wants to win a race, and the husband who helplessly watches his wife slowly and painfully die of cancer — all suffer from stress. The problems they face are totally different, but medical research has shown that in many respects their bodies respond in a stereotyped manner with

() Stress Without Distress . . . How to achieve a rewarding life style in harmony with the laws of nature, by using stress as a positive force for personal achievement and happiness. J. B. Lippincott Co., Philadelphia and New York. Copyright 1974 by Hans Selye, M.D.*

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Please study the reports listed here and circle your three choices:

Sir Hans Krebs, M.D.: On the overuse and misuse of medication. Too many patients are being made ill by drugs due to their own or their physician's carelessness.

Alton Ochsner, M.D.: “On the Role of Vitamins C and E in Medicine.” A world-famous surgeon tells you how and why he uses these two essential vitamins.

John K. Lattimer, M.D., Sc.D.: On That Treacherous Gland . . . Your Prostate.

On Fatigue, the Great Deceiver: Why most men never get their “second wind.”

If You Sit At a Desk All Day, how to avoid a pot-belly and double-chin.

Never Take a Chance. Never Ignore Any Sign of a TIA (Transient Ischemic Attack) such as a sudden temporary weakness of an arm or leg.

The Anatomy of Courage. Some truths a man must learn to accept about life (and what he must do if he is to face up to them).

120/80 or what? High blood pressure: the hazard of your executive job.

The executive's dilemma: “Now I lay me down to sleep” (I hope!).

On “The Horizontal Exercise.” New research findings about sex and how to keep your middle age young!

John Yudkin, M.D.: On “This Slimming Business” . . . The truth about the prevention and cure of overweight!

Linus Pauling, Ph.D.: What about Vitamin E? Eminent investigators now suspect it may be one of the key factors to help resist disease and slow the aging process.

Go easy gentlemen, too much social drinking damages your liver (even though you may feel well, eat well, and never get tight!)

Mark D. Altschule, M.D.: Is it true what they say about cholesterol? Do so many of our favorite foods, such as eggs, that contain cholesterol increase your risk of heart disease? Or are those TV ads for “substitute” foods that loudly proclaim: “No cholesterol, no animal fat” a lot of pseudo-scientific nonsense?

“The non-dieting diet.” Walking is magic to keep or win back a strong, lean body (and that is just the first of its great health benefits.)

On how to live 90 to 100 healthy years! (The syndrome of longevity . . . its 7 great “constants”).

On The Arthritis Mystery. Can what you eat—or don't eat—make you arthritis-prone or arthritis-resistant?

Alton Ochsner, M.D.: On “The Chair Disease” . . . Why blood clots in your

veins are a little-realized occupational hazard of desk-bound executives.

Hans Selye, M.D.: On Stress Without Distress. Your mind can make or break you!

The B Vitamins . . . Part I. On B₁₂ . . . When to suspect a deficiency of this remarkable vitamin in your diet.

Stephen R. Elek, M.D.: On “The Hurry-up Disease.” Why it may be a key factor that triggers heart attacks as early as 40.

The B Vitamins . . . Part II. On Vitamin B₆ (Pyridoxine) “The Sleeping Giant of Nutrition.”

Linus Pauling, Ph.D.: For the Best of Health, How Much Vitamin C Do You Need? People who take the optimum amount of vitamin C may well have, at each age, only one quarter as much illness and chance of dying as those who do not take extra vitamin C.

The B Vitamins, Part IV . . . On Folic Acid: The most commonly deficient B vitamin.

George C. Griffith, M.D.: On those irregular heart beats (arrhythmias). Some mean little or nothing, but others warn your heart is in trouble.

Ross Hume Hall, Ph.D.: Beware of those fabricated foods. There is still too much we do not know about all the chemical additives that are hidden away in the fine print on the labels of processed foods.

Roger J. Williams, Ph.D., D.Sc.: On your startling biochemical individuality. Some amazing facts about your body you need to know if you want to understand yourself (and other people) better.

On “The Unsuspected Illness”—Hypothyroidism. How it can subtly sap health in a variety of ways . . . and a simple test to uncover it.

On Estrogens . . . The Controversy Over “The Pill.” Some women should never take it! Some women should never take it beyond a certain age! Why?

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ALPHA CENTAURI: The Nearest Star—Isaac Asimov—Lothrop, 1976, 200 p., tables, \$7.95. Besides dealing with the third brightest star, the book, in simple terms, makes clear how distances of stars are determined, their spectral light, size and change. [1]

THE ATLAS OF EARLY MAN—Jacquetta Hawkes with David Trump—St Martin, 1976, 9x11, 256 p., photographs, 1,000 drawings, maps, charts, tables, \$15. For the general reader and serious student, atlas offers comprehensive treatment of concurrent developments in early history from 25,000 B.C. to A.D. 500, includes atlas of archaeological sites. [2]

THE BIOLOGY OF GOD: A Scientist's Study of Man, the Religious Animal—Alister Hardy—Taplinger, 1976, 238 p., \$9.95. In this book zoologist is concerned with relating religion to biological evolution, the theory of behavioral selection, discoveries in animal behavior, developments in psychology, parapsychology, and recent theological thinking. [3]

CATCH THE WIND: A Book of Windmills and Windpower—Laird Dennis—Four Winds Pr, 1976, 120 p., photographs by Lisl Dennis, drawings, \$7.95. Tells about early history, windpower in the U.S. and in the rest of the world, and prospects of scientifically designed models of windpower. [4]

COSMOLOGY NOW—Laurie John, Ed., introd. by Sir Bernard Lovell—Taplinger, 1976, 168 p., photographs, drawings, \$10.95. A group of theorists here present the best descriptions of the universe which can be given today. [5]

DICTIONARY OF GEOLOGICAL TERMS—American Geological Institute—Anchor/Doubleday, 1976, rev. ed., 480 p., paper, \$3.50. Original paperback, contains full definitions of some 8,500 terms in the earth sciences, intended for the use of students, teachers and hobbyists. [6]

A GOOD AGE—Alex Comfort—Crown, 1976, 224 p., illus. by Michael Leonard, \$9.95. Gerontological findings and discussions, alphabetically arranged under headings from Agism, Alcohol, and Arthritis to Vitamins, Wrinkles, and Youth; written in the clear and engaging style of the well-known author-gerontologist. [7]

HANDBOOK OF WILD FLOWER CULTIVATION—Kathryn S. Taylor and Stephen F. Hamblin—Collier-Macmillan, 1976, 318 p., drawings by Catherine R. Hammond, paper, \$4.95. Tells how to plan and care for the needs of the wild flower garden, wild flower propagation, describes flowers by family, lists plants by cultural requirements, Glossary and index. [8]

THE HIGH FRONTIER: Human Colonies in Space—Gerald K. O'Neill—Morrow, 1977, 288 p., 24 plates, diagrams, \$8.95. Physicist and originator of the space colony concept describes the prospect of habitats and islands for humanity in space, of high-orbital manufacturing facilities, how to get there and live there, how the economics might work out. [9]

IMPROVING YOUR MEMORY—Laird S. Cermak—Norton, 1975, 123 p., \$6.95. Research psychologist's nontechnical book explains techniques of attention, organization, mediation, imagery and mnemonics, designed to aid short- and long-term memory. [10]

LIES, DAMN LIES, AND STATISTICS: The Manipulation of Public Opinion in America—Michael Wheeler—Liveright, 1976, 318 p., \$9.95. A study of polls and polling techniques, opinion sampling, the particular methods of Gallup, Harris, Nielsen and others, and the influence on public opinion that published, unevaluated or misinterpreted political and commercial polls can have. [11]

MAN IN AFRICA—Colin M. Turnbull—Anchor/Doubleday, 1976, 333 p., drawings by John Morris, \$7.95. Anthropologist describes the development of the cultures of Africa from Cairo to the Cape of Good Hope; people of the grasslands, river valleys, forests and deserts; their cults and religions, crafts and witchcraft, music, hierarchy and slavery. [12]

MORE THAN TWO ASPIRIN: Hope for Your Headache Problem—Seymour Diamond, M.D. and William Barry Furlong—Follett, 300 p., \$8.95. A reference book on the different kinds of headaches, migraine, drugs and chemicals relating to headaches, life-style affecting headache problems, and 24 detailed case histories, lists of doctors and clinics specializing in headaches. [13]

POISONS AND TOXINS—Joan Arehart-Treichel—Holiday, 1976, 160 p., photographs, drawings, \$6.95. Examines the dangers to humans of toxins derived from microbes, garden plants, venomous animals, household and garden chemicals, suicide poisons, and poisons in warfare. [14]

PRESCRIPTION DRUGS AND THEIR SIDE EFFECTS—Edward L. Stern—G&D, 1976, 96 p., \$5.95; paper, \$3.95. Tabulated listing of 150 most frequently prescribed drugs, tells why each drug is prescribed, necessary precautions, side effects, generics. [15]

PROLONGEVITY—Albert Rosenfeld—Knopf, 1976, 280 p., \$8.95. Reports on a wide range of scientific discoveries now being made about aging and dying, their promise of an extended human life span without senility, and explores the consequences of such a prospect. Full bibliography included. [16]

THE RELATIVITY EXPLOSION—Martin Gardner—Vintage, 1976, rev. ed., 200 p., illus. by Anthony Ravielli, paper, \$3.95. Completely revised, updated edition of *Relativity for the Million*, explains why quasars, pulsars, black holes and the new atomic clocks are vindicating Einstein's theory. [17]

ROOTS: An Underground Botany and Forager's Guide—Douglas B. Elliott—Chatham Pr, 1976, 128 p., drawings by author, paper, \$5.95. Combines scientific facts and practical information on usage of the useful wild roots, tubers, corms and rhizomes of North America, exquisitely illustrated. [18]

THE UNDERGROUND GARDENER: A Low-Cost Way to Year-Round Gardening Under Glass—Jack Kramer—T Y Crowell, 1976, 174 p., illus. \$9.95. Practical advice for starting and producing plants in a greenhouse built partially below ground. [19]

WHO'S WHO IN SCIENCE FICTION—Brian Ash—Taplinger, 220 p., \$8.95. Alphabetically arranged reference with more than 400 entries giving career highlights and published works of leading science fiction writers between 1800 and 1970, with chronological guide, list of magazines and editors. [20]