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Birmingham — 1891 Big Beaver Rd.

Medical Mirror
WHAT DOCTORS SAY ABOUT

No Fast Rule for Blood Pressure

Normal Youngsters

Cost

Q. Is "100 plus your age" a good way to tell what your blood pressure should be?

A. No. There is no set rule about what the blood pressure "should" be. What is satisfactory for one person may not be suitable for another. Just as some automobiles run better with high octane gasoline, others do best with low octane fuel. People, like cars, are not all alike. Some folks in later life may have a pressure of upwards of 200, yet for them, all things considered, it is a level at which the body functions satisfactorily. Others of the same age may have a pressure of 120 or 130 and for these individuals it is just right. Blood pressure does tend to rise as we get older. However, other things have a bearing on blood pressure. Emotions, tensions, diseases of the kidneys or arteries, and diet — all influence blood pressure. If it is clearly too high, doctors have ways of bringing it down. If it is too low the doctor will do things to bring it up a bit.

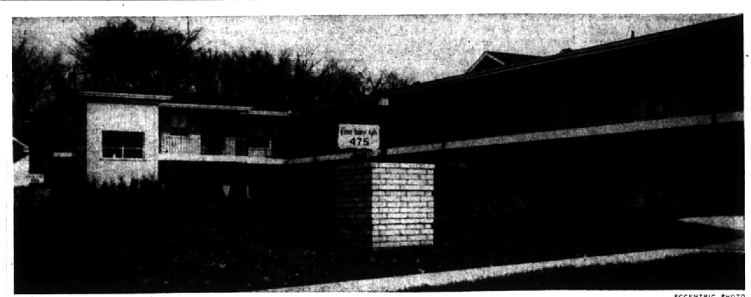
Questions directed to Science Editors, P.O. Box 396, Madison Sq. Sta., N. Y. 10, N. Y. will be incorporated in these columns when possible.

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BUSINESS BRIEFS



New Town House Apartments Ready

The new Town House apartments, 475 S. Adams, near Bowers, are ready for occupancy, according to the builder, Harold Garber, of Huntington Woods. Garber, who also built the Buckingham Manor apartments in Birmingham, said the new apartments will have such deluxe features as air conditioning, all-electric kitchens, spacious rooms, basement recreation areas, and a terrace that fronts the building.

Pierce Wins Sales Honor

G. W. Peirce, 1475 Maryland, Birmingham representative of the Lincoln National Life insurance company has won national sales honor. It has just been announced by Henry W. Persons, vice president and director of agencies. He has earned membership in the Minute-Men club, an honorary sales organization of the company. Membership in the club is earned by producing a specified large amount of business during a three month period.

Promote 3 B'ham Men At M J & A

Appointment of three account executives and their assignment to various segments of the Dow Chemical company account is announced by Robert L. Garrison, senior vice president of MacManus, John & Adams, Inc. Joining the advertising agency's headquarters staff are Patrick D. Beece, Donald Woodward and Robert L. Choppe, all of Birmingham. Beece, well-known in the packaged goods field, has broad retailing, manufacturing and agency experience and has been assigned to the Dow Saran Wrap account. HE HAS been a brand manager for Armour & Company, merchandising officer with the Grand Union Company, Eastern grocery chain, and for five years was a member of the research department of the Benton & Bowles agency. Beece resides at 1308 Southfield road. Woodward has been assigned to the Dow Chemicals department of the agency and is widely experienced in the advertising and merchandising of industrial and agricultural chemicals and plastics. He has been advertising development manager for the New Holland Machine company and most recently was an account executive with the Fuller, Smith & Ross agency. Woodward's residence is 4515 Burnley drive. CHOPPE, a graduate of Michigan State university, has had eighteen years agency and merchandising experience, in production, copy and management. He will be in direct charge of M&A's Dow Plastics account. Choppe's address is 956 Rockaway drive.

People's Column

Women's Driving Habits, Practices Are Defended

To the Editor:

We stand condemned. Perhaps it is true, as the Man declared last week, that we shouldn't, really, be allowed out on any road. Yet, our driving skills are such that we should all be "grounded" until a Professional (a "gentleman," of course) teaches us the correct techniques. Of driving a vehicle on four wheels the poster boy (or girl) of the "fast" is right. Madam, you really do! "would it be possible to explain the circumstances which bring about our careful state—when we get behind the driver's wheel?"

IN THE MORNING we trudge, with a careful of young ones, to school. There is no reason for going "fast." There's valuable cargo aboard. It's our responsibility to get them there. In one piece. All of 'em.

That's why we are in no great hurry to turn a corner quick like. Another minute doesn't count, not with us.

Coming into town for groceries or to get stamps or to, perhaps, shop. Because everyone else is after the same things, we must be courteous, patient and wait our turn. To park.

(CASUALTY ITS) our stimulating challenge to squeeze an oversized long buggy into a parking lot space not designed for the extra two or three feet. Sure. A man man figure it out just right. We women? We've got to experiment; back 'n' forth we go. 'Till we get it in. Hurrah! It's in.

At two we hurry home. Just enough time is left in order to run the vacuum around and perhaps wipe up a few bathroom floors and shake out the dust-mop before it's time to get to school—to pick up the kiddies left there at eight-thirty.

That could account for our "concentrated looks" huh? We are thinking about these things. And being everything will work out, according to schedule. Still? We don't care. It wouldn't be worth the chance.

AFTER THE Scholars are securely packed carefully in the back of the car away we go, to where? Lots of places. In town again for "supplies" needed for tomorrow's projects, or to music lessons, or even to a friend's house to play an hour or two. This takes "driving." A lot of it.

And careful driving at that because every other mother is doing the same thing. Why rush? Even if a man behind becomes impatient and revs and honks his horn. It's better to tolerate these habits than to hurry like all get-out. We've got children involved. We're responsible.

BACK HOME there's just time left to stick the dinner into the oven and wipe off finger-marks from the front room window. Man be push a dust cloth around on the tables which might show neglect. (Or plant another bunch of mums or bulbs for spring display. Or say "Hi" to a neighbor not seen for a week or ten days.)

At five? Into the car, behind the wheel we jump, to go pick up the music lad or the one who's stayed at a friend's house to play. Then on in the station to pick up Dad.

"Shall I take the wheel?" He might ask. Without a sound utterance, we women slide over. With relief. From that constant wheel.

MRS. R. E. VOGT

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