

Heart Trouble Causes Half of B'ham Deaths

NEW YORK—How much progress has been made in Birmingham toward a reduction of its heart disease rate?

Answers to these questions are of particular importance just now because February is National Heart Month.

Additional interest stems from the fact that the government is planning a mammoth test, involving as many as 50,000 people, to determine whether changes in diet can help prevent heart attacks.

A RECENT REPORT by the U. S. Public Health Service shows that diseases of the heart and the

blood vessels, commonly lumped together under the name heart disease, continue to outrank all others as the principal cause of death in the United States.

In Birmingham, according to the official figures, heart disease is responsible for 52.3 percent of all local deaths.

The ratio is lower, however, than that reported for the United States as a whole, 54.9 percent of the total.

It is also below the ratio in the East North Central States, 50.8 percent.

ONE WAY TO control the inci-

dence of heart disease, many doctors have come to believe, is by proper diet.

According to Dr. Herbert P. Asch of the American Heart Association, it has been clearly established that there is at least a statistical relationship between heart disease and the amount of cholesterol and other fats in the blood.

To investigate this evidence more thoroughly, the National Heart Institute is considering enrolling the 50,000 Americans for one of the most extensive research programs ever undertaken.

HALF OF THEM would continue eating as usual. The other half, for a period of five years, would eat special foods aimed at lowering the cholesterol level.

The latest Federal statistics show, for residents of Birmingham, a total of 214 deaths from all heart disease, which claimed 82 cases during 1959, with 112 of

Cancer Foundation Names Chairman Of April Crusade

George E. Gullen Jr., Industrial Relations Director for American Motors Corporation, last week accepted the appointment as 1962 Crusade Chairman for one of the most extensive research programs ever undertaken.

An agency of United Foundation, the Cancer Foundation does not solicit money during its crusade but devotes the entire month to promotion of the importance of early detection in the fight against them due to heart disease.

The chief offender was coronary heart disease, which claimed 82 lives locally.

Plans for public showings of the Foundation's new color and sound films, "Out of the Shadows" and "A Breath of Fresh Air" during the crusade month were discussed when Gullen met for luncheon at the Detroit Athletic Club with Mr. and Mrs. Alfred R. Glancy Jr., president of the Foundation board of trustees, J. B. Abernathy, president of American Motors Corp., and Edward W. Tuescher, Michigan Cancer Foundation executive vice president.

Glancy is chairman of the board and Mrs. Glancy, for many years, has assisted Gullen as the 1962 Women's Crusade Committee chairman, a position she has held for the past two years. Gullen and Mrs. Glancy will appoint chairmen in their respective areas to assist them in carrying out the April Crusade in

communities outside metropolitan Detroit in Wayne, Oakland and Macomb Counties.

The young father, pushing a baby carriage in the park, seemed undisturbed by the howls coming from the carriage.

"Easy now, Albert," the father kept saying. "Control yourself. Keep calm."

Another howl rang out and again the father murmured:

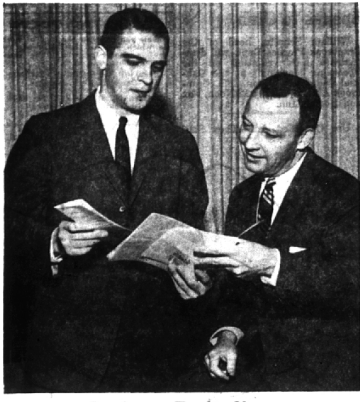
"Now, now Albert. Keep your temper."

A young mother passing by remarked:

"I must congratulate you. You know just how to speak to babies—calmly, gently."

She patted the youngster on the head and cooed: "What's bothering you, Albert?"

"No, no," the father said. "His name is Johnny. I'm Albert."



Drive Briefing

Edward H. Lerchen (right), 180 Lowell Court, Bloomfield Hills, a vice president of The Detroit Bank & Trust Co., is briefed by Ward Churdank, executive director of the Birmingham Community House, following Lerchen's recent appointment as general chairman of the Community House's 1962 fund drive. The drive will be held March 1-15 with a goal of \$50,500. Lerchen, supervisor of DB&T activities in the Birmingham-Bloomfield area, has been a resident of the Birmingham area since 1920.

Service Award Created For Top State Trooper

Establishment of the Gerstaecker Award to be presented annually to a Michigan State Police trooper for outstanding community service or heroic action has been announced by Commissioner Joseph A. Childs.

The honor is Dr. Carl A. Gerstaecker of Midland, president of the Dow Chemical Co., and the award carries with it \$500 to be deposited with the department's employees' benefit association, but used by the trooper in his discretion in three ways: Furtherance of educational courses, donations to charitable causes or worthy community projects, or left with the association for the welfare of either enlisted or civilian employees with "hardship" cases. State Police are not permitted to accept rewards personally.

The award is confined to only those in the trooper rank, but nominations can be made by enlisted members of all ranks. Nominations are to be made within each of the department's eight districts, headquarters personnel being included for this purpose in the first district, East Lansing.

NOMINATIONS in each district will be screened by a committee of which the district commander will be chairman and which will include such representatives as the clergy, industry, news media, educational, professional and people. The nominations selected in each district for final consideration will then be forwarded to the State Police commissioner who, as chairman, will name a similar four-man committee to judge the winner.

District nominations this year are to be submitted to the commissioner by April 11 with the award winner being chosen about the end of the month.

To win the award a trooper must be an outstanding officer who has exemplified service and accomplishment contributing to community life or who has distinguished himself by heroic action. Other requirements are that he has distinguished abilities in leadership, initiative, and proficiency as an officer, demonstrated his loyalty and high moral standards and has an excellent home environment and family relationships.

IN ADDITION to the \$500, a trooper will receive a walnut plaque bearing a gold name plate and a "Victory" figure. A master plaque to be displayed permanently at headquarters will have individual plates upon which the names of the winners will thereafter be added, and a surmounting plate which will carry an inscription.

Land Use Important To Conservation

In the urban-suburban fringe areas, the wise use of land over a long period of time is a matter of concern to conservationists.

"They have four important objectives with respect to land use in these areas," says William H. Henebery, Michigan State University specialist in agriculture economics.

"1. An orderly flow of land resources out of agriculture and into nonfarm uses as the need arises for conversion of farm land to a higher and better use."

"2. The preservation of space for recreational areas."

"3. The maintenance of highly productive lands in agricultural use and diversion of the less productive into other uses."

"4. On lands left in agriculture, to use each acre of land within its capabilities and to treat each acre of land according to its needs for protection and improvement."

Conservation problems in the urban fringe area are also aggravated by taxes, Henebery says. Farmers feel the pressure of higher taxes rather quickly when sub-

BIRMINGHAM HAS MORE OF EVERYTHING!

You'll find what you want in Birmingham . . . by George! It doesn't matter what you want to buy, or how much or how little you want to spend . . . it's here at your favorite store. It's the truth . . . we have the most wonderful, modern shopping center . . . but, you'll notice we're as old fashioned as any main street when it comes to friendly hospitality. See you soon . . . the pleasure is all hours.



- | | | | | |
|---|---|--|---|---|
| <p>ALICE'S WONDERLAND
Largest Selections of Children's Books, Toys, Clothing.
975 East Maple</p> <p>BELL GREENHOUSES
Flowers & arrangements from our own Greenhouses
928 S. Woodward</p> <p>THE BIRMINGHAM-BLOOMFIELD BANK
"Birmingham's only Saturday bank"
Market at Bates</p> <p>BIRMINGHAM COMMUNITY MARKET
"Complete Line of Choice Foods"
130 West 14 Mile Road</p> <p>BIRMINGHAM FEDERAL SAVINGS
"4% Paid on Savings"
99 West Maple, Corner Piera</p> <p>BIRMINGHAM FRUIT & GROCERY CO.
"Meats—Fruits—Groceries. Free Delivery"
124 N. Woodward</p> <p>BIRMINGHAM LUMBER CO.
"One stop for everything in lumber"
1025 Hoyne</p> <p>BIRMINGHAM PAINT, GLASS & WALLPAPER
"The Beautification of the Home"
335 East Maple</p> <p>BIRMINGHAM TRAVEL SERVICE
"World Wide Service"
279 Hamline Street</p> <p>BLOOMFIELD FASHION SHOP
"Fashions for Misses, Juniors & Women"
245 W. Maple</p> <p>BOB BORST LINCOLN-MERCURY, INC.
Sales-Service, Comet, Ford, Safe, Used Cars
479 S. Woodward</p> <p>BURR SHOE
"Birmingham's Oldest & Finest Shoe Store"
225 North Woodward</p> <p>DANBY'S STORES FOR MEN
"Complete Outfitters for Boys and Men"
122 West Maple</p> | <p>DEMERY'S
"Designed with the Customer in Mind"
200 North Woodward</p> <p>DICKINSON'S
Hart, Shaffer & Marx Suit, Stetson Hats
425 S. Elm Bldg.</p> <p>ERB-RESTRICK LUMBER CO.
"Lumber & Modern Home Modernization"
272 West Maple</p> <p>FRANK'S NURSERY
"Things of Beauty for Better Living"
210 S. Woodward Ave.</p> <p>ELDON E. GENEROUS
"Custom Tailor"
142 Pierce Street</p> <p>GREGORY MAYER & THOM CO.
"If it's for The Office, we've got it!"
167 N. Woodward</p> <p>GRINNELL'S
"Everything Musical"
299 West Maple</p> <p>HANSEL N. GRETEL SHOPPE
"Specializing in Children's Shoe Fitting"
135 S. Woodward</p> <p>HARRISON LUGGAGE
"We feature nationally advertised brands"
303 East Maple</p> <p>HAWTHORNE ELECTRICAL CO.
"General Electric Sales Center"
162 N. Woodward</p> <p>HIGGINS & FRANK
of Birmingham
268 West Maple</p> <p>HIMELHOCH'S
"New look in fashions for women"
168 West Maple</p> <p>HUSTON HARDWARE
"Serving Birmingham Over 50 Years"
205 North Woodward</p> | <p>JACOBSON'S
"Fashion inspiration for over 90 years"
329 West Maple</p> <p>KAY BALM
Be sure to visit, "Little Kay Balm"
166 West Maple</p> <p>KINCAID JEWELERS
"14K & Sterling Charms"
205 E. Maple</p> <p>S. S. KRESGE CO.
"Home of the Big Buy specials"
233 West Maple</p> <p>KROGER'S
"Top Value Stamps"
725 West Maple</p> <p>LABELLE'S
Banks, Juvenile & Adult, Stationery
137 West Maple</p> <p>LAKES' JEWELERS
"The Sterling Store of Birmingham"
Woodward at Maple</p> <p>MCCALLUM & DEAN
"Zenith TV-Hi-Fi Installation-Service"
409 East Maple</p> <p>MCCLELLAN-BALL CO.
Everything for the yard & garden
850 S. Woodward</p> <p>MCWENEENY SHOE
"Orthopedic Shoes for Children"
277 Pierce Street</p> <p>MACHUS RESTAURANT & PASTRY
"Grecious Dining without Extravagance"
160 W. Maple</p> <p>MATTHEW'S CUSTOM TAILORS
"Birmingham Tailor for 35 years"
288 East Maple</p> | <p>MICHAEL'S DELICACIES
"Party Foods—Beer & Wine—Delivery"
748 N. Woodward, near Oak</p> <p>MILKS APPLIANCES
"The Area's Largest Laundry Dealer"
1493 South Woodward</p> <p>MILLS PHARMACY
"Prescriptions carefully compounded"
1740 W. Maple, at Chestfield</p> <p>PEABODY'S MARKET
"Quality Meats, Vegetables & Groceries"
154 Hunter Blvd.</p> <p>PREP SHOP
"Sartorial Refinements for Young Men"
232 Pierce</p> <p>QUARTON FOOD MARKET
Quality Foods & Meats. Free Delivery
1744 West Maple</p> <p>R. B. SHOPS
"Fashion leader for over 30 years"
142 W. Maple</p> <p>ROSS JEWELERS
"Birmingham's Reliable Jeweler"
244 East Maple</p> <p>RUDIN'S FINE FOODS
"Party Trays Our Specialty"
158 West Maple</p> <p>SCOTT-SHUPTINE
"Distinctive Home Furnishings"
1185 S. Adams St.</p> <p>SEDWICK OPTICIANS
Prescriptions, Lens & Frames, Binoculars
350 East Maple</p> <p>SHAIN'S REXALL DRUG
"Serving You Since 1906"
103 West Maple</p> <p>SFIRE'S
"Known Over Ten Years for Quality Food"
180 West Maple</p> | <p>ALBERT SHEETZ CANDY CO.
"A famous name in candy since 1822"
820 S. Woodward—165 Pierce</p> <p>SHERMAN SHOES
"Florheim Dealer"
115 West Maple</p> <p>B. SIEGEL-KAY COOLEY
"Everything we sell must travel well!"
190 West Maple</p> <p>THE SPORTSMAN
"Distinguished Gifts & Sportswear"
184 Pierce St.</p> <p>JOSEPH A. STOLTZ
"Gentlemen's Tailor"
250 N. Hunter Blvd.</p> <p>TABRO'S GLASS
"If it's glass we have it!"
588 S. Woodward</p> <p>THE TIME SHOP
"Watchmakers, Clockmakers, Jewelers"
151 South Bates</p> <p>TRIANGLE BIRMINGHAM GALLERY
128 S. Woodward</p> <p>VILLAGE SPORT & HOBBY SHOP
Hobby, Hunting & Fishing Supplies
154 S. Woodward</p> <p>WATLING, LERCHEN & CO.
"Investment services for every need"
West Maple & Courtbrook</p> <p>WILSON DRUG
"Bham's Largest Cosmetic Dept."
Maple & Woodward
71 W. Long Lake Rd.</p> <p>WRIGLEY'S
"For Quality of consistent savings"
1855 Woodward - 855 Hunter Blvd.
6922 Telegraph</p> <p>YOUNG CLOTHES CHILDREN SHOP
"Clothes for infants and children"
116 S. Woodward Ave.</p> |
|---|---|--|---|---|



Post Office Places Third

Otto Leopold (left) representing the Birmingham Post Office, accepts an award from Donald L. Swanson, Chicago regional director of the Post Office Department. The Birmingham Post Office's motorized letter carriers earned third place in the National Safety Truck Fleet Contest.

One of a series of advertisements presented by the Retail Merchants' Division of the Birmingham Chamber of Commerce and The Birmingham Eccentric