

### Promoting the town

John Hundley (right), of Farmington Hills, took a prize-winning honorable mention in the third annual Gaylord Poster Art Contest at the Center for Creative Studies in Detroit recently. At left is Sam Loria, of Bloomfield Hills, vice president of Gaylord Printing, which sponsored the event. The theme of the contest was to develop a poster that could be used by the Metropolitan Detroit Convention Bureau and other interested organizations to promote Detroit. Cash prizes totaling \$2,100 were distributed to the top six poster designs.

## Smokers prone to hiccups

What do smokers and snorers have in common?

Hiccups. According to the American Lung Association (ALA), both are more apt to get an attack of the hiccups than those that do neither.

The reason for their susceptibility is that they tend to gulp down more air than other folks. Hiccups are not caused by digestive disorders, but are signs of a disruption in breathing.

Food and air enter through the upper throat. But, at a critical point, they take different routes. Before we swallow anything, we take in a little air and hold our breath.

This closes a valve in the upper throat called the glottis and forces the food down the passage leading to the stomach.

Whenever we talk or laugh, we start to breathe. The glottis opens to let the air through.

However, whenever normal breathing is interrupted and there is a spasm in the diaphragm, the glottis shuts. The sound of the hiccup is caused by the tiny amount of air that manages to sneak by the closed glottis.

Several years ago, medical researchers at the University of California School of Medicine discovered that per-

sons in good health, who had been hiccuping for a relatively short period of time (less than two or three hours), could get relief by taking one teaspoon of sugar — straight. If hiccups persist for more than six hours or keep cropping up, the ALA suggests seeing a doctor.

To find out more about breathing disorders, contact the ALA of Southeastern Michigan at 28 W. Adams St., Detroit 48226, or call 961-1697.

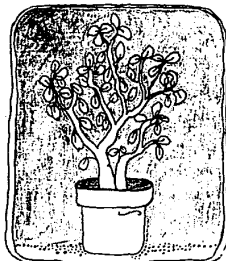


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Calvin Klein's typical trimmings, in a patterned dress shirt. The line according to Klein: trim, pared down, impeccably neat, and in perfect taste without a trace of flamboyance. The dress shirt shown here is in a cotton-plus-poplin blend of cotton/polyester; in assorted stripes and plaids, with the new short collar; from 22.50 to \$25. We show it with a textured silk/cotton tie, in the newly narrowed width, at 13.50.

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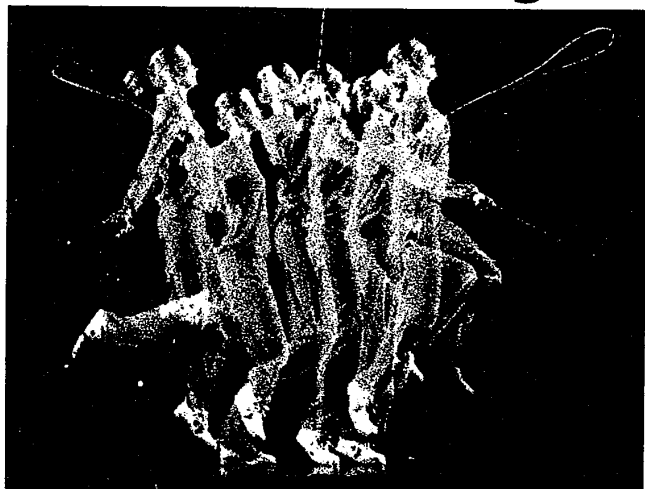
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