



**DOCILE DONOR** — Rabbi David Jessel of Livonia showed nothing but enthusiasm when he received a needle in one arm and a pin on his shirt pocket last week at an American Red Cross blood-donor station. The rabbi received an "eight gallon" pin while giving his 61st pint of blood to the Red Cross. With him were Mrs. Robert (Judith) Gunther, left, regional manager for the Red Cross, and Mrs. Wyna Johnston, assistant chief nurse at the temporary donor station at Livonia Mall.

## He Gives By The Pint... Rabbi's An 8-Gallon Man

While others grimaced giving their first pint of blood, Rabbi David Jessel of Livonia smiled, took the final munch from an ice-cream cone and hopped up on a table to donate his 61st pint.

Scene was the Livonia Mall, where nurses and officials of the Northwest Regional Office, American Red Cross, last week set up tables and temporary screens amidst the flow of shopper traffic to recruit blood donors of all ages.

JESSEL, youthful rabbi of Temple Beth Am, was one of the first in line.

A blood donor since 1952, when he was a student at the University of Toronto, Rabbi Jessel has received a whole lapel-full of what the Red Cross calls "gallon pins," awarded donors for giving from one to ten gallons of blood.

The rabbi was awarded his eighth gallon pin at the Mall donor station.

Mrs. Robert (Judith) Gunther, regional manager for the Red Cross, said few pins over five gallons are given, though "people should know they're available."

The Red Cross collected 114 pints of blood Thursday—a figure slightly topping their September, 1967, campaign at the shopping center.

**DRUNK WITH POWER**  
by  
**EON KEETH**

At the risk of seeming pompous, I must say that at times I feel a bit all-powerful. Or maybe "drunk with power" would be a better way to phrase it. What says it off is the knowledge that I can control the weather. (The indoor weather, to be sure. But nonetheless, it can be controlled as never before.)

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Who wouldn't feel powerful if he could do all that? After all, mankind has been looking for this sort of climate control ever since Eve donned her first fig leaf.

While somewhat drunk with power, I try not to let it go to my head. You'll find me very friendly and agreeable when you call to ask more about Lennox Total Comfort. So call already.

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# It Just Makes Sense To Fight Off Fatness

There's no doubt about it. Many of us are too fat.

Almost everyone who is too fat would like to slim down to average size for his height and build. Many women would like to be on the skinny side.

THE AMERICAN MEDICAL Association's home health book, Today's Health Guide, points out that most physicians consider obesity an important factor in personal health for three reasons:

It is common.

It is associated with increased sickness and death rates, notably in respect to heart, circulatory, kidney, and metabolic disorders as well as surgical and obstetrical complications.

It can be successfully treated to help control associated medical conditions.

Medical experience strongly suggests greater risks for overweight persons in respect to most of the major disorders besetting our population. The evidence for generally adverse effects from obesity seems too massive and too consistent to be ignored.

SO WE NEED TO lose weight. It should be simple: just cut down on the calories. Unfortunately, it often isn't simple. Taking fewer calories than are needed seems to be within the theoretical capability of most of us.

Yet results suggest that this is difficult and often not achieved. Long-term observations indicate poor success for most dieters.

One factor involved in overweight is psychological. Emotional factors are operative in all of us. Psychological factors may help cause overeating, or help to maintain it. Seldom is psychiatric consultation required.

The general practitioner, the internist, the pediatrician usually can provide suitable guidance and support as part of the weight-reduction program, the AMA book says.

The physician's aim is to prod and reinforce our will to lose weight, to help us be so determined to trim off excess pounds that we will stick to the reducing regime.

THE PHYSICIAN may prescribe drugs at first, as a crutch to help us get started. These can reduce appetite, produce a feeling of well-being, add bulk in the stomach, eliminate excess fluids.

They can, at best, afford only temporary help. They postpone the day when facts must be faced, when we finally make up our minds that we must change our eating habits to keep our weight under control.

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