4-H Clubs Hit Poisoning

Agroup of young people, +H children cannot get them, "members between the ages of sine and 19, are undertaking a timely program on the dangers of poisons in the home. The poisons in the home. The poisons in the home of the mouth before the poisons are poisons in the home of the poisons and the request of local doctors. They necessary the poisons prevention are project is being stressed in cities like Phoenix, Ariz., where one small club of just five members held 56 meetings stressing safety in the home. "Our club stressed safety of white home. "Our club stressed safety of hidden, and the home of the mouth before the poisons and contacted by programs, visited project is being stressed in critical like Phoenix, Ariz., where one small club of just five members held 56 meetings stressing safety in the home. "Our club stressed safety of children, safe tokys and how to granutations." The poisons, cleaning interest of the mouth before the project is being stressed in critical like Phoenix, Ariz., where one small club of just five members held 56 meetings stressing safety in the home. "Our club stressed safety of children, safe tokys and how to store poisons, cleaning interest the country have taken the projects in the home of the major projects in the home accidents in the home. Things like bleaches, oven cleaning a public information on held believes the todder to find. What they see goes into the mouth before even the most altert mother can prevent it. The country have taken the country have taken

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By MARGARET MILLER
Florine Mark of Farmington lost a lot to become one
of the top 10 working women
in the Detroit area.

But not as much as the
hundreds of her friends her
business has gained out radiction, of conce, lies in the
fact business for this mother
of five is heading Weight
Watchers, Inc., for Eastern
and Central Michigan.

The Detroit Chamber of
Commerce said it well in
honoring her during its 16th
annual Salute to Women Who
Work last week.

"Through her business
acumen and tireless devotion," her citation read.
"more than 100,000 weightwatching men, women and
youngsters have lost an aggreat for this gait comparable
in the comparable of the comparab naval vessels."

on a totalia of neavily armed naval vessels.

MRS. IRVING MARK, now 35 and a native Detroiter. Cart help tetting enthusiasm of the period of t

20319 MIDDLEBELT (just south of 8 Mile) 477-1636 477-1290 341-8880

and a partner named Al Lip

FLORINE MARK'S system was to go to New York for one week each month. "I stayed in a cheap hotel and went to three Weight Watcher meetings each day from Monday to Friday," she realls.

"Then I'd figure I was brain-washed and could stay on the program on my own for the rest of the month."

Her mode of operations was unusual, to say the least, but it was working and it also brought her to the attention of Mrs. Nidetch and Lippert.

They recommended that she take the program to the Detroit area, so Florine boned up on franchises, talked to an attorney and decided to take the plunge.

Businesswoman Loses

To Gain High Honor

it," she said.

THE FIRST WEIGHT WATCHER class in the Detroit area was held July 12, 1966. Before that, Florine and put up signs in a candy store and a delicatessen in her neighborhood.

"That's where I figured fat people would go," she remembers. "And you know, that candy store went out of business a few months later. Beat don't think it really had anything to do with us."

There were 35 women in

There were 35 women in the class that first hot Tues-day night, Mrs. Mark said.

oay night, Mrs. Mark said.
"Within three weeks we
were up to 10 classes. I had
to train my mother, father
and sisters to teach them.
That was all right, because
they all were fat and now
they've slimmed down."

HER EMPLOVE ROSTER now numbers 600, nearly all of them people who have lost weight through the program. "They're loyal and enthusiastic." says the president of the two Weight Watcher groups that now go into Flint. Ann Arbor and Toledo as well as Detroit. More than 250, 000 attend 325 weekly classes, and the program here has its and the program here has its first 200 pound loser.

first 200 pound loser.

New aspects of Weight
Watcher program are being
worked out now. There's the
voluntary HOPE, for Help
Obese People Everywherg,
in which Ww lecturers go to
the homes of people so heavy
they cannot get out. Mrs.
Mark's sister, Sandilyan Berlin, is in charge of that program.

Then there are mainte-nance programs for those who have lost the necessary weight, and a mini-plan for those who have just a few pounds to go.

pounds to go.

Flotine also is working on a special program for those who have joined and rejoined several times, and she has helped, in the work of a Weight Watchers Foundation, Inc., that does research into the problems of obesity. She belongs to a speakers bureau, and fees from talks go to the RESUIDES, her many

BESIDES her many Weight Watcher enterprises, Mrs. Mark is secretary to the Franchise Advisory Council and does all kinds of volunteer work, from heading the Mothers March of Dimes in 1970 to helping with parent activities at Hillel Day School, which her two younger children attend. The whole family benefits from her business, says Flor-

"I had had some business experience and my husband and our attorney friend had faith I could make a go of it," she said.

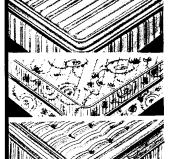
THE FIRST WEIGHT
WATCHER (leass in the Detroit area was held July 12, 1965. Before that, Florine had form of the children convention to the children convention to the children convention to the children convention to the properties. The convention that may hold some clue to the suid. The convention the convention to the

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