

A Good Prescription . . .

Retiree
Ben Davis

The average American man walks about nine miles each day in his work and recreation. The average woman covers about ten miles a day.

But retired people are not 'average' on this score, thinks Ben Davis, who finished a 28-year work career with Firestone in Gastonia last March.

Mr. Davis believes that folks who've "graduated from the alarm clock" and a regular job up to age past-60, ought to guard against excessive lounging around.

Rocking chairs are for young folks, he'd agree.

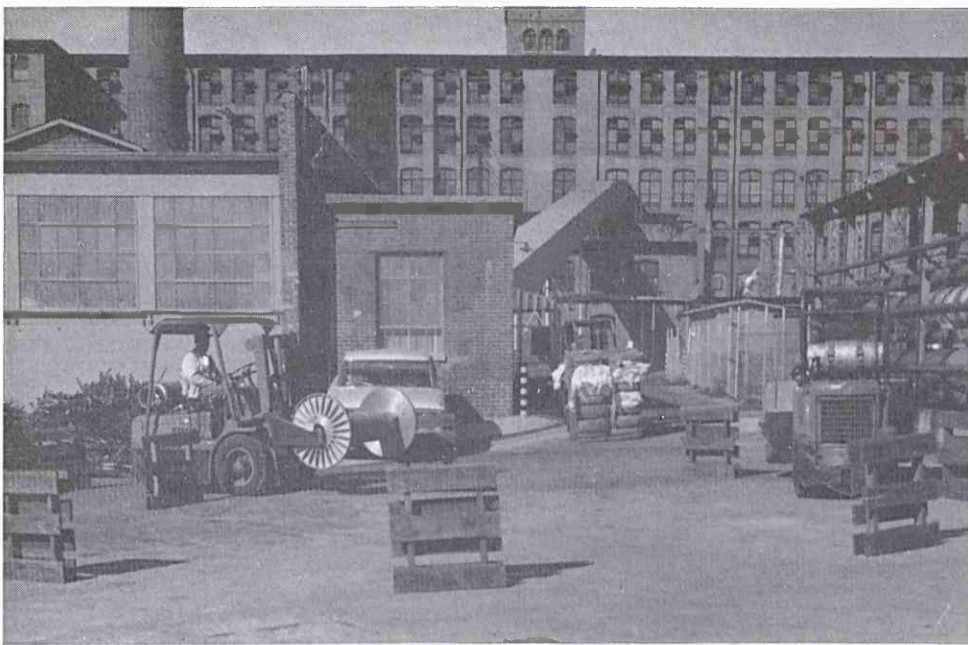
"Sitting around too much will work many disadvantages to the retired person," he concludes. "But getting out and doing

things will add zest and interest to living and help keep you physically able."

For life spice and physical activity, walking is a good prescription, says retiree Davis.

"A few days after I finished my work years at Firestone, I decided I'd walk to town from my house on Ransom Street. On that first trip I pooped out and had to rest along the way.

"But gradually I conditioned myself to the distance and now walk it with little effort. . . . Do it almost every day and walk other places too. Besides the physical benefit, I meet interesting people and see interesting things along the way, because I'm not in such a fidget to get somewhere."



Twenty-seven drivers of forklift trucks at the Gastonia plant completed a training course in operation and maintenance of their vehicles in February. Operators from the warehouse, mechanical department and supply attended study sessions led by an outside instructor.

Studies included preparation of take-home material, projected pictures on operating procedures, completion of a questionnaire, and sessions of "do-and-don't"

for efficient and safe trucking. Running an obstacle course completed the training program.

Two operators take their trucks through winding layout to test driver skill.

TRUCK DRIVERS' COURSE

Savings Make Your Job

Free
Enterprise

If industry created a new job for you today, how much do you think it would cost to set you up for that first day of work? At least \$18,000 new capital investment—a staggering \$18 billion per year in the United States. And at least another \$20 billion a year will be needed to maintain the plants and machinery for 67 million present jobs.

ing from? The same sources of capital that have provided it in the past—savings in the form of retained earnings of corporations (the corporate profits put aside for expansion), and the personal savings of the American people—your savings.

Since a large proportion of the capital needed must come from the invested savings of individuals, it is only through this voluntary cooperation between

the American worker and industry that we are able to enjoy our American way of life.

Savings put to work are the lifestream of competitive enterprise—as important to our way of life as is our own blood to our physical existence.

This being so, every person

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Bangkok Plant

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passenger, truck and some tractor and off-highway tires, along with tubes.

Besides the Bangkok plant there are three others in Asia, eight in Europe, four in South America, two in Canada and others in South Africa, Mexico, and New Zealand in Firestone's complex of foreign tire-manufacturing facilities. The company also operates nine tire plants in the United States.

with some money owes it to himself to invest in America through savings accounts, insurance, homes, farms, corporate stocks and bonds and government securities.

The strength of a growing America lies in personal freedom to work, save and invest. Money at work means men at work.

"Without earning leisure, most of us can have it, and it has become harmful to a vast majority of us..."

Overweight is a problem with millions of Americans, as most of us know. There is much written on the subject and many diets published in reputable magazines. This article tries to express some thoughts on the causes of our weakness for over-eating and suggest something to do to reduce fat.

The cave man who was able to put on a good layer of fat before winter was more likely to survive than the skinny one. In Europe and Asia the plump, buxom maiden "made the better wife". For generations thinness went along with disease and short life, while plumpness or fleshiness was associated with health, strength, vigor, and long life.

Flesh and fat once virtues • When the human race had to endure semi-starvation each winter or when infectious diseases took their toll, a little reserve energy and stored food supply was at a premium.

But these conditions have changed. We have ample food to last through the winter and antibiotics to fight infection. No more need for storing fat in odd places under the skin.

Fat is bad because it taxes the heart. Suppose a middle-age man straps a 35-pound knapsack on his back all day. He'll soon learn his heart is working unnecessarily. This is what your heart is doing if you are 35 pounds overweight.

Excess fat taxes blood vessels and lungs • Since fat is part of your body, it has to be supplied with oxygen. Your heart and lungs must supply this oxygen through several miles of extra blood vessels for each pound of fat. If you are 10 pounds overweight you are asking your heart, lungs and vessels to do lots of extra work.

"Fat clogs blood vessels and makes strokes and heart attacks more likely," you've heard. Not that simple, but true enough to merit consideration. Insurance companies consider a fat person a poorer insurance risk than a slender one. Physicians would rather do surgery on a thin person than a fat one. Coaches and athletic directors hesitate to train a fat person because the risks are greater.

The old girdle is still comfortable • Because of this, we are likely to disregard slight or moderate weight excess. Or it could be that we think we can just let out the belt another notch. But look at it this way:

For every 3½ pounds of excess weight, about 3 pounds of "lard" could be rendered. The next time you are in a grocery store, look at the cans of shortening and see if you can figure how many 3-pound buckets you are carrying around under the skin. A sobering thought, though unpleasant!

Since we usually know better, why do we keep on eating and abusing our health? We lack the will to lose weight. We aren't convinced of the seriousness of the problem—think it applies to "somebody else".

Why can't we have the needed "push" to lose weight? Certain habit patterns from childhood are stronger than we realize. We don't notice some of these, while others have been so ingrained they have almost become eternal truths.

Still others are so much a part of our national and racial heritage they could almost be called "racial memory".

Let's review some habits and customs that affect our eating patterns and make it hard to keep our weight under control:

• The long-standing feeling that fine eating and leisure were signs of the good life, while little food and hard work were signs of poverty. Despite much that has recently been said about nobility of work and the virtue of simple eating, we still think of leisure and rich foods as goals to achieve. Since these ideas go back many generations, they form habits of thinking which are hard to overcome.

• Wrong patterns from childhood. "We don't mind what it costs, we love to see our children eat well," many a parent has said. The scrawny or thin child, or the "picky" eater, was exhorted to eat better. You and I were praised if we ate well; fussed at or scolded when we "picked at" the food.

It didn't matter if we were lively or active, if we didn't eat well or were slender, we were considered sickly. Remember the

"Carnation Baby" ads in our parents' generation? That roly-poly baby was presented as the picture of health, but I'll warrant he was slow to walk because he was so fat.

With this sort of promotion, no wonder that our eating habits far exceed our eating needs, resulting in an overfed generation. Forbid that we pass it on to our children!

• Another carry-over from the past, which causes us to be overfed: The kinds of food we eat. With labor-saving devices—the auto, school buses, automation, television—we and our children do not get the exercise we need. But our habits force us to eat the high-energy foods that were needed a generation ago when many of our forebears did much more hard physical work than we do.

Doughnuts, sweet foods, cereals, potatoes, heavy desserts, spaghetti, bread and rolls all have high caloric content. French frying and grease cooking are high in calories. We like these things not because they taste better than fruit, but because they were the foods we were given as treats and staples by our parents.

With so many fresh and frozen fruits and vegetables available now, I hope we can train our children away from those high-calorie food patterns.

• Money in our life patterns. Here is where the economy of starchy, fatty foods also figures in our eating habits. Too bad that as our nation grows wealthier, we merely increase the intake of cheaper, starchy foods, instead of shifting away from them.

Previous generations had to work harder and so, needed higher-energy foods. They yearned for leisure and "easy living", so handed down to us the notion that leisure was a goal to be sought.

Eating like Grandpa but living like ourselves • We must either eat much less, or exercise and exert much more. Many

of us try to get the exercise we need, but few of us really succeed. If physical work is not required of us, we must make an effort in our free time to find it. We do this by swimming, calisthenics, sports, and yard work. We may think we get plenty of exercise in the summer, but needn't brag about it unless we get a like amount in the winter.

As we get older we are apt to get lazier, but our eating habits don't usually change.

Another bad thing is the "spurt exerciser". Join a basketball or baseball team and fool yourself. Unless you definitely keep in shape, sudden bursts of activity are worse than none.

How to proceed • Become more physically active and lose some weight. If there is a problem with blood pressure, heart trouble, diabetes, or other degenerative diseases, see your physician. If none of these problems exist, a person can usually handle his own weight situation, helped by these guides:

1. Stay away from crash or fad diets. They may take off pounds quickly but not sensibly. It's much better to routinely cut out some of the high-calorie foods. If weight doesn't begin to level off or start down gradually, see your physician. Many a fat person excuses himself by thinking he has a glandular problem, but this is rarely so.

2. Don't go on crash exercise binges. When you do, you overtax your body temporarily and work more damage than good. It is better to exercise mildly each day, and routinely.

With our national heritage, family upbringing, plentiful food and lots of leisure, no wonder we are a nation of fat people! We must make a real effort to cut down on eating, increase our activity and develop a sensible pattern of life if we are to share in the longevity that science has made possible for us.

Fat Caveman Healthy, Fat Modern Man—No

By
Dr. L. H. Ballou
Firestone Medical Director

"...Strange that the richest nation in the world suffers from corpulence and is eating itself to an early grave. Our storage bins, both personal and national, are filled to overflowing, and we still suffer from malnutrition. We are eating ourselves into poor health because of our abundance."