INTRODUCTION

THE PURPOSES of the Minnesota Heart Association, Inc. as stated in the Certificate of Incorporation are:

"To advance the study of, and the dissemination and application of knowledge concerning, the causes, treatment and prevention of diseases of the heart and circulation."

THE GOPHER HEART is the first published annual report of the accomplishments and problems of the Minnesota Heart Association, Inc.

IT IS INTENDED to inform and encourage a continuing interest among those who have demonstrated a willingness to support the objectives of the Association.

IT HAS BEEN PREPARED with pride in the progress and development of one of the important volunteer agencies in the state of Minnesota.

Respectfully submitted,

G. Ray Higgins,
Executive Secretary

July 1, 1952.
FROM THE PRESIDENT

This, the fourth year since its organization, marks continued success and growth of the Minnesota Heart Association. There has been a steady increase in the opportunities offered to medical research and in professional and lay education through the generosity of the many contributors to its fund. This would not have been as evident were it not for the faithful efforts of the members of the Executive Committee, the Finance Committee, and particularly the past presidents of the Minnesota Heart Association. Our unique affiliation with the Life Insurance Underwriters has been most helpful in our fund activities, with their help in providing means for the continuance of the humanitarian work of our organization.

In spite of a change in the position of executive secretary, which might have entailed great delay in our progress, the development of all our programs has been virtually uninterrupted, as so well indicated by the new executive secretary, Mr. G. Ray Higgins. The report as submitted by him is a token of his insight into our problems as well as their solution.

In wishing my successor as president of the organization success, I hope that he will continue to have the very excellent cooperation and help I have had, for which I am deeply grateful.

Very sincerely,

F. J. Hirschboeck, M. D.
President
PROFESSIONAL EDUCATION

RHEUMATIC FEVER SYMPOSIUM

Under the direction of Dr. Irvine McQuarrie and Dr. Lewis Thomas of the University of Minnesota, the Minnesota Heart Association presented an outstanding symposium on Rheumatic Fever at the University of Minnesota in November, 1951. The attendance was far above expectations, and the quality of the papers presented was extremely gratifying.

Within a few weeks, the University of Minnesota Press will publish the documentation of the proceedings. The Minnesota Heart Association not only financed the meeting but will also aid in defraying the costs of publication should subsidization prove necessary.

HEART BULLETIN

A new professional publication designed for the general practicing physician and the axillary professions has been edited by the Heart Institute and the American Heart Association. The Minnesota Heart Association agreed to underwrite an introductory year's subscription for all Minnesota Heart Association members, the general practicing physicians in the State, and the libraries of the Nursing Schools.

POSTGRADUATE SEMINARS

More than 3,500 doctors, dentists, and nurses have attended the postgraduate seminar courses on heart, cancer, and mental health sponsored during the last three years by the University of Minnesota, State Department of Health, State Medical Association, Minnesota Division of the American Cancer Society, and the Minnesota Heart Association.

19 seminars have been held at central points throughout the state. Scheduled one night a week for a period of eight consecutive weeks, each seminar consists of meetings conducted separately for doctors, dentists, and nurses.

MINNESOTA MEDICAL ASSOCIATION CONFERENCE

At the suggestion of the Executive Committee of the Minnesota Heart Association, the Minnesota Medical Association program committee approved the presentation of a lecture on cardiac patients at the annual meeting held in Minneapolis on May 25, 26, and 27. The topic selected by the Minnesota Medical Association committee was "The Care of the Convalescent Cardiac Patient". Dr. Chester M. Kurtz, member of the Medical School of the University of Wisconsin, was invited by the Minnesota Heart Association to make the address.
COLLEGE PROGRAM

Under the leadership of Dr. F. J. Hirschboeck, President of the Minnesota Heart Association, all of the colleges of the state were given the opportunity to indicate their interest in scheduling a lecture on HEART and its diseases during the 1952-53 school year. Fourteen colleges have asked to be included in the program. Plans are now being made to recruit speakers from among the Minnesota Heart Association members and to establish dates.

EXHIBITS

The Heart of the Home display has been presented several times in the Twin Cities, and the large animated hearts have been shown in Rochester and Duluth. The informational resources of the Association were on display at the Hennepin County Health Day held in February under the sponsorship of the Hennepin County Medical Auxiliary.

An exhibit featuring the research work being carried on with the financial aid of the Minnesota Heart Association was presented at the Minnesota Medical Association Meeting on May 24, 25, and 26 at the Minneapolis Auditorium. An estimated 220 physicians visited the exhibit.

A display of the Heart Kitchen at the Minneapolis Builders Show under the joint sponsorship of a local utility company drew the attention of an estimated 50,000 people to the work of the Association.

EDUCATIONAL MATERIALS

A colorful booklet explaining the objectives and accomplishments of the Minnesota Heart Association was edited in January. To date, 50,000 of these have been distributed to responsible citizens throughout the entire state.

Of the library of 16 nationally edited educational booklets available through the Association on the various aspects of heart diseases, a total of 14,000 were distributed during the past year. Of these, the Cook Book for Low Sodium Diet has proven to be in greatest demand. As the physicians become aware of the availability of this material, a great increase in the distribution of this booklet can be anticipated.

Films currently available through the Minnesota Heart Association office are: "Guard Your Heart", "Be Your Age", and "We See Them Through". During the past year, they have been scheduled by 38 groups. There is a real need for additional film materials.

REFERRALS

As a result of frequent inquiries by groups and individuals regarding the problems of individuals with heart disease, the Association headquarters has taken measures to secure complete and accurate information regarding existing community resources for such cases. During the past six months, 25 referrals have been made. The major number of these cases were involved with patient care. It is apparent that, in the minds of many people, the Heart Association is erroneously identified with the patient care program of several other volunteer health agencies. Seven of the cases consisted of the efforts of cardiac patients attempting to secure re-employment.
The 1952 Heart Fund Campaign was the second drive held with the cooperation of the Minnesota Life Underwriters Association. Under the leadership of Mr. Alan W. Giles of Minneapolis, the Underwriters of Minnesota demonstrated their community know-how by raising 16% more than the previous year, this in spite of the handicap of a change in the executive secretary position and the resulting three-month lag in campaign preparation.

Many other loyal Heart Workers including 10 physicians, a minister, 14 members of the Medical Auxiliaries, and scores of Service Groups gave valuable aid. It has been determined that approximately 600 Underwriters and 1,000 other citizens made up the state-wide campaign organization. Of the 87 Counties in the State, 64 had either partial or complete campaign coverage.

The present returns of cash and pledges totals $142,000. It should be recognized that since much of the campaign income has so far been derived from business firms, the current leveling off of business made fund-raising more difficult in 1952. Efforts should be made to extend the base of giving to include more individuals during future drives.

The results clearly indicated that personal solicitation is the heart of any successful drive, with mail solicitation and coin collection at best only supplementary efforts. Interesting experiments with solicitation in the homes by the milk drives in St. Cloud and Duluth would seem to warrant greater attention in other cities in 1953.

FEDERATED PLANT SOLICITATION

Ten Twin Cities plants have developed a single annual in-plant fund-raising program which provides for payroll deductions among employees. There are indications that this method of combining support of the Welfare and Health Agencies will expand rapidly.

Recently, a series of meetings by the Agencies has resulted in a coordinated plan and assures the Minnesota Heart Association the benefits of the program. The distribution in most cases is based upon the amount of money each Agency has been able to raise in the community. Due to the limited time the Heart Fund has been in the field, this formula will work in the Association's disfavor until we can muster greater potential through other channels.

A recent resolution of the A.F. of L. Central Labor Council has placed that group in favor of extending this concept to the entire community.

RELATIONS WITH OTHER AGENCIES RAISING FUNDS FOR HEART

At campaign time and during the balance of the year in the Memorial Funds division, there is apparently considerable confusion and misunderstanding regarding the identity and functions of the several Agencies which continue to solicit funds for the support of some phase of the Heart Program.
Duplication of solicitation and competition for firm and agency support tend to reduce public confidence and support. Pending is a meeting in which the Agencies will attempt to establish harmonious and effective working relationships.

APPRECIATION PROGRAM:

In the developmental stages of the Heart Fund program, it has been considered extremely important to give special recognition to all those who have made a major contribution in time or money. As an outgrowth of this policy, the following steps have been taken during May and June:

1. All contributors giving $5 or more to the Heart Fund received a colorful but inexpensive acknowledgment card. 4,200 contributors have received this card.

2. 65 Campaign Chairman of major committees or counties received an appreciation letter and certificate from the American Heart Association.

3. Over 1,000 campaign workers will receive appreciation certificates from the Minnesota Campaign Committee.

PUBLICITY

Primarily through the efforts of Mr. Ben Ferriss, the Public Relations Consultant of the Association, the newspaper, radio, and television coverage was greatly improved during the 1952 Heart Fund Drive. A recent survey showed that 528 newspaper articles had appeared in 42% of the newspapers of the state during the past year.

46 radio and T-V stations received the same news copy as was released to the papers, and, in addition, each was provided with 20 appeals by national figures in public life and in the entertainment field.

Two T-V stations received six one-minute films featuring prominent television entertainers, two T-V slides, and display materials.

HEART FUND MEMORIALS

Acting upon the expanding national experience in the field of Memorial giving, the Minnesota Heart Association authorized a more aggressive promotion of this means of fund-raising during the past year. An announcement was sent to each of the Funeral Directors in the state indicating the acceptance of memorials and outlining the procedures for acknowledging the gifts. Announcements in the classified sections of several of the major newspapers in the state were published for several weeks during the Fall and again in June.

The income from this source in 1951-52 is about $7,200. There is every indication that with greater promotion, this public relations effort can continue to produce important income for the Association.
COMMUNITY CHEST PARTICIPATION

Until 1951, the Minnesota Heart Association adhered to a policy of independent fund-raising. This was in accord with the general views expressed by the American Heart Association officers and fund advisors. During the year 1951-52, the Association altered its policy on Community Chest participation. In that time, there have been 17 county Chests and 28 city, town, and township Chests which provided a total of $21,000 to the current year's income. There are 83 known Chest programs on file with the Minnesota Community Research Council.

The reasons for and against the participation of national volunteer health agencies in such programs are numerous and conflicting. It is perhaps too early to evaluate adequately the merits of such a policy. It is apparent from the list of Community Chest programs that they do not solve the major fund-raising problems of the Minnesota Heart Association, since the Chest organization is very likely to exist only in those areas which are equally capable of providing good local leadership for a Heart Fund organization. As a public relations problem, it would appear to be easier to enter into such a program than to withdraw. The Minnesota Heart Association would do well to keep in close touch with the local and national experience in this phase of fund-raising.

ADMINISTRATION

The need for continuity of planning and administration by the executive secretary and his staff is apparent to anyone who would study the internal affairs of the Association. A consistency of thought and effort will do much to aid in:

1. Clarifying the historical and fundamental policy-making aspects of the organization's affairs.

2. Assuring the rapid development of adequate campaign fund records and procedures.

3. Hastening the development of community organization, education, and service.

4. Improving communications and working relationships with cooperating state agencies and individuals.

It has been fortunate for the Association that during the past several years, a score of physicians and lay people have been extremely loyal to the organization and willing to give unsparingly of their time to keep the affairs of the Minnesota Heart Association on a steady course. The present executive secretary finds himself greatly indebted to that group for the aid and encouragement he and his staff have received.

Special credit also should go to the volunteer workers who, whether from the Twin City Medical Auxiliaries, the Junior League, or from the Minneapolis and St. Paul Volunteer Bureaus, have given invaluable assistance to the ongoing work of the state office.
The research grants in 1951-52 included the following:

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Project Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. F. H. Adams</td>
<td>Adaptive Mechanisms in Congenital Cyanotic Heart Disease</td>
<td>$2,000</td>
</tr>
<tr>
<td>Dr. R. C. Anderson</td>
<td>Follow-up Study of Patients receiving surgical treatment of congenital heart lesions</td>
<td>$700</td>
</tr>
<tr>
<td>Dr. I. Baronofsky</td>
<td>Surgical treatment of multiple valvular stenosis</td>
<td>$2,500</td>
</tr>
<tr>
<td>Dr. E. B. Brown</td>
<td>Mechanism of the production of ventricular fibrillation by a rapid reduction in alveolar carbon dioxide tension</td>
<td>$1,600</td>
</tr>
<tr>
<td>Dr. C. Chapman</td>
<td>The role of serum electrolytes and blood pH in the maintenance of the blood pressure in hypertensive patients</td>
<td>$5,200</td>
</tr>
<tr>
<td>Dr. Robert Good</td>
<td>Measurement of acute phase bacteriocidins in patients suffering from rheumatic fever and chorea</td>
<td>$2,640</td>
</tr>
<tr>
<td>Dr. J. Jorgens</td>
<td>Follow-up on rheumatic fever</td>
<td>$1,000</td>
</tr>
<tr>
<td>Dr. Ancel Keys</td>
<td>Methods, and application to man, of vectorelectrocardiography</td>
<td>$4,300</td>
</tr>
<tr>
<td>Dr. John Lewis</td>
<td>Total body refrigeration in cardiac surgery</td>
<td>$700</td>
</tr>
<tr>
<td>Dr. C. W. Lillehei</td>
<td>Experimental endocarditis and glomerulonephritis</td>
<td>$3,130</td>
</tr>
<tr>
<td>Dr. L. G. Rigler</td>
<td>Development of cross-section planograph</td>
<td>$2,450</td>
</tr>
<tr>
<td>Dr. Ralph Smith and Dr. Craig Borden</td>
<td>Physiologic changes resulting from commissurotomy in patients with mitral stenosis</td>
<td>$3,800</td>
</tr>
<tr>
<td>Dr. Lewis Thomas</td>
<td>Mechanisms involved in the pathogenesis of Rheumatic Fever</td>
<td>$5,880</td>
</tr>
<tr>
<td>Dr. Richard Varco</td>
<td>1. Experimental production and closure of interauricular septal defects. 2. A study of the effect and reversibility of experimental and clinical pulmonary hypertension.</td>
<td>$2,800</td>
</tr>
<tr>
<td>Dr. M. B. Visscher</td>
<td>Studies on Cardiac Failure</td>
<td>$6,300</td>
</tr>
</tbody>
</table>

Total: $45,000
STATEMENT OF INCOME, EXPENSES AND FUND BALANCES

Eleven Months Ended May 31, 1952

<table>
<thead>
<tr>
<th>General Funds</th>
<th>Research Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fund Balance - July 1, 1951</strong></td>
<td>$86,961.32</td>
</tr>
</tbody>
</table>

**Income:**

<table>
<thead>
<tr>
<th>Description</th>
<th>General Funds</th>
<th>Research Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjusted Public Contributions (Exclusive of Pledges)</td>
<td>$132,860.44</td>
<td>$17.00</td>
</tr>
<tr>
<td>Memberships</td>
<td>$1,171.50</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$134,031.94</td>
<td>$17.00</td>
</tr>
<tr>
<td>Less: National Office Share</td>
<td>33,695.41</td>
<td>4.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$100,336.53</td>
<td>$12.75</td>
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</table>

**Inter Fund Transfers:**

<table>
<thead>
<tr>
<th>Description</th>
<th>General Funds</th>
<th>Research Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research appropriations</td>
<td>($45,000.00)</td>
<td>$45,000.00</td>
</tr>
<tr>
<td>Return to General Funds of prior year's appropriation</td>
<td>$1,575.00</td>
<td>($1,575.00)</td>
</tr>
<tr>
<td><strong>Net Inter Fund Transfers</strong></td>
<td>($43,425.00)</td>
<td>$43,425.00</td>
</tr>
</tbody>
</table>

**Total Funds Available for Expenses and Research**

- General Funds: $143,872.85
- Research Funds: $45,121.55

**Expenses and Research Awards:**

<table>
<thead>
<tr>
<th>Description</th>
<th>General Funds</th>
<th>Research Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Education</td>
<td>$11,290.37</td>
<td></td>
</tr>
<tr>
<td>Lay Education</td>
<td>5,450.37</td>
<td></td>
</tr>
<tr>
<td>Fund-Raising</td>
<td>13,512.57</td>
<td></td>
</tr>
<tr>
<td>Administration</td>
<td>4,979.46</td>
<td></td>
</tr>
<tr>
<td>Community Service</td>
<td>107.40</td>
<td></td>
</tr>
<tr>
<td>Research Awards (University of Minnesota)</td>
<td></td>
<td>$45,000.00</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>$35,340.17</td>
<td></td>
</tr>
</tbody>
</table>

**Fund Balance - April 30, 1952**

- General Funds: $108,532.68
- Research Funds: 121.55

**Total Unpaid Pledges May 31, 1952**

- $9,437.47
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Ruth Clarke  ...... Asst. to Executive Secretary
Mary Jane Greising  ............... Clerk-Typist