

THE
SUNDAY

Chronicle

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JULY 29, 1962

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MAN BEHIND THE SCENES IN MEDICINE

Toward the end of summer last year, the tide along the coast of Texas suddenly began to rise ominously. From Galveston west to Corpus Christi, the surf pounded the shoreline, spilling over 14-foot breakwaters and smashing docks. Waiting off-shore ready to strike was hurricane Carla, armed with 40 billion tons of water and destruction.

Then it hit. In its wake, it left a topsy-turvy world of roofless houses, battered farms, and flooded debris. The damage: more than a billion dollars. Within hours, emergency workers were on the scene protecting the damaged property, assessing the loss, and helping to put the wind-lashed pieces back together again.

Among the men rushed to the Texas coast were medical detailmen from U. S. pharmaceutical companies, making sure fresh stocks would be on hand to replace storm-damaged drugs.

For detailmen, the assignment was not unusual. Normally, they do not follow hurricanes — their job is to provide physicians with information on new drugs, their dosages, usage, and limitations and, in addition, help service retail and hospital pharmacies. However, in times of emergencies, such as Hurricane Carla, they are often called upon to speed up the flow of life-saving drugs into disaster areas and replace damaged goods.

Detailing is a full-time job, and in the U. S., it requires the services of an estimated 15,000 men, almost all of them college graduates. After joining pharmaceutical companies, detailmen are given class room instruction and on-the-job training in medicine, anatomy, physiology, pharmacology, and related sciences. This background knowledge is imperative because detailmen must be able to keep abreast of the rapid changes taking place in medicine and drug therapy.

A typical example is Harold Tilson, of Wanamassa, N. J., a detailman who has worked for J. B. Roerig and Company for the past eight years. Back in high school he was keenly interested in chemistry and majored in the subject at Cornell University.

He was sent to the Pacific Theatre during World War II and afterwards he worked briefly for a medical supply house and then worked as a medical detailman before coming to Roerig. He is married and has two children, Donna, 9, and Alan, 5.

As with many other detailmen, Mr. Tilson visits approximately 250 to 300 doctors and pharmacists. When he talks with physicians, he may discuss a new drug or a new clinical report, present doctors with copies of recent clinical papers and drug samples, and then answer questions.

To know the answers is no easy task. Many of the drugs detailmen discuss today were not on the market ten years ago and some were completely unknown only five years ago.

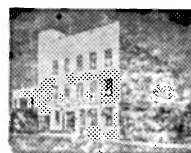
With the rapid advances being made in drug therapy today, the services of detailmen are becoming even more vital. A recent survey confirmed this fact. A group of physicians interviewed by a medical marketing journal reported that they regard detailmen as "an indispensable asset" to medical practice.

And at times, the detailmen win this accolade because of some rather unusual services. One detailman tells of approaching a hospital pharmacist and asking "Is there anything I can do for you today?"

"Yes," was the instant reply. "My mother's sick and needs blood. Just roll up your sleeve and see the nurse over there."

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A Complete Short Story

COVER STORY

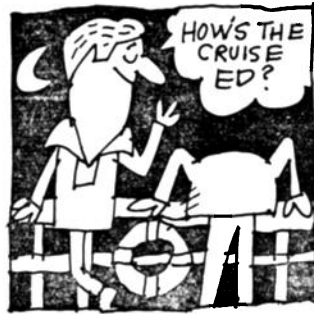
HIS IS IT — Seems to be the expression from Senator Anthony J. Grossi as he clears his desk at the windup of the current Senate session, and looking forward to a well deserved vacation. Sitting beside the Senator is Fred Ardis, personal secretary to Senator Grossi.

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AM.

ANOTHER TRAVEL SUPERSTITION HOLDS THAT VOYAGERS SHOULD NOT WHISTLE ABOARD SHIP BECAUSE THIS IS "MOCKING THE DEVIL" AND WILL RAISE A STORM.



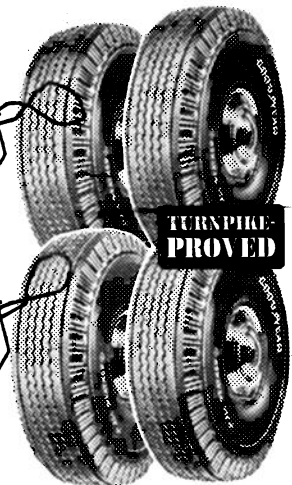
OLD WIVES TALES WON'T BALK MOTION SICKNESS, WHICH IS CAUSED PRIMARILY BY DISTURBANCE OF THE FLUID OF THE INNER EAR. BUT CLINICAL TESTS SHOW THAT NEW MEDICINES CAN PREVENT ATTACKS OF MOTION SICKNESS. ONE OF THEM, BONADETTES, GIVES FULL 24 HOUR PROTECTION.

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For years it was assumed that the slow reader was the sure reader, that rapid readers were careless or superficial—or both. Actually, studies have proved the opposite. The mind of the rapid reader is far more alert and eager than that of the slow reader. The fast reader tends to think as fast as he reads.

On the other hand it has been found that the slow reader is inclined to labor over each word, mouth them audibly or silently to himself. Often he finds it necessary to look back every line or so to make sure he understands what he has read. His mental energy is absorbed wrestling with words rather than with the thought they are intended to convey.

Of course, rapid reading is no end in itself. Why read at all unless you remember what you have read? But the ability to read quickly and with complete comprehension has very little relation to one's intellectual capacity. It is an acquired facility much like driving a car or learning to speak French. Slow hesitant reading is simply the result of poor training. Statistics show that many children read faster and better than their parents. And though some eminent professors are rapid readers, some equally eminent cannot read as fast as their freshmen students.

groups rather than one word at a time, and to anticipate what's to come in the next word grouping — the next sentence, even the next paragraph. But as the Columbia University Program points out no one should try to read everything

The secret of rapid reading is learning to read word at the same rate of speed. Flexibility is important. For instance no matter what your average word-per-minute reading speed might be anyone tackling Einstein's Theory of Relativity — or for that matter instructions governing your Federal Income Tax Returns — would be well advised to read with slow and exacting care. On the other hand, many ordinary form letters, memorandums, or articles of transient interest may be rapidly skimmed. Coverage of the morning paper by the properly trained reader can easily be whittled down to 20 minutes a day.

It all depends upon training — acquiring the specific techniques called for by the demands of various reading material. These techniques are easily mastered; they involve practice in retention, practice in increasing your eye-span — literally training your eyes to "see wider" — and vocabulary drill.

Many rapid reading clinics, including the Columbia Program, utilize a special device which features a pacing bar. By adjusting the speed at which the bar descends the printed page you are forced to read at an ever increasing speed.

Now to discover your present reading speed. When you finish reading this sentence you will have read 600 words. Check your time. Divide this into 600 to get your word per minute rate.

If your word per minute rate for an article similar to this is less than 500 words per minute, you owe it to yourself to investigate a rapid reading course today!

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The Amazing Trading Stamps

More than 40 million American families — eight out of 10 — save those gummy bits of colored paper known as trading stamps. More than \$600 million was spent last year by American retailers of trading stamps to give to their customers. Hoarded in everything from candy dishes to paper paint pails, trading stamps have sparked charity drives, aided political campaigns, even drummed up business for a Las Vegas casino! Fire engines and oxygen tents, church organs and trips to Europe are a few of the rewards recently redeemed by stamp savers.

Though the present stamp-ede is only about 10 years old, trading stamps have been around much longer than you may think. According to the Trading Stamp Institute of America, they were first introduced in a Milwaukee department store — in 1892!

Now used by 40 per cent of the nation's service stations and by the 10 largest food chains, trading stamps are even invading the banking business. Some New York banks are giving 500 to 750 stamps to customers who bring in a new account.

In one midwestern city, stamps were given out to citizens who took the free x-ray examination during a recent drive against tuberculosis.

Deciding that stick-to-itiveness was needed to win Democratic donations from a normally Republican town, the Kennedy-for-President Club of Syracuse, New York, offered trading stamps in exchange for contributions. Judging from the money that poured in, even some Syracusans who preferred to "stick with Dick" may have succumbed to the lure.

If you ask the public to give trading stamps — and offer nothing in exchange but the chance to do good — what kind of results will you get? Mighty impressive ones, judging from the example of a Hartford, Connecticut, man.

Owner of a small wallpaper and paint company, George W. Brooks decided three years ago to convert trading stamps into Christmas toys for needy children. He recognized that budget minded families would find it easier to donate stamps than cash, especially with the added financial demands of the Christmas season.

First, Mr. Brooks solicited the cooperation of super-

markets in the Hartford area, asking permission to place a plain white Lily-Tulip pail on the check-out counter for the three months prior to Christmas. A hand-lettered sign urged shoppers to donate their trading stamps to help needy children have a happy Christmas.

Taking up the cause, local newspapers and TV stations gave publicity to the Brooks campaign. The first year, Mr. Brooks was able to give toys to 22 families after cashing in the trading stamps at the local redemption center. Last year, 170 families got toys and food baskets; this year he expects more than 340 families to benefit from the community's generosity. Eventually, he hopes, scouts, church clubs and civic groups across the country will start "trading stamps for toys" campaigns.

They're already applied the idea to many other needed commodities. A Suffern, New York, hospital furnished its new wing with oxygen tents and an incubator through trading stamps. The entire library of a Millburn, New Jersey, school was stocked with trading stamps; a whole classroom, from desks and chairs to books, was equipped in this fashion by another New Jersey school. One volunteer fire company gained a new pumper, another a new fire engine; a church redeemed stamps for an organ!

Which all goes to show that, though trading stamps are individually worth only a fraction of a cent, collectively they can make quite a noise.

Each stamp book holds 1,200 to 1,500 stamps. To accumulate this number, the customer must make purchases totaling about \$130. Popular items available for one book of stamps are lunchboxes, cigarette lighters, mixing bowl sets and pillows. But most stamp savers prefer to save for the really "big ticket" items requiring as many as 65 books of stamps: e.g. a 17" remote control TV set retailing for \$179.95. For 235 books, you can even get a two-week tour of Europe — starting with a jet flight to Paris, then going on to Belgium, Holland and England. This is offered by the Triple-S Trading Stamp Company of South Hackensack, New Jersey.

Still more enterprising was the owner of a Nevada casino. To "roll up" greater profits for the house, he offered trading stamps to all ladies who got two threes for two fours on a toss!



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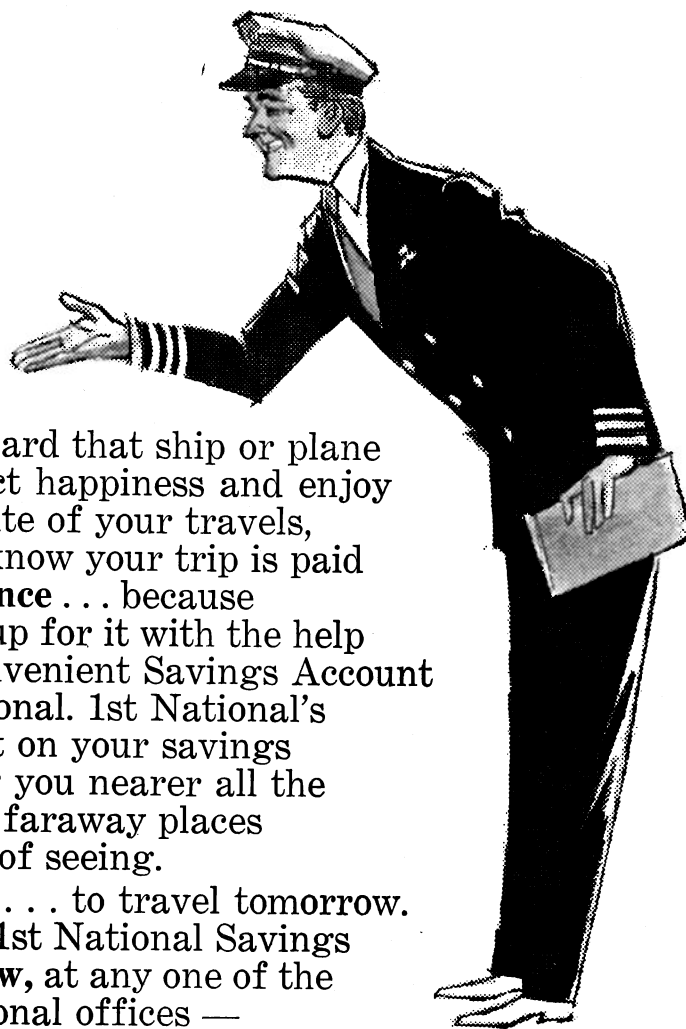
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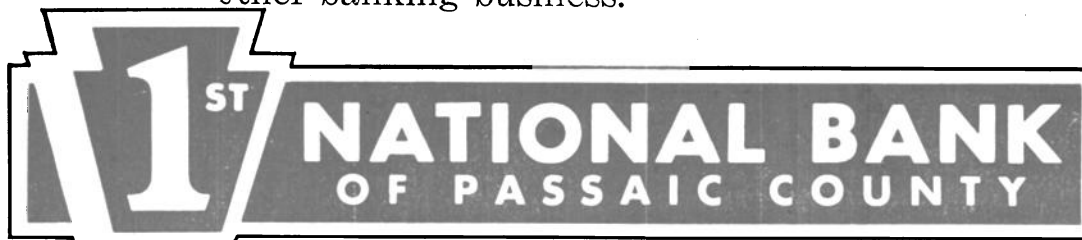
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