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ADVANCES IN DRUG THERAPY

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 mofless 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 hleping to put the wind-lashed pieces mack together again.

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

For detailmen, the assignment was not unusual. Normally, they do not follow hurricanes — their pob 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 eherapy.

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 suply 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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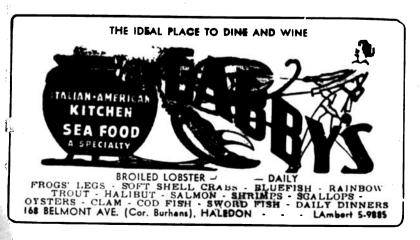
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FEATURES

A Complete Short Story

COVER STORY

Two nurses are admiring the babies placed in incubator and doing fine. The unusual case of the babies born took place this week after the doctors had practically despaired for a good normal delivery. Nurses are known to take great pride in their work, particularly the ones who work and help to bring new life into this world.



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The average American reads only as fast as an eighth grader; that is, less than 200 words per minute. A few people may be able to get by at this low rate, but for anyone who depends upon reading to any extent—students, businessmen, professional people, those interested in civic affairs, book lovers, or even the average citizen who wants only to keep abreast with the world about him — this rate is hopelessly inadequate.

For example, it would take the average unskilled reader eight hundred hours (over twenty full work weeks!) to read thoroughly any sizeable Sunday paper, which may easily run to four hundred pages and a million words of text. It is perfectly true that no one wants to read every word of the Sunday paper, or every best seller, or every memorandum or form letter that crosses the desk or comes through the mail — but the sheer bulk of such material is indicative of the "reading problem" of our time. Unless you know how to tackle it you are at a serious disadvantage. You find yourself so overwhelmed by the flood or routine and largely unimportant material, you neglect what you really want to read, or really should read, simply because you never have the time.

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THE GRACEFUL CIVILIZED SPOON

We take them for granted, paying them lip service if we notice them at all — yet spoons have had an illustrious history.

Forks were once considered sinful, knives were formerly used indiscriminately for eating or fighting — but spoons have always been symbols of hospitality. Once they were used for religious worship; today a spoon is still needed to crown English monarchs! Know where we get the expression "born with a silver spoon in his mouth," and why your parents talked of "spooning?" Few people are familiar with the historic ups and downs of the spoon.

The earliest "scoop" on spoons is that 10,000 years ag they were seashells used by cavemen. The spoon was a natural symbol of hospitality and lavish living. But the spoon grad ually acquired deeper meanings. In ancient temples it ladier libations to the gods.

To this day the oil that anoints English rulers is spooned onto the royal pate during the elaborate coronation ceremony. The coronation spoon that made Elizabeth II a queen has doused the crowned heads of Britain since the 12th century.

Early spoon patterns had some interesting variations. The Romans went in for sharp spiked handles. Monks sipped their soup from spoons with handles carved to resemble saints and apostles. The boisterous knights of the round table preferred big wooden knob-handles. Moderns are apt to prefer the more durable and versatile stainless steel. Despite its rich beauty, the modern stainless is virtuall yalone in its toughness and surface resistance to wear. Knights of the round table would have marvelled at this material that resembles glass in its ability to shed tastes and odors . . . has an invisible film that resists corrosion and rusting . . .and possesses the strange ability to heal itself,, or mend upon being scratched, the instant that oxygen touches it. And if Sir Lancelot had perchance found himself unable to order a suit of stainless steel armor, he might have commissioned Merlin the magician to conjure upon e!

Maybe you weren't born with one, but to see the first light of this world with a silver spoon in your mouth refers to the usual gift of a silver spoon by the godfather or godmother but inherits it at birth. When lovers "spoon," they're doing something that was once considered foolish. The expression "spoony" in more sedate times was tagged on lovers who of a child. The lucky child doesn't ned to wait for the gift, indulged in dripping and banal sentimentfl

As for forks — when they were first introduced to England in the 17th century, they were regarded as a subversive influence by clergymen who took the view that man's heavensent fingers were good enough. And for centuries the knifedoubled crudely as dagger as well as good-cutter! Only the spoon has managed to steer clear of controversy and bloodand-thunder. The graceful, civilized spoon — long may it stir!

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THE COMMUTER

Object of fascination to sociologists, ulcer specialists, railroad executives and traffic cops — that's the American legion known as the Commuter.

He travels to work via automobile, railroad, bus, subway, ferry, bicycle, plane or helicopter — or combinations thereof. In most cases, he does this to give his children the benefit of a grass-roots, fresh-air childhood away from the grimy bustle of midtown. The facts of his complicated life, pieced together in a Swedish auto manufacturer's study, are one of the most amazing aspects of the American scene today.

For instance: a commuter who lives 25 miles from his job journeys 50 miles a day, 250 miles a week, 13,000 miles a year and perhaps half a million miles in a lifetime of commuting! A fellow who commutes three hours a day for 40 years devotes more than three of those years to the mere process of getting to and from work.

For some commuters, the journey is not the smoothest. Though the rigors of New York subway travel are famous, the statistics are not: between eight and nine a.m. more than 80,000 people pass through the Grand Central Station of New York's IRT Lexington line — more than pass through any other spot in the 50 states!

If the commuter travels by rail — and 50 per cent of all rail passengers are commuters — he's not only wedded to a timetable but perpetually tuned in to the plaints of railroads who in a recent year were \$700,000,000 in the red. But there are compensations: the fellowship of the passenger car is governed by an intricate code of etiquette. If your seat mate rattles his paper, for example, that's his way of telling you that he's had enough small talk.

Despite these well-regulated workings of the railroad, the overyhelming majority of commuters prefer auto travel. In 17 of America's 25 biggest cities, the car is the most common means of getting to work, and oddly enough, rush-hour traffic travels at roughly the same rate in nearly all big cities—about 20 mph. Public transit riders average only 13 mph.

Want to know where commuters get the nation's slowest ride? On a San Antonio bus and a streetcar in Pittsburgh—a nerve-fraying eight mph. Fastest, according to the surveyers, is the much-maligned Long Island Railroad, at a 36-mph clip.

The commuter preference for cars may help swell the car population to 100 million vehicles for 220 million Americans by 1975, say statisticians at Volvo. This Swedish automobile company with the Latin name (Volvo means "I roll" in Latin) has more than a passing interest in this phenomenon. With its family-size economy sedans, it's making a strong pitch for a bigger slice of the American market.

Actually the Volvo, or cars built along similar lines, may be the answer to some of the commuter's more harassing transportation woes. Traffic stop-and-starts, for example. Thanks to a massive suspension system which combines coil springs ad double-actio hydraulic shock absorbers frot and rear, the Volvo takes corners easily with minimum dipping; stops are smooth, the front end maintaining its equilibrium

The steering is light to the touch and gives instant, precise response. As tight turning circle allows the car to park in spaces so tiny that drivers of American autos don't give them a second glance. Yet the five-passenger Volvo is larger than most foreign cars; even long-legged passengers can sit inside one with no feeling of being cramped. Despite the powerful engine (an 85-hp., four-cylinder job with overhead valves and twin carburetors) the Swedish car doesn't gobble gas. The commuter can expect to average better than 25 miles per gallon in town, 30 on the open road.

But no matter how efficiently the manufacturers build their new cars, the commuter still finds himself running of places to park them. Hence the multi-story parking buildings rising all over the country (Chicago recently built over \$18,000,000 worth). Hence, too, that noble institution known as the car pool.

What commuter has not ridden with the yakker, the speedster, the aspirant for the Good Housekeeping Seal who is atwitter lest you dirty or burn his upholstery? Then there's the social climber who switches pools constantly in his chase for status . . . the errand-runner who must stop off at the bakery . . . the fellow who startsrounding poolers up for the evening trip at 4 p.m.

When a group of kindred spirits coalesces, however, a car pool can be a matchless forum for socializing and salesmanship. To preserve the camaraderie, some car-pool members have even been chipping in to buy a "club" car to be used exclusively by members for the commute. It works — if one fellow is conscientious enough to keep all the records, attend to all necessary repairs and collect the expense money.

Well, the Russians invented the whole think anyhow Last October, Kikita Khrushchev told a Siberian audience that "We will use automobiles more rationally than the Americans do. We are going to establish taxi pools where people can use cars when they need them. Why should a man worry about parking space? Why should he take the trouble to bother with it?"

Saying "Amen" to the Premier's last comment, some Americans are hopping aboard "air taxis." Chicago recently inaugurated helicopter hops for commuters from Gary, Indiana; a similar service puts Baltimore and Washington within commuting distance of each other.

Is this the way for the commuter to rise above his problems? Not completely. In most cases, he still must pay taxes to two communities. While he's away, his wife vegetates in a largely manless town. His daughters, reared in the good clean air of Suburbia, are healthy, all right, but when these red-blooded specimens reach courting age, they may women between 25 and 45 outnumber the menfolk of equivaconfront a shortage of men. In some suburban communities, lent ages almost three to two!

But is he daunted? Discouraged? Hotfooting it back to town? In the majority of cases, no. Like Volvo and Old Man River, he just keeps rolling along.



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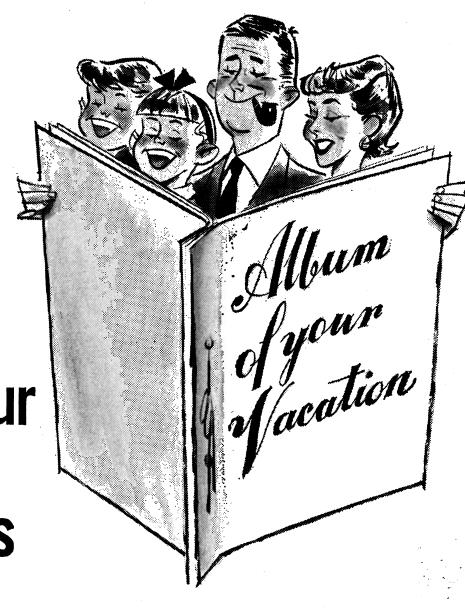
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