THE SUNDAY Chronicle

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MARCH 15 ,1964
VOL. XXXVI, No. 11

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THE SUNDAY Chronicle

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ON THE COVER

Picture of the week is the illustration of some of our up to-date teenagers, posing for our traveling photographer. Ambition? Some day to do modeling for a New York agency.

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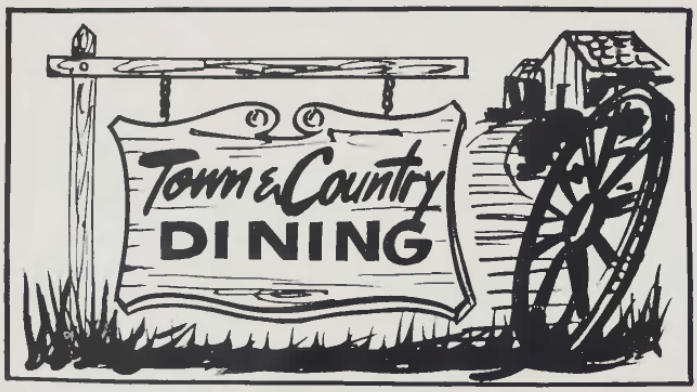

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TO KNOW THE ANSWERS NOT EASY

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 million 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 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 that they regard detailmen as "an indispensable asset" to 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 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."

SURE WAY TO BE THE PERFECT HOST AT A PARTY

Want to be a Harry Houdini or a master of the Martini? It's easy to mystify guests with magic and delight them with clever barmanship. But first you must learn the secrets — of both hoodwinking and good drinking.

To create a world where steel needles float on water, eggs stand on end, dimes waltz, jacks jump, and mirrors answer questions, just learn these six magic tricks sent in by John L. Tribuno, amateur magician and secretary of the Vermouth Industries of America.

HOW TO TURN THE TRICK

1. **The floating needle.** Ask someone in the audience to try to make a needle float on water. When he fails, it's your turn. Place a small square of tissue paper on the water, and lay the needle on the tissue. The tissue will sink to the bottom after it's soaked, but the needle will continue to float. The secret: as long as the needle's eye is not filled with water, the needle will float.

2.**The jumping jack.** Select a jack from a deck of cards, then place it in an empty glass. Presto! the jack jumps out of the glass. This will prove to any guest that you really are a card. The secret: Carefully sharpen a piece of soap to a point. Run the pointed end up and down opposite sides of a glass, in thin lines. Keep the glass hidden until you need it. When you put the jack into the glass, place its sides against the soap lines.

3. **The Vanishing Coin.** Borrow a half dollar from someone in your audience, and then "drop it down your sleeve." Challenge anyone to find it — even take off your coat. The secret: life up your left hand so that the opening of your sleeve is in front of your breast pocket. Hold the half dollar in your right hand, and drop the coin into your **coat** pocket — **not** the sleeve.

4. **Pick Any Card.** This is a humdinger, but it's hard to explain. You ask someone to shuffle the deck you hold. Then he picks a card. After bringing the deck behind you, you ask the victim to replace the card. Then he reshuffles it— but you can still identify the card he chose.

The secret: Not all cards are the same when turned upside down. The point of an ace of spades, for instance, will change its direction. A seven of diamonds will have an extra diamond above or below, and a three of clubs will have two of its clubs facing away from the third. You make a deck of cards like these (picture cards will not do), and have them all face the same direction. While you hold the deck behind you, you turn the deck upside down. When the victim replaces his card, it will be facing the wrong direction.

5. **The Balanced Egg.** No, you needn't do what Columbus did — smash the end of an egg. The secret: you place a tiny pinch of salt, fashioned like a golfer's tee, on a white tablecloth. Quickly balance the egg on the tee, and when you take away the egg, brush away the salt to remove the evidence of your trickery.

6. **The Magic Mirror.** You ask your victim any question — about love, money, or what have you — that can be answered "yes" or "no."

Hold a pocket mirror before his mouth, and have him breathe on it. The answer will appear in ghost-like writing. The secret: Before a party begins, use French chalk to write "yes" on top of the mirror and "no" on the bottom. (You can get French chalk at any art store.) Brush the chalk dust off with a silk handkerchief so that the writing is invisible. Breathing on the mirror will bring the messages to light. To get a "yes" or "no" answer, hold the top or bottom part of the mirror in front of the victim's lips.

HOW TO BE A MASTER MIXER

Since your refreshments should sparkle as brightly as your entertainment, your reputation as a party-giving wizzard will be complete if you can mix an ideal Martini and give other cocktails that "just-right" touch.

In the barology department, the secret isn't slight of hand but buying the right brand. Soda and cocktail ingredients can't really pretty up the flavor of a poor liquor or disguise the taste of a good one. And follow, to the letter, a good cocktail recipe.

You must blend ingredients in exactly the order called for by the recipe. The reason? One example: whiskey doesn't mix evenly throughout a drink, but "floats" on top. So it must always be the first ingredient that goes into a glass.

In making an ideal Martini, the dryness of the Vermouth is vital but often neglected. The fussiest Martini-fanciers will be pleased if you use an extra-dry Vermouth — the label will say "extra-dry". One brand of extra-dry even marks its labels "dry for perfect dry Martinis."

What are the proportions of a good Martini? That can be a fighting question.

Some extremists prefer five parts of gin to one of Vermouth — and even seven or eight to one. But most recipes call for three or four to one.

John Tribuno holds that "any really civilized Martini" is one-fourth vermouth. He stirs his three-to-one concoction rapidly in a mixing glass until well chilled, and then strains it into a cocktail glass and adds an olive.

To make a Gibson, Mr. Tribuno does more than just substitute a pearl onion for an olive. He increases the gin, from three to four parts.

An almost sure-fire way to ruin a drink is to measure the liquor by the "eyeball" method. Many people are afraid of giving too little liquor, so they really pour it in. And that spoils the taste of a highball or cocktail quite as effectively.

When a recipe calls for one and one-half ounces, use your jigger glass to measure. If 1 ounce is required, use a pony. A "dash" means one or two drops.
as the host with that "magic touch."

For the most refreshing drinks possible, chill the glasses first, and prepare the bar fruit just before you plan to use it. Even under refrigeration, fruit and fruit juices tend to lose much of their flavor after they have been opened. A tip: you'll get up to one-third more juice from an orange or lemon if you run warm water over it before use.

Every host should be a good mixer — and it's a good idea to mix your fine refreshments with refreshing entertainment. With this party combination, you'll ear a toast

WOULD YOU LIKE TO DIE BEFORE YOUR TIME?

Would you like to leave this good earth before your time? It's easy. All you need to do is follow some simple rules, furnished by Mutual Of New York and based uopn reports on some of the more than 1,000,000 people MONY insures.

"By following these rules diligently and conscientiously," says a MONY expert, "experience has shown that you will never grow old."

The first, and most important thing to remember is: never consult a physician. If you want advice, listen to the neighborhood know-it-all.

If you develop a little pain in the chest, or your eyes start to fog up, or your hearing begins to fade, or you get frequent headaches, don't waste money seeing a doctor. Just bide your time. It will probably pass. If it doesn't, attribute it to old age. (In fact, attribute **any** ailment to old age — even if you **are** 16.)

Emotional health must be ignored as studiously as physical health. About half the people who seek medical attention suffer from ailments caused or aggravated by long emotional stress, say MONY's medical department.

At your job (and off), work like a demon. Never relax. Never get away from it all — your time will come quickly enough.

Shortchanged by the grocer? Insulted by a waitress? Chastised by the boss? Did the neighborhood problem child break your window again? Don't blow your stack. Bottle everything up. Sulk.

Don't worry about finding some sensible way to free those pent-up emotions. The human body is a wonderful machine. Eventually it will free your bottled-up emotions for you, all at once . . . and you'll have a nervous breakdown. (One person in 13 has one.)

Seriously, though — and all kidding aside — it is easy to make your exit prematurely — too easy. Carelessness with your health is one way. Accidents (which killed 85,000 Americans last year) are another. Yet accidents, MONY says, are more the result of being downright silly than of taking unusual risks. For example: one policyholder last year forgot he had installed a glass door in his shower and so walked right through it!

Here are other examples, culled from MONY's claim reports, of people who momentarily stopped thinking, and lived —or didn't live — to regret it.

A motorist's car skidded off the road and into some sand. The driver jacked it up, then slid under it to lay some blankets for traction. Deciding the car wasn't high enough, the driver reached out **from under the car** to raise the jack — and the jack slipped.

One young man was celebrating the Fourth of July with fireworks. He touched off a Roman candle, which he had aimed away from himself, but it backfired. All 10 balls hit him in the stomach. He died

A power-boat owner — and self-styled mechanic — sat down on the motor while holding the hot line from the battery charger. The motor was a perfect ground — and the battery charged did the rest.

One MONY policyholder proved you can run into an electrical hazard even if you own a sailboat. He kept the mast up while he was loading his sailboat on its trailer. The mast bumped into an overhead power line, and the electririty ran down the guy wires and into the man loading the boat.

Another part-time sailor, who didn't know how to swim, was out in a boat alone — without a life jacket — cleaning the bottom of a pond. The boat capsized, and by the time anyone could get to him, it was too late.

A man, cleaning drapes for his wife, used gasoline as the cleaning fluid. This in itself was bad enough — but he was working less than 10 feet away from a hot water heater. There was an explosion — and that was the end of the garage, the drapes, and the policyholder.

And finally, a businessman had problems with his cufflinks. He forgot to remove them from his shirt. When he tried to take off his shirt, it slipped down off his shoulders and dropped behind him — still securely attached to his wrists. In the ensuing battle with the cufflinks, he tripped over the tail of the shirt and hit his head against a chair.

"Lack of thought — sometimes deliberate lack of thought —is the major reason why so many people never reach their retirement age," MONY says "Surviving is not an automatic thing. If you feel bad, survival requires just enough thinking to try to avoid the accidents you'll have if you stop thinking."

Pay attention to the moral of this story:

One afternoon, a stranger in town was astonished to see a gray-haired, decrepit old man valiantly competing with some youngsters in a grueling game of tackle football. His curiosity was such that he approached the old fellow to find out the secret of his long life.

"I drink two quarts of liquor a day, smoke five packs of cigarettes, eat anything I can lay my hands on, and never see a doctor," the old man gasped. "Amazing!" cried the stranger. "And yet, at your age, you play football!" The oldster's bloodshot eyes showed that he was offended. "Gee whiz, mister," he said, "I'm only 16."

March 1864

SUN	MON	TUE
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MARCH 1964

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

IT'S OUR *100th Birthday*

THANKS TO YOU!

This year 1st National marks its one hundredth anniversary of service to the community. Such longevity could hardly have been possible, without the continued support of individuals and businesses who have turned to 1st National for dependable banking services.

Through good times and bad, 1st National has met the banking needs of the Passaic County community.

As we celebrate our Centennial, we look forward to continued growth.

In many ways, 1st National is actually an expression of our customers' faith in the future. Through sound banking practices, by providing complete banking service to both individuals and businesses, we shall continue to do our part in making this future a bright one.

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