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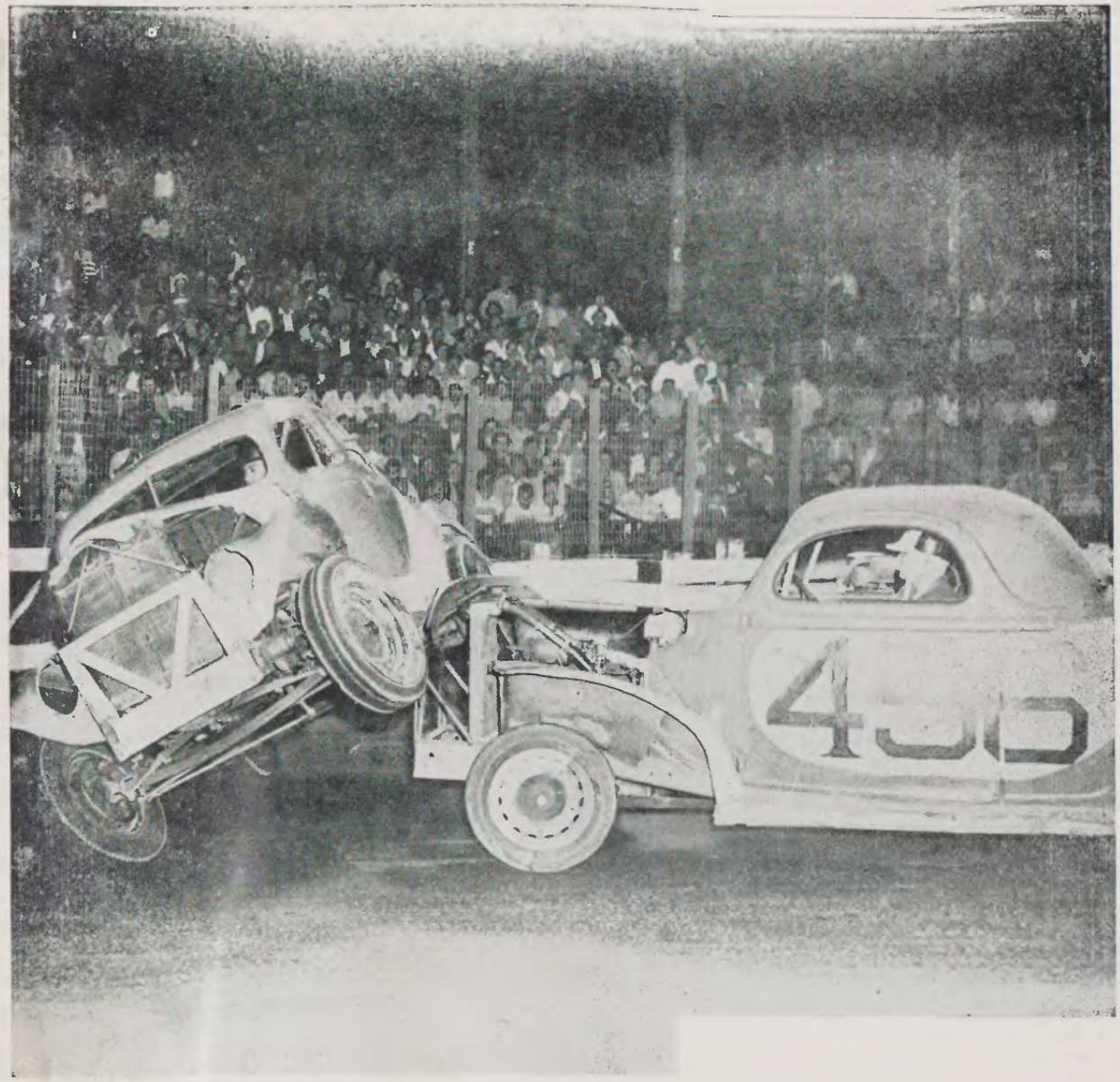

APRIL 12, 1964
VOL. XXXVI, No. 15

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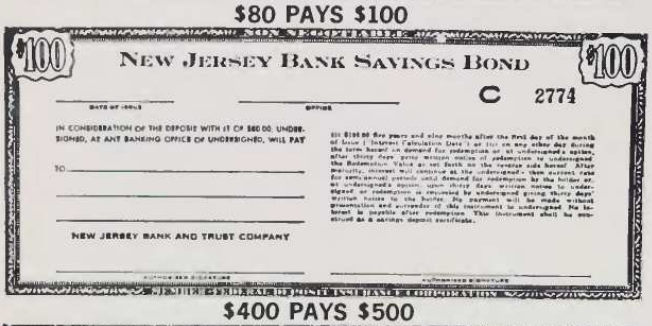

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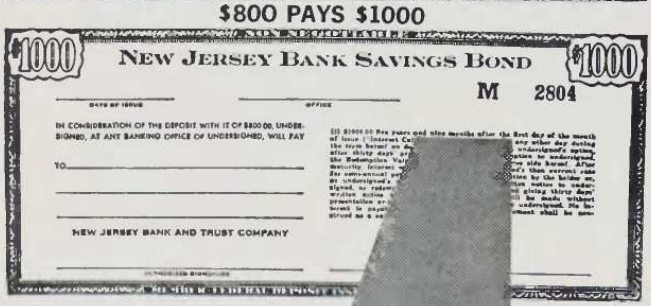

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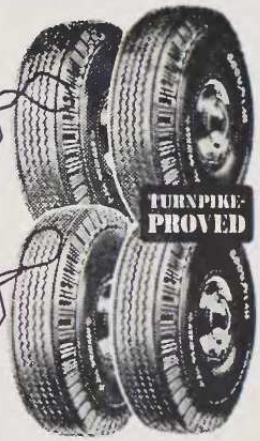

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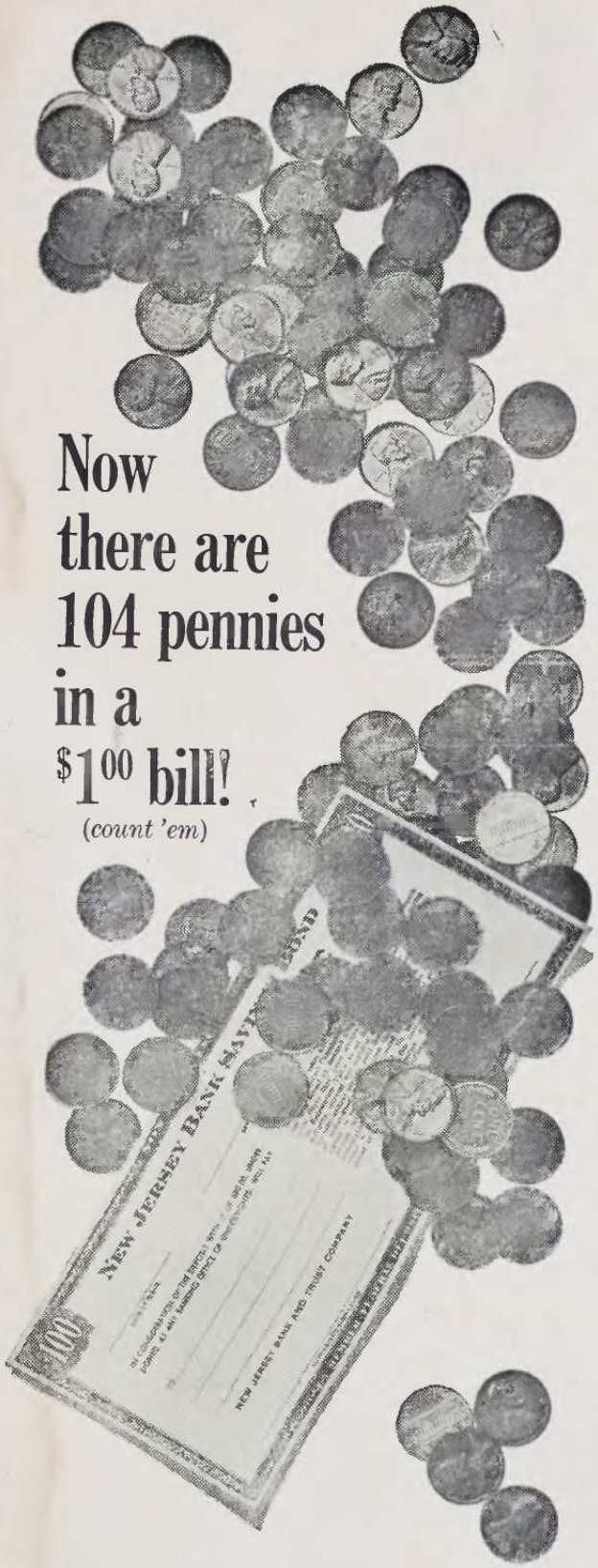

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BEHIND THE SCENES IN MEDICINE

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 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.

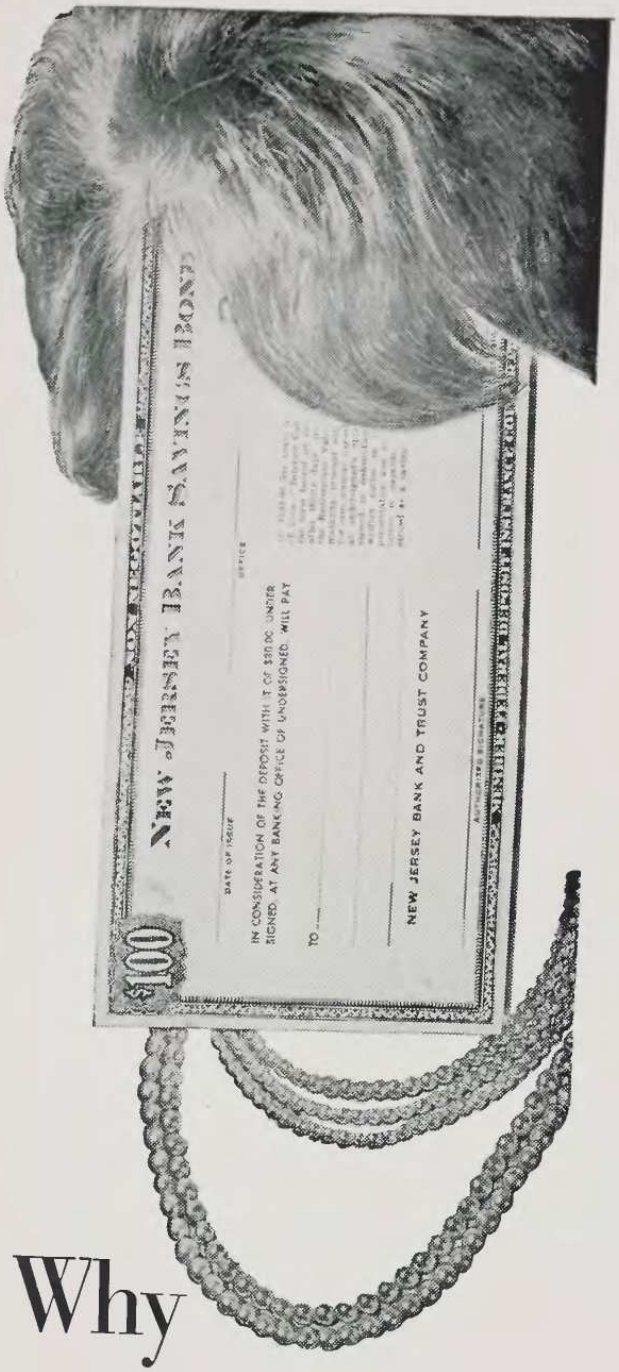
As with many other detailmen, Mr. Tilson visits approximately 250 to 300 doctors and pharmacists. When he talks with physicians, he may discuss a new drug or a new clinical report, present doctors with copies of recent clinical papers and drug samples, and then answer questions.

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."



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Fertilizers Won't Burn Grass

If the grass always looks greener on the other side of the fence, your neighbor may be taking better care of his lawn.

He may be doing it without the aid of a notably green thumb for anyone can learn the fertilizing, weed-killing and maintenance techniques that turn lawns—and envious neighbors—the lush green of a golf course.

Probably the most important part of good lawnmanship is proper fertilization. A thin pale lawn is an almost sure sign that the grass is starved for fertilizer.

A complete fertilizer, the kind for lawns, contains three essential plant foods: nitrogen, phosphorus, potash. Ntirogen, which gives a lawn that healthy, dark green color, is the first nutrient to be used up. The nitrogen in the old-type fertilizers was gone in about a month, though there was still plenty of phosphorus and potash left. To keep his lawn healthy, the homeowner had to make monthly applications of a nitrogen or complete fertilizer. Then he had to stand by with his lawn mower for the first wild surge of grass-growth — which used nitrogen so extravagantly that there was none left for later growth.

All this extra trouble is now old-fashioned, thanks to the advent of long-lasting fertilizers containing urea-formaldehyde nitrogen. This type of nitrogen, which can be broken down only gradually by soil bacteria, is released very slowly to the grass, "spoon feeding" it over an entire growing season. You need fertilizer only twice a year when your fertilizer contains urea-formaldehyde nitrogen. And you can do so any time of year, for these fertilizers won't burn grass if used at recommended rates. Among their other virtues, they're dustless and odorless.

Proper mowing equipment and techniques can do a lot for the health of your grass. Use a sharp mower; dull blades split grass tops, causing them to turn brown. Don't remove clippings unless you've let the grass get very high; they give the soil valuable organic matter. If it's been a long time between mowings, however, you must rake up the clippings to keep from smothering the grass. As if the extra raking job weren't sufficient cause for not letting the grass get too high, there's another good reason. When you cut high grass, it's a shock to the physiological make-up of the plants. A good height at which to keep your turf is one and one-half inches. This is short enough to be neat-looking and healthy for your grass, tall enough to provide the shade that will kill off young crab grass plants. Crab grass can't tolerate shade.

But the fertilizing or feeding job doesn't quite end with commercial fertilizer. Water is itself a kind of plant food, furnishing almost all the hydrogen your lawn neds.

Many experts say that grass should be watered at five-to-seven-day intervals. Newly planted seed, however, should be kept alive by frequent waterings that will keep the upper inch or so of soil moist. Always provide enough water to soak the soil six or seven inches deep. This down-deep moisture curtails evaporation, making water available to the grass roots for a longer time. It also discourages the growth of crab grass and other shallow-rooting weeds. The ideal down-deep watering takes from one and a half to three hours with an automatic lawn sprinkler or underground watering system, according to T. J. Everett, director of New York's Botanical Gardens.

· YOUR HOME ·

· by LEWIS & ELEANOR BOWMAN ·

Antique Details To Copy For Your Home

AS furniture styles change and become popular in one part of the country, a similar change is reflected elsewhere. Antique dealers tell us that recently there has been an increased interest in the buying of walnut furniture of Queen Anne and Early Georgian design. Mahogany has held full sway for a number of years with buyers of traditional furniture. Also they tell us there is a larger interest in American antiques among the younger generation. Perhaps the greater number of historical houses being restored, furnished and opened to the public is the reason and inspiration for this very welcome revival.

The photograph shows a group of fine pieces on view in the American Wing of the Metropolitan Museum in New York. The mantel, dating from around 1800, has finely reeded columns at each side, three oval panels with a reeded band below and above. This design has delicacy and grace, and could well be copied for use in a Colonial living room today.

The brass fender has a pierced design that is complementary to the mantel design, as is the handsome iron fire-back with its fluted ovals in the style of the Adams brothers.

The pair of candle brackets has the traditional eagle, finely executed with spread wings. A small mirror with a beaded edge is placed in the center of the shield. The candle holders are delicately fluted, like little flower cups.

Above is an entrance door fanlight in fine traditional design. There is a great variety in the patterns of fanlights, the degree of simplicity determined by the house it embellishes. Here a small acanthus leaf motif is used in the center where often an eagle was placed.

If you are planning to build a Colonial house, or are remodeling one, you could use any of these items shown here, or you might have similar pieces designed by your architect.

Fortunately, a well-designed mantel does not cost any more to make than a poorly designed one, and you will have the pleasure of owning and enjoying it.

TO KNOW THE ANSWERS NOT EASY

Ever since the day man realized that the prize belongs to the fustest and fastest, interest in speed has zoomed.

Even the Bible mentions racing. "Know ye that they which run in a race run all, but one receiveth the prize? So run, that ye may obtain." (I Corinthians 9:24).

Homer's "Iliad" describes an interesting type of race for us. During the seige of Troy, the Greek hero, Achilles, angered at the death of his friend, Patroclus, sped his chariot around the city walls, defiantly pulling Hector, a Trojan leader behind him. Achilles' enemy, Paris, having discovered the secret of Achilles' vulnerable heel, killed him with a poisoned arrow. Drag-races didn't pay off in those days either.

The earlier Greeks, who believed in putting their best foot forward, limited their first olympics to foot races, while the Romans went in more for chariot races. Their legendary driver, Ben Hur, raced his chariot around the arenas setting all kinds of horse-power records.

The animal world provides us with some interesting speed records. The fastest fish is a swordfish, which can travel at 57 mph. The racingest reptile in the world is the Black Mamba which slinks along at 7 mph. Speediest U.S. snake: the Red Racer, which wriggles at the rate of 3.6 mph.

The fleetest fowl is the racing pigeon (93.55 mph — as the crow flies), while the lightest-footed land lubber is the cheetah of Central India. This fast feline runs up to 84 mph over short distances.

The sporting world is full of fleet facts about the race against time. In boxing the fastest knock-out in a title fight was accomplished by Al (the real) McCoy in 1914 when he kayoed George Chip in 45 seconds of the first round.

At the Kentucky Derby in 1941, racing fans picked up many a fast buck on Whirlaway, who sped around the track in 2 minutes 1.4 seconds with Eddie Arcaro aboard. The "hot dogs" of the racing world are the greyhounds who can boot it home at 35 mph.

The dashingest young man of modern times is Mel Patton who ran the 100 yards in 9.3 seconds. The swiftest skiier is Ralph Miller who skimmed the slopes at 109.11 mph in 1955. On the water, the prize belongs to Donald Campbell of Great Britain. This sea-going speedster crested the waves in his sprightly speed boat at 215.08 miles an hour.

A record constantly sought by young men all over the world belongs to Mr. R. Hawk who, while attending Oxford in 1955, chugga-lugged three and one-eighth pints of beer in 12 seconds. Here's how, Hawk!

Joseph Raglan of East St. Louis, Illinois holds the distinction of having laid 3472 bricks in one hour in 1937. The Pharoahs of ancient Egpyt could have used him for building their pyramids.

Science and technological advance have done wonders with speed, too. Orville Wright, who was the first to write the ABC's of air travel in 1913 when he flew a chain-driven "Flyer" 35 mph for 12 seconds, might have flipped to learn that KLM Royal Dutch Airlines which has traditionally relied on good-in-the-air service to attract business, has now adopted new 600 mph Douglas jetliners to cross the Atlantic at more than six times the speed at which Lindbergh flew on his first famous flight to Paris. Equipped with noise suppressors for the engines and sky-hi-fi cabins, the KLM jets insure that the "sound of speed" is pleasant for the 176 passengers they carry.

The race against time is still on and will continue as long during 1964 sit back and relax before time flies past you. as man feels the urge to go there "fustest and fastest". So, God speed!

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