

Trade Winds

Cleveland Amory

A correspondent named E. J. Baltrusaitis was recently on his way to the physics department of Northwestern University, where his daughter is a third-year physics student, when he noted, on the sidewalk in front of the main library, the following:

LOVE IS ALL YOU NEED

—SHARON.

Underneath was written:

SEX IS ALL YOU GET

The lower line, Mr. Baltrusaitis noted, appeared to be in a different style of printing than the statement "Sharon." "As a concerned parent with four children," he added, "I decided as I pondered this graffito that, if the upcoming generation is idealistic enough for the upper statement and wise enough for the lower, the future is in good hands."

Meanwhile, out in Albuquerque, New Mexico, Madge Harrah recalled our column of some weeks ago that noted

the cross reference in the library card file that read: "Sex. See librarian." Mrs. Harrah and her husband recently had occasion to look up "Sex" in the 1938 *World Book Encyclopedia*. They too found a cross reference to the main entry: "Sex. See Mental Conflict."

As if this weren't enough, an anonymous scout sent us, from Champagne-Urbana, Illinois, an entry from Don Ruhter's "Campus Scout" column in *The Daily Illini*:

For those Champagne-Urbana jet-setters who are getting tired of the endless rounds of parties which make up the social whirl here, Scout has a suggestion. One of my advisers has told me about the starring attraction at the Crossroads in Forrest, Ill.

The sign says, "Every Monday and Tuesday, come over and see Ruth Crouch at the piano."

"We haven't figured out yet," Mr. Ruhter writes, "if Crouch is Ruth's last name, or if they haven't found a piano bench for her yet."

In any case, our Letter of the Week was actually an exchange of letters between New York's Ira Wallach and the Aqua Tec Corporation, makers of the Water Pik toothbrush:

Aqua Tec Corp.

Ft. Collins, Colo.

Re: Wounded Water Pik

Dear Water Pixies:

I have a Water Pik, Model 33B, Serial Number G509. When I put water in the inverted cover, it pours right through the spout and onto my feet. I now have clean feet, but my teeth are dirty.

Can you mail me a new top to the Pik and bill me, or can you suggest something more complicated?

I must have my Water Pik in good order so that my breath will be kissing sweet once more.

IRA WALLACH

P.S. Is Fort Collins near anything?

Dear Mr. Wallach:

Thank you for writing to us regarding your WATER PIK oral hygiene appliance.

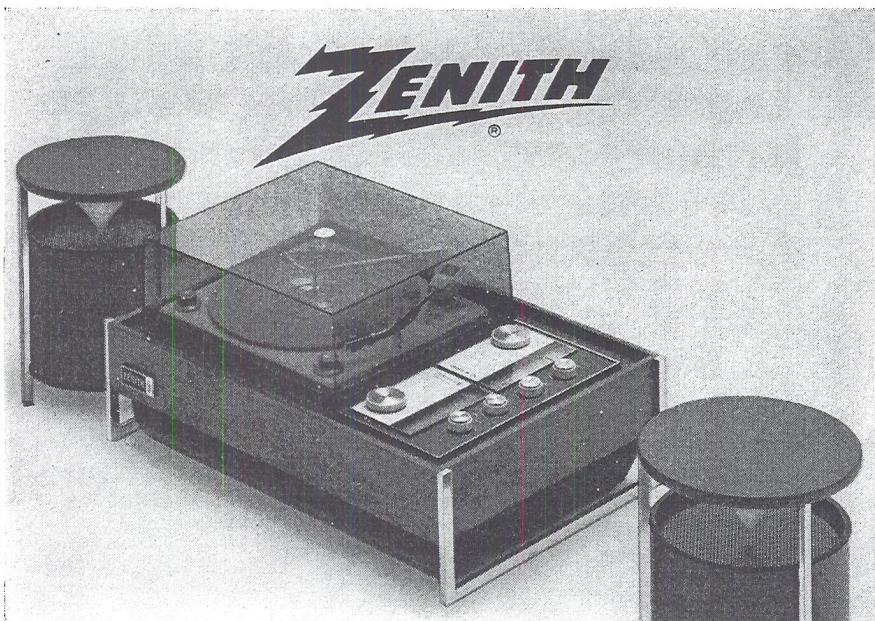
We are sorry to learn of your valve having been lost. Under separate cover, we are sending you a new valve and strainer at no charge.

If you should require additional parts in the future, they may be obtained from the nearest Central Service Station, shown on the enclosed list.

VIRGINIA ARNOLD

Customer Service Dept.

P.S. Fort Collins is 59 miles north of Denver, the capital of Colorado.



How to enjoy stereo anywhere in the room without losing your balance

Zenith's unique Circle of Sound® stereo features twin 360° speakers that drive the sound outward in all directions, to surround you with perfectly balanced stereo no matter where you sit in the room. Stereo Phono with 100 watts peak music power, and FM/AM/Stereo FM Radio. Ask to hear *The Troubador*, Model Z590, at your Zenith dealer's.

At Zenith, the quality goes in before the name goes on

During the fortnight we met another McCarthy—and one you should know, at least about. He is Richard D. McCarthy, a young Turk Democrat from Buffalo, and he is the man who for many a long, lonely month has been conducting at times an almost one-man war, for all mankind, against chemical and biological warfare. "Max," as he is called, came to the war against CBW with the credentials of being a foe of pollution ("I come, after all, from the shores of Lake Erie"), of having seen duty in two services (the Navy in World War II, and the Army in Korea), and also a man who had braved the gunfire of the National Rifle Association ("Sportsmen," the NRA campaigned with bumper stickers against him, "Give Max the Ax").

"My wife and I," he told us, "were sitting watching a program called *First Tuesday*. It was about CBW. 'You're a Congressman,' my wife said. 'What do you know about this?' 'Nothing,' I answered."

"The next day," Congressman McCarthy said, "I was still boiling. I made a speech on the floor calling for a briefing—but I soon discovered that the Pentagon insisted it be conducted in a totally secret context."

"I had already learned," he continued, "that only five members of the House Appropriations Committee are cleared for 'top secret'—in other words, for funding the CIA, the Green Berets, and CBW. I had also learned that even Majority Leader Carl Albert did not know the identities of these five men, and I have since learned that neither does the Speaker of the House."

"After all," I asked, "how can you say a weapons system is a deterrent if you don't even publicly tell a potential adversary that you've got it?"

"At the briefing," McCarthy went on, "Brigadier General James A. Hebbeler would not even admit that the nerve gas killed the sheep. Instead he used the briefing to campaign for more funds."

McCarthy's next snow job came during a White House reception at the hands of none other than Melvin Laird, the Secretary of Defense himself. "Well, Max," he boomed cheerfully, "you sure stirred up a storm over chemical warfare." "I told the Secretary," he said quietly, "that I was not at all satisfied with the Army's performance and that I was addressing a series of questions about CBW to him, and that I wanted answers."

Finally, McCarthy took a hotel room in Georgetown and sat down and wrote a book. This book, *The Ultimate Folly*, was published the day after President Nixon made his speech on germ warfare. But advance copies of the book had been in the White House for at least two weeks.

The Congressman warned us that though a battle against CBW has been won the war is far from over—that reports from Vietnam indicated that babies born to mothers living in defoliated areas were malformed. Even before this, he told us, tests revealed that litters born to female rats that had been subjected to 2,4,5-T, one of the herbicides the United States has been using in Vietnam, were malformed.

"At that time," the Congressman told us quietly, "Lee DuBridge, the President's science adviser, said that the United States would no longer use 2,4,5-T—in the U.S."

SOLUTION OF LAST WEEK'S
KINGSLEY DOUBLE-CROSTIC (No. 1863)

A. (LEXANDER) WINSTON:
NO MAN KNOWS MY GRAVE

Freebooting in one form or another was a disease from which few recovered. The sea robber gladly risked ending his days by what he jocosely called "hempen fever" rather than die more slowly in the dull monotony and stifling authority of a law-abiding ship.

A director of clinical medicine at a major pharmaceutical company makes decisions that can be important to you and your family. And he wonders what you would do if you were making the decisions.

"If a drug could restore your health would you accept the risk of side effects?"

On occasion, I've read in newspapers and popular magazines about side effects of drugs. They imply that they are there because of something I or the people I work with have done. Or have not done. The truth is that every potent drug can cause side effects. If it didn't have any at all, it couldn't possibly do any good. The question is one of benefits versus potential risks.

Twenty-five years ago we didn't hear much about the adverse effects of drugs, but we didn't have many effective ones at that time. With the advent of more potent and useful products, undesirable side effects sometimes become a problem. This will be true in the future, too. New cancer agents, antibiotics and drugs for hypertension, for example, will probably be even more potent. Many anti-cancer agents owe their activity to their effect on cells. Which means a balance must be drawn between the good work done by a drug and its unwanted effects.

Physicians often can affect this balance by adjusting the dosage, or by selecting a different form of an existing drug product potent enough to do the job. But that doesn't stop us from looking for improvements. Perhaps what we are learning about modifying molecular structures will help us to control side effects. We've already had some success. We expect to have more.

In the meantime, the physician needs the widest possible latitude in the choice of therapeutic agents to treat his patients. The pharmaceutical industry will continue to provide him with useful data—reliable and current information on favorable and adverse effects of drug products. Guided by this type of full disclosure, the most logical decision can then be made on whether the benefits outweigh the risks.

Another point of view . . .
Pharmaceutical Manufacturers Association,
1155 Fifteenth St., N.W., Washington, D.C. 20005