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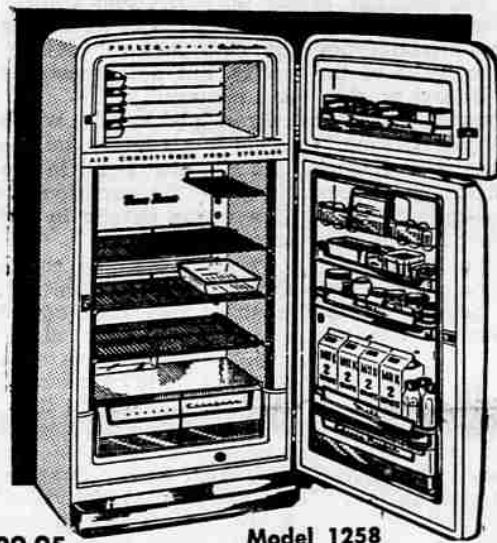
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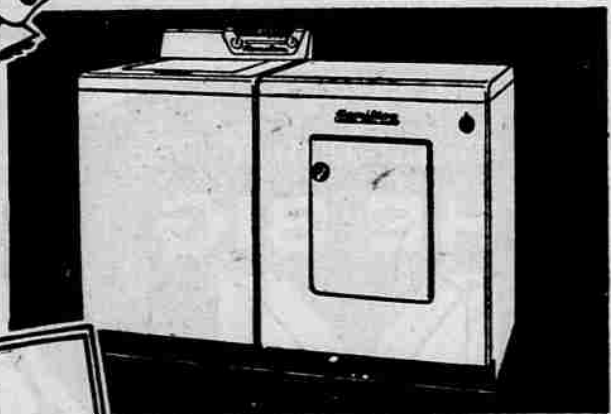
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They'll Do It Every Time

By Jimmy Hatlo



Ogden Nash, Poet and Video Panelist, Finds Himself Cast in Heady New Role

By WILLIAM EWALD
United Press Correspondent
New York — (U.P.) — Ogden Nash, poet and panelist, confessed today he has gone from verse to better.

Nash, a wry commentator on contemporary manners, gained a fair measure of fame as the scribbler of such literary bon-bons as "I think that I shall never see, a billboard lovely as a tree" and "Candy is dandy, but liquor is quicker."

But since his bespectacled face began blooming on the home screens via ABC-TV's "Masquerade Party," Nash disclosed, he has found himself cast in a heady new role.

Potential Harm of New 'Wonder Drugs' Physician's Problem

By DELOS SMITH
United Press Science Writer
New York — (U.P.) — Modern drugs are "wonderful"—scientific progress in devising new ones is "rapid"—but a major problem of any practicing physician is how to recognize "the potential harm" of many of them.

This was the sense of an address by Dr. Stuart L. Vaughan of the University of Buffalo School of Medicine at a recent meeting of the Medical Society of the state of New York.

It was called to this writer's attention by a medical authority in connection with the scientific report of another professor—Dr. Edgar F. Mauer—on the toxic properties of the anti-arthritis drug, phenylbutazone.

"It is obvious," said Dr. Vaughan, "that we owe it to our patients to use new drugs whenever the dangers of the disease outweigh the dangers of the drugs. In so doing we must know both the merits and the dangers of the drugs."

He said "the type of knowledge" that the physician needed "concerns such items as recognition of the pattern of drug promotion, the relationship of the practicing physician to the pattern, the experimental method as employed in use of a new drug, basic principles of blood production and blood cell depletion, the mechanisms by which drugs may affect normal blood equilibrium, factors determining a drug's toxicity, and the risks involved in use of a drug."

Dr. Mauer, in his report in the New England Journal of Medicine, said "physicians are importuned by advertisements and gratuitous reprints to use this drug phenylbutazone in a large variety of conditions." Dr. Vaughan said the "sequence of events" going with a new drug "has a rather definite pattern."

From Lab To Revaluation
This "pattern," he said, is: "Laboratory promise; limited clinical trial in ailing human beings—initial encouraging results; banner headlines in the lay press; pharmaceutical fanfare by the drug's manufacturer; rumors of trouble; definite reports of dangerous complications; condemnation; revaluation."

His principal subject was the disorders of the blood which can be induced by drugs. "The list of drugs capable of producing toxic changes in blood cells is now an extremely long one," he said, but added that "the toxic actions of drugs are not all undesirable." Some are "selective" and help the patient.

In administering drugs, the attitude of physicians should be this: "Our desire to help is as great as the patient's need, yet we realize that whenever we interfere with the complex internal environment of living cells, our capacity to do good is balanced by a proportional capacity to do harm."

Dead line Sunday Classified is at noon Saturday, 10 a.m. Monday for Monday; other days 5:30 previous day.

Future TV plans?
"Well," said Nash, "I would kind of like to read verse on a program of my own. My own verse, of course. However, I think it would have to be a short program—don't think anyone would tolerate me for more than 15 minutes."

WORD NOT "HOW" — IT "WOW" WHEN YOU SEE THE BIG M

THE BIG NEW 1955 MERCURY on display THUR., SEPT. 29TH