

Outlook on Lifestyle

DR. GOTT



Peter Gott, M.D.

Drugs need names that sing

Courtesy of a friend in France, I am in receipt of a new (to me) medicine called Bamboozil. I don't know precisely what the ingredients are and there are no warnings on the container. However, the manufacturer states (I think; my French is a little rusty) that the pills are formulated from gelatin and something called Tabashir. They are to be used for rheumatism and their "bacteriological properties are guaranteed." (I'm not absolutely sure of this because, as I

said, my French isn't up to grade. I'm still wrestling with the word "bacteriologique," and I may have lost the match.)

My friend sent me the medicine purely and simply because of its glorious name. "I don't care what it cures," he wrote. "I've got to get that disease and then get the medicine to cure it."

I refuse to call it by its Gallic pronunciation, Bam-bo-oo-ee; I prefer to anglicize it to "bamboozle." This way it becomes a trope for the pharmaceutical industry. I've long suspected that U.S. drug companies are taking second place to their European counterparts when it comes to naming medicine. Bamboozle tells it as it is, and I'm in favor of this trend. We're entitled to a little earthiness and honesty in this business.

A new drug company — let's say the Upchuck Co. with corporate headquarters in Lake Placido, N.Y., and branch offices in Latrine, Texas, and San Macho, Calif. — could make a fortune by marketing brands with

imaginative names. These names would literally describe the product: "Squirt," the eyewash that takes the red out; "Phew," the new scented deodorant for men, women and puppies.

To begin with, patients have a difficult time remembering all of the medicines they are taking. For instance, the names Tenormin (for heart disease) and Termoril (for itching) are easily confused. If a patient is prescribed more than four medicines that begin with the same letter, chaos results. We desperately need better names for drugs.

Second, there are dozens of compounds for most diseases. The array is confusing. They all have funny names, like Xanax and Zylorim. Some work and some don't. For hypertension, there are drugs from A to Z: Aldactazide to Zaroxolyn. The Upchuck Co. could garner a lion's share of the high-blood-pressure market by promoting a medicine called "Drop." Every hypertensive would want to be on "Drop" because it sounds so quick

DEAR MEG



Meg Whitcomb

Pill-popping teen can't help himself

By Meg Whitcomb

DEAR MEG — I'm 18 and I have a terrible problem. I'm hooked on Vallium. It started when I was 14. At first, it was just a little now and then. Now it's every day — everywhere — from 75 to 80 milligrams a day. I spend \$175 to \$200 a month on Vallium. It's getting to where I lie about everything. Sometimes I shake so bad I think I'm having a nervous breakdown. No matter how many times I tell myself I'll stop, I do it again the next day. I want to tell my family, but I don't know how. — HOOKED,

CALIF.

DEAR HOOKED — You're in the grip of a habit that could kill you. You can save your sanity and your life by making one phone call — to Pills Anonymous, a wonderful support group for pill poppers and the chemically dependent. P.A. is patterned after Alcoholics Anonymous. You'll get referrals for treatment and support in your recovery.

As for your parents, since chemical dependency is a family disease, they can be more understanding and helpful about your situation by participating in the P.A. program for relatives

and friends.

DEAR MEG — My marriage is happy except for the fact that Jake doesn't like sex much. He says it doesn't appeal to him anymore. This is a drastic change from the three times a week only a year ago.

We've talked about the lack of sex and tried everything under the sun to make it more exciting. But it's still only once a month, if that.

I'm 22, and Jake's 28. We lived together for a year before we got married.

I've started seeing an old boyfriend. Basically, we get together for sex, but I have a guilty conscience. Should I confess to Jake? I'm almost sure he'll want a divorce, but that might be better than the marriage I've got now. On the other hand, I love the guy. I just don't know what's happening anymore. — CONFUSED, MICH.

DEAR CONFUSED — You need to get at the roots of Jake's sexual apathy. Getting it on with someone else is only complicating the issue. There may be physical or emotional reasons for Jake's turnoff.

Is he under unusual job pressure? It's a major cause of dampened desire. So are drugs such as alcohol, tranquilizers and sedatives. Is he using them to relieve stress. What else is going on in the relationship? Could Jake have found someone else first because your sex life isn't in sync?

Explore these questions with Jake before giving up on the marriage.

Write to Meg care of this newspaper. Meg can only answer letters that contain a self-addressed, stamped envelope. Questions of general interest will be discussed in future columns.

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person's family and they don't need the added burden of looking up addresses when sending out thank-you cards.

I recently wrote thank-yous after my mother-in-law died. When I finished, I made a card file with each person's name, address, phone number and relationship to us.

POLLY'S POINTERS

DEAR POLLY — Please remind people to put their return address on the inside of all sympathy cards. It's a very difficult time for the deceased

Promising budget for disabled



Against the odds

PAT WOODE

The Ontario Government's Budget of May 20, 1987 appears very promising indeed for many disabled persons in our Province.

The following are some of the highlights.

A) A particularly vital introduction is the increase of \$50.00 per month in benefits to low income earners receiving disability pen-

sions under the GAINS D program. This will take effect on June 30.

B) Lack of low income housing has been a major problem in North Halton and other areas of Ontario. The Government promises "Housing and enhanced integrated support services for the homeless, the disabled, discharged psychiatric patients, victims of family violence and the frail elderly..." The Ministry of Housing funds are to be increased 34 per cent with a new total of 378 million dollars. 220 million will go towards low cost rental units plus 50 million for operating costs.

C) There will be some tax relief for low income families. Property Tax Credits will be increased from 180 to 230 dollars and the Ontario Tax Reduction Program will be increased by the same amount. OHIP premium assistance will be extended by raising the income limits for premium assistance. No tax increases are planned and in addition, the government promises that, "Tax reform should not preclude the introduction of a guaranteed annual income."

D) Over the next three years 290 million will be spent to upgrade or

extend the transportation service.

E) The budget promised, "Funds to make tourism recreation programs and facilities more accessible to disabled persons."

F) The Ontario Student Assistant Program OSAP, has been increased by 25 million dollars or 17 per cent for the coming academic year.

G) An interest relief plan will be introduced which will link repayment of student loans to the persons actual income.

H) Million dollars are targeted to begin activities including the expansion of second language training, multi lingual materials for new comers.

I) In the throne speech, although not specifically mentioned in the budget, 11 billion dollars is to be allocated to the Ministry of Health. This may mean a more rapid expansion of the Assistive Devices Program.

Disabled person or families and friends must not become complacent, however, but must continue to press the government for commitments and deadlines in all these important areas.

Clothing Care Counselling

FINDING A DRYCLEANER

When selecting a drycleaner, there are some helpful hints that can help insure that your garments will receive the best care:

1. The appearance of the store should be neat and clean. The attire of the personnel should be neat, and the counter person should be courteous and friendly.

2. The drycleaner's price should reflect the quality and the amount of services rendered.

3. When your cleaned garments are returned to you they should look clean. The items should be neatly pressed, all buttons should be securely fastened, and all seams should not have any solvent smell left on them, and all stains should be removed. If stains were not removed there should be an explanation.

4. Look for a drycleaner displaying the D.C.L.I. emblem because he is a member of the Drycleaners and Launderers.



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Public Information Centre Glen Williams Flood Control Project

The Credit Valley Conservation Authority has initiated a flood control study to identify flooding potential through the Village of Glen Williams. The study will recommend flood protection of private property susceptible to flooding based on economic, environmental, aesthetic and social factors.

The Credit Valley Conservation Authority recognizes the importance of public involvement at this preliminary stage of design and extends an invitation to all interested and concerned residents of Glen Williams.

DATE: Thursday, June 25, 1987

TIME: 7:00 p.m. - 9:00 p.m.

PLACE: Glen Williams Town Hall
(Corner of Prince and Main Streets)

Representatives of the Credit Valley Conservation Authority and the Engineering Consultant will be on hand to describe the proposed works and address any queries. Members of the public are invited to drop in at their convenience.