"Pleasant and effective for children"

Two qualities of outstanding desirability in a drug for administration to children are palatability and therapeutic efficacy. Their pleasant orange flavor and smooth, creamy texture make St. Joseph Aspirin For Children tablets exceptionally palatable. The 1 1/4 grains of highest quality aspirin in each tablet is the dosage most widely accepted by doctors in administering aspirin to children.

For these reasons, a doctor writes that these specialized tablets are "Pleasant and effective for children."

Physicians are finding St. Joseph Aspirin For Children:

1. Easy to give
2. Pleasant to take
3. Therapeutically Effective

A Palatable Aspirin Tablet of Unique Excellence
for strong, sturdy, solid growth

Lactum® LIQUID OR POWDERED
NUTRITIONALLY SOUND FORMULA FOR INFANTS

Lactum®-fed babies get all the proved benefits of a cow’s milk and Dextri-Maltose® formula. Mothers appreciate the convenience and simplicity of this ready-prepared formula. Physicians are assured the important protein margin of safety for sturdy growth.

Lactum-fed babies are typically sturdy babies because Lactum supplies ample protein for sound growth and development.

The generous protein intake of babies fed milk and carbohydrate formulas such as Lactum promotes the formation of muscle mass. It also provides for good tissue turgor and excellent motor development.¹

FOR YOUNGSTERS, you're right in recommending AMERICA'S NO. 1 HOT WHOLE WHEAT CEREAL

because INSTANT RALSTON
- is whole grain cereal with added wheat germ—3 times as much wheat germ as in whole wheat itself!
- is a fine source of protein!
- has an appetizing texture!
- tastes good!

In answering advertisements please mention PEDIATRICS.

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The American Academy of Pediatrics
TWENTY-FOURTH ANNUAL MEETING
October 1 to 6, 1955
Palmer House
Chicago

SPRING SESSION
Sam Houston Coliseum
Houston, Texas
April 16 to 18, 1956
"a thimbleful of dosage for a handful of baby"

2.5 cc. Hypertussis eliminates massive dosage in whooping cough treatment or passive prevention. A crystal clear homologous protein, 2.5 cc. Hypertussis contains the gamma globulin equivalent of 25 cc. of human hyper-immune serum. This specific anti-pertussis fraction is concentrated 10-fold to obviate the pain and inconvenience associated with massive dosage—giving you the advantage of "a thimbleful of dosage for a handful of baby."

Hypertussis will not interfere with the use of antibiotics where they may be indicated.

2.5 cc. Hypertussis is supplied in 2.5 cc. (one dose)vials, ready for immediate intramuscular injection.

For whooping cough prophylaxis and treatment specify
2.5 cc. HYPERTUSSIS® (anti-pertussis serum-human)

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Clinically proven to be highly effective in prevention and treatment of impetigo, heat rash, ammoniacal dermatitis and other common skin affections of infancy.

Johnson & Johnson
unexcelled among sulfa drugs . . . for economy

Triple Sulfas are among the most economical of sulfa drugs. Compared with certain therapeutic agents, they are a bargain indeed. Despite their low cost, they are notable in many ways—for their high potency, wide spectrum, safety, minimal side effects, and high blood, plasma, spinal fluid and tissue levels. Triple Sulfas, alone or in combination with other therapeutic agents, are available from leading pharmaceutical manufacturers under their own brand names. Not all sulfas are Triple Sulfas. Ask any medical representative about the Triple Sulfate products his company offers!

**HOW Wyeth OFFERS TRIPLE SULFAS**

Suspension SULFOSE® contains 0.167 gm. of each of the Triple Sulfas per teaspoonful (5 cc.). It provides sustained high blood levels. Suspension SULFOSE is effective, convenient, economical, unusually palatable, remarkably stable. It is indicated for a wide variety of systemic, gastrointestinal, and urinary tract infections. Packaged in bottles of one pint. Also available as Tablets SULFOSE.

In answering advertisements please mention PEDIATRICS.

vii
In answering advertisements please mention PEDIATRICS.
Fast-acting Pediatric ERYTHROCIN provides blood levels within 2 hours, with effective concentrations lasting for 8 hours.

*Pediatric ERYTHROCIN* offers you specific therapy against staph-, strep- and pneumococci. And it's especially useful when the infecting organism resists penicillin and other antibiotics.

It's well tolerated because ERYTHROCIN destroys only the harmful cocc'i—yet spares intestinal flora. *Thus, little patients rarely get side effects.* Nor do they get the reactions often seen with penicillin.

There's no administration problem, either. Children take—and really like—the rich, cinnamon aroma and sweet, candy taste of *Pediatric ERYTHROCIN Oral Suspension.*

It's stable (for at least 18 months) and comes ready-mixed in 2-oz. bottles. **Abbott**

*Pediatric Erythrocin® Stearate* (ERYTHROMYCIN STEARATE, ABBOTT)

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A NEW ADVANCE IN SULFONAMIDE SAFETY

Clinically proved... Greater safety...
because of high solubility...
low acetylation
Alkalis not essential
Wide antibacterial spectrum
Effective in moderate dosage
Economical for your patients

Taste-tested... Tart fruit flavor
No cloying sweetness
Mixes readily with milk,
water or fruit juice
Attractive pink color

Tablets
0.5 Gm., double-scored.
Suspension in Syrup
0.25 Gm. per 4-ml. teaspoonful.

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xi
Summertime...

Time to agree that HI-PRO is strikingly effective in the treatment of infant Diarrhea.

HI-PRO with its high protein, low fat and moderate carbohydrate content is ideal in providing quick relief and nutritional support with simple treatment.

High in Protein
"The digestion of protein is little affected. The child with diarrhea continues to absorb and retain nitrogen and may even do so when moribund."

Low in Fat
"In the presence of diarrhea, fats are most likely to escape absorption, as much as 25% or 50% being lost by way of the bowel."

SIMPLE TREATMENT IN DIARRHEA

<table>
<thead>
<tr>
<th>Hi-Pro—3 tablespoonfuls</th>
<th>Calories per fluid ounce</th>
<th>20</th>
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<tbody>
<tr>
<td>Water—6 ounces</td>
<td>Protein</td>
<td>6.8%</td>
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<tr>
<td></td>
<td>Fat</td>
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<tr>
<td></td>
<td>Carbohydrate</td>
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2Holt, E. M. Diseases of Infancy; 11. 223.

<table>
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<th>HI-PRO ANALYSIS—DRY</th>
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<td>Carbohydrate</td>
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<td>Calcium</td>
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<td>Calories per ounce</td>
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Write for complete literature and samples

Jackson-Mitchell Pharmaceuticals, Inc.

In answering advertisements please mention PEDIATRICS.
Now...
Available on your prescription

NEWEST ANTI-RHEUMATIC

In answering advertisements please mention PEDIATRICS.
xiii
announcing the
NEWEST
highly potent
Anti-rheumatic
intensified potency\textsuperscript{1-6}
3 to 5 times more potent than cortisone or hydrocortisone

notable absence of major side effects\textsuperscript{1-3, 6}
virtually without edema caused by sodium and water retention—avoids excessive potassium loss—other side reactions usually minor and frequently transient

rapid improvement in rheumatoid arthritis\textsuperscript{1}
prompt relief of subjective and objective symptoms—Sterane has also shown excellent clinical response in bronchial asthma and inflammatory skin conditions

anti-inflammatory anti-rheumatic anti-allergic

Supplied as scored 5 mg. oral tablets, shaped like the familiar Pfizer oval. Bottles of 20 and 100.


*Trademark for Pfizer's brand of prednisolone*
Sterane 5 mg.

Tabs xx

Sig: One tablet four times a day after meals and at bedtime.
DELTRA is the Merck brand of the new steroid, prednisone  
(FORMERLY METACORTANDRACIN)

DELTRA is a new synthetic analogue of cortisone. DELTRA produces anti-inflammatory effects similar to cortisone, but therapeutic response has been observed with considerably lower dosage. With DELTRA, favorable results have been reported in rheumatoid arthritis with an initial daily dosage of 20 to 30 mg and a daily maintenance dose range between 5 and 20 mg.

Salt and water retention are less likely with recommended doses of DELTRA than with the higher doses of cortisone required for comparable therapeutic effect.

Indications for DELTRA: Rheumatoid arthritis, bronchial asthma, inflammatory skin conditions.

SUPPLIED: DELTRA is supplied as 5 mg. tablets (scored) in bottles of 30.

Philadelphia 1, Pa.  
DIVISION OF MERCK & CO., INC.

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xvii
GENTIAN 'E. V.' SUPPRETTES

Contain: Gentian Violet 0.25%; Benzocaine 2%; in Webster's "Neocera" base.

WHAT IS "NEOCERA" BASE?

Neocera base contains no oils or fatty materials. It consists of a series of bland, water-soluble Carbowaxes* with active dispersal agent. Neocera breaks down in presence of moisture only, mixes well with rectal fluids, releasing medication evenly and uniformly for total availability. Neocera is an exclusive Webster development used in all Webster Supprettes.

*Trade-mark U. C. C.

97% CURES can be obtained in 14 to 28 days in pinworm infestations with combined oral and rectal medication. Using Gentian 'E. V.' Supprettes rectally in conjunction with oral therapy, Allen obtained 97% cures in 77 cases.1


THE WILLIAM A. WEBSTER CO.
Memphis 3, Tennessee

PROFESSIONAL SAMPLES AND REPRINTS AVAILABLE UPON REQUEST

In answering advertisements please mention Pediatrics.
FOR SUPERIOR PERFORMANCE—

in Antibiotic Therapy—POLYCYCLINE
a tetracycline produced by a unique process of direct fermentation

BRISTOL LABORATORIES INC.
SYRACUSE, NEW YORK
FOR SUPERIOR PERFORMANCE IN ANTIBIOTIC THERAPY
—effective, safer, more sustained action with this newest broad-spectrum antibiotic

Polycycline — available in many dosage forms — affords significant clinical advantages in broad-spectrum antibiotic therapy:

Effective in broad range
— against Gram-positive and Gram-negative organisms, certain rickettsiae and large viruses.

Greater tolerance
— markedly lower incidence and severity of adverse side effects.

Greater solubility
— than chlortetracycline, yielding quicker absorption and increased diffusion in body fluids and tissues.

Greater stability
— in solution than chlortetracycline or oxytetracycline, assuring higher, more sustained blood levels.

Polycycline is a tetracycline produced by the unique Bristol process of direct fermentation. Its basic structural formula is free of a chlorine atom (present in chlortetracycline), and of a hydroxyl group (present in oxytetracycline).

* When you think of Tetracycline, think of

POLYCYCLINE®
(Tetracycline HCl Bristol)
to control vomiting from a variety of causes in infants and children

Steigman and Vallbona\(^1\) used 'THORAZINE' to control vomiting in 90 infants and children.

Results were "excellent to good" in 75% of those treated. Mild drowsiness was observed in 25%, which "was not disadvantageous . . . in the types of patients [being treated]."

\(Vomiting\) was associated with a variety of conditions, including:

- acute respiratory disease
- acute otitis media
- faulty maternal feeding
- poliomyelitis
- tuberculous meningitis
- congestive heart failure
- bronchial asthma
- mumps
- pancreatitis
- generalized collagen disorder
- associated with acute aseptic meningitis syndrome

especially for pediatric use

**Thorazine**\(^*\) **Syrup**

Hydrochloride

in 4 fl. oz. bottles containing 236 mg.

(10 mg. per 5 cc. teaspoonful)

Also available: TABLETS: 10 mg., 25 mg., 50 mg. and 100 mg. AMPULS: 25 mg. (1 cc.) and 50 mg. (2 cc.)

Smith, Kline \& French Laboratories
1530 Spring Garden Street, Philadelphia 1


*In answering advertisements please mention PEDIATRICS.*

xix
The first line of pediatric parenteral solutions
to meet the exacting requirements of fluid therapy in infants and children

**NEW**... 31 solutions, 11 exclusive with MEAD, for varying clinical needs.

**NEW**... Pediatric-size bottles of 125 cc. and 250 cc. graduated in 10 cc.,
and bottles of 500 cc. graduated in 20 cc.

**NEW**... "Memo margin" on label for recording dosage instructions.

**NEW**... Amiflo® screw-type flow regulator for precision control.

**NEW**... Constantly closed infusion system.

**NEW**... Dosage guides and calculators for accuracy and convenience.

In addition to the new full line of specialized products for pediatric parenteral therapy, MEAD also provides a full line of solutions, equipment and services for adult parenteral therapy. Your MEAD Parenteral Products representative can supply you with more information, or you may write to Parenteral Products Division, Mead Johnson & Company, Evansville, Indiana.
and equipment:

New "memo margin" on label provides space for dosage instructions.

New pediatric-size, "burette-type" bottle graduated in 10 cc. or 20 cc. for ease and accuracy in reading.

Amifilter® assures asepsis during prolonged infusions.

New rubber "pump" avoids air bubbles in tubing.

New Amiflo® facilitates accurate, one-hand fluid control.

In answering advertisements please mention PEDIATRICS.

xxi
FOR THE MOST DELICATE SKIN OF ALL...

DERMOLATE®

A remarkably mild, lathering skin detergent in cake form. It cleanses completely and is gentle for use on soap-irritable or acutely inflamed skin. Dermolate is unsurpassed for routine daily bathing of infants and children.

... 4 oz. cakes ...

ACIDOLATE®

A bland, non-lathering cleanser in liquid form, that removes fat-soluble and water-soluble skin soil with equal efficiency. Acidolate is especially useful in pediatrics to dissolve oils and ointments on the skin and hair or for the removal of scales, crusts, “cradle cap” and vernix caseosa.

... bottles of 8 fl. oz. and 1 gal. ...

WHITE LABORATORIES, INC., Kenilworth, N. J.

In answering advertisements please mention PEDIATRICS.
Highly absorbent; possesses unique lubricity and optimum buffering capacity; made of the finest imported platelet talc.
an original producer of poliomyelitis vaccines and poliomyelitis immune globulin in one of America's largest biological laboratories

In answering advertisements please mention PEDIATRICS.
xxiv
Throughout the topical lesion

NEO-POLYCIN is a more effective antibiotic ointment because its unique Fuzene base actually "runs interference" for the three antibiotics in NEO-POLYCIN. By permitting maximal diffusion of neomycin, bacitracin, and polymyxin throughout the lesion, NEO-POLYCIN delivers a higher antibiotic concentration than ordinary ointments, and makes for more rapid clinical response.

NEO-POLYCIN mixes readily with blood, pus, and tissue exudates...is not contraindicated for acute exudative lesions. It has proved effective in a wide range of topical infections due to gram-positive and gram-negative pathogens.

Fuzene-activated
NEO-POLYCIN*
NEOMYCIN-POLYMIXIN-BACITRACIN OINTMENT
FOR MORE RAPID RESPONSE IN SUPERFICIAL INFECTIONS
Tubes 15 Gm. containing per Gm.: neomycin 3 mg., bacitracin 400 units, polymyxin B sulfate 8,000 units.

PITMAN • MOORE COMPANY
DIVISION OF ALLIED LABORATORIES, INC., INDIANAPOLIS 6, INDIANA

In answering advertisements please mention PEDIATRICS.

XXV
LABELLING OF MEDICINES FOR HOME USE

IT HAS LONG been traditional that prescriptions should be labelled only with directions for their administration without identification of the contents. A recent editorial* questions whether this old custom is correct. Pediatricians especially should consider the value of the routine labelling of medications for children with the scientific name and concentration of the essential drugs.

The risk, by labelling, of increasing unwise medication of children by their parents must be considered. However, the delay in treating cases of accidental ingestion by children of unidentifiable medicines, and the advantage to a newly consulted doctor in knowing immediately what medication the child has previously taken, is important. The editorial further suggests, "Provisions can be made to safeguard the prerogative of the prescribing physician . . . The printed statement, 'Do not label contents' may be included on all prescription blanks. If the physician does not want his prescription identified, he merely checks the box alongside the statement." Obviously, a check that requests labelling could also be practical.

Certainly, in most cases there are advantages in the parents clearly understanding what they are giving their children.

NOTE: The purpose of these bulletins is to help disseminate modern pediatrics knowledge to the general medical profession. They appear periodically in the Journal of the American Medical Association.

*Bulletin of the American Society of Hospital Pharmacists Vol. 11, No. 6, Nov. 1954, p. 477

In answering advertisements please mention PEDIATRICS.
Now! twice a day dosage

results in therapeutic sulfonamide blood levels

Lipo-Triazine*
brand of meth-dia-mer sulfonamides

- better patient cooperation from twice a day dosage
- better dosage control from twice a day dosage
- greater relative safety

also available
Lipo-Diazine*
(brand of sulfadiazine).

Bottles of 4 and 16 oz.

"Sulfonamides in an oral fat emulsion vehicle are absorbed to higher and more prolonged blood levels in experimental animals and human subjects, as compared with absorption from an aqueous vehicle."


Literature and samples on request.

DONLEY-EVANS & COMPANY ST. LOUIS 15, MISSOURI
The originators of liquid sulfa

*Exclusive trademarks of Donley-Evans & Co.; subjects to patents pending

In answering advertisements please mention PEDIATRICS.

xxvii
NO ONE IS COMPLETELY IMMUNE

BONAMINE*
BRAND OF MECLIZINE HYDROCHLORIDE

Motion sickness afflicts people of all ages because almost everyone is sensitive to labyrinthine irritation induced by travel on land and sea and in the air.

Bonamine has proved unusually effective to prevent and treat this minor but distressing complaint. And a new agreeable method of administration is now offered by the incorporation of this well-tolerated agent, with its prolonged action, in a pleasantly mint-flavored chewing-gum base. 90% of the drug content becomes available in only five minutes of chewing.

Bonamine is also indicated for the control of nausea, vomiting and vertigo associated with labyrinthine and vestibular disturbances, postoperative status, Menière's syndrome and radiation therapy.

Supplied:
Bonamine Tablets (scored and tasteless) 25 mg.
New
Bonamine Chewing Tablets 25 mg.

*MECLIZINE HYDROCHLORIDE

PFIZER LABORATORIES, Brooklyn 6, N. Y.
Division, Chas. Pfizer & Co., Inc.
Dear Doctor

The isolation of poliomyelitis virus from the stools of suspected cases and contacts is now being performed in this laboratory as a diagnostic aid. We are also determining the serum antibody titer in normal children of the susceptible age group.

This laboratory is currently completing a series of 14,000 neutralization tests for the National Foundation for Infantile Paralysis and has been designated by the U. S. Public Health Service as one of the fourteen (14) surveillance laboratories.

(a) Those cases in which we obtain a positive stool isolation, the type of poliomyelitis involved is identified and the serum antibody levels determined.

(b) In the administration of vaccine to children, we have been requested by many physicians to determine whether the child already has antibodies, in particular to the most prevalent strain, Type I. This service is now routinely available.

For a number of reasons, we have found it advisable to accept stool and serum specimens for such tests only through hospital laboratories, or through clinical diagnostic laboratories approved by the American Society of Clinical Pathologists. For further information, please communicate with the laboratory of your choice or write to us.

Sincerely,

SAMUEL READER
President

MICROBIOLOGICAL ASSOCIATES, INC.

In answering advertisements please mention PEDIATRICS.
Baby Breck Lavo

FOR WASHING BABY'S TENDER SKIN
Baby Breck Lavo is a mild liquid for washing baby from head to toe. It produces a rich, gentle lather which thoroughly cleans baby's tender skin. Baby Breck Lavo is also recommended for washing baby's hair and is helpful in preventing and relieving cradle cap. Baby Breck Lavo is now available in an unbreakable, plastic dispenser bottle - contents 10 ounces.

10 oz. diamond point plastic bottle, Baby Breck Lavo - - - $1.25

In answering advertisements please mention PEDIATRICS.
A potent anticholinergic agent successfully used in the management of infantile colic, enteralgia, pylorospasm, vomiting and spastic constipation. Also effective in the control of enuresis.

Antrenyl Pediatric Drops are compatible with whole milk, evaporated milk, condensed milk, and orange, pineapple, grapefruit, grape and apple juices. Average dosage 2 to 15 drops a day, according to age of patient.

Supplied: Antrenyl bromide Pediatric Drops, containing 1 mg. Antrenyl bromide per drop; bottles of 5 ml. with dropper.

Antrenyl® bromide
(oxyphenonium bromide CIBA)

Antrenyl Pediatric Drops

In answering advertisements please mention PEDIATRICS.

xxx
all vitamin drop products are not alike

vi-synental vitamin drops
is "naturally" superior because...

natural vitamin A with all known and fully utilizable active isomers—as compared to synthetic vitamin A which affords only one isomer which requires conversion in the body before it can be utilized in the visual process.

natural vitamin D complex for superior protection against rickets as compared, unit for unit, with synthetic vitamin D.

aqueous vitamins A and D for far faster and more complete absorption and utilization as compared with oily solutions.

no fish oil, no fish taste, no regurgitation.

costs no more, so why not give the greater protection of Vi-Syneral Vitamin Drops (natural vitamins A and D, made aqueous, B complex factors, ascorbic acid).
bottles of 15 cc., 30 cc., and package of 45 cc.

SAMPLES from
u.s. vitamin corporation
(Arlington-Funk Laboratories, division)
250 E. 43rd Street, New York 17, N.Y.
you can relax your patient

and enjoy peace of mind yourself

when you prescribe Noludar 'Roche' as a

sedative (or in larger dosage, as a hypnotic).

There is little danger of habituation

or other side effects, because Noludar

is not a barbiturate. Available

in 50-mg and 200-mg tablets,

and in liquid form, 50 mg per

tea spoonful.
Sheep bring sleep to a few ...

but relaxation brings sleep to almost everyone.

Noludar relaxes your patient and usually induces sleep within one half to one hour, lasting 6 to 7 hours. Clinical studies on more than 3,000 patients have demonstrated the usefulness of Noludar for the relief of nervous insomnia and daytime tension. Noludar 'Roche' is not a barbiturate. Noludar ' Roche'-- brand of methyprylon (3,3-diethyl-5-methyl-2,4-piperidinedione)

Hoffmann - La Roche Inc. Nutley, N.J.
nine essential vitamins
including B₁₂

VI-MAGNA SYRUP
Multivitamins Lederle

Here’s a potent vitamin formula that will prove acceptable to any youngster because it is truly pleasant tasting. VI-MAGNA Syrup is orange-lemon in flavor, and has no “fishy” taste or odor. It is usually taken as it comes from the bottle, or it can be mixed in milk, fruit juice, infant formula, or other liquids. A single teaspoonful supplies considerably more than the established minimum daily requirement for a child.

Each teaspoonful (5 cc.) contains:
- Vitamin A (Palmitate) 5000 U.S.P. Units
- Vitamin D 500 U.S.P. Units
- Thiamine HCl (B₁) 3 mg.
- Riboflavin (B₂) 2 mg.
- Niacinamide 20 mg.
- Ascorbic Acid (C) 75 mg.
- Calcium Pantothenate 1 mg.
- Pyridoxine HCl (B₆) 0.2 mg.
- Vitamin B₁₂ 5 mcgm.

In answering advertisements please mention PEDIATRICS.

xxxiii
When you diagnose cow's milk allergy, specify.

A natural milk, Meyenberg Evaporated Goat Milk is likely to give prompt control of cow's milk allergy. And...it provides a soft, readily-digestible curd, with none of the crude fibers which cause the diarrheas often associated with milk substitutes.

In addition, Meyenberg Evaporated Goat Milk is nutritionally equivalent to evaporated cow's milk in fat, protein, and carbohydrates; and is pleasantly similar in taste.

In answering advertisements please mention PEDIATRICS.
for otitis

'AEROSPORIN'®
POLIMYXIN B SULFATE WITH PROPYLENE GLYCOL
OTIC SOLUTION STERILE

Specifically aimed at aural pathogens—

bactericidal to most gram-positive and gram-negative organisms, particularly Ps. aeruginosa, the commonest cause of otitis externa.

gonicidal to most of the dermatomyces found in the ear.

For otitis externa, whether acute or chronic, an exceptionally high percentage of complete clearance in a short time.

For chronic otitis media (when the ear drum is perforated); preferably in conjunction with systemic therapy.

Bottles of 10 cc. (with dropper)


*In answering advertisements please mention PEDIATRICS.*

XXXV
1. **Human breast milk:**
   
   "Just as the milk of other mammals is specific for their young, human milk is specific for young infants."


2. **SIMILAC**

   so similar to the milk of healthy, well-nourished mothers that there is no closer equivalent.

   Regular Similac feedings provide a source of nutritional protection; help reduce the incidence of complications encountered in the first year of life.

   **Similac feedings are simple to prepare**

   Supplied: as Powder in tins of 1 lb., with measuring cup; as Liquid in tins of 13 fl. oz.

   M & R LABORATORIES, COLUMBUS 18, OHIO

   In answering advertisements please mention PEDIATRICS.

   xxxvi
When she's frightened and tense (and getting more upset by the minute) . . .

When she balks at scary, disquieting examinations (before you've even begun) . . .

When prompt sedation is indicated (and a pleasant taste will help) . . .

short-acting

Nembutal®
(PENTOBARBITAL, ABBOTT)
elixir

will quiet her fears . . . relieve her tensions . . . and reduce the effect of her psychic trauma.

Onset of action is prompt, and duration may be short or moderate, depending on the dose. Also, since the drug is quickly and completely destroyed in the body, your patient has less tendency toward that next-day "hangover."

Administer pleasant-tasting Nembutal Elixir straight from the spoon, or mix it with water, fruit juice, milk or infants' formula. The dosage required is small—only about one-half that of many other sedatives. Abbott

Each teaspoonful of Nembutal Elixir represents 15 mg. (1/4 gr.) Nembutal Sodium.
in infants allergic to cow's milk

you can expect prompt control of allergic symptoms... good nutritional progress and weight gain

mothers appreciate no "burned bean" taste... light appetizing color... ease of preparation—dilute 1:1 with water

infants benefit from a well-tolerated, satisfying formula... feeding and digestive disturbances rare... stools satisfactory

when you prescribe Liquid Sobee

Mead has prepared an instruction leaflet for your mothers, "Care of the Allergic Child." Formula preparation and skin care are discussed. Another Mead service for you is the Liquid Sobee® recipe book for older children and adults. Supplies of both leaflets are available on request.
WHENEVER RAUWOLFIA SERPENTINA OR CHLORPROMAZINE CAUSES NASAL CONGESTION

RHINALGAN nasal spray

NOT "JUST ANOTHER" DECONGESTANT!

Make it a habit to prescribe Rhinalgan Nasal Spray to prevent nasal congestion whenever you prescribe chlorpromazine or rauwolfia serpentina preparations.  


DOHO

CHEMICAL CORP.
100 VARICK ST.
NEW YORK 13, N.Y.

LEADERS IN E.N.T. PRODUCTS SINCE 1915
Today's foremost antibiotic

ACHROMY

—true broad-spectrum activity
—rapid diffusion and penetration
—prompt control of infection
—negligible side effects
—effective against Gram-positive and Gram-negative bacteria, rickettsia, spirochetes, certain viruses and protozoa
—produced under rigid quality control in Lederle's own laboratories

In answering advertisements please mention PEDIATRICS.
x1
New!

ACHROMYCIN SF

ACHROMYCIN WITH STRESS FORMULA VITAMINS

Tetraacycline Lederle

Red sealed capsules—a Lederle exclusive!

No oil, no paste, tamper-proof. More rapidly and completely absorbed. Stress vitamin formula as suggested by the National Research Council. Prescribe ACHROMYCIN SF for prompt control of infection and rapid patient recovery, particularly in prolonged illness. Capsules of 250 mg.

Also available: ACHROMYCIN SF Oral Suspension: 125 mg. per teaspoonful (5 cc.), 2 oz. bottle.

LEDERLE LABORATORIES DIVISION 
American Cyanamid Company 
Pearl River, New York

In answering advertisements please mention PEDIATRICS.
The shoe that does more than fit the foot

The fact that a shoe "fits the foot" does not make it the ideal shoe for a child.

Far more goes into the making of Selby Junior Arch Preserver Shoes than the one consideration of proper fitting. Scientific design of lasts to meet the special needs of infants and children, finest quality leathers, special wedge construction, sturdy bases on which inlays can be added, proper flexibility—these are some of the features, in addition to consideration of proper fitting, that make Selby Juniors the shoe of choice of Pediatricians who want to prescribe the best shoes their patients can wear.

The excellence of Selby Junior Arch Preservers is the result of the knowledge and skill acquired in more than three quarters of a century of fine shoemaking.

When you recommend shoes for infants and children, please remember—Selby Juniors are the only genuine Arch Preserver Shoes for children.

The Selby Shoe Company
Portsmouth, Ohio

MORE THAN THREE QUARTERS OF A CENTURY OF FINE SHOEMAKING

In answering advertisements please mention Pediatrics.
now...to
supply both
electrolytes
and fluid
by mouth...

...in infant diarrhea and other
conditions of fluid loss

**LYTREN**
 oral electrolytes, MEAD

Lytre brings new ease and effectiveness in correcting the fluid and electrolyte losses of diarrhea or vomiting. It supplies essential electrolytes as well as fluid and is well tolerated even when ordinary food or formula must be withheld.

Developed in collaboration with Daniel C. Darrow, M.D., Lytre reflects the latest concepts of fluid therapy. Varied clinical reports attest to the safety and effectiveness of this approach.\(^\text{1,2,3,4}\)

**Advantages of Lytre**
- provides electrolytes as well as fluid by mouth
- pleasant tasting and well tolerated
- a complete electrolyte preparation
- eliminates or reduces need for parenteral fluid therapy
- eliminates or reduces need for hospitalization
- supplies electrolytes in physiologic, safe concentration...permits gradual absorption
- gives valuable caloric support
- convenient powdered form, easily dissolved in water
- simple to prepare and use in hospital or home

Lytre is supplied in 8 oz. cans, with special measure enclosed.

*Electrolytes in mEq, per liter—supplied by 8 measures of Lytre in a quart of water. This also supplies 800 calories. Feed to meet the patient's fluid requirements.

specific for:

PERI-ANAL DERMATITIS due to

TRANSITIONAL STOOLS in newborns,

DIARRHEA, or following

ORAL ANTIBIOTIC THERAPY

Well documented!

Supplied in 1 oz. tubes
and 1 lb. jars

Dept. G. PHARMACEUTICAL DIVISION, HOMEMAKERS' PRODUCTS CORPORATION, 380 Second Avenue, New York 10, N.Y.

In answering advertisements please mention PEDIATRICS.

xlv
Now they're **MEDICATED**

to help prevent **diaper rash**!

*(Ammoniacal Dermatitis)*

**Chux DISPOSABLE DIAPERS**

- COTTONED FACING! Not paper!
- WATER-PROOFED BACKING! No need for panties.

Made by a **Johnson & Johnson** Company

For free sample write to:

Chix Baby Products Division, CHICOPEE MILLS, INC., Dept. P-53, 47 Worth St., New York 13, N.Y.

Pat. No. 2699170
*Methylbenzenethionium Chloride*

In answering advertisements please mention PEDIATRICS.
infant foods are not "all alike"

VARAMEL

is the only infant formula made exclusively from Grade A Milk*

*Made from Grade A Milk (U. S. Public Health Service Milk Code)

Designed especially for pediatric use, Varamel is unique in its field and should not be confused with ordinary evaporated milks.

First—Varamel is made from Grade A Milk*, thus assuring a high quality, clean milk from the source of supply to the infant.

Second—Varamel is fortified with sufficient pure synthetic vitamins to provide the daily recommended allowance of all known essential vitamins.

Third—The butter fat is replaced by vegetable and animal fats which are particularly well-tolerated and utilized by the infant.

Fourth—Iron is added to supply 7.5 milligrams per quart of formula.

Fifth—No sugar has been added, so that Varamel is equally as flexible as either whole or ordinary evaporated milk.

THE BAKER LABORATORIES, INC., Cleveland 3, Ohio
Milk Products Exclusively for Infant Feeding
Plant: East Troy, Wisconsin

In answering advertisements please mention PEDIATRICS.
smooth sedation for the hypersensitive child

Whenever restlessness makes sleep difficult, prescribe SOMNOS Elixir for your young patients. In full dosage it acts within an hour; sleep is quiet; the patient awakes refreshed, without after-effects. In smaller amounts SOMNOS provides useful sedation when nervousness is a problem.

SOMNOS Elixir (1.6 Gm. per fl. oz.) is palatable, easy to give in milk, ginger ale, or other liquids. Dosage is readily adjusted. For older patients, SOMNOS is available as Capsules (0.25 and 0.5 Gm.).


In answering advertisements please mention PEDIATRICS.
Meat...

and America's Freedom

from Protein Malnutrition

America is relatively free from extreme forms of protein malnutrition, since meat and other sources of protein make up a substantial portion of the national dietary. On the other hand, peoples of tropical lands, whose dietary provides little meat or other high quality protein, suffer widespread protein deficiency.

In its severe form, protein malnutrition is "characterized by generalized edema, chronic bulky diarrhea with remnants of undigested food in the feces, hypoproteinemia, and atrophy of small intestinal mucosa and of the pancreatic acini, as well as by fatty infiltration of the enlarged liver." Other characteristics are changes in pigmentation and ulceration of the skin, and depigmentation of the hair. "Mental apathy and often peevishness are outstanding psychological attributes of children with severe protein malnutrition."

Clinical sequelae of protein malnutrition include kwashiorkor and liver disease. In kwashiorkor the caloric intake may approximate normal, but the dietary protein is less than the necessary minimum in quality and quantity. Many tropical diets supply 10 to 15 per cent of the calories in the form of vegetable protein. Kwashiorkor may follow infections, especially of the gastrointestinal tract. Diets below 10 per cent in protein calories lead to frank protein malnutrition, including signs and symptoms of kwashiorkor.

In 5,000 autopsies on African natives no normal liver was found. Infantile cirrhosis with ascites, prevalent in Jamaica, is believed to result from protein deficiency. Toxic, postnecrotic cirrhosis in children in India occurs concomitantly with low intake of protein, especially animal protein.

Government estimations indicate that 156 pounds of meat (carcass weight: beef, veal, lamb, and pork) were consumed per capita in the United States in 1954. Providing large amounts of protein, vitamin B complex, and essential minerals, meat contributes valuably to the good nutrition of the American people. Meat is outstanding both in the amount and in the biologic quality of its protein.


The nutritional statements made in this advertisement have been reviewed and found consistent with current medical opinion by the Council on Foods and Nutrition of the American Medical Association.
Will not burn or irritate the eyes.
Contains no toxic or sensitizing ingredients.
Cleanses thoroughly; leaves hair soft and manageable.

Johnson & Johnson

In answering advertisements please mention PEDIATRICS.

xlix
CHLORAL HYDRATE for RECTAL ADMINISTRATION

THREE DOSAGE FORMS
5 Gr. (green); 10 Gr. (blue); 15 Gr. (yellow). In Jars of 12.

WHAT IS “NEOCERA” BASE?
Contains no oils or fatty materials. Consists of bland, water-soluble Carboxymethylwaxes* with active dispersal agent. Breaks down in presence of fluids only, releasing medication completely and uniformly for total availability.

* TRADE-MARK U. S. C.

SUPPRETTE — SUCCESSOR TO THE SUPPOSITORY
Aspirin (rectal administration)
Aspirin w/secobarbital sodium
Gentian Violet (moniliasis)
Gentian "E.V." (pinworms)

RAPID, SAFE SEDATION WITHOUT HANGOVER

Now chloral hydrate can be given in measured rectal dosage without gastric irritation, and in cases where oral administration is difficult or impossible. Aquachloral Supprettes do not require double oral dose as ordinary suppositories, because of Webster’s exclusive “Neocera” base, which permits rapid and complete absorption of the drug.

THE WILLIAM A. WEBSTER CO.
Memphis 3, Tennessee

PROFESSIONAL SAMPLES AND LITERATURE AVAILABLE ON REQUEST

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Serpasil Elixir
Sedation without hypnosis
To build giant-size appetites, prescribe...

Redisol.

CRYSTALLINE VITAMIN B

MAJOR ADVANTAGES: Helps youngsters gain weight. Stimulates hemo-
  poiesis. Cherry-flavored Elixir or soluble Tablets readily blend with
  milk, juices, infant formulas.

*Supplied as Redisol Tablets: 25, 50, 100, 250 mcg.; Elixir: 5 mcg. per 5 cc.;
  Injectable: 30, 100, 1000 mcg. per cc.

CIBA
SUMMIT, NEW JERSEY

Nonsoporific tranquilizer

Especially indicated for Old People and Children

Highly compatible vehicle

New SERPASIL ELIXIR is compatible with Pyribenzamine® Elixir, dextro-amphetamine sulfate elixir, Antrenyl® Syrup, codeine phosphate, ephedrine sulfate, sodium salicylate and many other medications. Serpasil Elixir has a clear light-green color and a pleasant lemon-lime flavor. Each 4-ml. teaspoonful contains 0.2 mg. of Serpasil.
The primary concern of the dermatologist is embodied in the dictum, "Primum Non Nocere," meaning "First do no harm." ²

A major attribute of Desitin Ointment is its non-sensitizing, non-irritant, non-toxic⁴ quality even when applied over extensive, raw skin areas. To soothe, protect, lubricate, and accelerate healing ... without causing "therapeutic" or "overtreatment" dermatitis ... rely on

**DESITIN**

**OINTMENT**

rich in cod liver oil

in diaper rash • wounds (especially slow healing)  
ulcers (decubitus, varicose, diabetic) • burns  
dermatoses • rectal irritation

Tubes of 1 oz., 2 oz., 4 oz., and 1 lb. jars.

May we send samples and literature?

DESITIN CHEMICAL COMPANY • 70 Ship Street, Providence 2, R.I.


In answering advertisements please mention PEDIATRICS.
Memorable beauty, pastoral charm, vacationer's diarrhea. . . .
To combat susceptible *infectious* forms, *Streptomagma* exerts potent antibacterial, adsorptive, and protective actions. Soothes the bowel, encourages normal stool development.

For common noninfectious diarrheas, prescribe KALPEC®—pectin with kaolin in alumina gel.

*Streptomagma*®
Dihydrostreptomycin Sulfate and Pectin with Kaolin in Alumina Gel

Philadelphia 2, Pa.
To Relieve Nasal Congestion
in Children

New NEO-SYNEPHRINE®
hydrochloride

PEDiatric NASAL SPRAY 0.25%
Unbreakable Plastic Squeeze Bottle, 20 cc.

Children easily learn to use Neo-Synephrine Pediatric Nasal Spray. Of a squeeze-type container Silbert remarks:

“It is particularly useful in the treatment of nasal allergy in children...Personal experience reveals that children can acquire a technic for using the squeeze bottle themselves, without any adult assistance or fussing.”

The gentle, soothing vasoconstrictive and decongestant action of Neo-Synephrine makes it especially suitable for the treatment of nasal congestion in children — whether due to colds, sinusitis, hay fever or vasomotor rhinitis.

Administered by the new handy plastic spray bottle or the standard dropper method, Neo-Synephrine will reduce the engorged nasal passages promptly and without irritation. The normal drainage and aeration of the nasal passages accomplished with Neo-Synephrine make it possible for the child to sleep normally and the infant to feed properly.

Neo-Synephrine may be used for as long a period as is necessary with undiminished effectiveness and without central stimulation or drowsiness.

**Pediatric Nasal Spray 0.25%** *(plastic squeeze bottle)*

Contains Zephiran® Cl 0.02% (1:5000), antibacterial wetting agent and preservative for greater efficiency.

For infants and children—and for adults who prefer a mild nasal spray.

Pointed upward and squeezed quickly and firmly, the bottle produces fine, even spray. May also be used as dropper by inverting the bottle and pressing the sides gently.

**OTHER NEO-SYNEPHRINE DOSAGE FORMS**

**Solutions:** 0.25%—0.25% (aromatic)—0.5%—1%

**Emulsion** 0.25%—Jelly 0.5%

**Nasal Spray** 0.5%—(plastic, unbreakable squeeze bottle)

Neo-Synephrine (brand of phenylephrine) and Zephiran (brand of benzalkonium chloride — refined), trademarks reg. U. S. Pat. Off.
Beech-Nut pledges unswerving devotion to the highest standards of quality in foods for babies

The makers of Beech-Nut Foods take their responsibilities as food suppliers to America's babies with dedicated seriousness.

Only the choicest of raw materials meets our standards. To mention just a few examples...peas must be fresh-picked and sweet...spinach must be young and crisp...fruits must be of the highest quality. And these good things are processed under strict scientific control to conserve fresh, natural flavors, precious vitamins and minerals.


Beech-Nut Foods for Babies and our advertising have been accepted by the Council on Foods and Nutrition of the American Medical Association.

In answering advertisements please mention PEDIATRICS.

Ivi
ANTIHISTAMINIC  ANTI-BACTERIAL  DECONGESTANT

a triple-acting formula
for prompt relief of

HAY FEVER and
SUMMER COLDs

'Drilitol' contains not only an antihistaminic—
thenylpyramine hydrochloride—but also anti-
grampositive gramicidin and anti-gramnegative
polymyxin. It is ideally suited for relief of hay
fever and summer colds, providing both antihis-
taminic and antibacterial effect.

In addition, 'Drilitol' contains the vasoconstrictor
Paredrine* Hydrobromide, for prolonged relief of
nasal blockage. Also important: with 'Drilitol',
there is no danger of sensitizing the patient to
penicillin or the "mycins", or of developing in
him organisms resistant to these compounds.

available in 2 forms:

DRILITOL* 'SPRAYPAK' and 'DRILITOL' SOLUTION

† T.M. Reg. U.S. Pat. Off. for hy-
droxyamphetamine hydrobromide,
S.K.F.
'Spraypak' Trademark.

Smith, Kline & French Laboratories, Philadelphia

In answering advertisements please mention PEDIATRICS.
Bacterial diarrheas...

Kaopectate with Neomycin

Each fluidounce contains:
Neomycin sulfate . 300 mg. (43¼ grs.) [equivalent to 210 mg. (3½ grs.) neo-
mycin base]
Kaolin . . . . . . 5.832 Gm. (90 grs.)
Pectin . . . . . . 0.130 Gm. ( 2 grs.)
Suspended with methylcellulose 1.25%

Supplied:
6-fluidounce and pint bottles
The Upjohn Company, Kalamazoo, Michigan
A truly therapeutic infant formula...

dramatically effective in...
- acute and chronic diarrheas
- celiac syndromes
- marasmus
- other critical conditions

PROBANA THERAPEUTIC INFANT FORMULA

RELIEVES symptoms of both acute and chronic diarrheas, often within 24 hours

PROVIDES protein, fat and sugars in a form that infants with impaired digestion and metabolic handicaps can utilize

Clinical evidence attests Probana's effectiveness in acute and chronic diarrheas, celiac disease, pancreatic fibrosis, marasmus and steatorrhea due to various causes, and other critical conditions of infancy.

Probana® contains a generous amount of protein of exceptional digestibility; well tolerated fat; and carbohydrate largely as simple sugars, with negligible starch.

REFERENCES:

Write for literature on Probana

MEAD JOHNSON & COMPANY • EVANSTON, ILLINOIS, U.S.A.

In answering advertisements please mention PEDIATRICS.
Doctor, may we have your support for Carnation Evaporated Milk.

In answering advertisements please mention PEDIATRICS.

ix
As you know, enjoyment of food is an important factor in establishing sound eating habits for baby. Foods that taste good ... and feel good going down ... are more readily accepted. And easier for Mother to feed.

That's why we take great care to make Swift's Meats for Babies appealing. They are fine 100% meats, natural and delicate in flavor, smooth and tempting in texture.

Help give your babies a happy start to health early in life. You can recommend Swift's Meats for Babies with confidence, knowing they're our most precious product.

Trust Swift, too, for ready-to-serve Egg Yolks ... a rich source of iron for baby.

Swift's most precious product

MEATS FOR BABIES

In answering advertisements please mention PEDIATRICS.
for the patient with fever, **SF** means Pfizer antibiotic fortified with vitamins.
to support recovery, speed convalescence

**Tetracycin SF**

*Brand of Tetracycline*

the leading broad-spectrum antibiotic, discovered by Pfizer

with water-soluble vitamins in combinations originated by Pfizer

For patients with infections, "one must aim at maintaining the normal daily nutritional requirements, replacing previous depletions and current losses, and supplying whatever increased requirements may be related to the nature of the illness." This is the concept of "treating the 'whole' patient."2

Tetracycin SF has antibiotic effectiveness equal to that of Tetracycin® alone3 and, in the hands of thousands of physicians, has shown

- Equivalent Blood Levels³
- Superior Toleratation³
- Accelerated Recovery³

Two effective dosage forms for oral use:

*Terramycin® SF* is also available

Tetracycin SF and Terramycin SF are formulated to provide with the minimum daily dose of each antibiotic (1 Gm. of Tetracycin or Terramycin) the stress vitamin formula recommended by authorities on nutrition.¹

When there's a special infant feeding problem...

**Instant PET NONFAT DRY MILK OFFERS AN IDEAL SOLUTION**

New **Instant PET Nonfat Dry Milk** can be used advantageously in many special situations—for infants with diarrhea or other temporary digestive upsets, for infants with specialized demands for higher solids formulas (to fortify premature feedings, for example), or whenever a diet high in protein, minerals, and B-vitamins but low in fat is indicated.

**Instant PET Nonfat Dry Milk** supplies all of the bone and muscle-building nutrients of milk. It is as simple to prepare as any standard milk formula. And it has the advantage of being far less expensive than special infant feeding preparations. Try PET Nonfat Dry Milk for these young patients—we think you’ll agree that it is one of the most useful foods.

Developed by Pet Milk Company, makers of the original evaporated milk.

PET MILK COMPANY, ARCADE BUILDING, ST. LOUIS 1, MISSOURI

*In answering advertisements please mention PEDIATRICS.*