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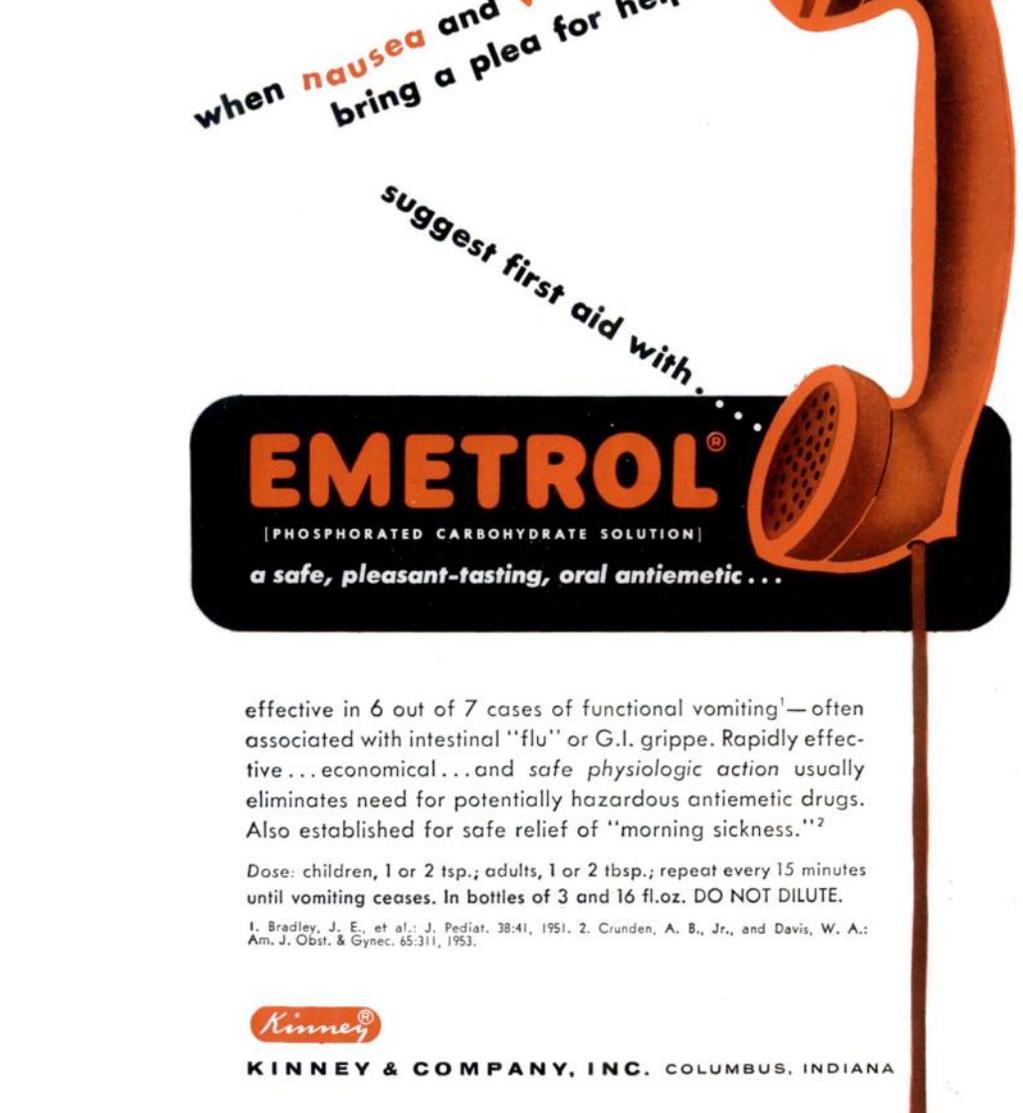
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Dose: children, 1 or 2 tsp.; adults, 1 or 2 tbsp.; repeat every 15 minutes until vomiting ceases. In bottles of 3 and 16 fl.oz. DO NOT DILUTE.

1. Bradley, J. E., et al.: J. Pediat. 38:41, 1951. 2. Crunden, A. B., Jr., and Davis, W. A.: Am. J. Obst. & Gynec. 65:311, 1953.

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Subscription price per year: U.S., Mexico, Cuba, Central and South America, \$12.00; Canada, \$13.00; other countries, \$14.00. Special price for medical students, hospital residents, and fellows in full time training, \$6.00 per year but renewal at this rate beyond two years will require a letter from an appropriate authority stating the individual's eligibility. Current single issues, \$1.50. Distributed in the British Commonwealth of Nations by Blackwell Scientific Publications, Ltd., 24-25 Broad Street, Oxford, England, yearly price £5.5.0.

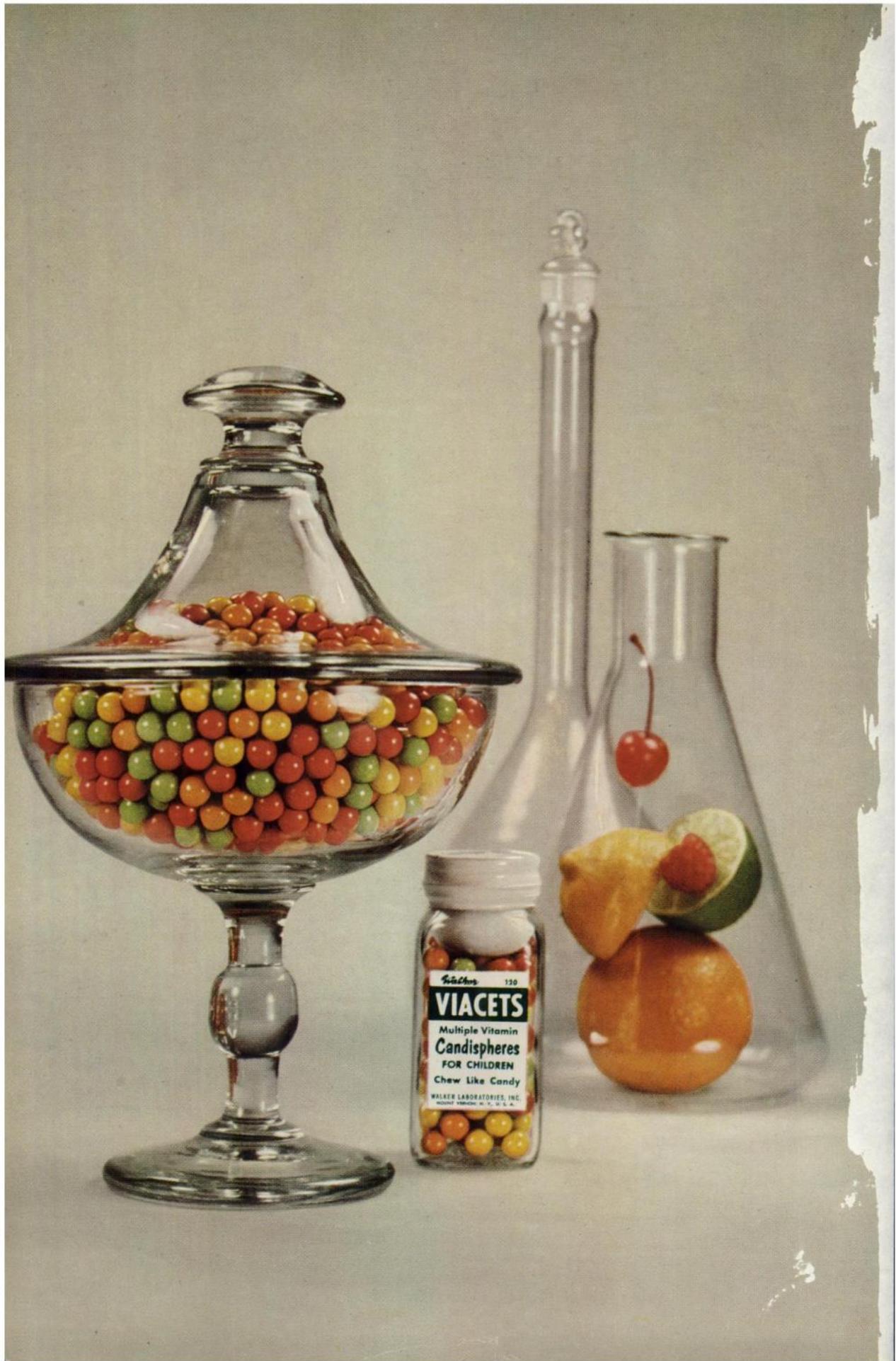
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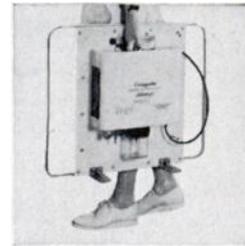
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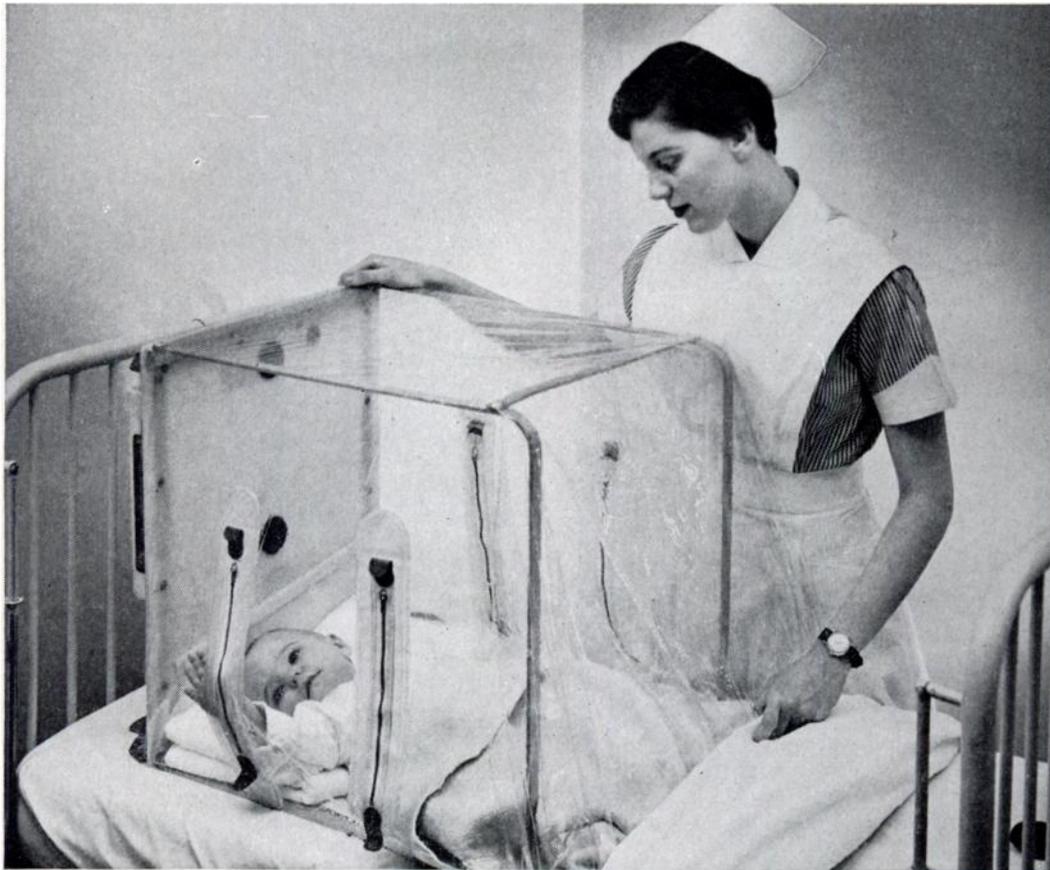
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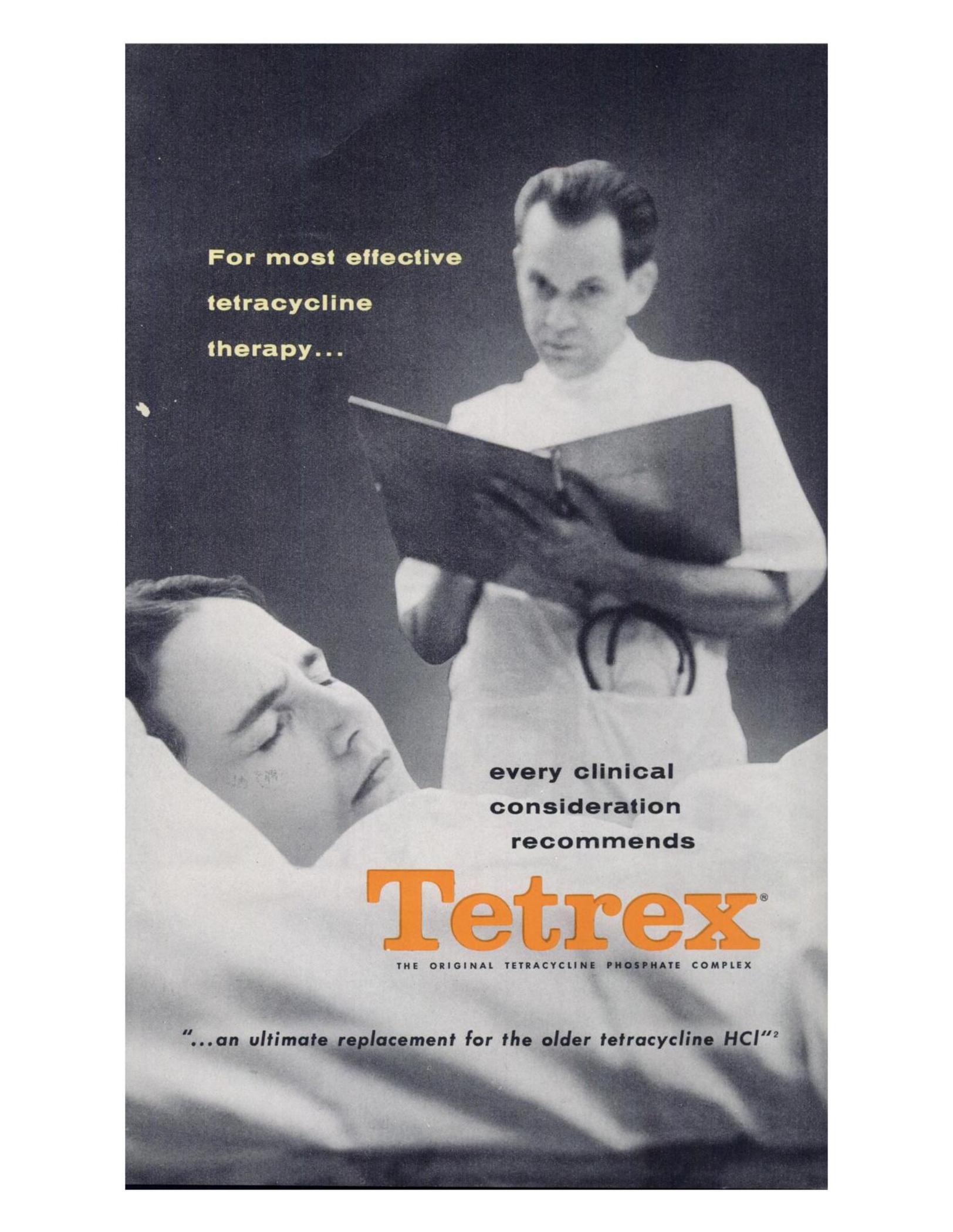
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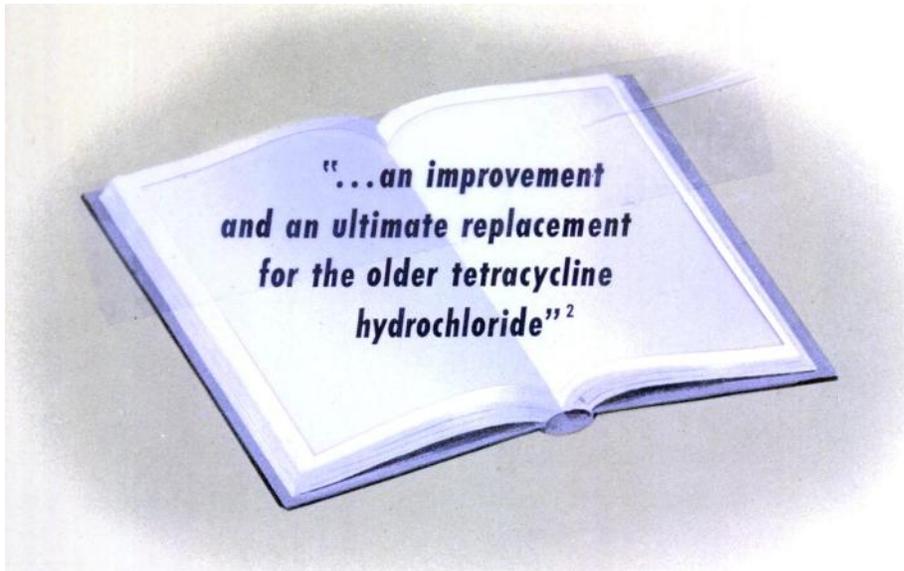
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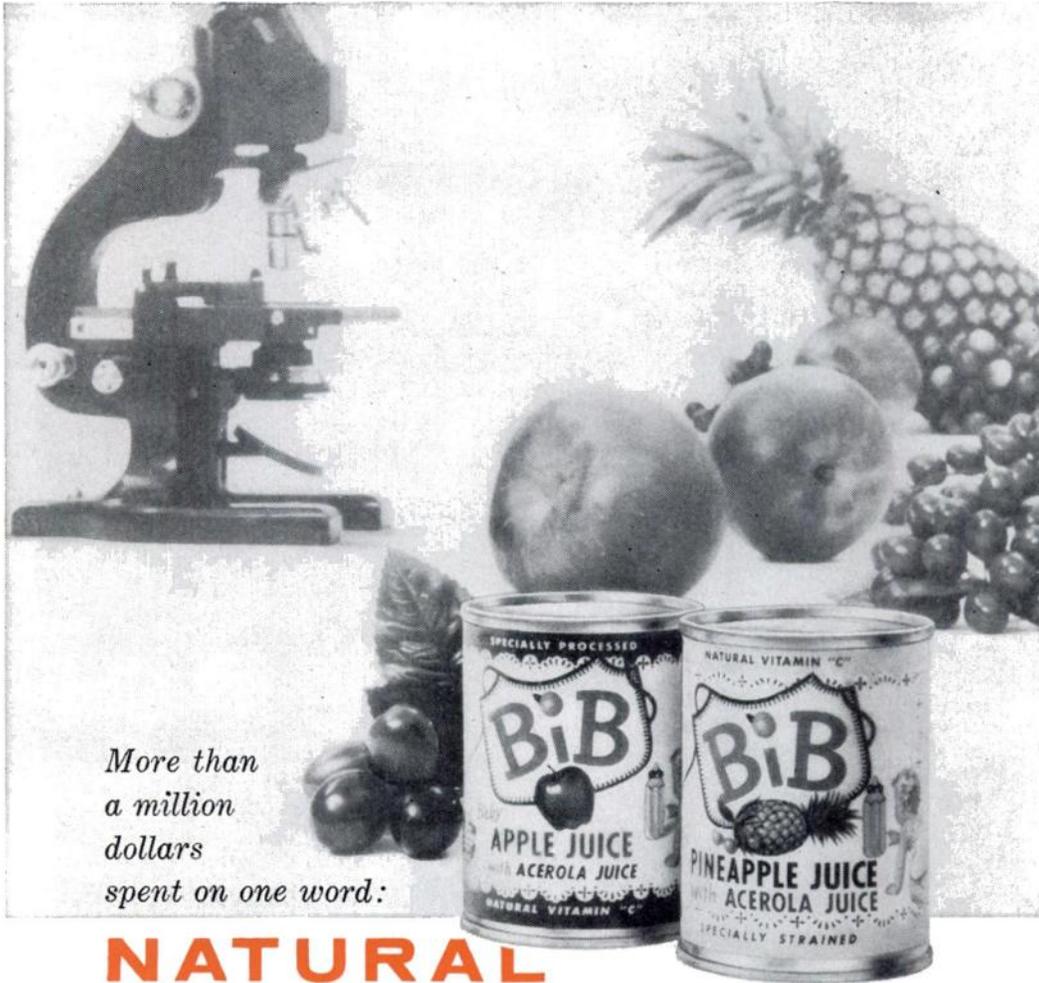
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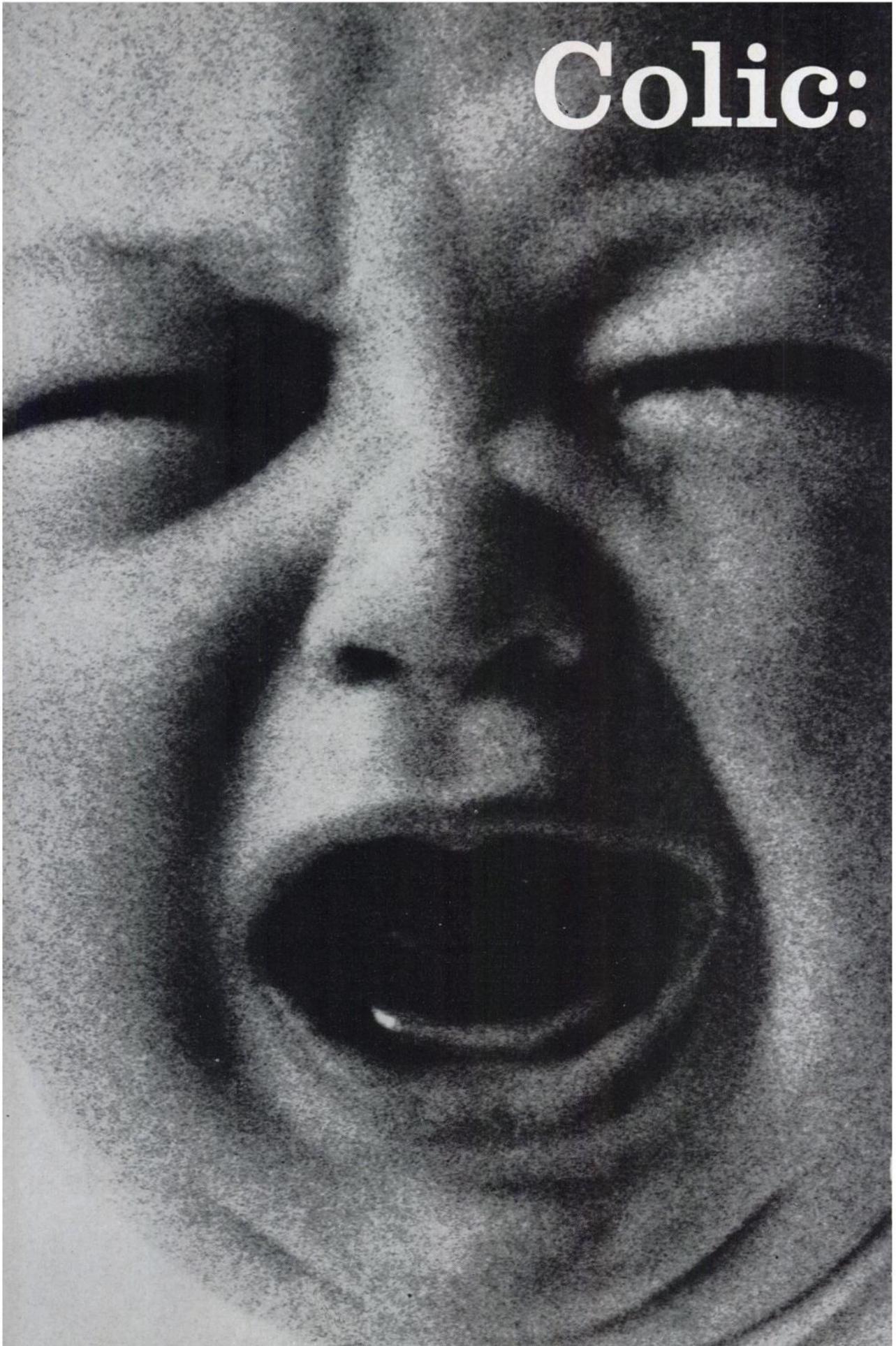
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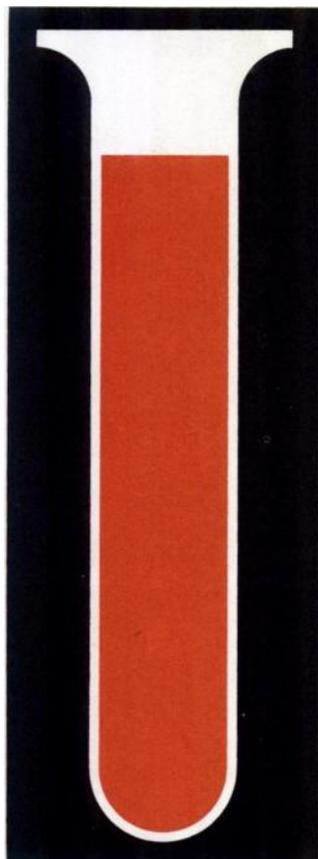
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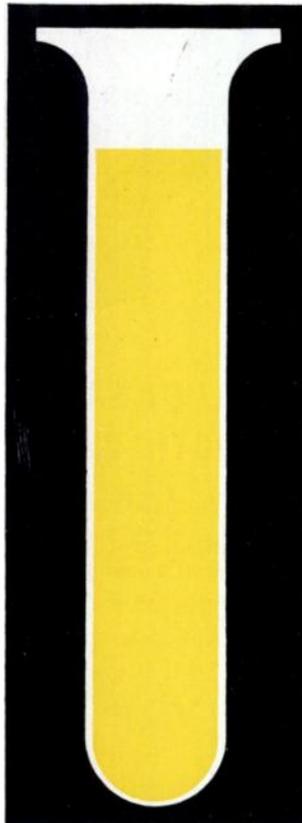
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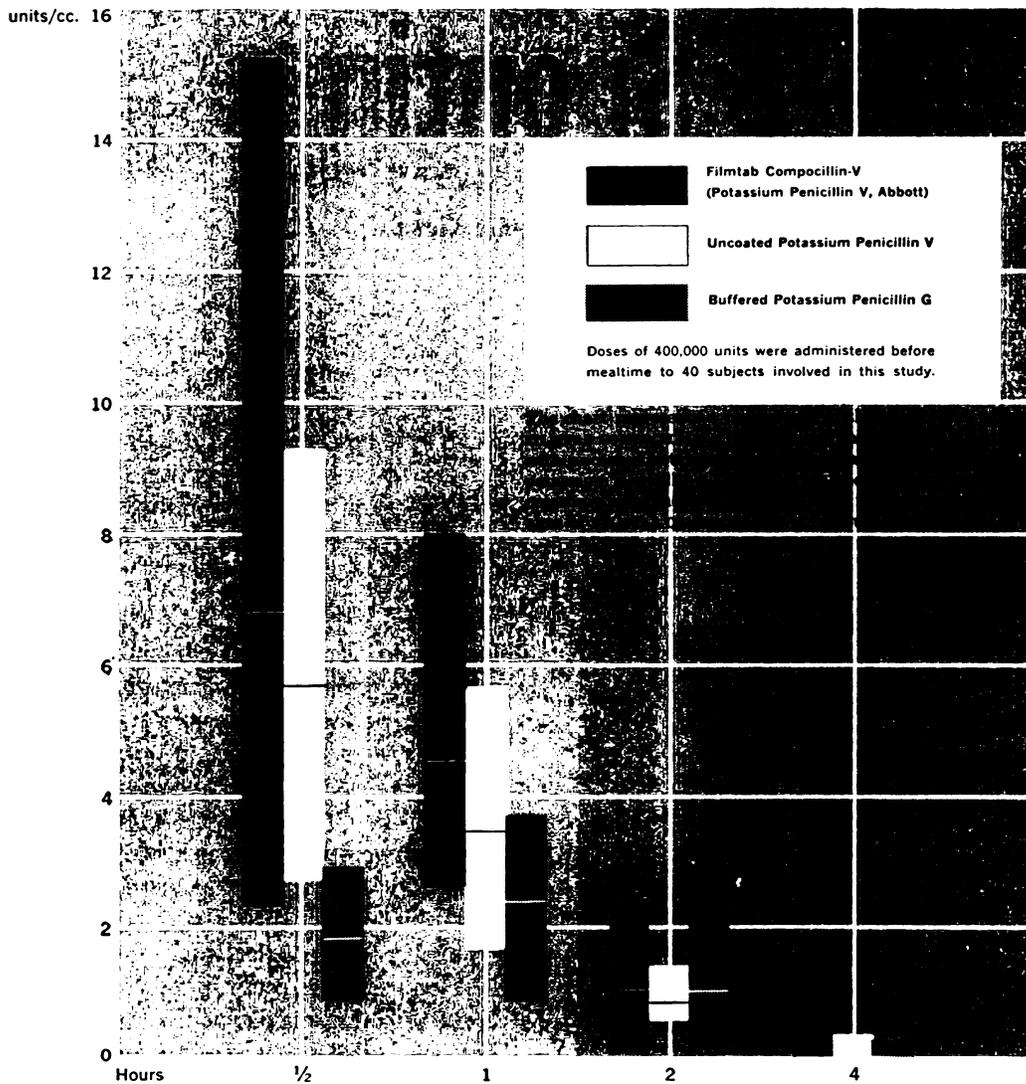
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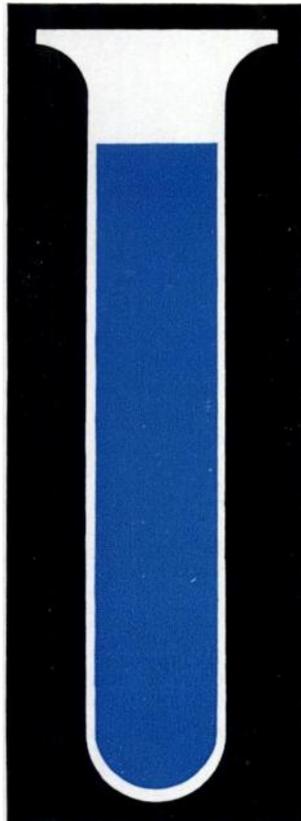
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the patient**



Indications

SPONTIN is indicated for treating gram-positive bacterial infections. Clinical reports have indicated its effectiveness against a wide range of staphylococcal, streptococcal and pneumococcal infections. It can be considered a drug of choice for the immediate treatment of serious infections caused by organisms resistant to other antibiotics.

Dosage

Recommended dosage depends on the sensitivity of the microorganism and on the severity of the disease under treatment. For pneumococcal and streptococcal infections, a dosage of 25 mg./Kg. per day will usually be adequate. Majority of staphylococcal infections will be controlled by 25 to 50 mg./Kg. per day. However, in endocarditis due to relatively resistant strains or where vegetations or abscesses occur, dosages as high as 75 mg./Kg. per day may be used. It is recommended that the daily dosages be divided into two or three equal parts at eight- or twelve-hour intervals.

Supplied

SPONTIN is supplied as a sterile, lyophilized powder, in vials representing 500 mg. of ristocetin activity.

A LIFESAVING ANTIBIOTIC AFTER OTHER ANTIBIOTICS HAD FAILED



SPONTIN comes to the medical profession with a clinical history of dramatic results — cases where the patients were given little chance of survival.

During these careful, clinical investigations, lives were saved after weeks (and sometimes months) of antibiotic failures. These were the cases where the infecting organisms had become resistant to present-day therapy. And, just as important, were the good results found against a wide range of gram-positive coccal infections.

Essentially, SPONTIN is a drug for hospital use, for patients with potentially dangerous infections. In its present form, SPONTIN is administered intravenously using the drip technique. Dosage may be dissolved in 5% dextrose in water or in any isotonic or hypotonic saline solution. Some of the important therapeutic points of SPONTIN include:

- 1 successful short-term therapy for acute or subacute endocarditis
- 2 new antimicrobial activity — no natural resistance to SPONTIN was found in tests involving hundreds of coccal strains
- 3 antimicrobial action against which resistance is rare — and extremely difficult to induce
- 4 bactericidal action at effective therapeutic dosages.

SPONTIN is truly a lifesaving antibiotic. It could save the life of one of your patients — does your hospital have it stocked?

Abbott

a Major Breakthrough in



NEW

'DIURIL'

DIURIL is a trade-mark of MERCK & CO., Inc.

(CHLOROTHIAZIDE)

Edema and Hypertension

EDEMA

1. 'DIURIL' is an entirely new, orally effective, nonmercurial agent—1 Gm. of 'DIURIL' orally being approximately equivalent to 1 cc. of mercurial I.M.
2. 'DIURIL' is ideal for initiating diuresis and for prolonged maintenance of the edema-free state.
3. 'DIURIL' promotes the balanced excretion of sodium and chloride without producing acidosis.
4. 'DIURIL' offers a rapid rising response to increased doses (within recommended dosage range).
5. 'DIURIL' is well tolerated even at maximum therapeutic doses.
6. 'DIURIL' acts rapidly (onset within 2 hours) and its moderate duration of action (6-12 hours) permits uninterrupted rest at night.
7. 'DIURIL' has no known contra-indications.

any indication for diuresis is an indication for 'DIURIL'

INDICATIONS: Congestive heart failure; premenstrual edema; edema of pregnancy; renal edema—nephrosis, nephritis; cirrhosis with ascites; drug-induced edema. May be of value to relieve fluid retention complicating obesity.

DOSAGE RANGE: one 500 mg. tablet 'DIURIL' to two 500 mg. tablets 'DIURIL' once or twice a day.

SUPPLIED: 250 mg. and 500 mg. scored tablets of 'DIURIL' (Chlorothiazide); bottles of 100 and 1,000.

BIBLIOGRAPHY: Baer, J. E. *et al.*: *Fed. Proc.* **16**:278, (March) 1957; Beyer, K. H. *et al.*: *Fed. Proc.* **16**:282, (March) 1957; Ford, R. V. *et al.*: *M. Rec. & Ann.* **51**:376, (April) 1957; Ford, R. V. *et al.*: *Arch. Int. Med.* **100**:582, (October) 1957; Ford, R. V. *et al.*: *Antibiotic Med. & Clin. Therapy* (in press); Moyer, J. H. *et al.*: *Proc. Soc. Exper. Biol. & Med.* **95**:529, (July) 1957; Novello, F. C. and Sprague, J. M.: *J. Am. Chem. Soc.* **79**:2028, (April 20) 1957; Russo, H. F. *et al.*: *Fed. Proc.* **16**:333, (March) 1957; Hollander, W. and Wilkins, R. W.: *Boston Med. Quart.* **8**:69, (Sept.) 1957; Freis, E. D. *et al.*: *J.A.M.A.* (in press); Finnerty, F. A.: *N. Y. State J. Med.* **57**:2957, (Sept. 15) 1957; Freis, E. D. and Wilson, I. M.: *Med. Ann. District of Columbia* **26**:468, (Sept.) 1957; Freis, E. D. *et al.*: *Circulation* (in press).

HYPERTENSION

1. 'DIURIL' provides basic therapy to improve and simplify the management of hypertension.
2. 'DIURIL' often reduces dosage requirements of antihypertensive agents below the level of serious side effects.
3. 'DIURIL', added to the regimen, is often effective in controlling the blood pressure of even highly resistant cases of hypertension.
4. 'DIURIL' maintains its effectiveness even during prolonged therapy.
5. 'DIURIL' smooths out blood pressure fluctuations.
6. 'DIURIL' is orally administered with simple dosage schedules.

INDICATIONS: Hypertension of all degrees of severity.

DOSAGE RANGE: one 250 mg. tablet 'DIURIL' two times daily to one 500 mg. tablet 'DIURIL' three times daily.



MERCK SHARP & DOHME

Division of MERCK & CO., INC., Philadelphia 1, Pa.



Appetite indifference in the year-old ?

Appetizing main dishes to help overcome appetite lag and increase the protein intake of the year-old. Gerber's Junior High Meat Dinners have 3 times as much meat as regular vegetable and meat combinations . . . a minimum protein level of 7%. The extra meat is combined with selected vegetables and cereal for "grown-up" flavor interest and a good assortment of essential nutrients.

Gerber's JUNIOR HIGH MEAT DINNERS

GERBER'S HIGH MEAT DINNERS
STRAINED & JUNIOR
BEEF WITH VEGETABLES
CHICKEN WITH VEGETABLES
VEAL WITH VEGETABLES

P. S. GERBER'S JUNIOR HIGH MEAT DINNERS PROVIDE VARIETY WHEN ROTATED WITH GERBER JUNIOR MEATS.

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ready to use just dip, squeeze and apply...requires half as many bandages as ordinary plaster casts

correct drying action no waiting...allows trimming time, then hardens to full strength promptly

makes more comfortable, better looking casts lighter, thinner, smoother...yet much stronger than heavier, clumsier casts of ordinary plaster

makes more durable casts MELACAST retains strength despite humidity, never crumbles or grows soggy...resists water, urine, perspiration, mold...remains odor-free

costs less per cast than plain plaster Specify modern, easier-to-use MELACAST in the new plastic-lined, moisture-proof package...another outstanding SPD development.

*Reg. U. S. Pat. Off.



*Producers of Davis & Geck Brand Sutures
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HIGH POTENCY/LOW SEDATION



HIGH POTENCY—LOW SEDATION

*proved in 602 patients**

✓ 92% EFFECTIVE

✓ 99% FREE FROM DROWSINESS

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GROUP 4 ANTIHISTAMINE "THERUHISTIN"®

Brand of Isothipendyl hydrochloride

Presently Accepted Antihistamine Groups: GROUP 1—low potency/low sedation • GROUP 2—moderate potency/moderate sedation • GROUP 3—high potency/high sedation

Supplied:

"THERUHISTIN" Tablets, 4 mg., bottles of 100 and 1,000. Syrup, 2 mg. per 5 cc. (tsp.), bottles of 16 fluidounces. *Dosage:* Adults, 1 tablet or 2 teaspoonfuls (4 mg.) two to four times daily. Children, $\frac{1}{2}$ to 1 teaspoonful, or $\frac{1}{4}$ to $\frac{1}{2}$ tablet (1 to 2 mg.) two to four times daily.

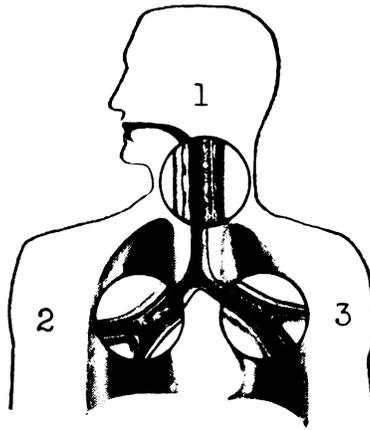
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AYERST LABORATORIES New York 16, N. Y. • Montreal, Canada

*New and Unused Therapeutics Committee, Am. Coll. Allergists: Interim Report at Thirteenth Annual Congress, Mar. 20-22, 1957, Chicago, Ill., Ann. Allergy, to be published.

breaks up cough*



* Drawing shows how 3-pronged attack of Pyribenzamine Expectorant with Ephedrine breaks up cough by: (1) reducing histamine-induced congestion and irritation throughout the respiratory tract; (2) liquefying thick and tenacious mucus; (3) relaxing bronchioles. Pyribenzamine Expectorant with Codeine and Ephedrine also available (exempt narcotic). Pyribenzamine® citrate (tripelennamine citrate CIBA). C I B A

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Painful

Heel pain is a fairly common complaint in children. Such pain is the result of pathologic conditions either in the bone structure of the calcaneus itself, or in certain adjoining soft tissue structures.

The most common bone lesion in the child's heel is the disorder commonly referred to as "Sever's disease," or apophysitis. This is an avascular necrosis involving the calcaneal epiphysis. The calcaneus is the only tarsal bone having a regular second-

dary osteogenic center (epiphysis). This center normally appears between the 5th and 12th years and unites with the body of the bone between the 12th and 22nd years.¹ Sever's disease, like all of the osteochondritides, involves growing bone; the age incidence is usually between 10 and 15 years,² at which period the rate of osteogenesis in the area is at its peak.

Clinically, the disorder is characterized by pain at the posterior as-

Continued on opposite page



child Life
SHOES



Because poor-fitting shoes cannot only cause painful hurt but also do lasting injury to children's feet, CHILD LIFE shoes have always placed great emphasis on fine craftsmanship. The close fitting, extra length counters and the thorough preflexing of finished shoes are just two characteristics that always identify the CHILD LIFE shoe.

A Reprint Of This Series Is Offered

A reprint of this article — and the other five in this continuing series — is available, without charge or obligation, at your request. The subjects individually covered are *Pronation in Pre-School and Early Childhood*, *Pronation in Adolescence*, *Pigeon Toe*, *Knockknees and Bow Legs*, and *Painful Heel*.



Yours For The Asking

A wedge chart, prepared for the professional man, illustrating corrective wedges and describing their work is yours for the asking.

A booklet on the care of the feet and advice on the selection of children's shoes will be sent to you in quantity at your request. This booklet — completely non-commercial — is suitable for presentation to young mothers in your practice.



(6) Published in the interest of pediatricians as refresher reading by

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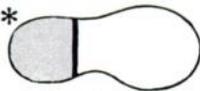
Heels

by < A. Rubin, D.S.C.*
John T. Sharp, D. S. C.†

pect of the heel, with an accompanying antalgic limp. The foot is often held in slight equinus during ambulation, since this position tends to relax the tendoachilles to some degree, and thus places less tendonous stress upon the calcaneus. There may be a slight swelling in the back of the heel, and pain is aroused by palpation in this area. Sever's disease is far more prevalent in boys than in girls, probably because of the former's greater indulgence in activities which predispose the part to trauma.

Roentgenologic studies of the heel reveal increased epiphyseal density and usually some fragmentation. It is important to realize that x-ray findings in Sever's disease are of little diagnostic importance unless supplemented by clinical symptoms. This is true because the posterior calcaneal epiphysis is normally an area of irregular mineralization. Further, the epiphysis here generally evolves from multiple centers, which may lead to an erroneous diagnosis of fragmentation.

The treatment of apophysitis consists of the use of measures designed to lessen the degree of tendonous pull upon the diseased bone. The simplest method for accomplishing this is to place an elevation in the heel of the shoe. (See illustration 1.) In refractory cases, plaster-of-paris casting in slight equinus may be indicated. It is important to remember that subsidence of clinical symptoms does not necessarily indicate a complete cessation of the disease process. Consequently, the part should be under treatment until



ill. 1.
Soft pad made of sponge rubber to cushion the affected section of the heel.

x-ray evidence indicates a return of the part to normalcy.

A frequent cause of pain on the plantar surface of the heel in the child is foot strain. It will be remembered that the posterior attachment of the main portion of the plantar fascia and long plantar ligament is the tuberosity of the calcaneus. The altered posture present in cases of foot strain places increased tension upon the posterior attachments, with the result that this area becomes painful. There is tenderness on palpation over the calcaneal tuberosity, and the patient usually limps on walking. Relief may be attained by eradication of the underlying postural problem with adequate shoe therapy measures.

Another common cause of heel pain in children is a bursitis of either the retrocalcaneal or retroachilleal bursa. These are located at the back of the heel, and are, respectively, just in front of, and immediately behind and above the insertional section of the tendoachilles. Bursitis in these areas is usually a result of wearing a shoe with a poorly fitting counter. There is pain, redness, and swelling in the involved area, and a callus may be present in cases of long standing. Treatment consists of the relief of pressure, with suitable padding and rectification of shoe-fit. Frequently a pad in the heel-seat, to raise the rear foot slightly, is sufficient. (See illustration 2.)



ill. 2.
Less common causes of painful heel in the child include osteomyelitis, periostitis, bone tumors, hemomata, and verrucae.



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- (2) Dickson, F. D. and Diveley, R. L.: Functional Disorders of the Foot. Philadelphia, Lippincott Co., 3d ed., 1953.

*Secretary, National Association of Chiropractors, and Editor of its Journal. Formerly Director of the Foot Clinics, and Professor and Chief of Orthopedic Dept., Illinois College of Chiropractic and Foot Surgery.

†Professor of Chiropodal Pediatrics, Temple University, School of Chiropractic.

* ■ WEDGED AREA ——— LONG COUNTER - - - - - THOMAS HEEL

HERBST Shoe Manufacturing Co., Milwaukee 45, Wisconsin

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In Topical Infections



NEO-POLYCYN*

...provides more effective treatment of cutaneous infections with the preferred topical antibiotics. The unique Fuzene® base makes available *more* neomycin, *more* polymyxin and *more* bacitracin than do ordinary grease-base ointments.

Clinically effective in pyodermas, such as impetigo, folliculitis, paronychia and sycosis barbae; and also in secondary bacterial infections complicating treatment of burns, eczemas, contact dermatitis, seborrhea, acne, psoriasis, varicose ulcers and neurodermatitis.

Each gram of Neo-Polycin ointment contains 3 mg. of neomycin, 8000 units of polymyxin B sulfate and 400 units of bacitracin in the unique Fuzene base. Supplied in 15 Gm. tubes. (Also supplied as Neo Polycin-HC, containing 1% hydrocortisone acetate, in 5 Gm. tubes.)

Neo-Polycin and Neo Polycin-HC ophthalmic ointments (anhydrous, lanolin-petrolatum base) are supplied in 1/8 oz. tubes.

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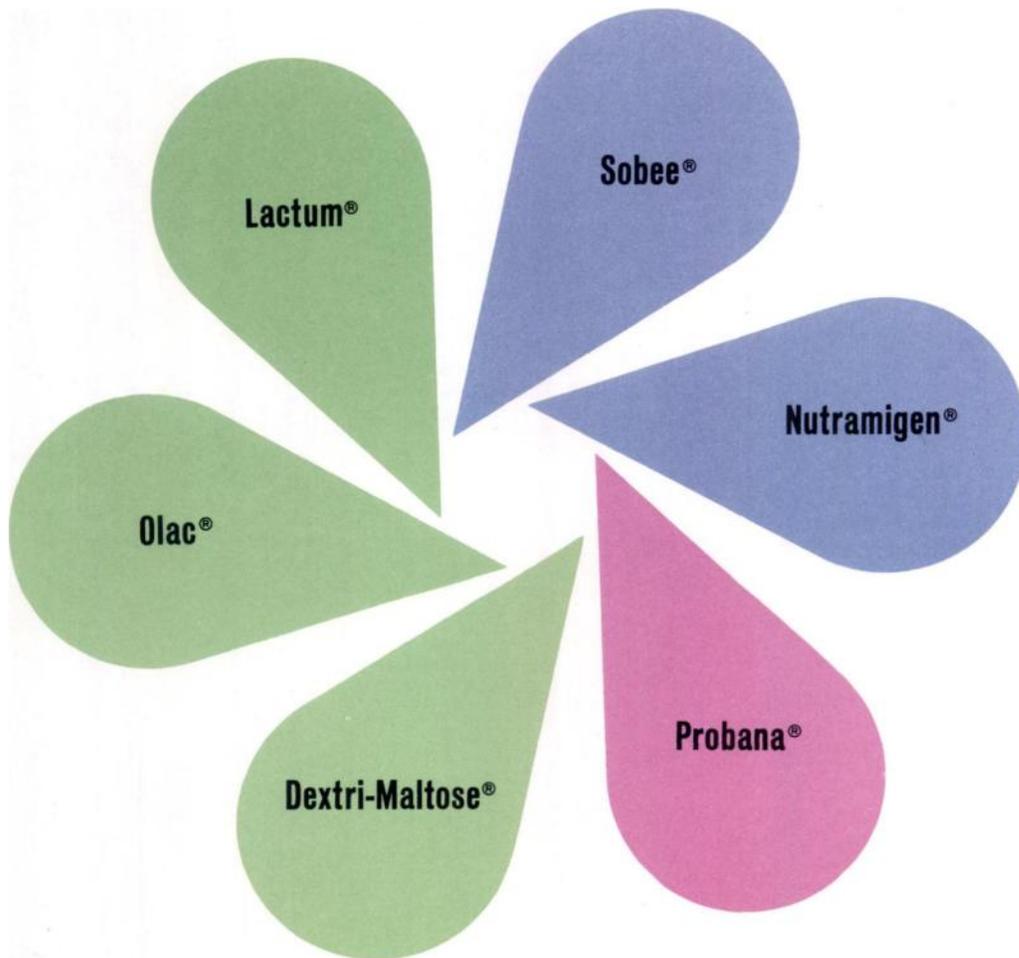
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your selection is easy because...

for each formula feeding need

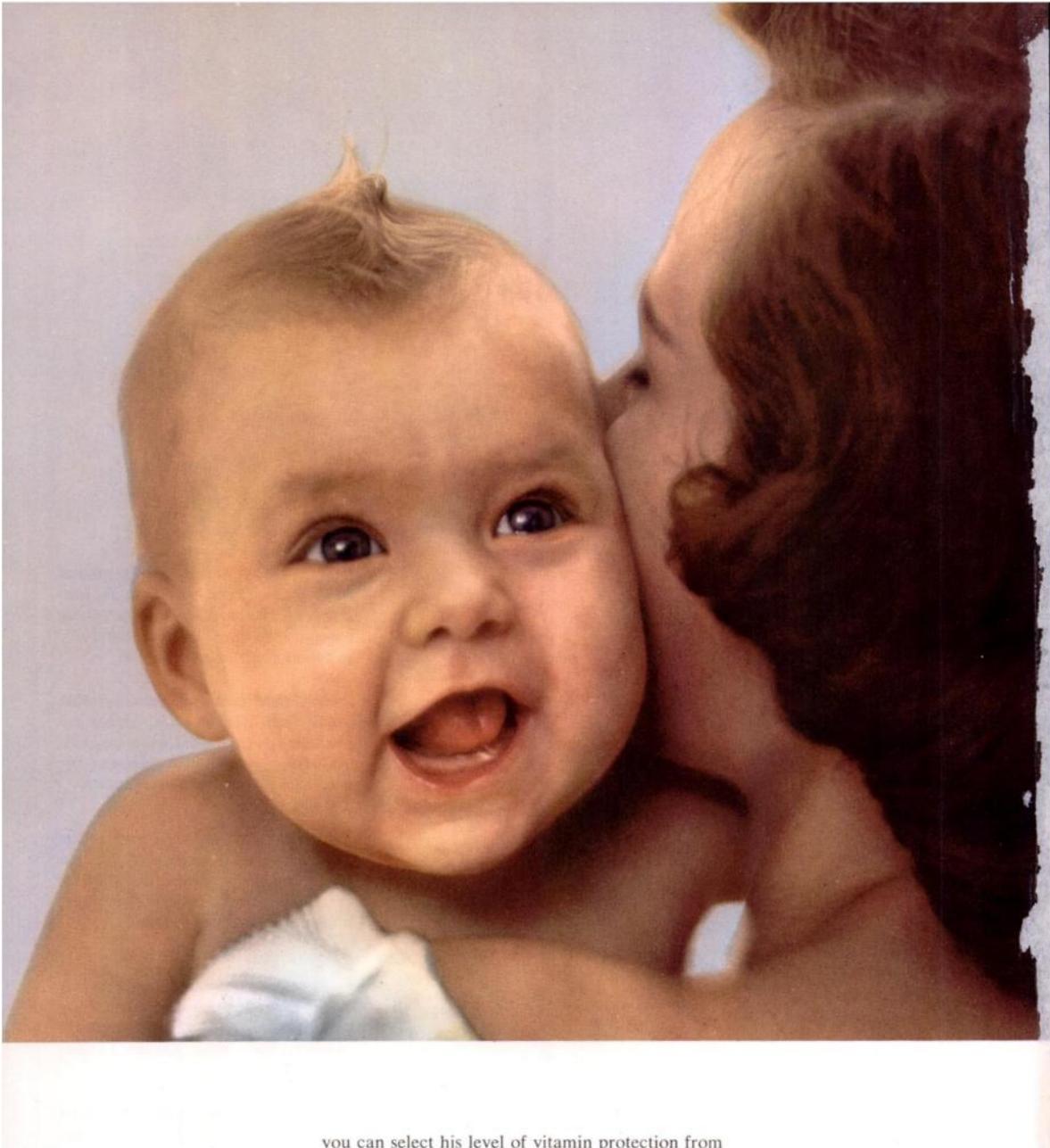
you have the convenience of selection of formulation and form



THE MEAD JOHNSON FORMULA PRODUCTS FAMILY

carbohydrate modifier / liquid formulas / powdered formulas

All are easy to prepare, conveniently packaged, readily available



you can select his level of vitamin protection from

the 'Vi-Sol' Vitamin Family

Dropper dosage

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Deca-Vi-Sol 10 significant vitamins
with stable B₁₂ in solution with C.



Pleasant fruit-like flavors • hypoallergenic
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unbreakable plastic 'safti-dropper'

easier antipyretic/analgesic relief



you help him recover more easily with

Tempra | Drops
Syrup
acetaminophen, Mead Johnson

First physician-controlled antipyretic/analgesic in two liquid dosage forms . . . on Rx only

Wild-cherry-flavored Tempra Drops and mint-flavored Tempra Syrup are readily accepted, well tolerated. Mother appreciates that with Tempra there's no fussing, no forcing. And you have better control of medication and dosage.

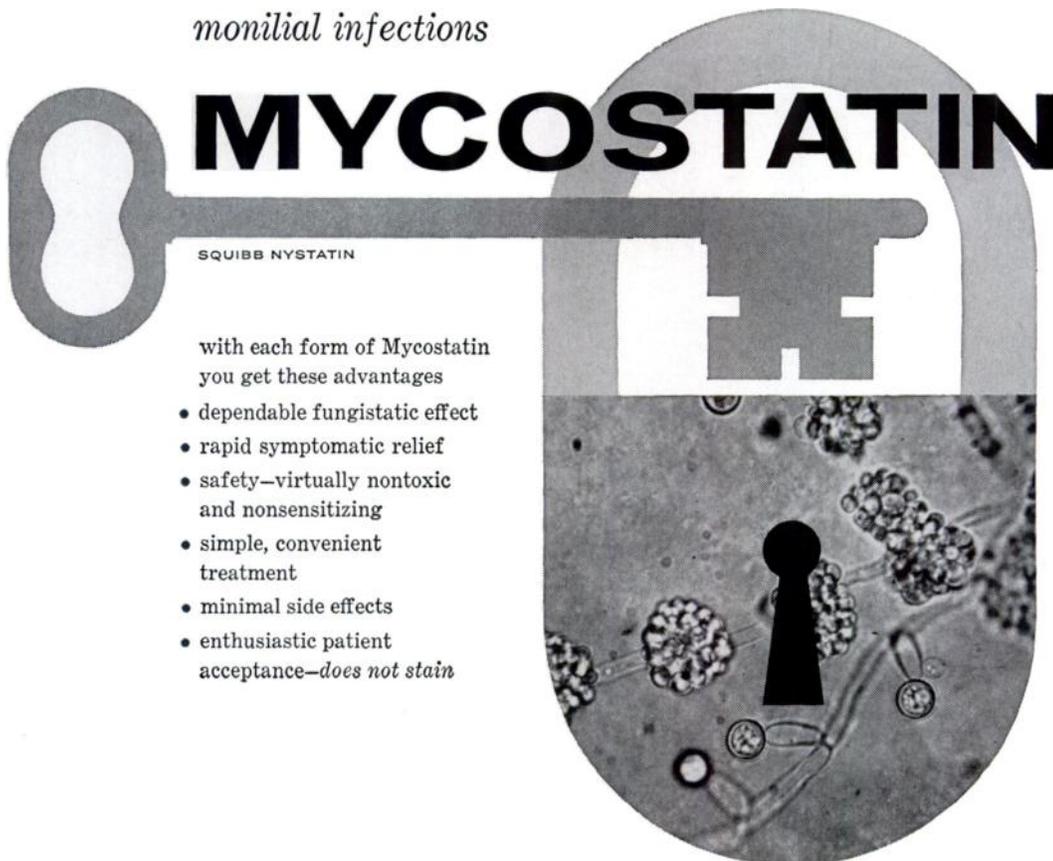
Ask your Mead Johnson Representative for the new Tempra Brochure, or write to us, Evansville 21, Indiana.

MEAD JOHNSON

SYMBOL OF SERVICE IN MEDICINE

TE592

*key to successful
therapy in localized
monilial infections*



SQUIBB NYSTATIN

with each form of Mycostatin
you get these advantages

- dependable fungistatic effect
- rapid symptomatic relief
- safety—virtually nontoxic and nonsensitizing
- simple, convenient treatment
- minimal side effects
- enthusiastic patient acceptance—*does not stain*

You have a special formulation of Mycostatin for every form of moniliasis

VAGINAL *Mycostatin Vaginal Tablets*, each containing 100,000 units Mycostatin and 0.95 Gm. lactose. Boxes of 15 with applicator; boxes of 100 without applicator. Each tablet individually foil wrapped.

CUTANEOUS *Mycostatin Dusting Powder*. Each Gm. of talc base contains 100,000 units Mycostatin. 1/2 oz. plastic squeeze bottles.

Mycostatin Ointment. Each Gm. contains 100,000 units Mycostatin. 15 and 30 Gm. tubes.

ORAL *Mycostatin for Suspension*. After reconstitution with 22 cc. of distilled water, each cc. contains 100,000 units Mycostatin. 24 dose bottles with 1 cc. droppers.

Mycostatin Oral Tablets, for intestinal moniliasis and prophylaxis. Each contains 500,000 units Mycostatin. Bottles of 12 and 100.

SQUIBB



Squibb Quality—the Priceless Ingredient

MYCOSTATIN® IS A SQUIBB TRADEMARK

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to quiet
the cough
and calm
the patient...

Comprehensive action, comprehensive relief

Expectorant action

Antihistaminic action

Sedative action

Topical anesthetic action

PHENERGAN[®]

EXPECTORANT

Promethazine Expectorant

With Codeine

Plain (without Codeine)



Philadelphia 1, Pa.



This advertisement conforms to the Code for Advertising of the Physicians' Council for Information on Child Health.



...“exactly this dose”
for the young asthmatic



- terminates even severe attacks—in minutes*
- makes repeated doses unnecessary—no toxic hazards*
- is virtually free from gastric distress and other side effects*

Dosage: In children, 0.375 (3/8) cc. per pound of body weight. This amount contains 2.0 mg. theophylline and 0.075 cc. ethyl alcohol.

Multiple spoonful doses are best measured into a glass and taken at one time—without dilution. Although rarely required, dosage may be repeated if necessary after 6 or 8 hours. Other theophylline or ephedrine preparations should not be administered with Elixophyllin.

PEDIATRIC DOSAGE TABLE

Age	Dose	Approx. Household Measure
6 months	2.4 cc.	1/2 teaspoonful
1 year	4.6 cc.	1 teaspoonful
2 1/2 years	10 cc.	2 teaspoonfuls
4 years	15 cc.	1 tablespoonful
60 lbs.	22.5 cc.	1 1/2 tablespoonfuls
80 lbs.	30 cc.	2 tablespoonfuls
100 lbs.	37.5 cc.	2 1/2 tablespoonfuls
120 lbs.	45 cc.	3 tablespoonfuls

oral ELIXOPHYLLIN

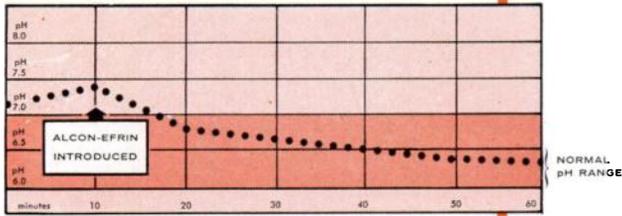
*Greenbaum, J.: Ann. Allergy (in press)
Kessler, F.: Conn. St. M. J. 21:205, 1957
Spielman, D.: Ann. Allergy 15:270, 1957

Sherman Laboratories

A folio of all published studies on request

Detroit 11, Michigan

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simply restores nasal breathing.....without sting, burn, irritation
or other traditional side-effects



new brown bottle
adopted may, 1957

ALCON-EFRIN[®]

NASAL DECONGESTANT

for babies 12

Phenylephrine HCl 0.16%
Benzalkonium 1:10,000
as wetting agent and preservative:
physiologic nasal pH and tonicity

In stuffy young noses, from birth to 3 years, ALCON-EFRIN 12 provides simple but effective nasal decongestion without sting, burn, or irritation to delicate tissues.

**PROMOTES DRAINAGE—
PENETRATING — NON-SENSITIZING**

According to Noah D. Fabricant*, ALCON-EFRIN helps protect against secondary infection, by restoring the nasal pH to its normal slightly acid range, nature's barrier against pathogens.

SUPPLIED: one-ounce dropper bottles only
ALCON-EFRIN 12, for babies
ALCON-EFRIN 50, extra strength
in 30cc Spray Package and
one-ounce dropper bottles
ALCON-EFRIN 25, for children
and adults

*Modern Medication of the Ear, Nose
and Throat—Noah D. Fabricant, M. D.

rhinologic
and sterile
ophthalmic
specialties

Alcon

ALCON LABORATORIES, Inc.
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Alcon products are readily available to
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xxxvii

NEW

**functional vomiting
quickly controlled
rectally**



Antinausea SUPPRETTES[®] for Children

SUCCESSOR/TO THE SUPPOSITORY

Functional vomiting in youngsters responds promptly to one Antinausea Suppette rectally two or three times daily. Full therapeutic dosage is assured and there is no chance of vomiting the medication.

Combined synergistic action of pyrillamine maleate 25 mg., and pentobarbital sodium $\frac{1}{2}$ gr., enhance its efficacy in providing rapid relief.

Antinausea Suppettes (Children) have a definite place in pediatrics, because rectal medication can be retained during the vomiting cycle. Safe, no discomfort, no irritation, no leak-back.

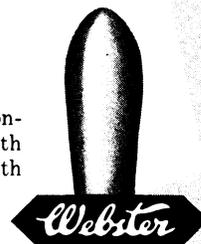
ANTINAUSEA SUPPRETTES (Children)

Require no refrigeration.
Supplied in jars of 12.
Samples on request.

The "Neocera" Base Makes the Difference

Contains no oils or fatty materials. Consists of water-soluble Carbowaxes* with active dispersal agent. Mixes readily with rectal fluids.

*Trademark U.C.C.



THE WILLIAM A. WEBSTER COMPANY • MEMPHIS 5, TENN.

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xxxviii

2 NEW CONVENIENT ORAL FORMS

ACHROMYCIN* V
BUFFERED TETRACYCLINE

SYRUP

Orange Flavor. Each teaspoonful (5 cc.) contains 125 mg. of tetracycline. Bottles of 2 and 16 fl. oz.

ACHROMYCIN* V
BUFFERED TETRACYCLINE

LIQUID PEDIATRIC DROPS

Orange Flavor. Each cc. contains 100 mg. of tetracycline. (Approx. 5 mg. per drop). 10 cc. plastic dropper-type bottle.

FLUID

aqueous, freely miscible,
ready-to-use, no refrigeration

FLAVOR

taste-true orange flavor,
does not fade or go flat

FASTER ACTION

earlier therapeutic blood
levels, remarkable freedom
from side effects

REMEMBER THE V WHEN SPECIFYING

Buffered ACHROMYCIN V is the faster-acting oral form of ACHROMYCIN Tetracycline, chemically conditioned for greater antibiotic absorption/faster broad-spectrum action.

ACHROMYCIN V dosage:

6-7 mg. per lb. of
body weight per day.



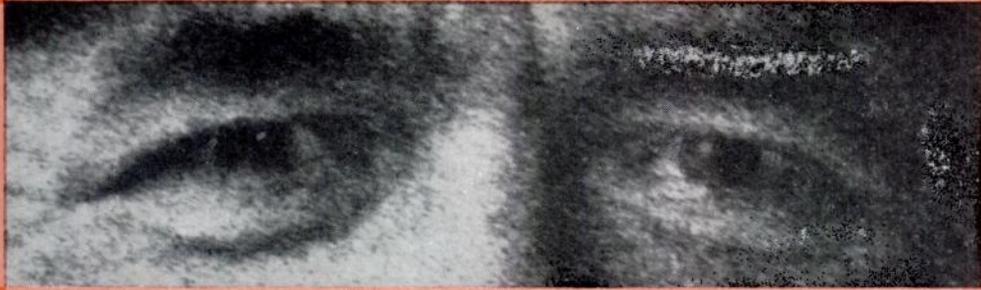
LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, N. Y.

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AN AMES CLINIQUICK

CLINICAL BRIEFS FOR MODERN PRACTICE



what are the 7 "dont's" of office psychotherapy?

(1) Don't argue—let patient "talk out" his troubles. (2) Don't counsel—help him solve his own problems. (3) Don't be hostile—allow patient to express hostility without reciprocating. (4) Don't be unsure—stress significance of normal or abnormal physical findings in relation to symptoms. (5) Don't be too reassuring—overoptimism may suggest you take the symptoms too lightly. (6) Don't approve or censure. (7) Don't be too credulous—patients' words may conceal hidden meanings.

Source—Hyman, M.: Some Aspects of Psychiatry in General Practice, GP 16:83 (Oct.) 1957.

calmative **NOSTYN**[®]
Ectylurea, AMES
(2-ethyl-cis-crotonylurea)

for tranquil—not "tranquilized" patients

"Anxiety and nervous tension states appeared to be most benefited....The patients experienced and expressed a feeling of greater inward security, serenity....Mental depression, one of the undesirable side actions in many other sedatives, did not develop in any of the patients..."*

*Bauer, H. G.; Seegers, W.; Krawzoff, M., and McGavack, T. H.: A Clinical Evaluation of Ectylurea (NOSTYN[®]), in press.

dosage: *Children*—150 mg. (½ tablet) three or four times daily. *Adults*—150-300 mg. (½ to 1 tablet) three or four times daily.

supplied: 300 mg. scored tablets; bottles of 48 and 500.



AMES COMPANY, INC • ELKHART, INDIANA
Ames Company of Canada, Ltd., Toronto 44259

In Asthma

MEDIHALER[®]
automatic measured-dose aerosol medication

**For Ample Air
Right Now!**

NOTHING IS QUICKER • NOTHING IS MORE EFFECTIVE

Medihaler-EPI[®]

For quick relief of bronchospasm of any origin. More rapid than injected epinephrine in acute allergic attacks.

Epinephrine bitartrate, 7.0 mg. per cc., suspended in inert, nontoxic aerosol vehicle. Contains no alcohol. Each measured dose 0.15 mg. actual epinephrine.

Medihaler-ISO[®]

Unsurpassed for rapid relief of symptoms of asthma and emphysema.

Isoproterenol sulfate, 2.0 mg. per cc., suspended in inert, nontoxic aerosol vehicle. Contains no alcohol. Each measured dose 0.06 mg. actual isoproterenol.

Prescribe MediHaler medication with Oral Adapter on first prescription. Refills available without Oral Adapter.

Medihaler-Phen[®]

Automatic NASAL aerosol nebulization provides prompt, effective, prolonged, and nonirritating decongestion in head colds, allergic rhinitis, sinusitis, and nasopharyngitis. Vasoconstrictive, decongestive, anti-inflammatory, antibacterial. Combines actions of phenylephrine, phenylpropanolamine, neomycin, and hydrocortisone.

FOR KIDDIES TOO

Notably safe and effective for children.
Nonbreakable, spillproof.



Riker

LOS ANGELES

In answering advertisements please mention PEDIATRICS.

Put
SPARKLE
in the **EYE**

STRENGTH IN THE BONE

*for the little
sweet-tooth*



**WHITE'S COD LIVER OIL
CONCENTRATE TABLETS**

These **chewable** candy-like tablets make taking cod liver oil a pleasure. Youngsters enjoy the good taste and parents appreciate the low price. Containing 400 units of vitamin D and 4000 units of vitamin A, each tablet equals the vitamin A and D potency of one teaspoonful (5 cc.) of U. S. P. Cod Liver Oil.

Dosage: 2 to 6 tablets daily.

Supplied: Packages of 45; bottles of 100, 240, and 1,000.

*for the teething
-ring set*



**WHITE'S COD LIVER OIL
CONCENTRATE DROPS**

Convenient vitamin A and D therapy for less than a penny daily. Each drop, containing 312 units of vitamin D and 1,560 units of vitamin A, equals the vitamin D potency of 4 cc. of U. S. P. Cod Liver Oil.

Dosage: 2 to 4 drops, placed directly on tongue.

Supplied: Bottles of 6, 30, and 50 cc. with special dropper.

whenever high potency vitamins A and D are indicated



WHITE'S COD LIVER OIL CONCENTRATE CAPSULES

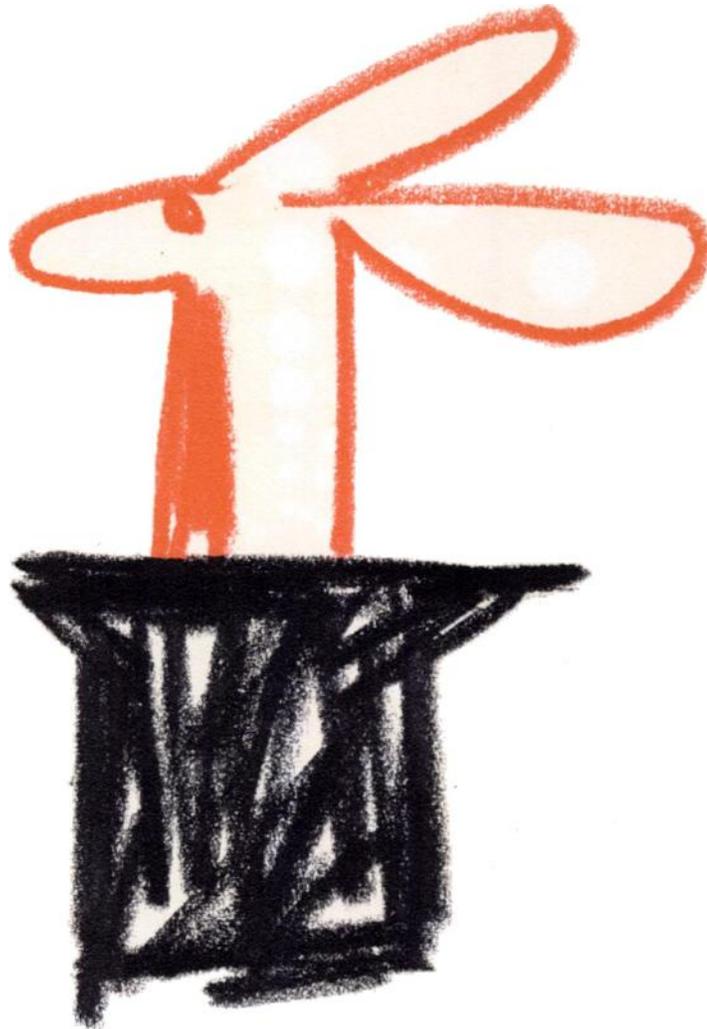
Containing 12,500 units of vitamin A and 1,250 units of vitamin D, each small, easy-to-take capsule equals the vitamin A and D potency of 16 cc. of U. S. P. Cod Liver Oil.

Dosage: As indicated by individual need.

Supplied: Bottles of 40, 100, and 500.

WHITE LABORATORIES, INC. • KENILWORTH, N. J.

In answering advertisements please mention PEDIATRICS.



cold relief appears like magic with
CORICIDIN[®] MEDILETS[®]
(no caffeine)

Rainbow-hued tablets designed specifically for children and their colds, CORICIDIN MEDILETS provide very real relief from the sniffles, sneezes and fever so common among kindergarten and grade-school youngsters.

Each CORICIDIN MEDILET contains
CHLOR-TRIMETON[®] Maleate
(chlorprophenpyridamine maleate) 0.75 mg.
Aspirin0.08 Gm.
Phenacetin0.016 Gm.

SCHERING CORPORATION • BLOOMFIELD, NEW JERSEY

Schering





stop broadcasting of
colds by children

CORICIDIN[®] SYRUP

monitors cough · controls colds

When children cough, eliminate useless hacking; help the cough work for them and at the same time help stop spread of colds. With CORICIDIN Syrup they'll soon feel better, too. Its antihistaminic action effectively relieves congestion and other allergic nasal symptoms; its analgesic-antipyretic action controls aches, pains, fever.



Each teaspoonful (5 cc.) of palatable CORICIDIN Syrup[®] contains

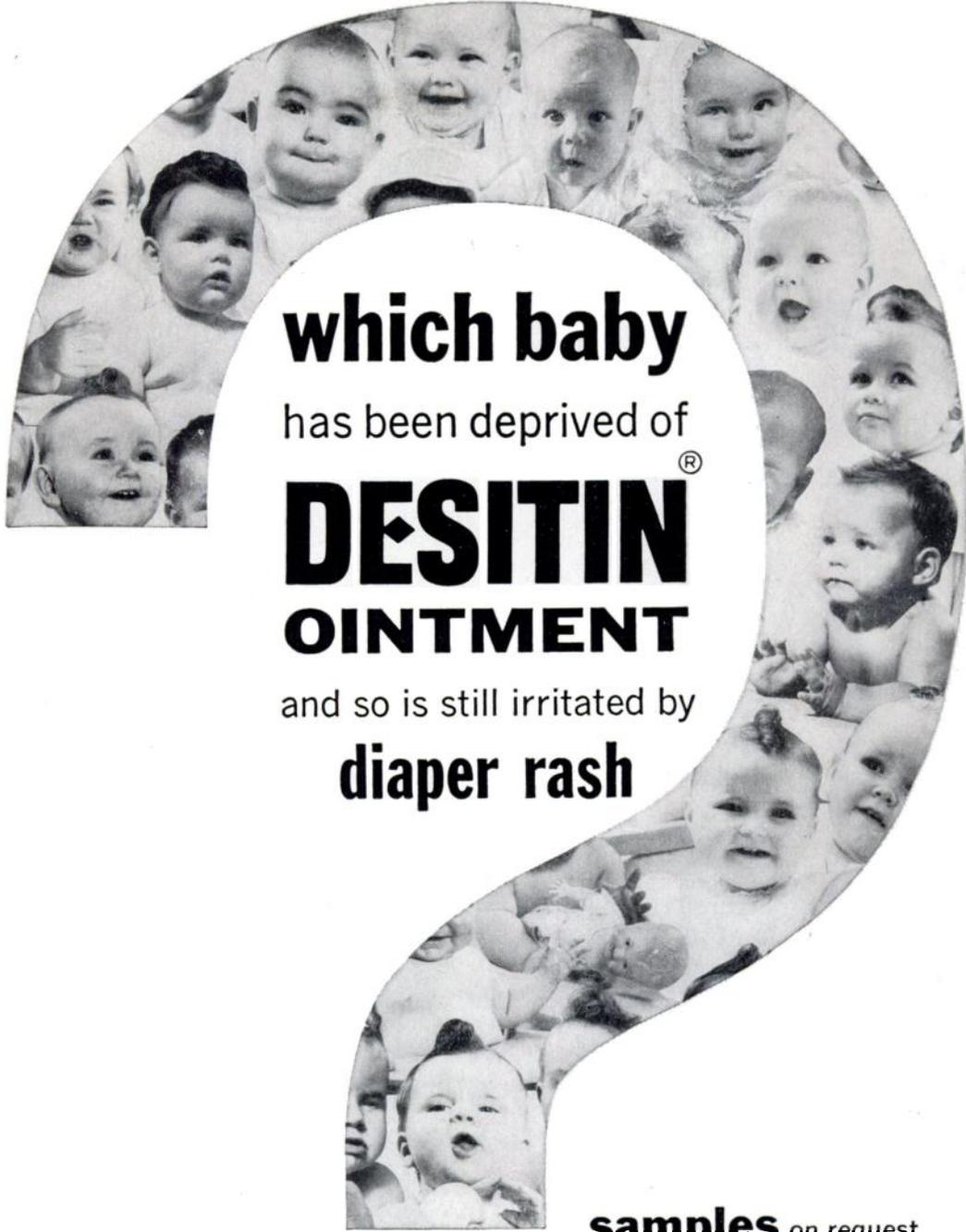
Dihydrocodeinone bitartrate	1.67 mg.
CHLOR-TRIMETON [®] Maleate (chlorprophenpyridamine maleate)	2 mg.
Sodium salicylate	0.225 Gm.
Sodium citrate	0.12 Gm.
Caffeine	30 mg.
Glyceryl guaiacolate	0.03 Gm.

©Exempt narcotic

Schering

SCHERING CORPORATION • BLOOMFIELD, NEW JERSEY

CN-J-128



which baby

has been deprived of

DESITIN[®]
OINTMENT

and so is still irritated by

diaper rash

samples on request

DESITIN CHEMICAL COMPANY

812 Branch Avenue

Providence 4, R. I.



In answering advertisements please mention PEDIATRICS.



respiratory congestion orally

no more nose drops or sprays

In colds, nasal allergies, sinusitis or postnasal drip



Triaminic[®] syrup

rapidly stops running noses, and opens stuffed ones—*orally*. Formulated especially for infants and children, it is non-alcoholic, has an exceptionally pleasant fruit flavor. Children take it—and like it. Prescribe 1 teaspoonful t.i.d.

Each 5 ml. teaspoonful (equivalent to ¼ Triaminic “timed-release” tablet) contains: Phenylpropanolamine hydrochloride, 12.5 mg.; Pyrilamine maleate, 6.25 mg.; Pheniramine maleate, 6.25 mg.

When cough complicates colds



Triaminicol syrup

—a new non-narcotic antitussive which offers decongestant, expectorant and anti-allergic action in a downright delicious syrup. Triaminicol exerts its action on all mucous membranes of the respiratory tract. Prescribe 1 teaspoonful 3 or 4 times daily.

Each 5 ml. teaspoonful provides: Phenylpropanolamine hydrochloride, 12.5 mg.; Pyrilamine maleate, 6.25 mg.; Pheniramine maleate, 6.25 mg.; Dormethan*, 10.0 mg.; Ammonium chloride, 90.0 mg. *brand of dextromethorphan hydrobromide.

When bacterial invaders threaten the respiratory tract



Trisulfaminic suspension

provides effective decongestant action *plus triple sulfas*. Especially valuable in purulent rhinitis, sinusitis and tonsillitis. Prescribe Trisulfaminic Suspension for therapy or prophylaxis on this schedule: Children 8 to 12, 2 teaspoonfuls initially, followed by 1 teaspoonful every 6 hours. Younger children, in proportion.

Each 5 ml. teaspoonful contains: Triaminic, 25 mg. (Phenylpropanolamine hydrochloride, 12.5 mg.; Pyrilamine maleate, 6.25 mg.; Pheniramine maleate, 6.25 mg.); Trisulfapyrimidines U.S.P., 0.5 Gm.

SMITH-DORSEY • a division of The Wander Company • Lincoln, Nebraska • Peterborough, Canada

In answering advertisements please mention PEDIATRICS.

kids put aside their blocks for

PALADAC®

liquid multivitamin supplement

Its appealing orange color, aroma and flavor make PALADAC a universal favorite with children...and its balanced nine-vitamin formula amply supplements their diet.

PALADAC is even-flowing; readily miscible, if desired, with milk, fruit juice or other foods; and requires no refrigeration.

Available in 4-ounce and 16-ounce bottles.



PARKE, DAVIS & COMPANY • DETROIT 32, MICHIGAN

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recommend **DeVilbiss**
when you prescribe
TREATMENT FOR
RESPIRATORY
INFECTIONS

DeVilbiss
 has the *right*
 instrument for
 the *correct*
 application
 of your
 prescriptions.



NO. 114
 ALL PURPOSE ATOMIZER
 SPRAYS ANY SOLUTION
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Since 1888... three generations of
 physicians have used and
 prescribed DeVilbiss.



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 ALL PURPOSE
 INSUFFLATOR
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 POWDER BLOWER
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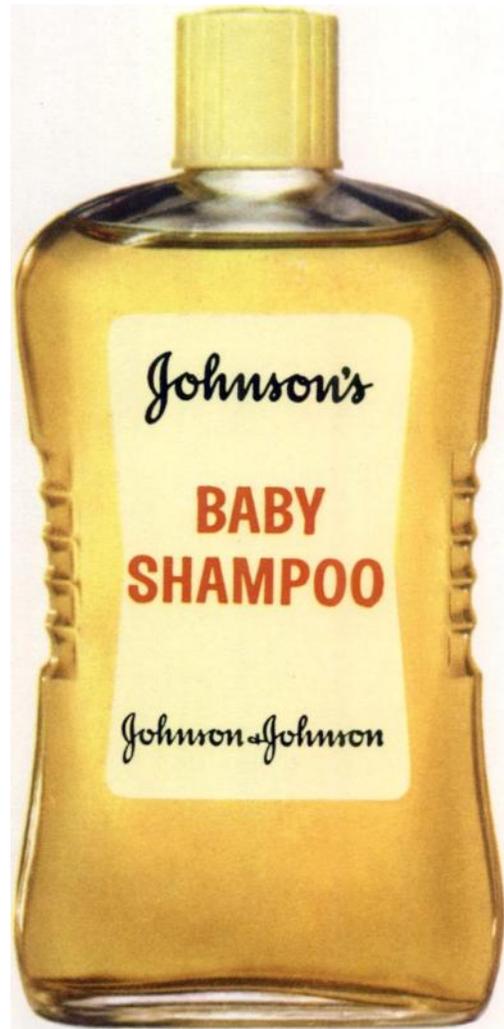
insufflation

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a standard of excellence in pediatric care

Johnson & Johnson



nonirritating, hypoallergenic
does not irritate the eyes or
skin • cleanses thoroughly,
rinses completely • combats
scaling, crusting, cradle cap

Johnson's BABY SHAMPOO

is safe to use
on the most delicate
and sensitive skin

Johnson's Baby Shampoo is mild and gentle, contains no toxic or sensitizing ingredients and has a neutral pH. Clinical and laboratory findings confirm its unexcelled freedom from sensitization and toxicity.

In one study, for example, on one- and two-year-old children, this shampoo was used daily for two and one-half months. After 5,600 shampoos, no child showed any skin reactions attributable to the use of the shampoo. The absence of any sensitizing effect after prolonged use substantiates the completely negative findings from extensive clinical patch testing and subsequent provocative tests. Numerous other reports confirm the results of the patch-testing programs and substantiate the fact that Johnson's Baby Shampoo cleans without irritation.

You'll find that mothers also appreciate the way Johnson's Baby Shampoo lathers and cleanses both in hard and soft water...helps to prevent and control scaling, crusting and cradle cap...leaves hair soft and manageable.

and...because Johnson's Baby Shampoo contains no soap, no harsh detergents, no irritants...it does not burn or irritate babies' eyes—makes **shampoo without tears** now possible.

bettering baby care through specialized research

BABY PRODUCTS DIVISION

Johnson & Johnson

Buntees

flexible
baby shoes

hand-lasted **MOCCASINS**

R. J. POTVIN SHOE CO., BROCKTON, MASS.

Little baby feet were designed by nature. Why change them with hard, stiff-soled shoes? Let them flex as nature intended. Let little toes dig in . . . grip and grasp . . . in Buntees, the **flexible** baby shoes.

Moccasins were America's first baby shoes. And now . . . the flexible features of moccasins are found in Buntees Cradlers, Pre-Walkers, Oxfords, Sandals and Ramblers.



"Must be a doctor's office . . . 'Q-Tips' all over the place!"*

*Used more than any other prepared cotton swab.
Samples mailed on request. Q-Tips, Inc.,
Long Island City 1, N. Y. Q-Tips®



In answering advertisements please mention PEDIATRICS.

"... effective iron preparation for intramuscular injection..."¹

Published reports¹⁻¹⁶ confirm the advantages of IMFERON when parenteral iron is preferable in iron deficiency anemias; pregnancy; infancy; resistant hypochromic anemias; geriatric patients; blood loss; patients with peptic ulcer, ulcerative colitis; intolerance to oral iron. Easy to administer, notably free from unpleasant or toxic effects, quickly absorbed and utilized, IMFERON produces prompt hematologic and clinical improvement.

PRECISION THERAPY...PROMPT RESPONSE

Imferon[®]

INTRAMUSCULAR IRON-DEXTRAN COMPLEX

SUPPLIED: 2-cc. and 5-cc. ampuls, boxes of 4. There are 50 mg. of elemental iron per cc. of IMFERON.

IMFERON[®] is distributed by Lakeside Laboratories, Inc., under license from Bengel Laboratories, Limited.

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 LAKESIDE

In answering advertisements please mention PEDIATRICS.

*So Many Mothers
will Appreciate
Your Guidance*

So many mothers still are unfamiliar with the basic needs of adequate nutrition and will appreciate your advice.

Enriched Bread

is basic...in the organizing of an adequate diet it contributes growth-promoting protein, readily available energy, B vitamins, iron, and calcium, and has an important place in every meal...

for universally accepted taste...

for easy digestibility...

as an excellent vehicle for many other foods.



AMERICAN BAKERS ASSOCIATION

20 North Wacker Drive • Chicago 6, Illinois

In answering advertisements please mention PEDIATRICS.

when *sniffles*
hit the
classroom

AND
NASAL CONGESTION
MAKES YOUNGSTERS
MISERABLE



*Designed
specifically
for children**

**Prompt and
Prolonged Decongestion
Sinus Drainage and Aeration**

NO STING • NO SEDATION • NO EXCITATION

*Plastic Unbreakable Squeeze Bottle
Leakproof, Delivers a Fine Mist*

**Also well suited for adults who prefer a mild spray.*

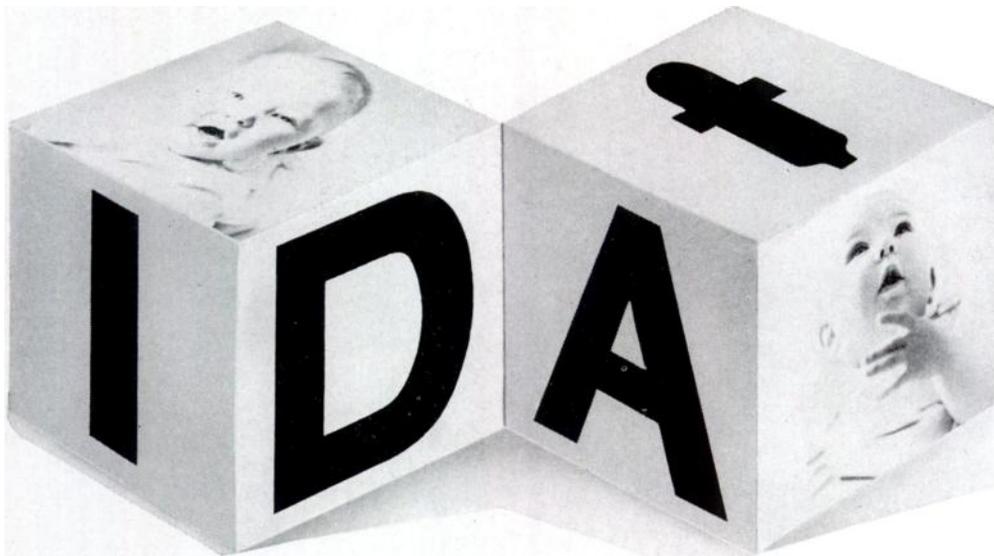
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LABORATORIES • NEW YORK 18, N. Y. • U.S.A.

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IRON DEFICIENCY ANEMIA

RESPONDS to iron and iron alone



*“the greatest incidence of iron deficiency
is ... between 6 and 24 months.”¹*

Fer-In-Sol[®]

iron in a drop for infants and children

Fer-In-Sol: Well-tolerated, efficiently utilized ferrous sulfate in an acidulous vehicle for better absorption. Its pleasant citrus flavor makes it readily acceptable to young children.

Supplied: 15 cc. and economical 50 cc. bottles with calibrated unbreakable plastic ‘Safti-Dropper’ for easy administration.

Dosage: *Prophylactic*—0.3 to 0.6 cc. daily.
Therapeutic—1.2 to 2.4 cc. or more daily, in divided doses. (0.3 cc. supplies 7.5 mg. of iron—more than the Recommended Daily Allowance for children up to 4 years old.)

(1) Smith, N. J., and Rosello, S.: *J. Clin. Nutrition* 1:275, 1953.

MEAD JOHNSON

SYMBOL OF SERVICE IN MEDICINE

47057



*Your restless patients' sleep problems
can be managed conservatively*

prescribe **NOCTEC**

Squibb Chloral Hydrate

"The general practitioner likes it..."

"... can be given to patients of all ages and physical status..."

"... patients with cardiac disease..."

"... no proof that it is deleterious to the heart..."

"The psychiatrist often finds it the agent of choice..."

"... much less likely to produce mental excitement..."

"... frequently the favorite of the dermatologist..."

"... skin reactions from it are uncommon..."

Current Concepts in Therapy: Sedative-Hypnotic
Drugs. II. Chloral Hydrate. New England J. Med.
255:706 (Oct. 11) 1956.

adults: 1 or 2 7½ gr. capsules or 1 or 2 teaspoon-
fuls of Noctec Solution 15 to 30 minutes before
bedtime.

children: 1 or 2 3¼ gr. capsules or ¼ to 1 tea-
spoonful of Noctec Solution 15 to 30 minutes be-
fore bedtime.

7½ and 3¼ gr. capsules, bottles of 100.

Solution, 7½ gr. per 5 cc. tsp., bottles of 1 pint.

SQUIBB



Squibb Quality — the Priceless Ingredient **NOCTEC**® IS A SQUIBB TRADEMARK

In answering advertisements please mention PEDIATRICS.



**NO COLD WAR
WITH**

Novahistine[®] Elixir

*relieves respiratory congestion
in colds and influenza*

Truce is called. The fuss and furor which usually takes place with children's medication is eliminated. Children like taking Novahistine Elixir because it tastes good! Mothers appreciate how easy it is to give.

Because Novahistine Elixir is taken orally, it also eliminates the possible misuse of nose drops, sprays and inhalants... avoids the risk of rebound congestion, mucosal damage, and ciliary paralysis.



Each 5 cc. teaspoonful of Novahistine Elixir contains: Phenylephrine HCl 5.0 mg., Prophenpyridamine maleate, 12.5 mg.



PITMAN-MOORE COMPANY

DIVISION OF ALLIED LABORATORIES, INC. • INDIANAPOLIS 6, INDIANA

In answering advertisements please mention PEDIATRICS.



**in infantile
eczema or
diaper rash...
avoid soap
irritation...
use**

LOWILA[®] CAKE

The alkalinity of soap creates an environment favoring the growth of fungi and bacteria. Lowila is soap free . . . does not contain free alkali or any other irritating soap components. Lowila cleanses tender or dermatitic skin without irritation, maintains the normal acid mantle of the skin and creates an environment favorable to therapy and normal healing .



Write for samples *Westwood*
PHARMACEUTICALS
Division of Foster-Milburn Company
468 Dewitt Street Buffalo 13, New York

SOAP IRRITATION WASTES SOUND DERMA-
TOLOGIC THERAPY...RECOMMEND LOWILA

*and...in Colds
complicated by
useless, exhausting
coughs*



Novahistine-DH*

(fortified Novahistine with dihydrocodeinone)

When "head colds" become "chest colds" Novahistine-DH promptly controls coughs and keeps air passages of both head and chest clear of obstruction.

Each teaspoonful (5 cc.) of grape-flavored Novahistine-DH contains:

Phenylephrine hydrochloride	10 mg.
Propenpyridamine maleate	12.5 mg.
Dihydrocodeinone bitartrate	1.66 mg.
Chloroform (approx.)	13.5 mg.
I-Menthol	1.0 mg.

Supplied in pint and gallon bottles.

*trademark



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

In answering advertisements please mention PEDIATRICS.



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In answering advertisements please mention PEDIATRICS.



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**ALL QUIET
ON THE
COUGHING
FRONT**

“COTHERA”[®]

Brand of Dimethosate hydrochloride

SYRUP

In answering advertisements please mention PEDIATRICS.

NEW COUGH MODERATOR

SPECIFIC ANTITUSSIVE...

"COTHERA" moderates intensity and frequency of coughing through a selective action apparently on the medullary cough center . . . subdues but does not abolish the cough reflex. The natural reflex for removal of secretions is retained.

ACTS WITHIN MINUTES—LASTS FOR HOURS...

"COTHERA" provides a local anesthetic and soothing demulcent action to induce almost immediate relief of 'sandpaper' throat and 'annoying tickle'. . . followed by sustained moderation of the cough reflex, lasting for four to six hours and frequently throughout an entire night with one dose.

NON-NARCOTIC...

"COTHERA" is nonaddictive; does not cause respiratory depression, gastric irritation, or constipation. It is well tolerated by children and elderly patients, even after continued use. (Antitussive action is equal to $\frac{1}{4}$ gr. codeine per teaspoon dose.)

GUARDS AGAINST BRONCHOSPASM...

"COTHERA" exerts a mild musculotropic spasmolytic action tending to protect against possible harmful effects and cough-aggravation of bronchospasm.

CHERRY-FLAVORED...

"COTHERA" is completely acceptable to all age groups.

Indications: "COTHERA" Syrup is specifically indicated for irritating, useless, or chronic coughs such as those associated with the common cold, children's diseases, excessive smoking. It may be used safely for short-term or prolonged treatment.

Dosage: Adults and children over 8 years—1 to 2 teaspoonfuls (25-50 mg.) three or four times daily. Children, 2 to 8 years— $\frac{1}{2}$ to 1 teaspoonful three or four times daily.

Supplied: 25 mg. per 5 cc. (teaspoonful), bottles of 16 fluidounces and 1 gallon.

Ayerst Laboratories  New York 16, N. Y. • Montreal, Canada



all
"baby
desserts"
aren't alike, either...

There's a difference:

Comparative composition of 100 gram portions: rennet-custards and commercially canned "Baby Desserts".

	Cal.	Prot. gm.	Fat gm.	Carbo. gm.	Ca. mg.	P. mg.	Vit. A I.U.	Ribo. mg.
*DESSERT A	94	2.0	2.7	20.2	76	63	Trace	0.111
*DESSERT B	100	2.32	1.89	17.72	76	43	25 (USP)	0.160
*DESSERT C	102	2.4	3.2	16.5	75	69	228	0.110
**RENNET-CUSTARDS (average of seven flavors)	96.5	3.2	3.6	12.7	123	102	175	0.164

*Nationally distributed "ready-to-serve" dessert.

**Made with fresh milk and "Junket" Rennet Powder.

Fresh milk is the basis of "Junket" rennet-custards. That is why they are higher in nutritional value than many commercially canned "Baby desserts". Rennet-custards furnish valuable protein, calcium and phosphorus needed for sturdy bone development and growth.

Rennet-custards, made with fresh milk and "Junket" Rennet Powder or Tablets, are widely advocated as one of the first solid foods in the infant dietary . . . and as a refreshing, readily digested dessert for toddlers and older children too.

junket[®]
RENNET POWDER
Makes Fresh Milk into Rennet-Custards

"Junket" Rennet Powder — Vanilla, Raspberry, Lemon, Orange, Chocolate, Maple, Strawberry.

"Junket" Rennet Tablets — not sweetened or flavored.

"JUNKET" (Reg. U.S. Pat. Off.) is the trade-mark of Chr. Hansen's Laboratory, Inc., Little Falls, N.Y., for its rennet and other food products.

UNIVERSITY OF KANSAS
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Postgraduate Medical Study

PEDIATRICS

March 10, 11 & 12, 1958

Guest Instructors:

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Columbia University

ROBERT E. COOKE, M.D.

Johns Hopkins University

ARILD E. HANSEN, M.D.

University of Texas

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UNIVERSITY OF KANSAS

SCHOOL OF MEDICINE

Kansas City 12, Kansas

a child's
delight...
or an
allergic
fright



CHLOR-TRIMETON Syrup

for substantial, safe relief from children's allergies

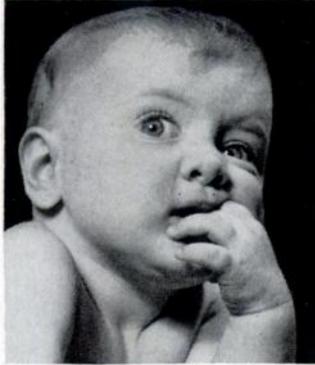
When young lives are restricted by allergy, CHLOR-TRIMETON frees them to the delights of normal childhood by providing superior antihistaminic efficacy without fear of side effects.

In its pleasant-tasting syrup form, CHLOR-TRIMETON gets along well with both children and adults—compatible, too, with many drugs for which it can serve as a vehicle.

CHLOR-TRIMETON Syrup, 2 mg. per teaspoonful (4 cc.). Supplied in pint and gallon bottles.
CHLOR-TRIMETON® Maleate, brand of Chlorprophenpyridamine Maleate U.S.P.

SCHERING CORPORATION • BLOOMFIELD, NEW JERSEY

Schering



I got an idea! Why not put fruit in it?



Boy! I'll gobble it up with fruit in it!



Please ... put some fruit in mine, too!

So we did, Doctor!

Even your hardest-to-please little patients will take instantly to these delicious varieties! To 100% Pork we added tasty Apple Sauce ... to 100% Ham, Raisin Sauce ... to 100% Lamb, Mint Flavor. All 3 are so tempting they awaken baby's natural liking for meat. That's why Swift's scientists created them. They're high in protein, creamy-smooth, easy to digest. Available for Juniors, too.

Swift's
fruit-
flavored

Meats for Babies



To Serve Your Family Better



WOW!



Delicious meats are Swift's specialty...especially Meats for Babies!

In answering advertisements please mention PEDIATRICS.

*A more potent,
more effective,
lower-dose*

With a powerful new adsorbent—having five times the adsorbent action of kaolin

With two synergistic antibiotics—having a more effective antidiarrheal spectrum (with systemic absorption so minimal as to preclude toxicity)

With increased potency—for greater therapeutic effectiveness, smaller dose

With refreshing taste—for acceptability in all age groups

Supplied: Bottles of 8 fl. oz.



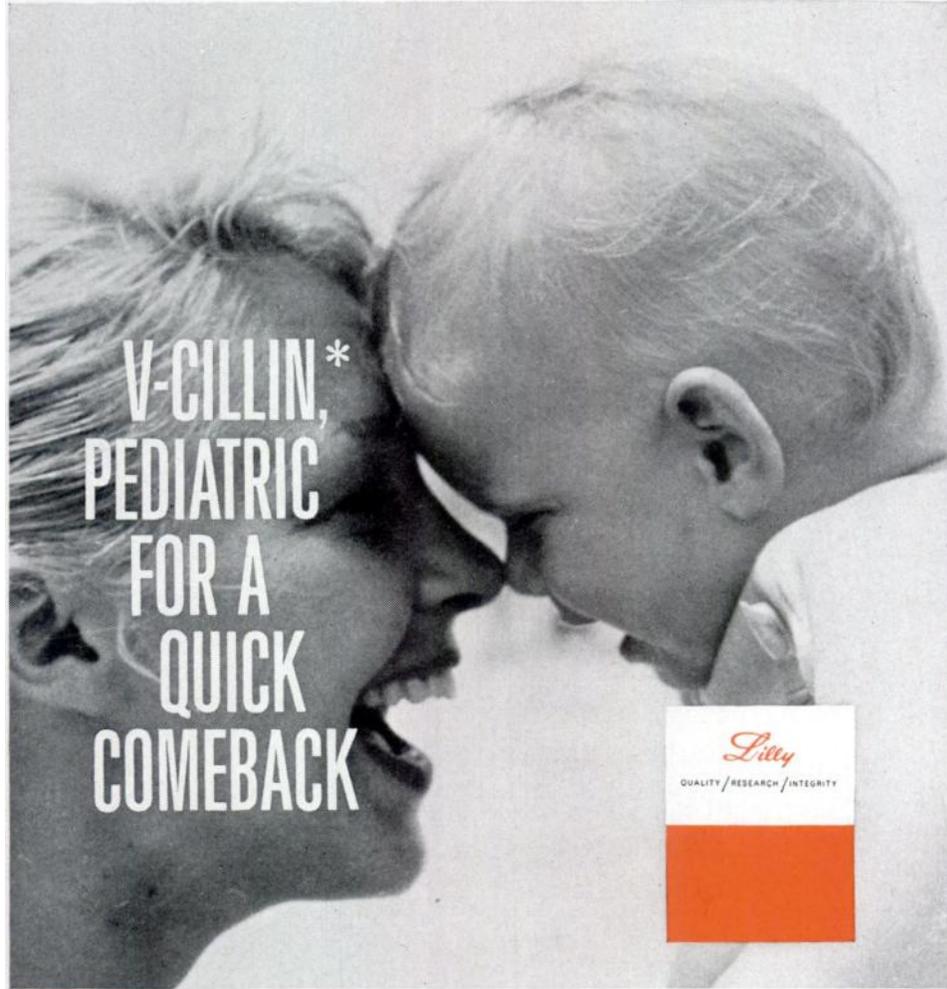
This advertisement conforms to the Code for Advertising of the Physicians' Council for Information on Child Health.



Philadelphia 1, Pa.

Dihydrostreptomycin Sulfate, Polymyxin B Sulfate, and Pectin with Claysorb® (Activated Attapulgite, Wyeth) in Alumina Gel

®Trademark



patient-pleasing penicillin therapy

'V-Cillin' assures oral penicillin effectiveness and dependability: It passes through the stomach without loss of potency and is readily absorbed in the duodenum.

The normal acidity of the stomach, which rapidly destroys the soluble salts of penicillin G, has virtually no adverse effect on 'V-Cillin.'

Unlike the insoluble, poorly absorbed

penicillin preparations, 'V-Cillin' is quickly and more completely absorbed.

V-CILLIN, PEDIATRIC, 125—125 mg. per 5-cc. teaspoonful, in bottles of 40 and 80 cc.

V-CILLIN, PEDIATRIC, 250—250 mg. per 5-cc. teaspoonful, in bottles of 60 cc.

V-CILLIN DROPS—125 mg. per 0.6-cc. dropperful, in bottles of 1.5 Gm.

Also: 'V-Cillin-Sulfa' (Penicillin V with Triple Sulfas, Lilly), Pediatric—125 mg. 'V-Cillin' plus 0.5 Gm. triple sulfas per 5-cc. teaspoonful, in bottles of 60 cc.

*'V-Cillin' (Penicillin V, Lilly)

ELI LILLY AND COMPANY • INDIANAPOLIS 6, INDIANA, U. S. A.

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