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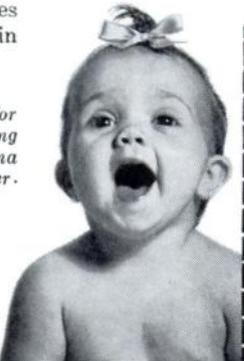
Mexsana is also an aid in the relief of itching accompanying measles, scarlet fever, allergic dermatitis, heat rash and other minor skin irritations; in helping prevent friction for the patient who uses braces, and for excoriation in the incontinent.



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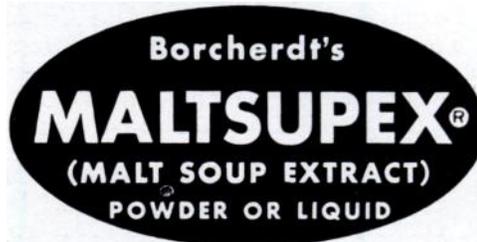
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*Sollman: J.A.M.A., Vol. 72, p. 935, 1919

FOR
**CONSTIPATED BABIES
 AND CHILDREN**



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"A valuable product in treating constipation throughout infancy and childhood is a malt soup extract available as a syrup or powder."

Reichert, J. L.: Constipation in Infants and Young Children. *Ped. Clin. N. A.* 2: 527-538, 1955.

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Borcherdt Company

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 when babies change to whole milk
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Number 2

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31st Annual
October 27 to
November 1, 1962
Palmer House, Chicago

Spring Session
April 22 to 24, 1963
Statler Hilton Hotel
Los Angeles

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This One



W1DB-2AY-QDE6

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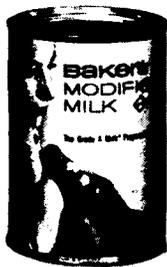
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99⁴⁴/₁₀₀ % pure[®]

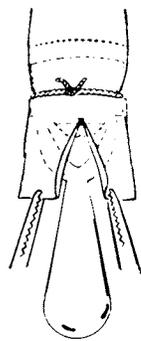
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New

Heinz process retains more vitamins in baby foods

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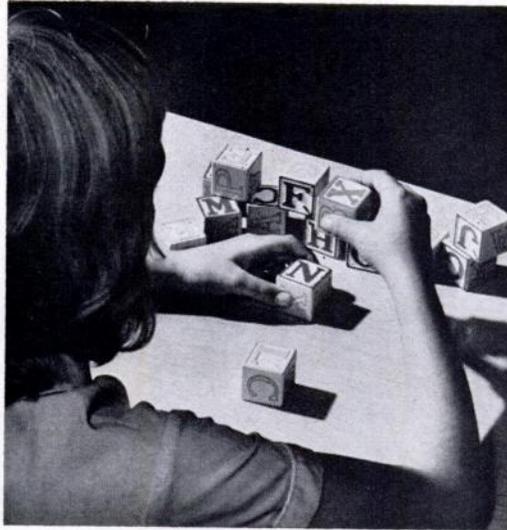
- **Tests for nutritive value** conducted on a number of varieties of the new Heinz Baby Foods show that they possess higher percentages of vitamin B₁, vitamin B₂, and niacin than the same varieties have when they are cooked by the conventional kettle method.

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tooth decay picks on "softies"

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WITH DUAL ACTION FLUORIDE
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(Each lozenge yields
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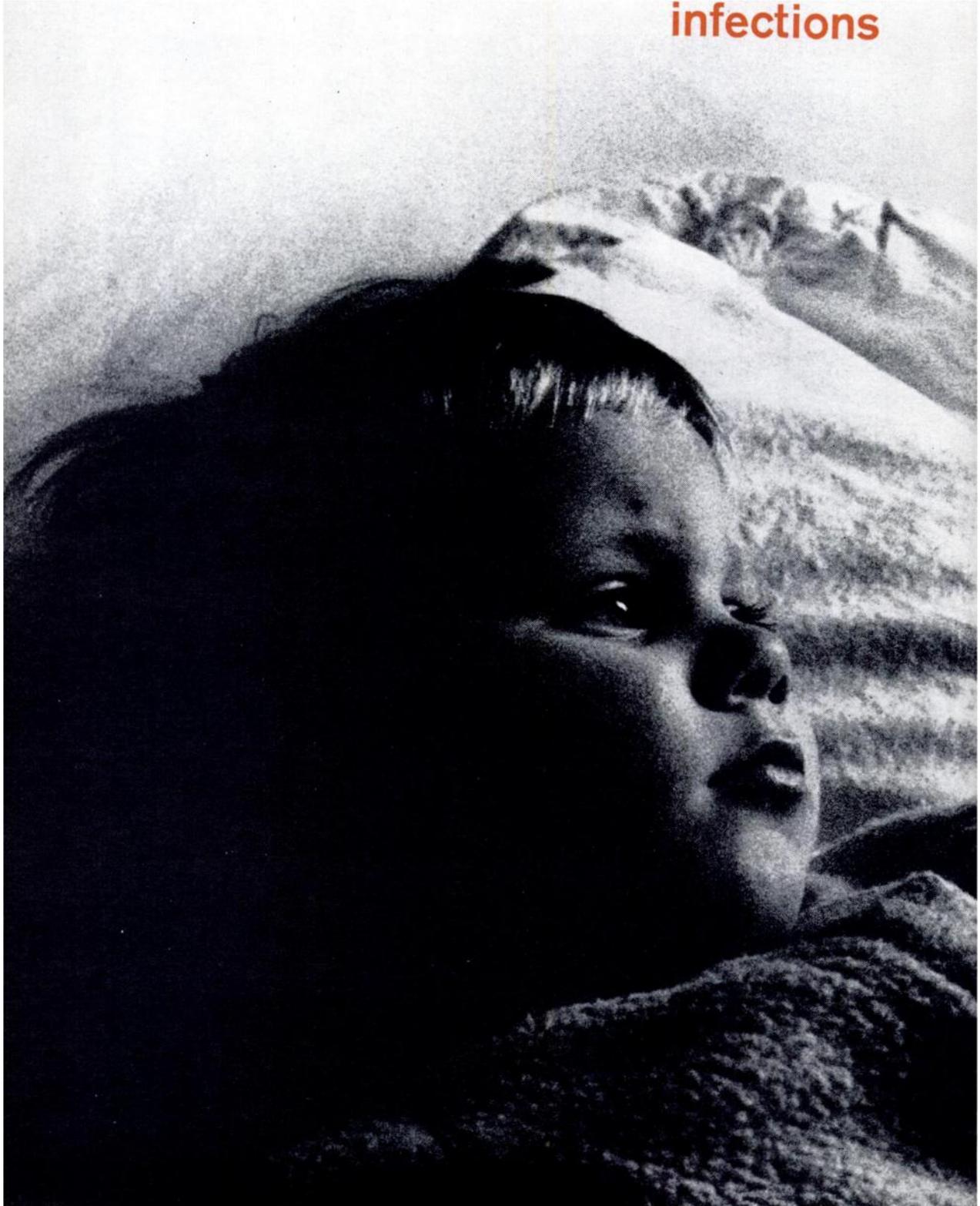
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2. May, C. D.: Editorial. Pediatrics 23:833 (May) 1959.
3. Sebrell, Jr., W. H.: Vitamins in Medical Practice. Seminar Report. 3:2 (Fall) 1958.



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for greater
assurance of response
in mixed or stubborn
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. . . and Ilosone Sulfa Suspension has ready patient acceptance. The bright-yellow color and fresh minty flavor are particularly appealing to children.

Ilosone Sulfa Suspension is available in 60-cc.-size packages.
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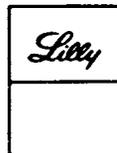
12 pounds1/2 teaspoonful	every six hours
25 to 50 pounds	1 teaspoonful	
Over 50 pounds	2 teaspoonfuls	

Each 5-cc. teaspoonful provides:

Ilosone	125 mg. (base equivalent)
Sulfadiazine	167 mg.
Sulfamerazine	167 mg.
Sulfamethazine	167 mg.

Ilosone[®] Sulfa (erythromycin estolate with triple sulfas, Lilly)

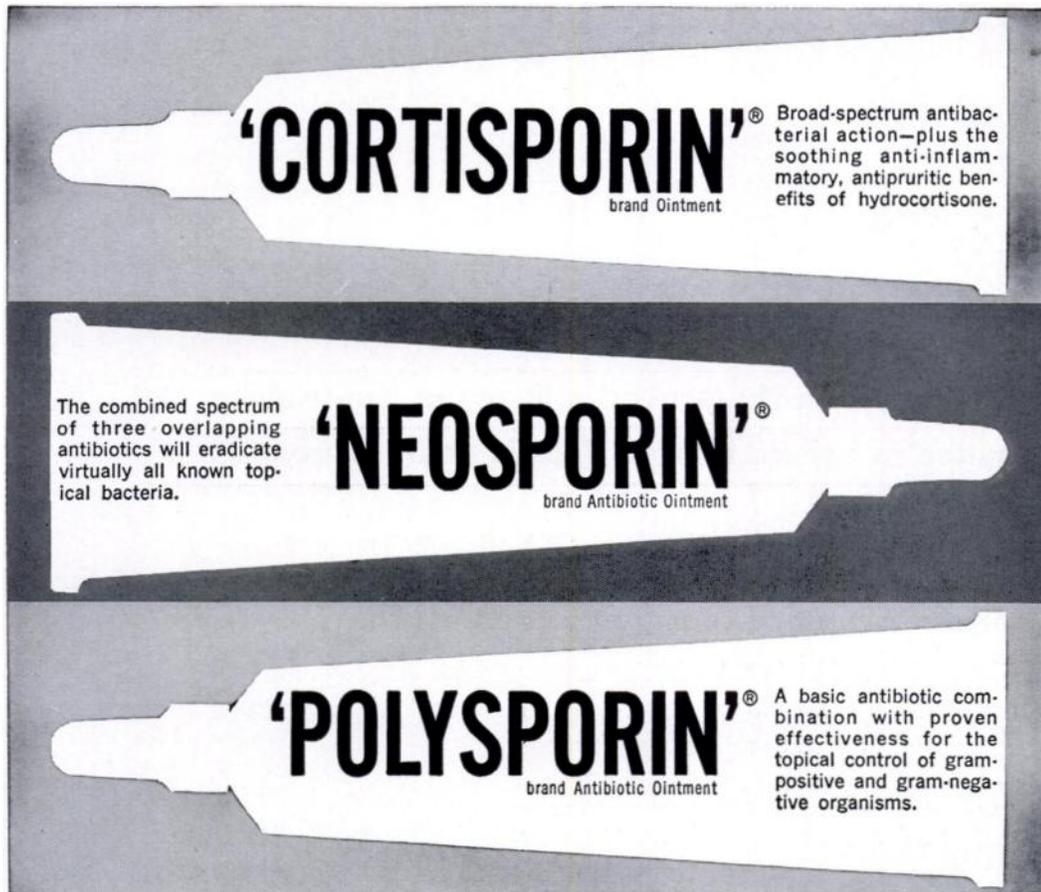
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232637

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rarely sensitize . . .
give decisive bactericidal action
for most every topical indication**



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Neomycin Sulfate	—	5 mg.	5 mg.
Hydrocortisone	—	—	10 mg.
Supplied:	Tubes of 1 oz., ½ oz. and ¼ oz. (with ophthalmic tip)	Tubes of 1 oz., ½ oz. and ¼ oz. (with ophthalmic tip)	Tubes of ½ oz. and ¼ oz. (with ophthalmic tip)



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of Infants and Children

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- *in anemia of prematurity*
- *for replenishment of iron stores, pre- or post-surgically*

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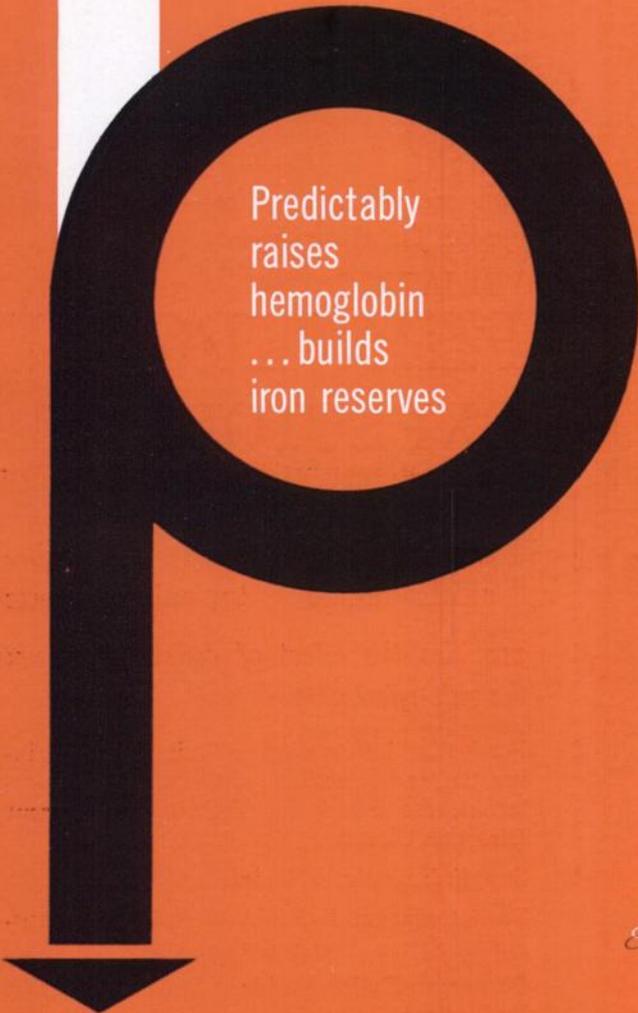
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Complete information on the use of Imferon is contained in each stock package and is also available on request.

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Predictably
raises
hemoglobin
... builds
iron reserves

 LAKESIDE LABORATORIES, INC.
Milwaukee 1, Wisconsin

Imferon[®]

INTRAMUSCULAR IRON-DEXTRAN COMPLEX

in diaper rash—regardless of severity



Three-month-old infant hospitalized with severe diaper rash as shown¹



Improvement as shown three weeks after start of METHAKOTE

methakote^{*} (pat. appl. for) Pediatric Creme

produces prompt, often dramatic relief and facilitates healing without resort to topical corticosteroids and antibiotics

Contains a protein hydrolysate fortified with methionine and cysteine, reported to have a stimulating effect on growth of epithelial tissue¹⁻⁴... provides prompt relief of discomfort^{1,2}... helps prevent recurrences... provides soothing and lubricating action... nonstaining, greaseless, water-washable

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Supplied: 1½ oz. tubes and 3 oz. economy-size tubes.

1. Susca, L. A., and Geuting, B. G.: New York J. Med. 60:2858, Sept. 15, 1960.
2. Christian, J. R., and Gonzalez, F.: Clin. Med. 8:225, Feb. 1961.
3. Brunsting, L. A., and Simonsen, D. G.: J.A.M.A. 101:1937, Dec. 16, 1933.
4. Riley, J. F.: Brit. M.J. 2:516, Oct. 19, 1940.



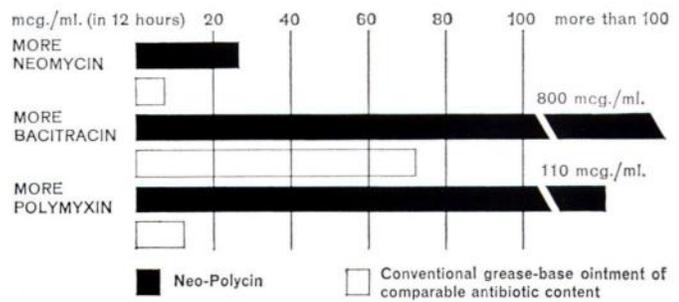
PHARMACEUTICAL DIVISION 350 Madison Avenue, New York 17, N. Y.

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In answering advertisements please mention PEDIATRICS



In topical infections, why should



Twelve-hour test measurements show higher concentrations of neomycin, bacitracin and polymyxin released from Fuzene into a superimposed aqueous medium.



Neo-Polycin be more effective?

Neo-Polycin® provides three preferred topical antibiotics in a unique Fuzene® base which is miscible with blood, pus, and tissue exudate. The Fuzene base allows a far greater release of antibiotics into the lesion for more effective therapy. This high concentration of antibiotics can help inhibit the growth of resistant bacteria. Equally important, these concentrations minimize the risk of creating strains of resistant bacteria that develop from the use of subeffective antibiotic concentrations.*

Each gram of Neo-Polycin Ointment contains 4.29 mg.

of neomycin sulfate, 8000 units of polymyxin B sulfate and 400 units of zinc bacitracin. These antibiotics cover the entire range of bacteria most often found in topical lesions, and avoid the risk of sensitization to lifesaving antibiotics because they are rarely used systemically.

Neo-Polycin

*Jeffries, S. F. et al.: J. Am. Pharm. Assn., Practical Pharmacy Edition, Vol. 8, No. 5 (May) 1952

PITMAN-MOORE COMPANY, DIVISION OF THE DOW CHEMICAL COMPANY, INDIANAPOLIS 6, INDIANA

A DISTINCT THERAPEUTIC ENTITY*

Restores and maintains skin's normal protective acidity—
speeds natural healing and helps sensitive skin resist irritants and infection.

WHY ACID MANTLE?

A NOTABLE VEHICLE

Special water-miscible, evaporable base assures better dispersion,
greater concentration of active ingredients in contact with skin—
increases response through its own therapeutic action.

*Supplied: in Creme and Lotion (pH 4.6).

now low-cost steroid topicals
help insure sustained improvement without setbacks

new $\frac{1}{8}$ % Cort-Dome[®]
Creme • Lotion (pH 4.6)

micro-dispersed hydrocortisone alcohol in Acid Mantle[®] for economical long-term therapy

IMPROVED PROCESS PERMITS EFFICIENT DOSAGE REDUCTION Once the dermatosis is brought under control with higher steroid concentrations, new $\frac{1}{8}$ % Cort-Dome, potentiated by the *micro-dispersion* of hydrocortisone in its Acid Mantle vehicle, can help insure therapeutic success—with less likelihood of flare-ups—until the skin's natural defenses are restored. The markedly lower cost of $\frac{1}{8}$ % Cort-Dome adds assurance that the patient will continue therapy as directed.

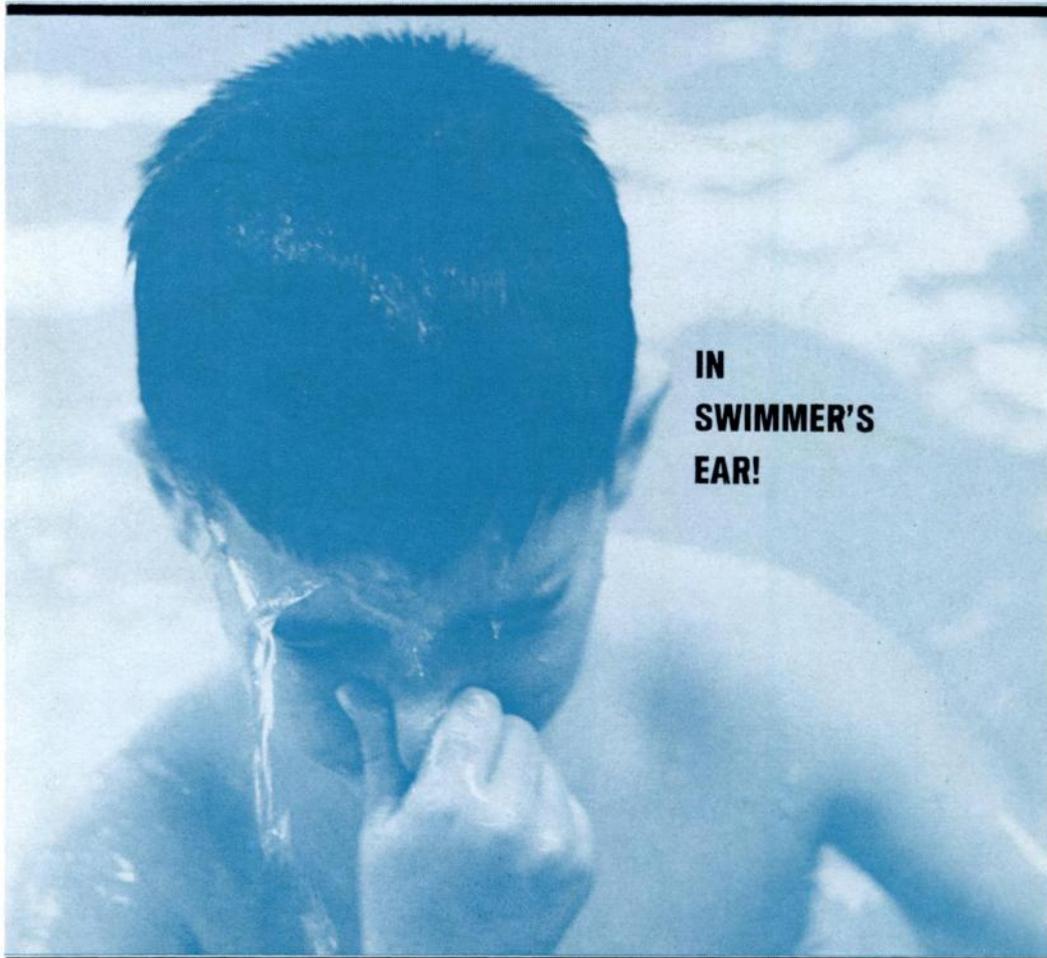
CORT-DOME—Tailored Steroid Topicals For individualized therapy and unique versatility in control of dermatologic problems at reasonable cost, Cort-Dome is supplied in a wide choice of concentrations: 2%, 1%, and $\frac{1}{2}$ % to initiate therapy; $\frac{1}{4}$ % and new $\frac{1}{8}$ % for maintenance therapy. When infection is a consideration, Neo-Cort-Dome[®] provides neomycin sulfate 5 mg./Gm. in the same formulations at no extra cost.



WORLD LEADER IN
DERMATOLOGICALS
DOME
CHEMICALS INC.
New York 23, New York

Otobiotic® Antibiotic / Antifungal Ear Drops

Clinically Proven Results... controls infection / reduces exudation / does not distort otic landmarks / relieves pain / physiologic pH / virtually nonsensitizing and nonirritating. FORMULA: Neomycin (from sulfate), 3.5 mg., and sodium propionate, 50 mg. per cc. Available in 15 cc. dropper bottles.



**IN
SWIMMER'S
EAR!**

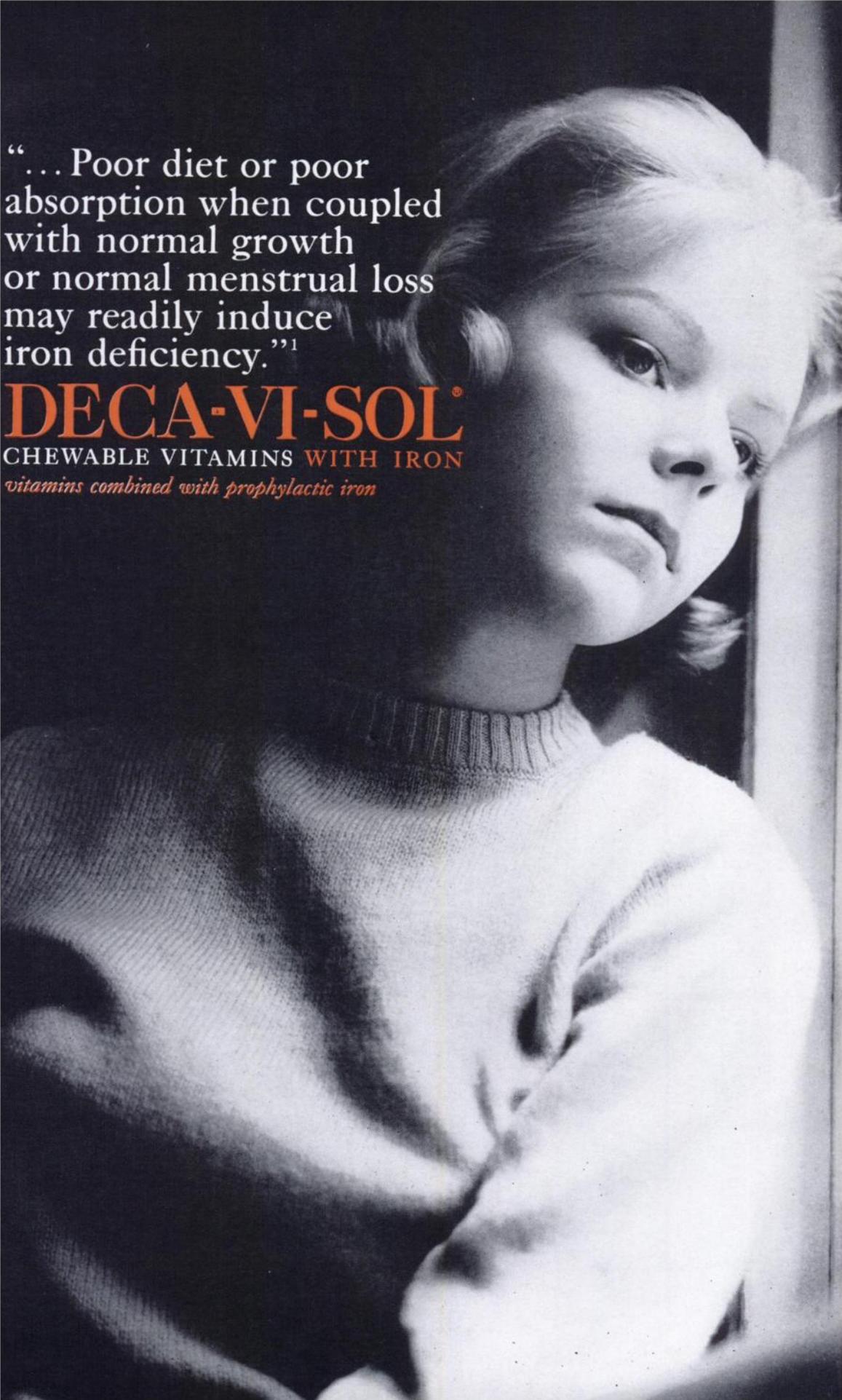
Otobione® Anti-Inflammatory/ Antibiotic / Antifungal Ear Drops

Sterile Otic Drops — ideal for use when inflammation is present. Provides the same outstanding clinical benefits of Otobiotic, plus prednisolone for anti-inflammatory effectiveness. Stops pruritus. FORMULA: Prednisolone acetate, 5 mg., neomycin (from sulfate), 3.5 mg. and sodium propionate, 50 mg. per cc. Available in 5 cc. bottles with "steri-sealed" dropper.

Complete information regarding the use of these drugs is available on request.

 **WHITE LABORATORIES, INC. / Kenilworth, New Jersey**

In answering advertisements please mention PEDIATRICS



“... Poor diet or poor absorption when coupled with normal growth or normal menstrual loss may readily induce iron deficiency.”¹

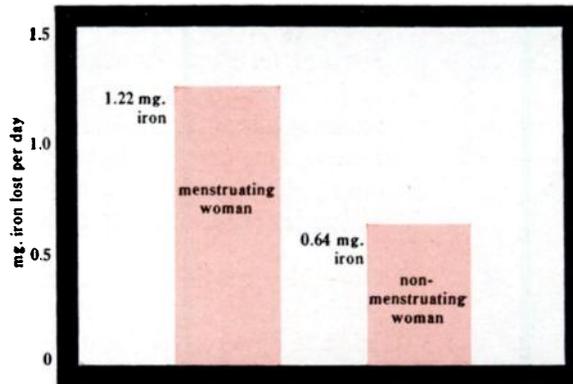
DECA-VI-SOL[®]

CHEWABLE VITAMINS WITH IRON

vitamins combined with prophylactic iron

The menstruating girl "...is in a precarious state of iron balance because of her additional loss of about 0.5 to 1 mg. Fe per day in menstrual blood; ... the developing child because of his added needs ... is also in a precarious state of balance. It is easy to understand, therefore, why iron deficiency anemia is much more common in growing children and in menstruating women than in adult males or postmenopausal women."¹

EFFECT OF MENSTRUATION ON DAILY IRON LOSS*



*Adapted from Finch, C. A.: J. Clin. Invest. 38:392-393 (Feb.) 1959.

DECA-VI-SOL chewable vitamins with iron offer a modern, efficient way to provide these patients with adequate supplemental iron.

Together with safe, realistic amounts of vitamins A, D and C which reflect the latest concepts of nutritional authorities,² Deca-Vi-Sol chewable vitamins with iron also provide seven significant B vitamins in convenient pleasant-tasting chewable tablets.

Each chewable tablet provides 10 mg. elemental iron plus 75 mg. vitamin C, 400 units vitamin D, 4,000 units vitamin A, 1.2 mg. thiamine, 1.5 mg. riboflavin, 15 mg. niacinamide, 1.2 mg. pyridoxine, 5 mg. panthenol, 3 mcg. vitamin B₁₂ and 40 mcg. biotin. Supplied in bottles of 50 chewable tablets.

References: (1) Moore, C. V., in Wohl, M. G., and Goodhart, R. S.: Modern Nutrition in Health and Disease, ed. 2, Philadelphia, Lea and Febiger, 1960, pp. 235-273. (2) Council on Foods and Nutrition of the American Medical Association. "Vitamin Preparations as Dietary Supplements and as Therapeutic Agents." J.A.M.A. 169:41-45 (Jan. 3) 1959. 61742



Mead Johnson
Laboratories

Symbol of service in medicine



this valve Doctor,
makes **NURSMATIC**

closest to breast feeding
reduces air swallowing

When Baby bites and sucks on the feeding nipple, this tiny Insta-Valve closes. *Liquid can't return to the bottle.* Formula feeds into Baby's mouth just as in breast feeding. Then Baby starts biting and sucking again, Insta-Valve reopens, and the nipple refills. You can see *there's no chance of excessive air swallowing.* This is why Nursmatic with Insta-Valve helps prevent so-called colic.



Only Nursmatic has the Insta-Valve to closely reproduce the lacteal function of the maternal breast. It's the *best nurser for all babies* — the only nurser for problem feeders. You can confidently recommend Nursmatic with Insta-Valve in problem-feeding cases, including premature babies of 3½ pounds and up. Also most effective in cleft palate cases. Your patients will thank you for suggesting Nursmatic.

Nursmatic® WITH INSTA-VALVE

For your patients — authoritative booklet, "What You Should Know About Colic." Write for supply.



Here's why Nursmatic is different from all other nursers!

Without Insta-Valve, formula backs up. Excessive sucking action tends to tire Baby and cut down food intake.	Stainless steel Insta-Valve fitted in Nursmatic nipple eliminates piercing nipple, lengthens nipple life.	Insta-Valve simulates natural breast action. Air swallowing, most common cause of colic, is greatly reduced.
--	---	--

HANKSCRAFT COMPANY • Reedsburg, Wisconsin

Makers of Nursmatic Feeders, Hankscraft Bottle Warmers, Sterilizers, Vaporizers and Baby Feeding Equipment.

In answering advertisements please mention PEDIATRICS



many asthma patients are different

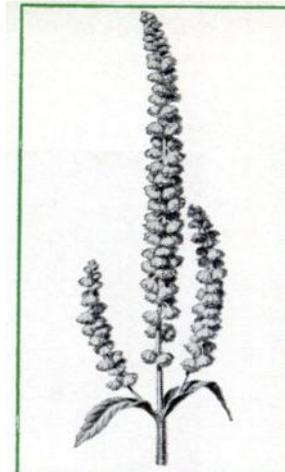
... in the type of stimulus that triggers an attack — dust, fur, infection, barometric pressure, pollen, or any other precipitating cause.

yet most asthma patients are the same

... in their vulnerability to emotional stress which may precipitate an acute asthmatic attack.

relieve both somatic and psychic components of asthma with

TRIPLE-ACTION
MaraX[®]



■ **an excellent bronchodilator...**

EPHEDRINE SULFATE to reduce congestion and open bronchiolar lumens

THEOPHYLLINE for bronchospasmolysis

■ **with resultant expectorant action...**

■ **and the tranquilizing effect of ATARAX[®]**

enhanced by antiallergic activity

for complete prescription information, consult product brochure

Each MARAX tablet contains:

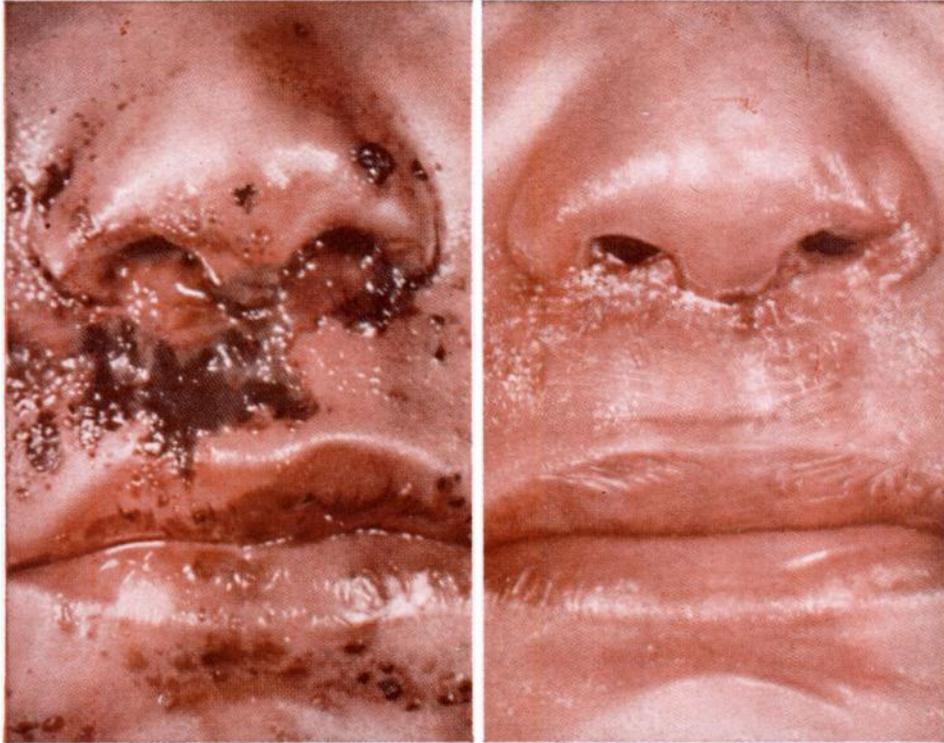
Atarax [®] (Hydroxyzine HCl)	10 mg.
Ephedrine sulfate	25 mg.
Theophylline	130 mg.

Each teaspoon (5 cc.) of MARAX syrup contains:

Atarax [®] (Hydroxyzine HCl)	2.5 mg.
Ephedrine sulfate	6.25 mg.
Theophylline	32.50 mg.
Alcohol (ethyl alcohol)	5% v/v



New York 17, N.Y.
DIVISION, CHAS. PFIZER & Co., INC.
Science for the World's Well-Being[®]



3-year-old child with severe impetigo, pretreatment

9 days later, post-treatment (FURACIN-HC Cream t.i.d.)

FOR BROADER TREATMENT OF INFLAMMATORY SKIN DISORDERS, BOTH ACUTE AND CHRONIC, WHERE INFECTION IS PRESENT OR IMMINENT

FURACIN[®]-HC CREAM

nitrofurazone 0.2% and hydrocortisone acetate 1%, Eaton

ESPECIALLY USEFUL FOR THE TREATMENT OF INFLAMMATION, ERYTHEMA AND PRURITUS AS WELL AS INFECTION IN SUCH CASES AS PYODERMAS, FURUNCULOSIS AND SECONDARILY INFECTED DERMATOSES

FURACIN-HC Cream combines the anti-inflammatory and antipruritic effect of hydrocortisone with the dependable antibacterial action of FURACIN—the most widely prescribed single topical antibacterial. Exclusively for topical use, FURACIN retains undiminished potency against pathogens such as staphylococci that no longer respond adequately to other antimicrobials. FURACIN is gentle, nontoxic to regenerating tissue, speeds healing through efficient prophylaxis or prompt control of infection.

FURACIN-HC Cream is available in tubes of 5 Gm. and 20 Gm. Vanishing-cream base, water-miscible.

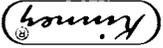
EATON LABORATORIES, Division of The Norwich Pharmacal Company, NORWICH, N. Y.



In answering advertisements please mention PEDIATRICS

IRON WITH A NECESSARY DIFFERENCE

Because it's chelated, CHEL-IRON provides an important difference in your treatment of iron deficiency anemias. Neither ionized nor precipitated after ingestion, CHEL-IRON is highly acceptable to infants and children because of its superior toleration in comparison with ferrous sulfate or ferrous gluconate.^{1,2} As a result, your iron regimen is uninterrupted, and full hematologic benefits are maintained. CHEL-IRON PEDIATRIC DROPS and CHEL-IRON LIQUID taste good, do not stain teeth and are easily miscible with milk and other foods.



KINNEY & COMPANY, INC.
Columbus, Indiana

U.S. Pat. 2,675,611

1. Franklin, M., et al.: J.A.M.A. 166:1685, 1958. 2. A.M.A. Council on Drugs: New and Nonofficial Drugs, 1961, Philadelphia, Lippincott, 1961, p. 59.

CHEL-IRON[®] Brand of Ferrocholate[®] PEDIATRIC DROPS/LIQUID (25 mg. iron/cc.) SPECIFIC FOR IRON DEFICIENCY IN THE YOUNG



in functional nausea and vomiting..

Consider EMETROL whenever an antiemetic is indicated—as in acute infectious gastroenteritis or intestinal “flu.” ■ Acts physiologically—will not mask serious organic pathology. ■ Acts rapidly to inhibit the hyperactive gut—often only a single dose of EMETROL is sufficient. ■ Requires no prescription, may be recommended by phone for even your youngest patients.

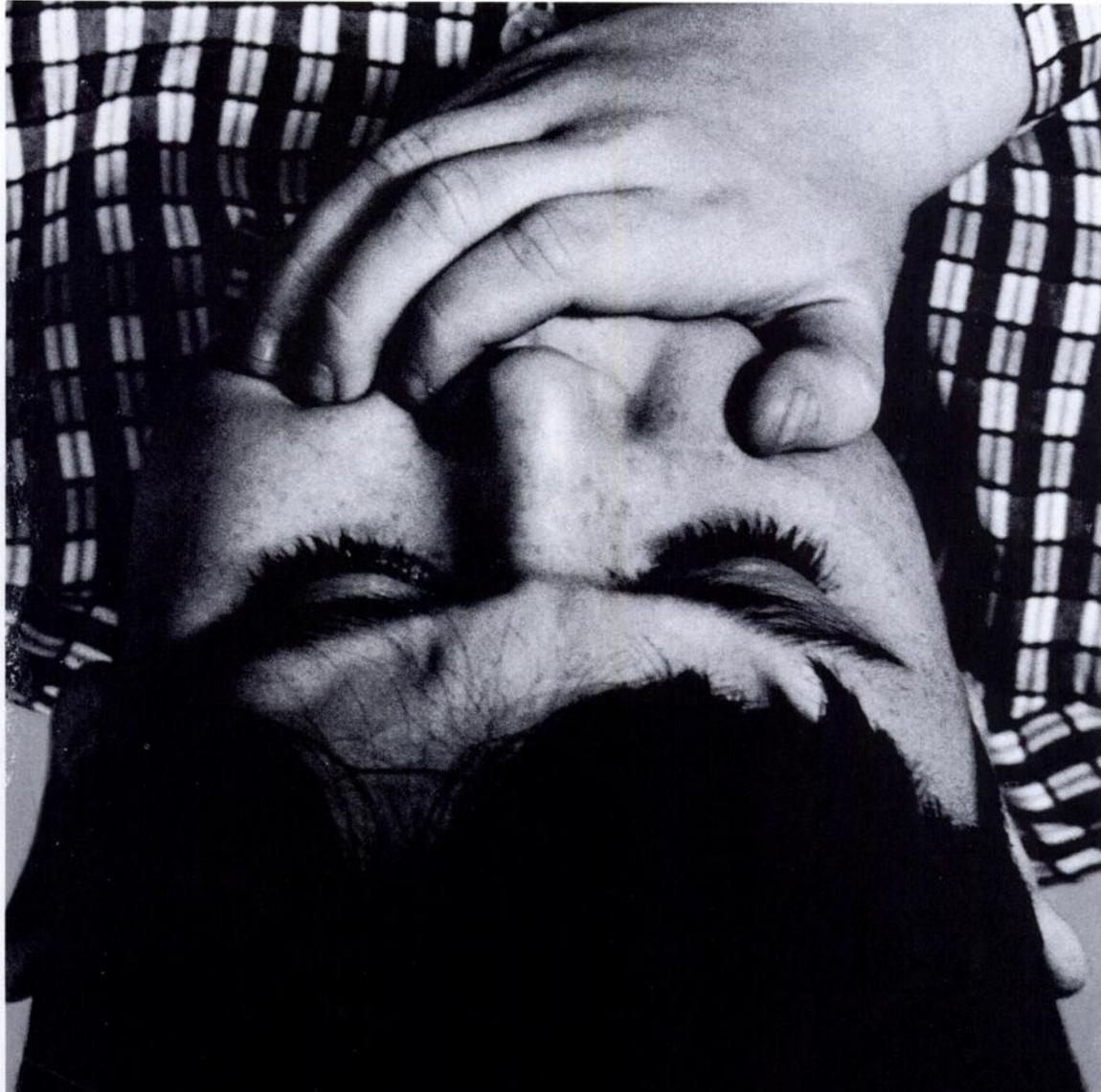
IMPORTANT NOTE: Do not dilute, or permit oral fluids for at least 15 minutes after dose. Dilution alters the stabilized pH necessary for optimal therapeutic effect.

SUPPLIED: Bottles of 3 fl. oz. and 16 fl. oz., containing balanced amounts of levulose and dextrose in coating association with orthophosphoric acid, stabilized at an optimal pH. Pleasantly mint-flavored.



KINNEY & COMPANY, INC., Columbus, Indiana

EMETROL quickly “settles” the problem





In
summer
diarrheas

prompt
4 way
check

- ✓ Curbs excessive peristalsis
- ✓ Adsorbs toxins and gases
- ✓ Soothes inflamed mucosa
- ✓ Provides intestinal antiseptics



POMALIN

TRADEMARK

Liquid

EFFECTIVE ANTIDIARRHEAL

FORMULA: Each 15 ml. (tablespoon) contains:

Sulfaguanidine U.S.P.....	2 Gm.
Pectin N.F.	225 mg.
Kaolin	3 Gm.
Opium tincture U.S.P.....	0.08 ml.
(equivalent to 2 ml. paregoric)	

Warning: May be habit forming.

DOSAGE: Adults—Initially 1 or 2 tablespoons from four to six times daily, or 1 or 2 teaspoons after each loose bowel movement; reduce dosage as diarrhea subsides.

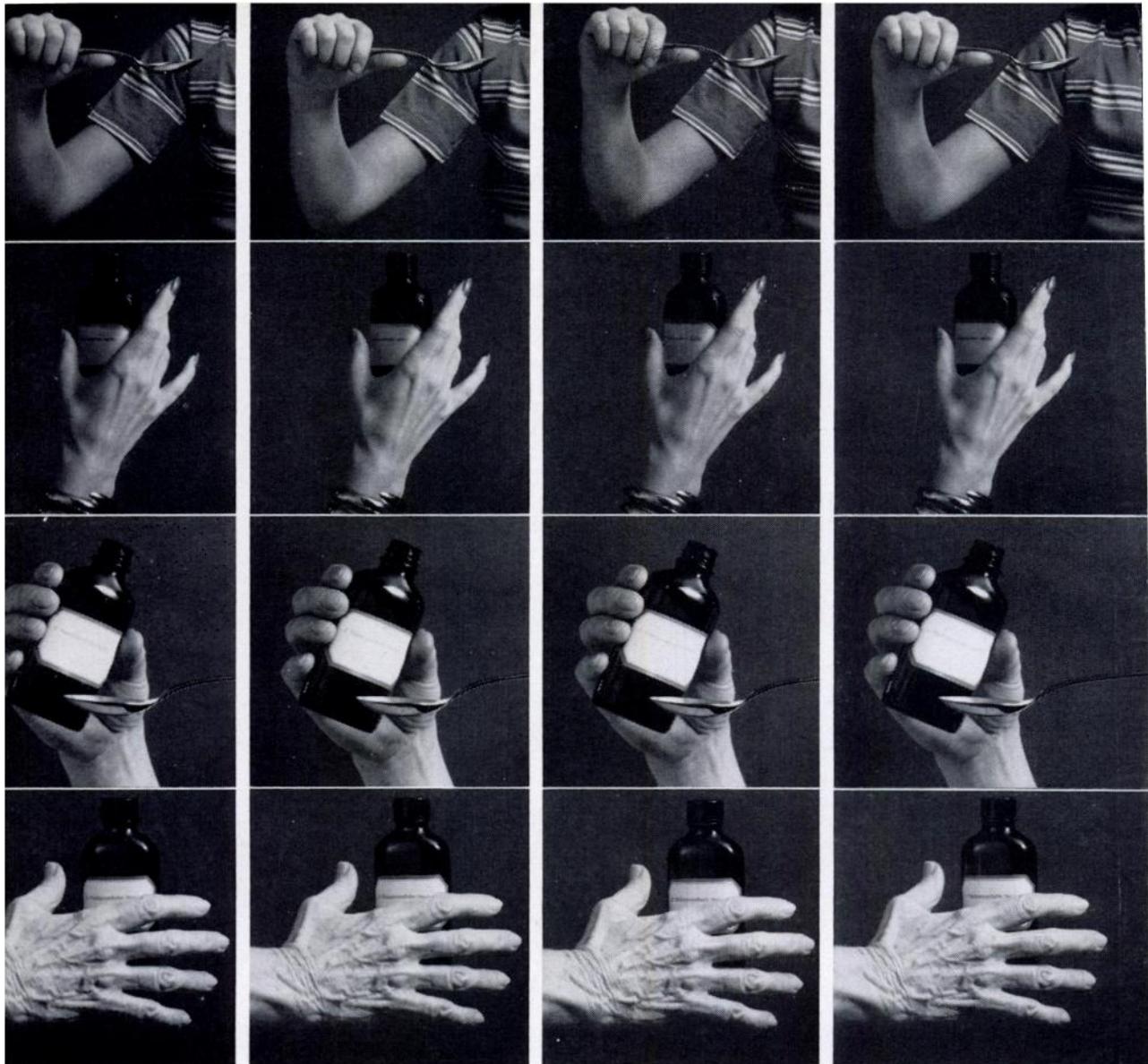
Children— $\frac{1}{2}$ teaspoon (= 2.5 ml.) per 15 pounds of body weight every four hours day and night until stools are reduced to five daily, then every eight hours for three days.

SUPPLIED: Bottles of 1 pint (raspberry flavor, pink color)
Exempt Narcotic. Available on Prescription Only.

Winthrop
LABORATORIES
New York 18, N. Y.



In answering advertisements please mention PEDIATRICS

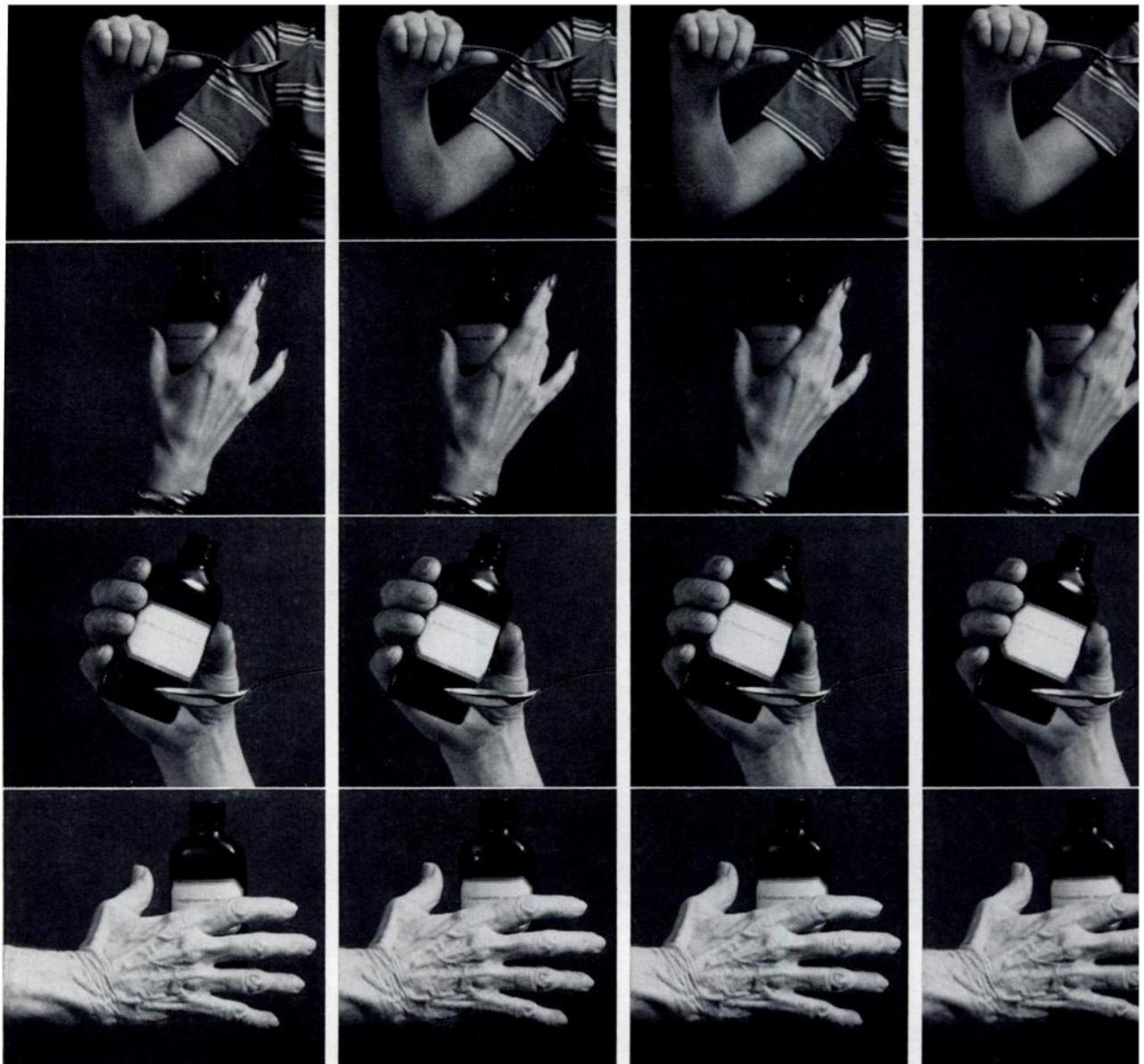


Patients who need to take iron faithfully...

Because Jefron™ Elixir is highly palatable, patients with hypochromic anemia (who always require prolonged periods of oral medication) will be apt to continue taking Jefron as prescribed.

Each 5 ml. teaspoonful of Jefron Elixir supplies 100 mg. of iron. Despite the high iron content, this new iron-carbohydrate complex has no metallic flavor or lingering aftertaste. It rarely causes gastric upsets.^{(1) (2)}

Because of its acceptability to most patients, Jefron Elixir permits administration between



most likely will...with Jefron!

meals for optimum absorption, and encourages patient cooperation when increased dosage or administration over long periods may be necessary to replenish tissue stores.

And Jefron is safer to have in the home. Even though Jefron (polyferose) contains approximately 45% iron (far more than the amount present in ferrous sulfate) controlled toxicity studies in experimental animals have shown that Jefron is significantly less toxic than such iron compounds as ferrous sulfate, ferrous gluconate, ferrous fumarate, ferroglycine sulfate complex and ferric choline citrate.⁽³⁾

(1) Hoffman, E. P.; and Wilson, W. L.: A New Iron Carbohydrate Complex: Hematopoietic Effect and a Double-Blind Tolerance Study. *Current Therapeutic Research*, 3:387 (Sept.) 1961.

(2) Litchfield, H. R.; and Halperin, J.: A Clinical Study of the Use of a new Iron-Carbohydrate Complex. *Medical Times*, 89:1187 (Nov.) 1961.

(3) Weaver, L. C.; Gardier, R. W.; Robinson, V. B.; and Bunde, C. A.: Comparative Toxicology of Iron Compounds, *Am. J. Med. Sci.*, 241:296 (Mar.) 1961.

Jefron



PITMAN-MOORE COMPANY, DIVISION OF THE DOW CHEMICAL COMPANY, INDIANAPOLIS 6, INDIANA

So many
infections are
susceptible to
classic broad-spectrum antibiotic therapy

TETRACYCLINE WITH GLUCOSAMINE
Tetracyn[®]

Pediatric Drops Capsules Syrup

IN BRIEF Tetracyn provides tetracycline with glucosamine, a normal constituent of human tissues and fluids, as an excipient. *Indications:* A wide range of infections due to susceptible gram-positive and gram-negative bacteria, rickettsiae, large viruses and protozoa. *Administration and dosage:* Optimal dosage varies with the severity of infection and susceptibility of the pathogen. Average daily dose for infants and children is 10-20 mg./lb., given in divided doses at 6-hour intervals. If gastrointestinal disturbances are encountered, they may be minimized by reducing the individual dose and administering it at more frequent intervals. *Side effects and precautions:* Antibiotics may allow overgrowth of nonsusceptible organisms—particularly monilia and resistant staphylococci. If this occurs, discontinue medication and institute indicated supportive therapy and treatment with other appropriate antibiotics. Aluminum hydroxide gel decreases antibiotic absorption and is therefore contraindicated. Glossitis and allergic reactions are rare. There are no known contraindications to glucosamine. *Supplied:* Tetracyn Capsules (black-and-white), 250 mg. per capsule—bottles of 16 and 100. Half-strength (125 mg.) capsules (black-and-white)—bottles of 25 and 100. Tetracyn Syrup—preconstituted, orange-flavored, 125 mg./tsp. (5 cc.), 2 oz. and 1 pt. bottles; Tetracyn Pediatric Drops—preconstituted, orange-flavored, 100 mg./cc. (5 mg./drop), 10 cc. bottle with calibrated plastic dropper. *More detailed professional information available on request.*



Pfizer Science for the world's well-being[®]

PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc. New York 17, New York

"prompt antibacterial action and a broad range of antibacterial effectiveness with a remarkably low degree of toxicity."

1. Mathieu, P. L., Jr., et al.: Rhode Island M. J. 42:172, 1959.





Kanana Banana Flakes

for *instant* mashed banana in daily routine feeding!

- PURE
- PERFECTLY RIPE
- FULLY NUTRITIOUS

The addition of three parts water or milk will INSTANTLY provide the wholly-nutritious mashed banana you prescribe.

When you prescribe banana, write "Kanana"!

Kanana Banana Flakes (NOT A POWDER)



FREE SAMPLE! Fill out and mail TODAY! For content analysis and free sample, send to:

Kannengiesser & Co., 76 Ninth Ave., New York 11, N. Y.

NAME

STREET

CITY

ZONE

STATE

KANNENGIESSER & COMPANY, 76 NINTH AVE., NEW YORK 11, NEW YORK. In Canada: Laurentian Agencies, Ltd., 429 St. Jean Baptiste Street, Montreal, Canada

In answering advertisements please mention PEDIATRICS

In acne control, cleanliness is half the battle



Therapads *therapeutically cleanse the skin when washing is inconvenient*—You will be pleased with THERAPADS because they are an effective aid in acne control. Each soft, cotton flannel pad is impregnated with a solution of 1½% Salicylic Acid and 50% Ethyl Alcohol to remove excess sebaceous film from the skin and exert a mild drying, astringent and keratolytic effect.

Your patients will like THERAPADS because they are inexpensive, simple, and convenient. No messy application, no greasy smears, no cover-up of lesions. A day's supply fits into an attractive plastic case which slips easily into purse or pocket. Skin cleansing is simple and quick at work or school.



PHARMACEUTICAL COMPANY
 Minneapolis 16, Minnesota
 In Canada: Winley-Morris Co., Montreal

THERAPADS for daytime skin care in acne—Perfect companion to medications you may prescribe for use at night. At busy prescription pharmacies in jars of 40 with carrying case.

Fuller Pharmaceutical Co.
 3108 W. Lake St., Minneapolis 16, Minn.

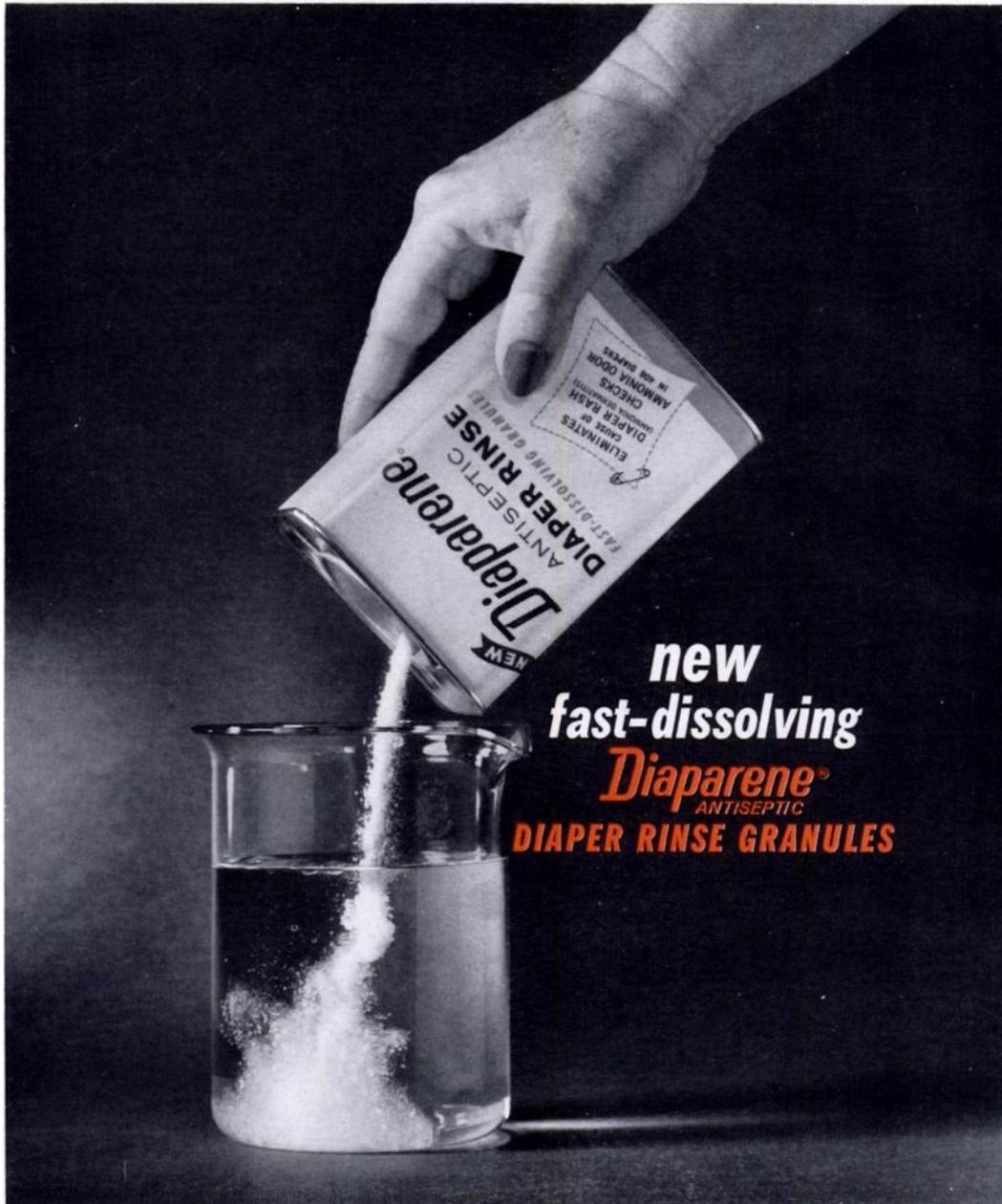
For generous office supply of THERAPADS—
 just fill in and return this coupon.

Name

Address

City Zone State

In answering advertisements please mention PEDIATRICS



for diapers that prevent diaper rash...

NEW BACTERICIDAL EFFICIENCY—Prolongs ammonia and odor inhibition. Effectively kills resistant staphylococci.

NEW FUNGICIDAL ACTION—Inhibits monilial growth, reduces mildew in diapers.

NEW ECONOMY—One 8 oz. can impregnates a month's diaper supply at average cost of less than 1/2¢ a diaper.

NEW CONVENIENCE—Simple one-step rinse, easy-to-make dilutions. New granules give almost instant dissolving action.

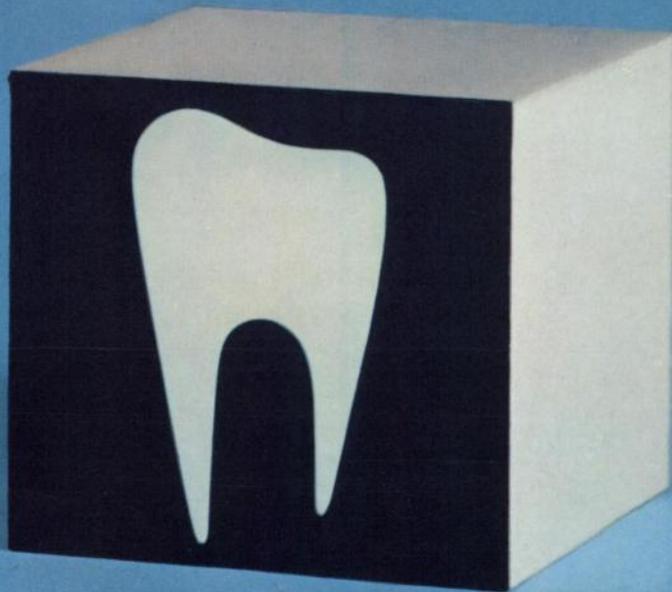
better diaper services are Diaparene franchised.

Active ingredient: methylbenzethonium chloride 6%

Diaparene Products Division  BREON LABORATORIES INC., Subsidiary of Sterling Drug Inc., New York 18, N. Y.

In answering advertisements please mention PEDIATRICS

new...from Mead Johnson Laboratories...



vitamins with fluoride
another building block in pediatric medicine

vitamins with fluoride — a positive approach to better dental health for infants and children

The development of healthy teeth is directly related to nutritional status and fluoride is an important element in this development. Regular ingestion of fluoride by infants and children has been shown to provide significant protection against dental caries.¹⁻⁴ Because children rarely see the dentist before age four or five, the physician's role in assuring the fulfillment of the fluoride requirement is an important part of a total health care program.

vitamins with fluoride—the logical answer

In communities where water is neither naturally nor artificially fluoridated, adding fluoride to supplemental vitamins is the logical answer. Because tooth development and calcification are already in progress at birth and continue throughout childhood, it is important that administration of fluoride begin in early infancy and be faithfully continued.

from Mead Johnson Laboratories continuing program of research in dental health

Tri-Vi-Flor and Poly-Vi-Flor Drops have been developed to provide physicians with two authoritative infant formulations. Poly-Vi-Flor Chewable Tablets supply a practical formulation for the child old enough to chew.

When administered as recommended, these products provide amounts of fluoride that are safe and appropriate.^{3,6}

a total dental health program

Tri-Vi-Flor Drops and Poly-Vi-Flor Drops and Chewable Tablets supplement the topical application of fluoride by the child's dentist. The benefits of topical application of fluoride are well known.^{3,5} If doubt exists concerning a child's dental treatment, it would be advisable to consult with his dentist before prescribing these products. *These products should not be administered to infants or children who live in areas where the fluoride content of the water supply is greater than 0.7 parts per million.*



Mead Johnson
Laboratories

Symbol of service in medicine



a base for tomorrow's dental health

tri-vi-flor[®]

VITAMINS AND FLUORIDE DROPS

poly-vi-flor[®]

VITAMINS AND FLUORIDE DROPS

when drops are outgrown...

poly-vi-flor[®]

VITAMINS AND FLUORIDE CHEWABLE TABLETS

- Three products to meet the special needs of infants and children
- Authoritative vitamin formulations, appropriate amounts of fluoride
- Provide a method for regular administration of fluoride
- In convenient forms
- These products are available on prescription only

Supplied—Tri-Vi-Flor Drops: Each 0.6 cc. supplies: Fluoride (from sodium fluoride), 0.5 mg.; vitamin A, 3000 units; vitamin D, 400 units; vitamin C, 60 mg. Available in dropper bottles of 30 cc.

Poly-Vi-Flor Drops: Each 0.6 cc. supplies: Fluoride (from sodium fluoride), 0.5 mg.; vitamin A, 3000 units; vitamin D, 400 units; vitamin C, 60 mg.; thiamine, 1 mg.; riboflavin, 1.2 mg.; niacinamide, 8 mg. Available in dropper bottles of 30 cc.

Poly-Vi-Flor Chewable Tablets: Each tablet supplies: Fluoride (from sodium fluoride); 1 mg.*; vitamin A, 4000 units; vitamin D, 400 units; vitamin C, 75 mg.; thiamine, 1.2 mg.; riboflavin, 1.5 mg.; niacinamide, 15 mg. Available in bottles of 50.

References: (1) Shaw, J. H., in Wohl, M. G., and Goodhart, R. S.: *Modern Nutrition in Health and Disease*, ed. 2, Philadelphia, Lea & Febiger, 1960, pp. 574-580. (2) Statement on Fluoridation of Public Water Supplies, by the House of Delegates of the American Medical Association, Philadelphia, December 3-6, 1957. (3) *Accepted Dental Remedies*, ed. 27, Chicago, American Dental Association, 1962, pp. 137-139. (4) Arnold, F. A., Jr.; McClure, F. J., and White, C. L.: *Dent. Progress* 1:8-12 (Oct.) 1960. (5) Muhler, J. C.: *J. Am. Dent. A.* 61:431-438 (Oct.) 1960. (6) Holt, L. E., Jr.; McIntosh, R., and Barnett, H. L.: *Pediatrics*, ed. 13, New York, Appleton-Century-Crofts, 1960, p. 350. (7) Council on Dental Therapeutics, *J. Am. Dent. A.* 56:589-591 (April) 1958.

*The recommended daily dose for children 3 years and older where the drinking water is substantially devoid of fluoride.⁷

the most complete line of vitamins for infants and children



Mead Johnson
Laboratories

Symbol of service in medicine †



a
breathing
spell
from
asthma

Quadrinal^{*}
keeps the airway clear

stops wheezing • K I helps liquefy mucus • relieves spasm

The Quadrinal formula with potassium iodide provides unsurpassed antispasmodic and expectorant action that rapidly clears the airway and helps maintain unobstructed respiration. Patients breathe more easily and acute episodes of bronchospasm are often eliminated. Quadrinal is exceptionally well tolerated even on prolonged administration. Potassium iodide is an expectorant of time-tested effectiveness and safety.

Indications: Bronchial asthma, bronchitis, pulmonary fibrosis, pulmonary emphysema.

Quadrinal Tablets, containing ephedrine HCl (24 mg.), phenobarbital (24 mg.), 'Phyllicin'* (theophylline-calcium salicylate) (130 mg.), and potassium iodide (0.3 Gm.).

Also Available — a flexible dosage form with taste-appeal for all age groups: fruit-flavored QUADRINAL SUSPENSION (1 teaspoonful = 1/2 Quadrinal Tablet)



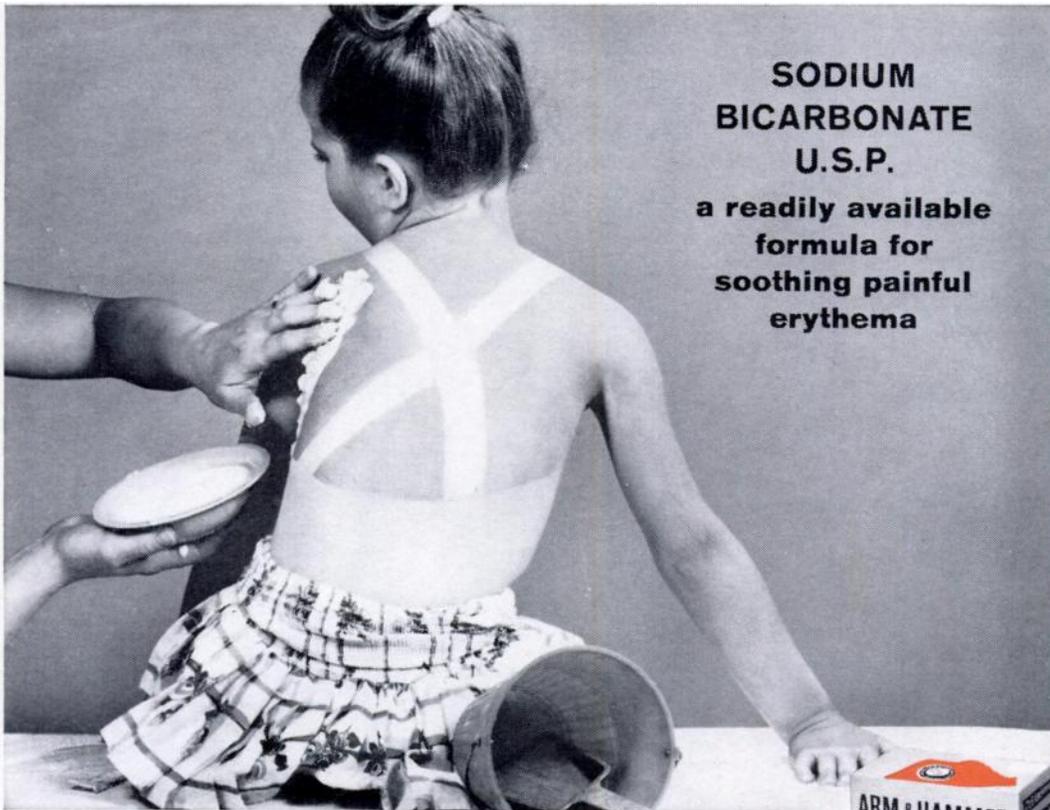
KNOLL PHARMACEUTICAL COMPANY, Orange, New Jersey

^{*}Quadrinal, Phyllicin[®]

Well established
for symptomatic
treatment of



Sunburn



**SODIUM
BICARBONATE
U.S.P.**
a readily available
formula for
soothing painful
erythema

Sodium Bicarbonate is an ever present home-aid helpful in mild sunburn. Applied as a paste and kept moist with wet cloths, it soothes and cools stinging, itching sensations.

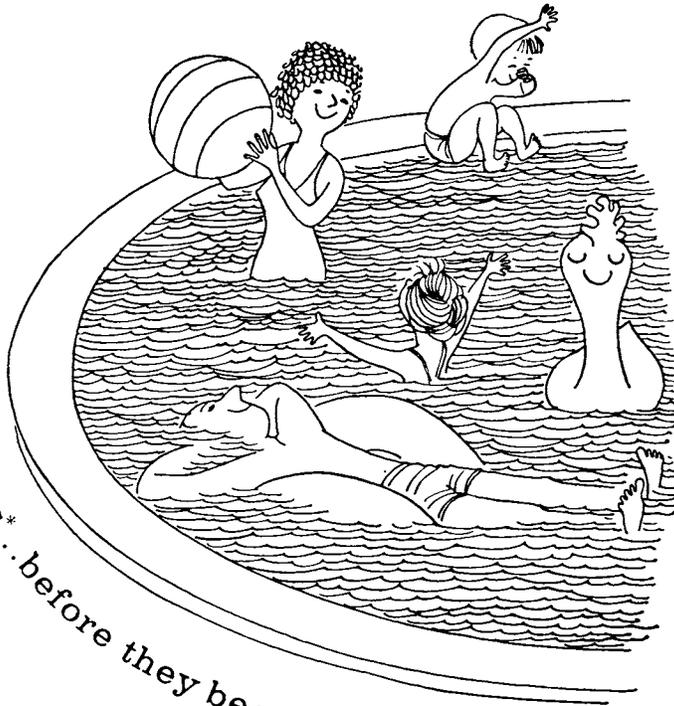
Arm & Hammer Baking Soda is pure Sodium Bicarbonate and meets all the standards of U.S.P. XVI. It may be prescribed with confidence wherever Soda Bicarbonate is indicated.



© 1962 CHURCH & DWIGHT CO., INC., 70 PINE STREET, NEW YORK 5, N. Y.

In answering advertisements please mention PEDIATRICS

to control acute summer infections* before they become a family affair...



busy pathogens are susceptible to

TAO[®]

Triacetyloleandomycin

rapid, decisive response
in acute summer infections
 of skin and soft tissue
 *(due to susceptible organisms)

Tao is specific for staphylococcal and streptococcal skin invaders. You can expect a rapid, decisive response in acute conditions such as summer impetigo contagiosa, infected contact dermatitis, infected wounds, abscesses, furuncles, carbuncles, ecthyma, cellulitis, infected cysts and ulcers. Tao works even in cases unresponsive to local treatment, incision and drainage, or debridement.¹ And after years of clinical experience, Tao continues to be effective against many staphylococci resistant to other antibacterial agents.^{2, 3}

Supplied as Tao Capsules, 250 mg. and 125 mg.; ready mixed, raspberry flavored Oral Suspension, 125 mg. per 5 cc.; Pediatric Drops, 100 mg. per cc. of reconstituted liquid; Intramuscular or Intravenous, as oleandomycin phosphate. For complete prescription information, including dosage, indications and precautions, consult product brochure.

1. Steller, R.E.: Antibiotic Med. & Clin. Therapy 7:691 (Nov.) 1960. 2. English, A.R., and Fink, F.C.: Antibiotics & Chemother. 8:420 (Aug.) 1958. 3. English, A.R., and Fink, F.C.: Antibiotics & Chemother. 11:648 (Oct.) 1961.



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 Science for the World's Well-Being[®]

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tacaryl[®]

HYDROCHLORIDE

Methdilazine hydrochloride, Mead Johnson

*to
relieve*

90% of
all
children



Mead Johnson
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Symbol of service in medicine

inhibits histamine

inhibits serotonin

inhibits bradykinin

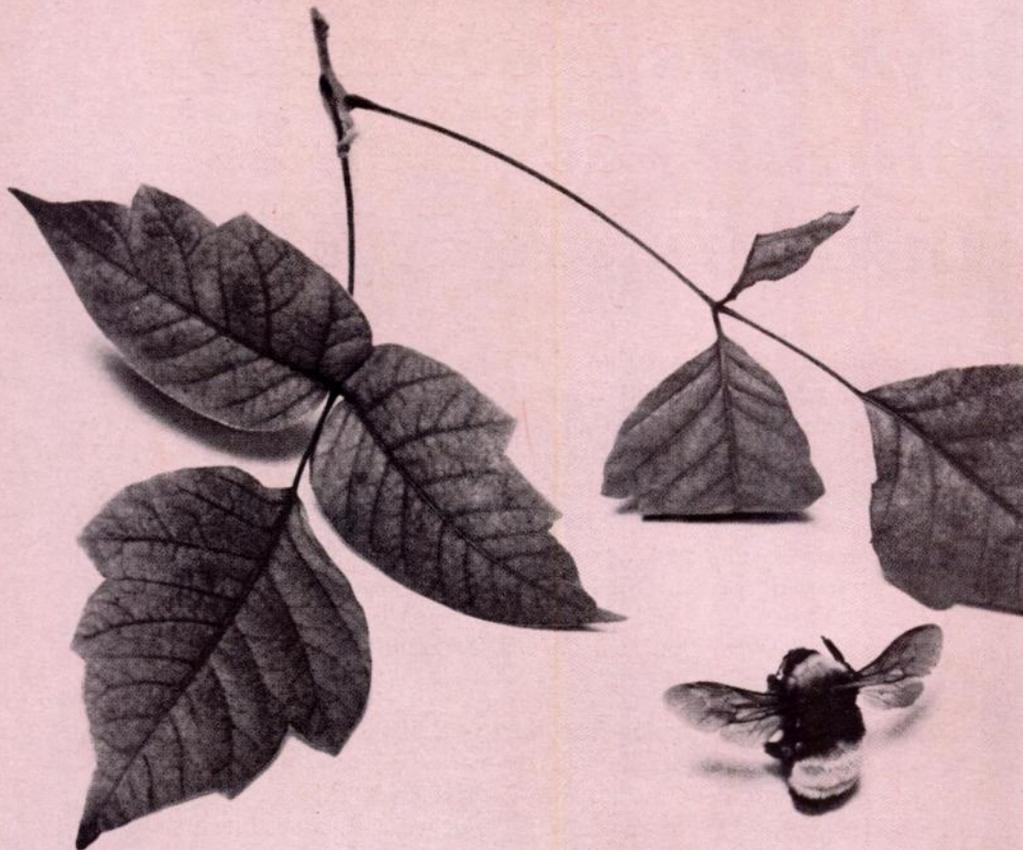
Pharmacologic tests in animals show that Tacaryl Hydrochloride blocks experimental inflammatory reactions.¹ Tacaryl Hydrochloride not only blocks histamine and serotonin,^{1,3} but also effectively inhibits *bradykinin*^{2,3}—recently suggested as another chemical mediator of the inflammatory-allergic response.²⁻⁵ Tacaryl Hydrochloride tends to maintain normal capillary permeability, reducing the intensity of non-infective inflammatory reaction.¹ It has been shown that Tacaryl Hydrochloride "...possesses a spectrum of beneficial qualities"¹ which suggest antipruritic, antiedemic, and profound antihistaminic effects. *These data suggest that the therapeutic range of Tacaryl Hydrochloride is wider than that of compounds which inhibit histamine alone, or inhibit only histamine and serotonin.*

clinically confirmed for itching in children—Relief of itching with Tacaryl Hydrochloride has "...bordered on the dramatic."⁶ Clinical reports, including double-blind studies, demonstrate that Tacaryl Hydrochloride is a valuable antipruritic agent.^{3,6-8} For example, of 40 children with conditions including *atopic dermatitis*, *chickenpox*, and *contact dermatitis*, 32 "...treated with methdilazine hydrochloride exhibited either substantial or complete relief of their itching. No patient in this age group failed to show some degree of improvement."⁶ Moreover, Tacaryl Hydrochloride has a prolonged span of action—relief is usually obtained with b.i.d. dosage.⁶

dosage: Adults: Tablets—One tablet (8 mg.) twice daily. Syrup: Two 5 cc. teaspoonfuls (8 mg.) twice daily. Chewable Tablets—Two tablets (7.2 mg.) twice daily. *Children over three years:* One-half the adult dose. Adjustment of dose or interval may be desirable for some patients. **contraindications:** There are no known contraindications. **side effects:** Drowsiness has been observed in a small percentage of cases. Dizziness, nausea, headache, and dryness of mucous membranes have been reported infrequently. **cautions:** If drowsiness occurs after administration of Tacaryl Hydrochloride, the patient should not drive a motor vehicle or operate dangerous machinery. Since Tacaryl Hydrochloride may display potentiating properties, it should be used with caution in patients receiving alcohol, analgesics, or sedatives (particularly barbiturates). Because of reports that phenothiazine derivatives occasionally cause side reactions such as agranulocytosis, jaundice, and orthostatic hypotension, the physician should be alert to their possible

occurrence—though no such reactions have been observed with Tacaryl Hydrochloride or Tacaryl Chewable Tablets. **supplied:** Scored tablets, medium oval, 8 mg., bottles of 100. Syrup, 4 mg. per 5 cc. teaspoonful, 16 oz. bottles. Chewable Tablets, pink, 3.6 mg., bottles of 100. **references:** (1) Lish, P. M.; Albert, J. R.; Peters, E. L., and Allen, L. E.: *Arch. Internat. Pharmacodyn.* 129:77-107 (Dec. 1) 1960. (2) Lish, P. M., and McKinney, G. R.: *The Pharmacological Significance of Certain Model Inflammations*, abstracted, *The Pharmacologist* 3:63 (Feb. 1961). (3) Frohman, I. P.: *M. Times* 90:25-28 (Jan.) 1962. (4) Sturmer, E., and Cerletti, A.: *Am. Heart J.* 62:149-154 (Aug.) 1961. (5) Wilhelm, R. E.: *M. Clin. North America* 45:887-906 (July) 1961. (6) Howell, C. M., Jr.: *North Carolina M. J.* 27:194-195 (May) 1960. (7) Friend, D. G.: *Clin. Pharmacol. & Therap.* 2:605-609 (Sept.-Oct.) 1961. (8) Crepea, S. B.: *J. Allergy* 31:283-285 (May-June) 1960.

*Full text of presentation available to physicians on request.



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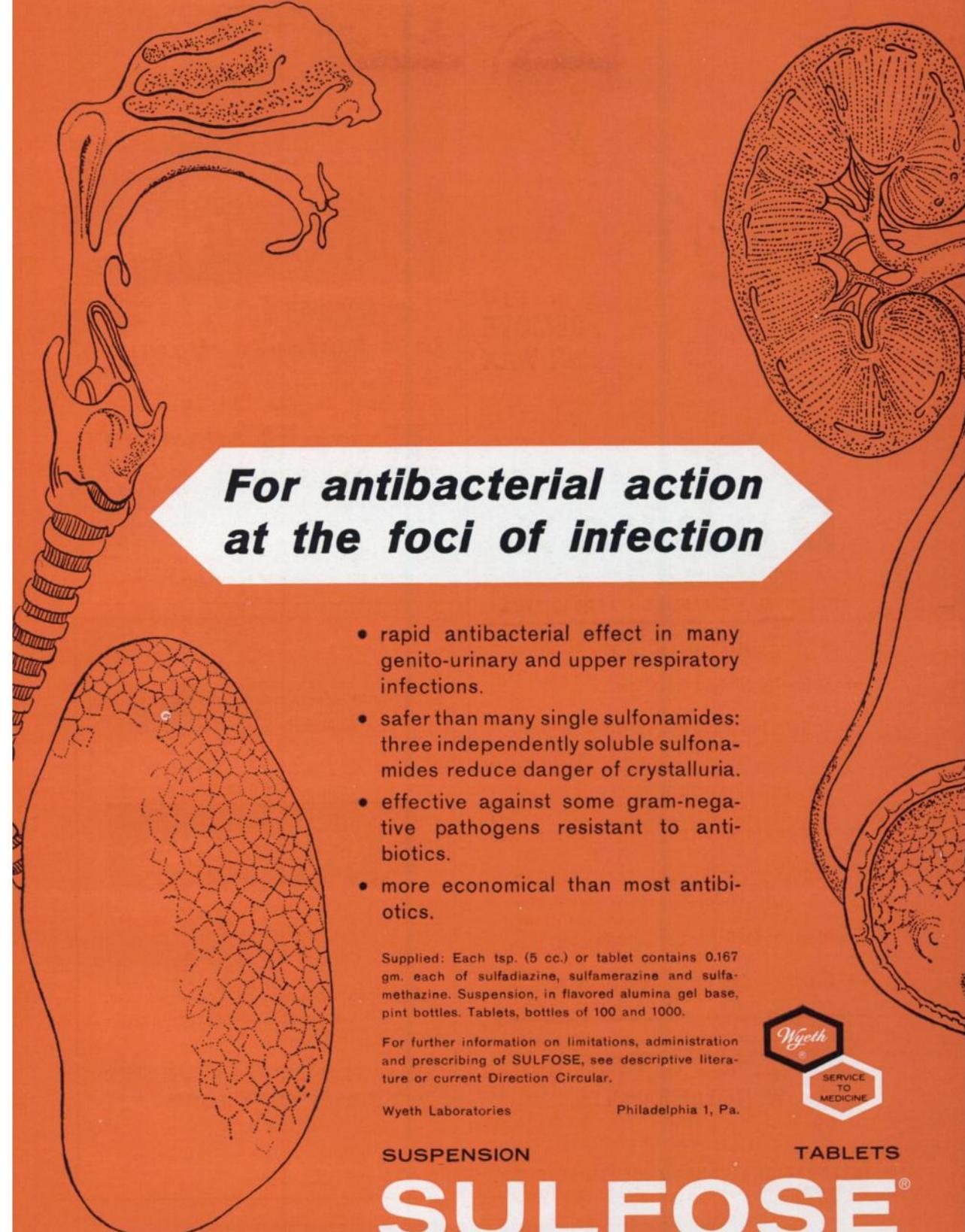
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- rapid antibacterial effect in many genito-urinary and upper respiratory infections.
- safer than many single sulfonamides: three independently soluble sulfonamides reduce danger of crystalluria.
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Supplied: Each tsp. (5 cc.) or tablet contains 0.167 gm. each of sulfadiazine, sulfamerazine and sulfamethazine. Suspension, in flavored alumina gel base, pint bottles. Tablets, bottles of 100 and 1000.

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Triple Sulfonamides, Wyeth (Sulfadiazine, Sulfamerazine, Sulfamethazine)

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- Softens impacted wax for easy removal.
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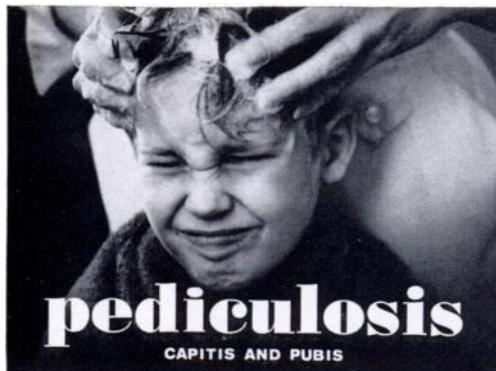
Composition: Urea Peroxide 6.5% in specially prepared anhydrous glycerol. U.S. Pat. #2,430,450.

1. Creston, J. E.: Medical Times 90:205 (Feb.) 1962.

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ALSO AVAILABLE: KWELL CREAM and LOTION, for scabies, chiggers, pediculosis. PRECAUTIONS: Avoid contact with eyes or mucous membranes. Shampoo should not be used more than twice in one week. Application of Cream or Lotion may be repeated in 4 days.* REFERENCE: Gardner, J.: J. Pediat. 52:448, 1959

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Recent medical literature¹⁻²⁷—adding to an already massive bibliography—continues to document the effectiveness of well-tolerated Terramycin in pediatric, respiratory, and other

infections. Recent bibliography: **1.** A.M.A. Council on Drugs, New and Nonofficial Drugs 1961, Philadelphia, Lippincott, 1961, pp. 142-147. **2.** Beckman, H.: The Year Book of Drug Therapy, Chicago, Yr. Bk. Pub., 1961, p. 271. **3.** Eastman, N. J., and Hellman, L. M.: Williams Obstetrics, ed. 12, New York, Appleton-Century-Crofts, 1961, pp. 845-1035. **4.** Keefer, C. S., in Modell, W.: Drugs of Choice 1960-1961, St. Louis, Mosby, 1960, pp. 141, 146, 147. **5.** Huang, N. N.: J. Pediat. 59:512, 1961. **6.** Smith, R. C. F.: Brit. J. Clin. Practice 15:345, 1961. **7.** Asay, L. D., and Koch, R.: New England J. Med. 262:1062, 1960. **8.** Berry, D. G., et al.: Lancet 1:137, 1960. **9.** Osol, A., et al.: The Dispensatory of the United States of America, ed. 25, Philadelphia, Lippincott, 1960, pp. 953, 1556. **10.** Adams, A. R. D.: Brit. M. J. 1:1639, 1960. **11.** Jung, R. C., and Carrera, G. M.: Dis. Colon & Rectum 3:313, 1960. **12.** De Lamater, J. N.: Am. J. Gastroenterol. 34:130, 1960. **13.** Stewart, W. H., et al., in Kelley, V. C.: Brennenman-McQuarrie-Kelley Practice of Pediatrics, Maryland, Prior, 1960, vol. II, chap. 5, p. 19. **14.** Wellman, W. E., and Herrell, W. E., in Kelley, V. C.: Brennenman-McQuarrie-Kelley Practice of Pediatrics, Maryland, Prior, 1960, vol. I, chap. 44, p. 13. **15.** Wenckert, A., and Robertson, B.: Acta chir. scandinav. 120:79, 1960. **16.** Alstead, S.: Dilling's Clinical Pharmacology, ed. 20, London, Cassell, 1960, p. 462. **17.** Grover, F. W.: Texas J. Med. 57:355, 1961. **18.** Gardiner, W. P., and Gomila, R. R., Jr.: Scientific Exhibit, Venereal Disease Seminar, U. S. Public Health Service, Feb. 28-Mar. 3, 1961. **19.** Jacques, A. A., and Fuchs, V. H.: J. Louisiana M. Soc. 113:200, 1961. **20.** Nathan, L. A.: Scientific Exhibit, 15th Clinical Meet., A.M.A., Denver, Col., Nov. 26-30, 1961. **21.** Ullman, A.: Delaware M. J. 32:97, 1960. **22.** Lamphier, T. A.: Scientific Exhibit, New York State M. Soc. Meet., New York, May 7-13, 1960. **23.** Freier, A.: Paper presented at Michigan Soc. Obst. & Gynec., Detroit, May 3, 1961. **24.** Logan, K. M.: Scientific Exhibit, Ann. Meet., Ohio Acad. Gen. Practice, Cincinnati, Sept. 13-14, 1961. **25.** Altmeier, W. A., and Wulsin, J. H. (A.M.A. Council on Drugs Report): J.A.M.A. 173:527, 1960. **26.** Krol, W. J.: J. Abdom. Surg. 3:78, 1961. **27.** Potempa, J.: Med. Klin. 56:352, 1961.

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OXYTETRACYCLINE WITH GLUCOSAMINE
PEDIATRIC DROPS **SYRUP**
5 mg./drop (100 mg./cc.) 125 mg./tsp. (5 cc.)

In Brief

The dependability of Terramycin in daily practice is based on its broad range of antimicrobial effectiveness, excellent toleration, and low order of toxicity. As with other broad-spectrum antibiotics, overgrowth of nonsusceptible organisms may develop. If this occurs, discontinue the medication and institute appropriate specific therapy as indicated by susceptibility testing. Glossitis and allergic reactions to Terramycin are rare. Aluminum hydroxide gel may decrease antibiotic absorption and is contraindicated. For complete dosage, administration, and precaution information, read package insert before using.

More detailed professional information available on request.

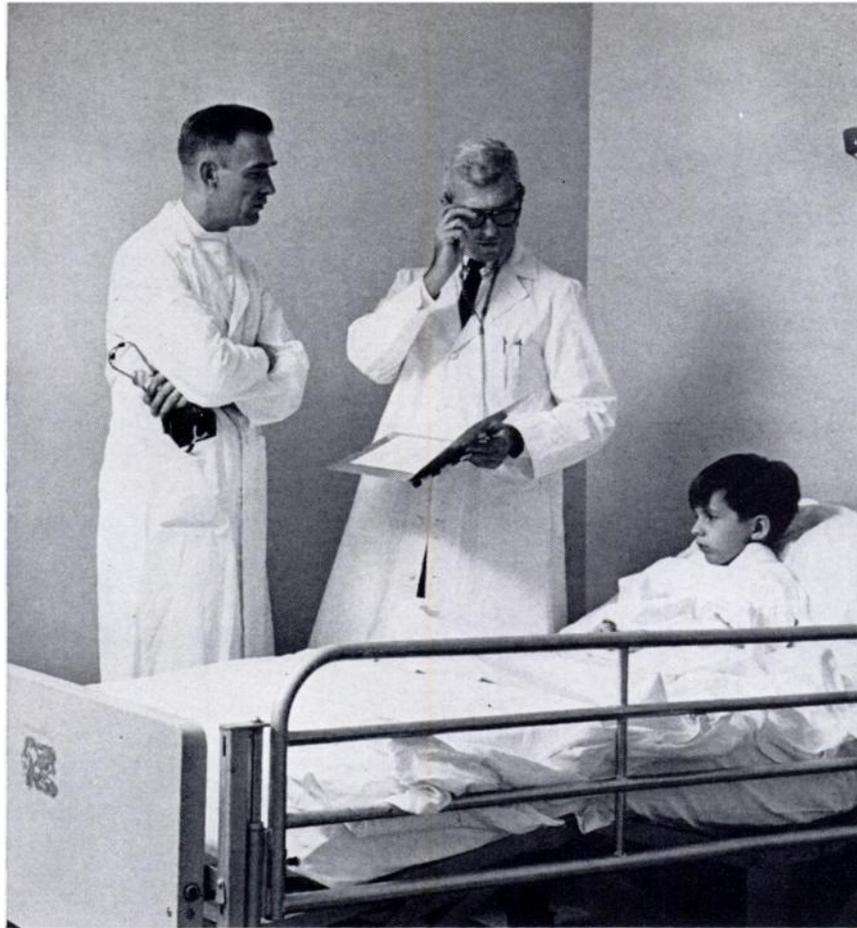
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Acute bacterial diarrhea—a vacation time hazard—calls for therapy that will swiftly, decisively relieve the condition. And that's precisely what your patient gets when you prescribe FUROXONE Liquid . . . for FUROXONE eradicates the enteric pathogens—without eradicating the normal intestinal flora. ■ FUROXONE Liquid controls bacterial diarrhea and soothes the irritated intestine. (An extra measure of finely divided kaolin/pectin assures efficient adsorptive and demulcent action.) ■ And FUROXONE Liquid tastes good, too, with an orange-mint flavor particularly palatable to your younger patients. ■ FUROXONE Liquid: In 2 oz. prescription size bottle and regular 16 oz. size. Contains FUROXONE 50 mg. per 15 cc., plus kaolin and pectin. Also available: FUROXONE Tablets, each containing 100 mg. of FUROXONE, in bottles of 20 and 100.  **EATON LABORATORIES**, Division of The Norwich Pharmacal Company, NORWICH, NEW YORK
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NEW in respiratory infections of childhood **MADRIBON CHEWABLE TABLETS**



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*Royer, A., & Berdnikoff, K.: *Canad. M.A.J.* 86:50, 1962.

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stops infectious diarrhea—
controls the cause

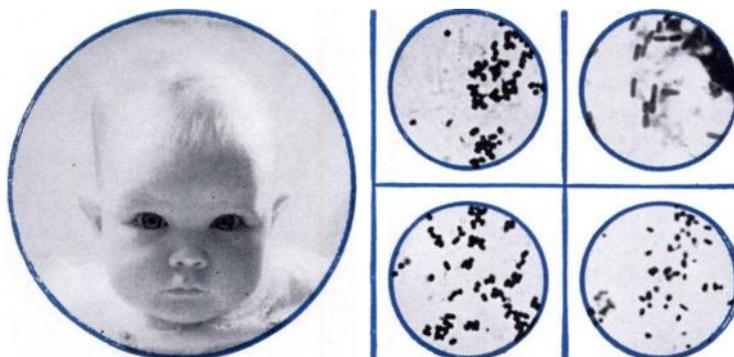
new specific gram-negative antibiotic

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Superior to neomycin against certain strains of *E. coli*

"At present, pathogenic strains of *Escherichia coli* constitute the major problem in infectious diarrhea in infants."¹

SUSCEPTIBILITY OF 119 CULTURES OF *E. COLI* 0111:B4*

Antibiotic	Number of cultures inhibited			
	by less than 1 mcg./ml.	by 1-9 mcg./ml.	by 10-49 mcg./ml.	by 50-250+ mcg./ml.
Colistin	79	39	1	0
Neomycin	0	17	3	99
Polymyxin B	0	0	30	89

*Based on Kessner, D. M., *et al.*²

Primarily bactericidal against most gram-negative bacteria,^{3,4} including *Aerobacter*, *Salmonella*, *Shigella*, *Bordetella*, *Brucella* and *Pseudomonas*, as well as *E. coli* (not effective against *Proteus*).

Exceptionally safe^{5,6} — absorption from the gastrointestinal tract is negligible^{5,6}

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Pleasant, nonsensitizing chocolate flavor.

Supplied in bottles containing 300 mg. colistin base as the sulfate—a dry powder for reconstitution. Full dosage information, available on request, should be consulted before initiating therapy.

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References: 1. Cooke, R. E.: *J.A.M.A.* 167:1243, 1958. 2. Kessner, D. M., *et al.*: An extensive community outbreak of diarrhea in older infants due to *E. coli* 0111:B4. 1. Epidemiologic aspects. *Transactions of the American Public Health Association*, Detroit, November 16, 1961. 3. Schwartz, B. S., *et al.*: *Antibiotics Annual 1959-1960*, New York, Antibiotica, Inc., 1960, p. 41. 4. Wright, W. W., and Welch, H.: *Ibid.*, p. 61. 5. Ross, S.; Puig, J. R., and Zaremba, E. A.: *Ibid.*, p. 89. 6. Greengard, J., and Aliseda, A. E.: *Ibid.*, p. 101.

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1. Lyses the major component of mucopurulent exudates, deoxyribonucleic acid (DNA), on contact . . . but has no effect on living tissue
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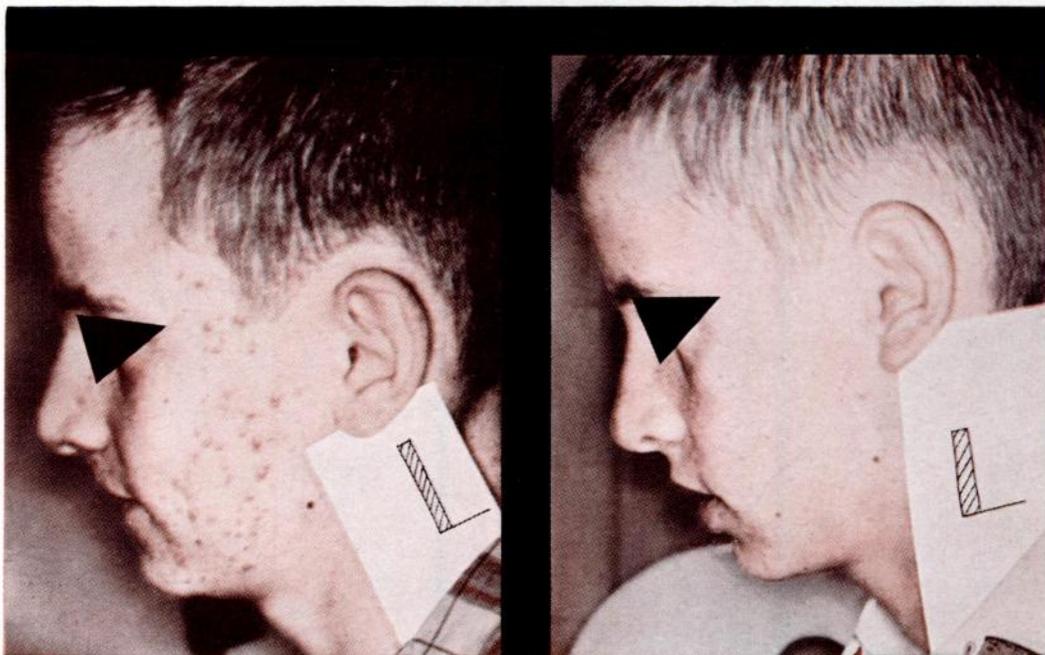
Before prescribing or administering DORNAVAC, the physician should consult the detailed information on use accompanying the package or available on request.

1. Spier, R., Witebsky, E., and Paine, J. R.: J.A.M.A. 178:878-886 (December 2) 1961. (30 patients)
2. Loch, W. E.: A.M.A. Arch. Otolaryng. 73:686-688 (June) 1961. (47 patients)

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***Only Fostex contains this unique combination of anti-acne agents:** Sebulytic* (3 surface-active agents—sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate, sodium dioctyl sulfosuccinate), plus micro-pulverized sulfur 2%, salicylic acid 2% and hexachlorophene 1%. **Supplied**—Fostex Cake, bar form. Fostex Cream, 4.5 oz. jars. Also used as a therapeutic shampoo in dandruff and oily scalp which often accompanies acne.

1. Baird, J. W.: J. Pediat. 52:152-157 (Feb.) 1958.

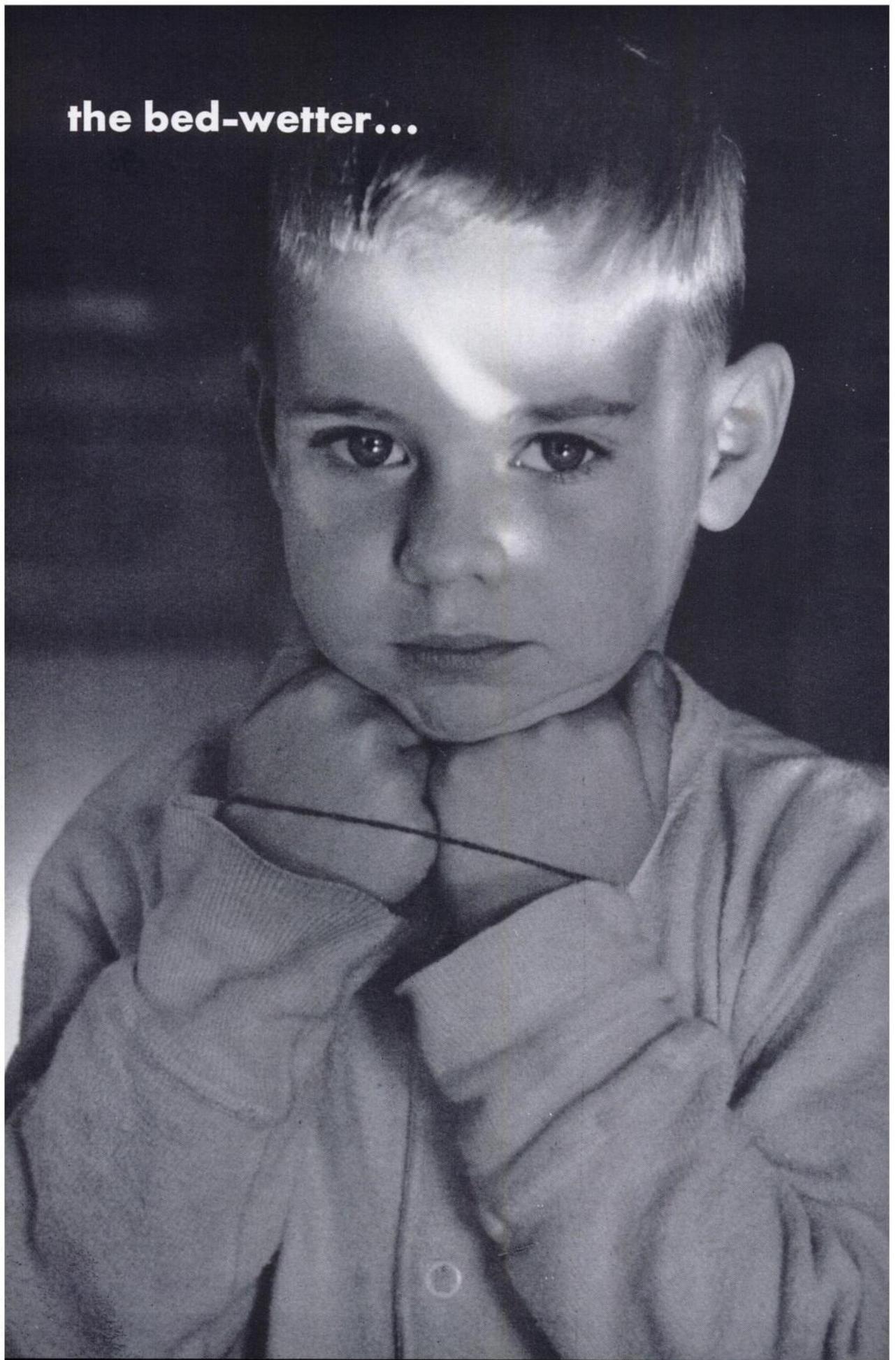
2. Howell, C. M., Jr.: Am. Pract. & Digest Treat. 8:223-225 (Feb.) 1957

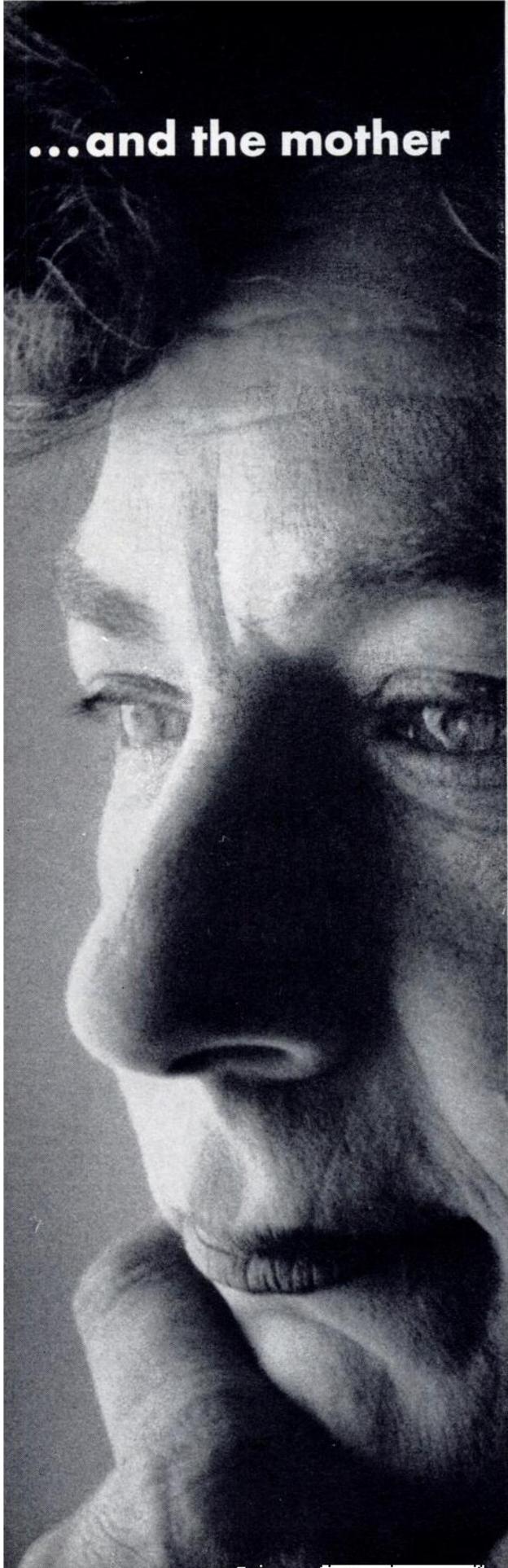
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while patients wash

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...and the mother

**both victims
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ANXIETY**

**both
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ATARAX
(brand of hydroxyzine HCl)

**widely
favored for
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ATARAX syrup

because of its efficacy, relative freedom from side effects...and its excellent flavor which makes administration a pleasure instead of a project

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grownups**

ATARAX tablets

and equally well tolerated by patients of any age...no dulling of mental acuity to interfere with normal activities of busy adults

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* Literally, of course, anxiety is not "communicable" as the word is commonly used, but you probably see many patients whose emotional disturbances are transmitted to and reflected in the people who are closest to them.

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make sure

prevents spread and complications in streptococcal upper respiratory infections

- produces penicillin blood levels lethal to most strains of streptococci, many strains of pneumococci, and certain susceptible staphylococci
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- requires few injections . . . less trauma to patients . . . economical, too
- *plus* TUBEX advantages—convenience, asepsis, less patient discomfort

OTHER USEFUL FORMS OF INJECTION BICILLIN

for early high as well as prolonged penicillin blood levels

INJECTION BICILLIN® ALL-PURPOSE

Benzathine Penicillin G, Procaine Penicillin G and Potassium Penicillin G for Aqueous Injection, Wyeth

especially suitable for pneumococcal pneumonias

INJECTION BICILLIN® C-R

Benzathine Penicillin G and Procaine Penicillin G in Aqueous Suspension, Wyeth

Available: Injection BICILLIN Long-Acting (benzathine penicillin G in aqueous suspension): 300,000 units per cc. in vials of 10 cc.; 600,000 units per 1 cc. and 1,200,000 units per 2 cc. in TUBEX® (sterile cartridge-needle unit, Wyeth) and single-dose disposable syringe; 2,400,000 units per 4 cc. in single-dose disposable syringe.

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it ends there



INJECTION BICILLIN®

LONG-ACTING
Benzathine Penicillin G, Wyeth

Babies
like this
modern
milk substitute
and thrive
on it¹

Babies Tolerate Sobee Well. They thrive on it. With Sobee, "The growth rates were normal or above normal in comparison with other infants of the same age (using a Wetzel grid study of 102 infants)."¹

Balanced Nutrition. Sobee supplies 19% of its calories from soya protein, 35% from fat, and 46% from carbohydrate. Hypoallergenic fat-soluble vitamins are added.

Appealing Color, Flavor. Much like a typical hospital formula in appearance, Sobee looks, smells, and tastes pleasant. Its flavor is not that usually associated with old-fashioned soya formulas. In clinical study, acceptance of Sobee, "both by infants and mothers, was excellent."¹

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1. Kane, S.: Am. Pract. & Digest Treat. 8:65 (Jan.) 1957. 2. Bruce, J. W.: Ped. Clin. North America 8:143 (Feb.) 1961. 3. Collins-Williams, C.: Canad. M.A.J. 75:934 (Dec. 1) 1956.

specify

Sobee[®]

Milk-free soya formula

for infants allergic to cow's milk^{1, 2, 3}



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Laboratories

Symbol of service in medicine



are you only half-using Similac®?

Similac is frequently prescribed as a trouble-shooting formula specified after the baby runs into trouble with his first formula. This is gratifying, but doesn't it seem logical that a feeding which serves the needs of poor feeders might well meet the needs of most infants? There is no closer nutritional equivalent to the milk of healthy, well-nourished mothers than Similac. Won't you consider specifying Similac from birth? If you are already doing this, we hope that you will understand our enthusiasm and forgive this intrusion.

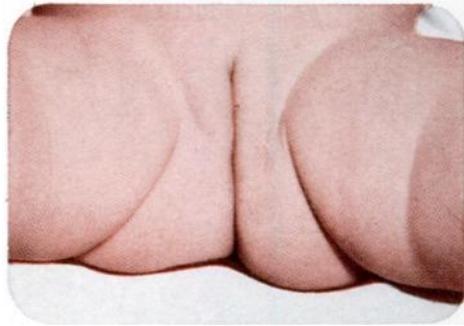
ROSS LABORATORIES
Columbus 16, Ohio

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SHORTENS THE HEALING TIME... DIAPER RASH



Before application of A and D Ointment—Typical diaper rash with excoriation of skin.



After application of A and D Ointment—Diaper rash has completely disappeared within one week.

A and D OINTMENT

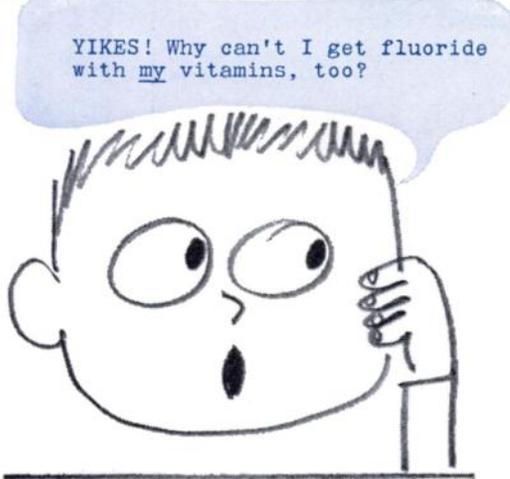
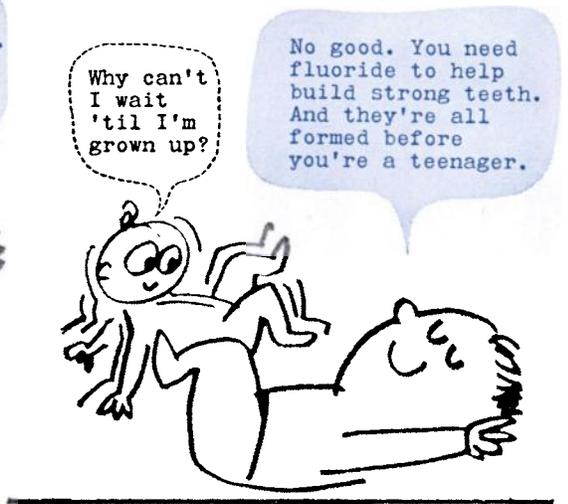
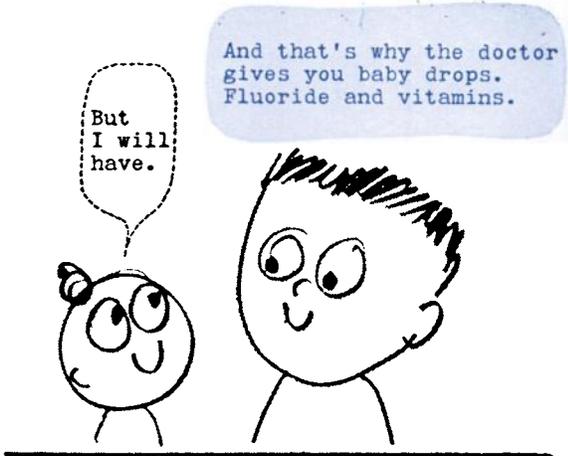
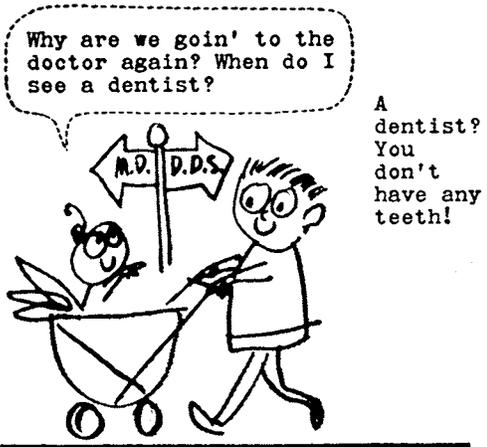
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completely safe, highly effective—heals, soothes and protects / A and D Ointment both treats and prevents diaper rash. In seconds, it soothes painful, irritated skin— aids healing of excoriation. It may be applied liberally at every diaper change, is eminently safe for the most delicate tissues. Will not stain the skin or wash away in body secretions. Easily laundered from diapers or clothing. / A and D Ointment is also useful for pressure sores, varicose and chronic ulcers, nipple care (fissured nipples), episiotomy and circumcision wounds, eczema, detergent dermatitis, burns, wounds and skin abrasions.

Available: 1½ and 4 oz. tubes; 1 and 5 lb. jars. Also, A and D Ointment with Prednisolone, 10 and 25 gm. tubes.

WHITE LABORATORIES, INC. / KENILWORTH, NEW JERSEY

White



NEW

Adeflor Plus[†]

(Cherry-flavored chewable tablet)

Adeflor drops[†]

(Vitamins A-C-D and B₆ with Fluoride)

*For tomorrow's dentition . . . for today's nutrition.
Costs no more than vitamins alone.*

Extensive evidence from areas with fluoridated drinking water containing one part fluoride per million shows that the incidence of dental caries may be reduced as much as 60% in resident children compared to controls receiving drinking water containing fluoride in less than this concentration. □ And—the younger the child at the time fluoridation is started, the greater the benefits. Because hard tooth substance begins to form in the fetus, fluoride should be administered early in life, if decay-resistant tooth enamel is to be achieved. □ Adeflor supplies fluoride with routine pediatric vitamin supplementation, and costs no more than vitamins alone. On your prescription only.

Choose the form that suits your pediatric patients best

Brief Basic Information

Each Adeflor Plus tablet contains:

Fluoride (as sodium fluoride)	0.5 mg.	Riboflavin	2 mg.
Vitamin A (synthetic)	(4000 units) 1.2 mg.	Nicotinamide	18 mg.
Vitamin D	(400 units) 10 mcg.	Pyridoxine hydrochloride	1 mg.
Ascorbic acid (as sodium ascorbate)	75 mg.	Calcium pantothenate	5 mg.
Thiamine mononitrate	2 mg.	Vitamin B ₁₂ activity	2 mcg.

Each 0.6 cc. of Adeflor Drops contains:

Fluoride (as sodium fluoride)	0.5 mg.	Vitamin D ₃	(1000 units) 25 mcg.
Vitamin A (synthetic)	(5000 units) 1.5 mg.	Ascorbic acid (C)	50 mg.
		Pyridoxine hydrochloride (B ₆)	1 mg.

Indications: As an aid in the prevention of dental caries and in the prophylaxis and treatment of vitamin deficiency.

Dosage and Administration: Where the drinking water is substantially devoid of fluoride, infants and children up to 3 years may be given 0.6 cc. Adeflor Drops. Adeflor Plus tablets are available for children 3 years and above.

Warning: Adeflor Plus should be used only in areas where the fluoride content of drinking water is 1.0 p.p.m. or less, and when the total water intake is such that fluoride ingestion from this source does not exceed 0.5 mg. daily.

The recommended dosage of Adeflor Drops and Adeflor Plus should not be exceeded, since it has been shown that an excessive intake of fluoride may result in dental fluorosis.

Adeflor Drops should be used only in areas where the fluoride content of drinking water is 1.0 p.p.m. or less, and when the total water intake is such that fluoride ingestion from this source does not exceed 0.3 mg. daily.

Supplied: Adeflor Drops in 15, 30, and 50 cc. plastic bottles with a plastic calibrated (0.6 cc.) dropper; Adeflor Plus in bottles of 100 tablets.

Upjohn

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when
DIAPER RASH
is the seat
of trouble...



Taloin[®]



to soothe . . . Taloin's highly refined animal tallow helps replace lost skin oils, softens . . . its silicones form a protective barrier between skin and wet diaper

to promote healing . . . mildly astringent zinc oxide and calamine comfort while they aid healing . . . and Taloin is buffered for normal skin pH

to prevent . . . methylbenzethonium chloride kills rash-causing bacteria, which produce ammonia that is harmful to natural skin oils.

and, unlike liquids, powders, creams, Taloin won't rub off easily, affords lasting protection

THE WARREN-TEED PRODUCTS COMPANY
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NATURE DESIGNED BABY FEET!

Why change them with hard, stiff-soled shoes? Buntees are an improved version of America's first baby shoe, the moccasin . . . light-weight, flexible and comfortable . . . designed for tender, developing little baby feet.



Buntees hand lasted moccasins are protected by United States and foreign patents.

Moccasins... America's first baby shoe!

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ANSWERING PARENTS' QUESTIONS

By

WILLIAM G. CROOK, M.D.

*Associate Pediatrician
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Jackson, Tennessee*

This is the first book of its kind ever written . . . an ORGANIZATION BOOK not only for the pediatrician but for every member of the professional team whose goal is healthier children.

The author tells how he faced the impossibility of practicing the "New Pediatrics" in a mere twenty-four-hour day. He describes in detail a system he has evolved to answer parents' questions and thereby more effectively manage dozens of both common and uncommon children's medical problems seen in office practice.

This system includes a lending library of books and pamphlets, a notebook file of clippings, illustrations, and other data useful in teaching and reassuring parents, and over a hundred mimeographed sheets devised to answer a multitude of questions.

September 1962

about 328 pages
about 26 illustrations

PROBLEMS OF BLOOD PRESSURE IN CHILDHOOD

By

ARTHUR J. MOSS, M.D.

*Associate Professor of Pediatrics
(Cardiology)*

and

FORREST H. ADAMS, M.D.

*Professor of Pediatrics and Head
Division of Cardiology*

*both of University of California
School of Medicine*

Los Angeles, California

A short but comprehensive monograph in which are resolved many of the existing problems of blood pressure measurement and interpretation in childhood. With special emphasis on

- Recommended techniques
- Interpretation of results
- Range of normal values

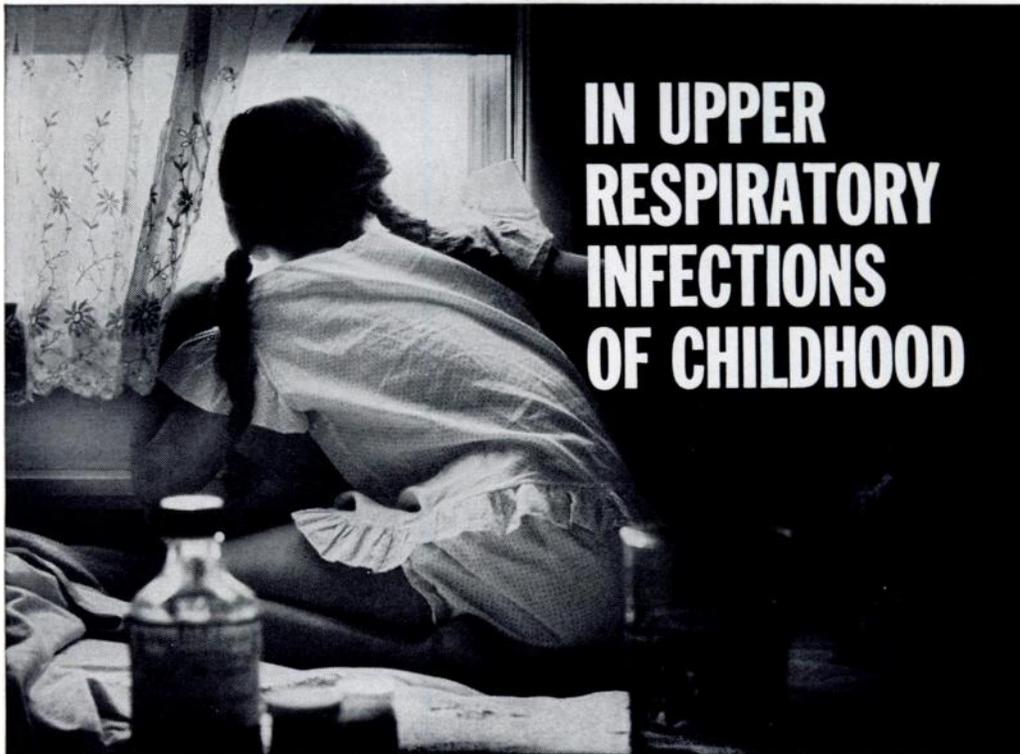
The authors discuss in detail the importance of the width of the sphygmomanometer cuff and for the first time have made available in published form a nomogram for the selection of the appropriate cuff in the individual child. (*A Monograph in American Lectures in Pediatrics edited by John A. Anderson, M.D.*)

February 1962 116 pages
\$5.50 43 illustrations
14 tables

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- **ECZEMA: Its Nature, Cure, and Prevention** by Arthur Bobroff, *Univ. of Washington, Seattle*. Sept. '62
- **RADIOGRAPHY OF INFANTS AND CHILDREN** by Donald B. Darling, *Boston Univ. With the Technical Assistance of James M. Anthony, Children's Hosp. of Pittsburgh*. Sept. '62, about 320 pp., about 456 il., 79 tables
- **LUNG STRUCTURE** by S. Engel, *The Royal College of Surgeons of England, London*. June '62, 312 pp., 544 il., 28 tables, \$15.50
- **TUMORS OF THE EYE AND ADNEXA IN INFANCY AND CHILDHOOD** by Charles I. Hiff and Helen Ossofsky, *Baltimore, Md.* July '62, 168 pp., 224 il., \$9.50
- **HANDBOOK OF EMERGENCY TOXICOLOGY: A Guide for the Identification, Diagnosis and Treatment of Poisoning** (2nd Ed.) by Sidney Kaye, *Med. Coll. Va.* Sept. '61, 392 pp., 32 il., \$10.75
- **A PHILOSOPHY OF INFANT FEEDING** by Simon S. Levin, *Johannesburg, South Africa*. Oct. '62, about 184 pp., about 6 il., 6 tables
- **PERTHES AND PAR-ENTS: The Care of Your Child During Legg-Calvé-Perthes Disease** by V. W. Rosar, *Huntington, N.Y.* Nov. '62

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IN UPPER RESPIRATORY INFECTIONS OF CHILDHOOD

Time-tested **GANTRISIN** PEDIATRIC SUSPENSION

GANTRISIN®—brand of sulfisoxazole



ROCHE
LABORATORIES

Division of Hoffmann-La Roche Inc • Nutley 10 • N. J.

Resistance to antibiotics by a rising number of bacterial strains*—as well as superinfection during antibiotic therapy—pose an increasing problem in the management of upper respiratory infections in children. In the face of these difficulties, many clinicians resort to time-tested Gantrisin, which continues to offer an expedient and realistic approach to pediatric respiratory infections.

Especially useful in pediatric practice (and flavor-designed for children): Gantrisin Acetyl Pediatric Suspension and Syrup; Lipo Gantrisin.

Consult literature and dosage information, available on request, before prescribing.

*A. J. Vignec and J. G. Kuan, *New York J. Med.*, 60:3030, 1960.

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**a new concept
in infant feeding**

Ready-to-Use **Enfamil**[®]

Infant formula

**A complete 8-oz. feeding, 20 calories
per ounce (no need to add water)**

New Convenience and Reliability

When you specify Ready-to-Use Enfamil, your infant patient receives a uniform, premixed and presterilized infant formula—ready to use, right from the can. No need to add water, no mixing. Just open container and pour contents into sterilized nurser.

Enfamil is the infant formula nearly identical to mother's milk in nutritional breadth and balance. This convenient new form, Ready-to-Use Enfamil, provides assurance of the same excellent acceptance, good weight gain and normal stool patterns already proven with Enfamil concentrated liquid and powder.*

New Ready-to-Use Enfamil is particularly ideal for occasions which make formula preparation difficult:

- during the first weeks after baby comes home from the hospital
- in supplementary feeding of the breast-fed infant
- whenever mother and infant are traveling or visiting

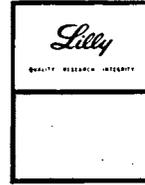
Ready-to-Use Enfamil, available in handy packs of six 8-oz. cans, is another example of Mead Johnson Laboratories' leadership and dedication to the concept of "serving all needs in infant nutrition."

*Brown, G. W.; Tuholski, J. M.; Sauer, L. W.; Minsk, L. D., and Rosenstern, I., J. Pediat. 56:391 (Mar.) 1960.



Mead Johnson
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Symbol of service in medicine



■ taste-tested
and approved
by children
for children



HOMICEBRIN®

homogenized multiple vitamins

Willful youngsters are often quite particular about their personal vitamin supplement. However, even the most fastidious of them welcome pleasant-tasting Homicebrin into their daily routine.

This boon to harried parents is also reassuring to the physician. Homicebrin supplies eight essential vitamins, potency-protected by homogenization and careful buffering. To be certain your "tot-age" patients take and receive their full vitamin requirements, specify Homicebrin.

Homicebrin® (homogenized multiple vitamins, Lilly)

Lilly Vitamins . . . "The Physician's Line"

This is a reminder advertisement. For adequate information for use, please consult manufacturer's literature. Eli Lilly and Company, Indianapolis 6, Indiana.

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NEW PUBLICATIONS RECEIVED

- RECENT RESEARCH LOOKING TOWARD PREVENTIVE INTERVENTION, Proceedings of the Third Institute on Preventive Psychiatry, Edited by Ralph H. Ojemann, Iowa City, Iowa, the State University of Iowa, 1961, 190 pp.
- KÖRPERLICH-SEELISCHE WECHSELBEZIEHUNGEN IN DER REIFEZEIT, Friedrich Steinwachs, Basel, S. Karger, 1962, 254 pp., \$9.00.
- SPEECH DISORDERS, Aphasia, Apraxia and Agnosia, Sir Russell Brain, D.M., F.R.C.P., Washington, D.C., Butterworth Inc., 1961, 192 pp., \$8.50.
- DISEASES OF MUSCLE, A Study in Pathology, Ed. 2, Raymond D. Adams, M.D., D. Denny-Brown, M.D., Carl M. Pearson, M.D.; New York, Harper & Brothers, 1962, 735 pp., \$22.00.
- PRENATAL INFLUENCES, M. F. Ashley Montagu; Springfield, Illinois, Charles C Thomas, 1962, 614 pp., \$17.75.
- MANUAL OF PRACTICAL MICRO AND GENERAL PROCEDURES IN CLINICAL CHEMISTRY, Samuel Meites, Ph.D., Willard R. Faulkner, Ph.D.; Springfield, Illinois, Charles C Thomas, 1962, 354 pp., \$11.50.
- ORIGINS OF PSYCHOSOMATIC AND EMOTIONAL DISTURBANCES, A Study of Mother-child Relationships, Charles Wenar, Ph.D., Marion W. Handlon, Ph.D., Ann M. Garner, Ph.D.; New York, Paul B. Hoeber, Inc., 73 pp., \$4.50.
- JUVENILE RHEUMATOID ARTHRITIS, Albert W. Grokoest, M.D., Arthur I. Snyder, M.D., Ralph Schlaeger, M.D.; Boston, Little, Brown and Company, 1962, 120 pp., \$6.50.
- HANDICAPPED CHILDREN, Problems, Programs, Services in Michigan, Ann Arbor, the University of Michigan School of Public Health, 1961, 96 pp.
- PROBLEMS OF BLOOD PRESSURE IN CHILDHOOD, Arthur J. Moss, M.D., Forrest H. Adams, M.D.; Springfield, Illinois, Charles C Thomas, 1962, 106 pp., \$5.50.
- SURGERY OF THE AMBULATORY CHILD, S. Frank Redo, M.D., New York, Appleton-Century-Crofts, Inc., 340 pp.
- TECHNIQUE FOR MEASURING BODY COMPOSITION, Proceedings of a Conference, Quartermaster Research and Engineering Center, Natick, Massachusetts, January 22-23, 1959; edited by Josef Brozek and Austin Henschel; Washington, D.C., National Academy of Sciences—National Research Council, 1961, 300 pp.
- ADVANCES IN PEDIATRICS, Vol. XII, edited by S. Z. Levine, Chicago, Year Book Medical Publishers, Inc., 1962, 389 pp., \$10.00.
- MODERN CONCEPTS OF PSYCHOANALYSIS, edited by Leon Salzman, M.D., and Jules H. Masserman, M.D.; New York, Philosophical Library, 1962, 210 pp., \$4.75.
- MODERN PROBLEMS IN PEDIATRICS, VII, The Growth of the Normal Child During the First Three Years of Life, Proceedings of a Seminar at International Children's Center, Zurich, October, 1960, edited by Andre Merminod and the International Children's Center; Basel/New York, S. Karger, 1962, 256 pp., \$9.95.
- INTRODUCTION TO IMMUNOCHEMICAL SPECIFICITY, William C. Boyd, New York, John Wiley & Sons, Inc., 1962, 158 pp., \$8.00.
- BASIC FACTS OF ALLERGY, R. Voorhorst, Leiden, Netherlands, H. E. Stenfert Kroese, N. V., 1962, 266 pp., \$9.50.
- INTRODUCTION TO NUTRITION, Henrietta Fleck, M.D., and Elizabeth Munves, M.D., New York, The Macmillan Company, 1962, 656 pp., \$6.50.
- GROWTH AND DEVELOPMENT OF CHILDREN, Ernest H. Watson, M.D., and George H. Lowrey, M.D., Chicago, Year Book Medical Publishers, Inc., 1962, 384 pp., \$7.75.
- WORKBOOK IN PEDIATRIC NURSING, Gladys N. Bonine, R.N., and Lois Pounds, R.N., New York, The Macmillan Company, 1962, 99 pp., \$2.50.
- CARE OF THE NEWLY BORN INFANT, W. S. Craig, M.D., M. F. G. Buchanan, G. M. Lewis, M. Pattullo, and M. J. W. Taylor; Baltimore, Williams and Wilkins Co., 1962, 568 pp., \$8.50.
- DIAGNOSIS: EPILEPSY, A Guide for Parents, Jacqueline T. Leonhard, Cleveland, the Parents Committee on Epilepsy of the Family Health Association, Inc., 1962, 38 pp., 35¢.