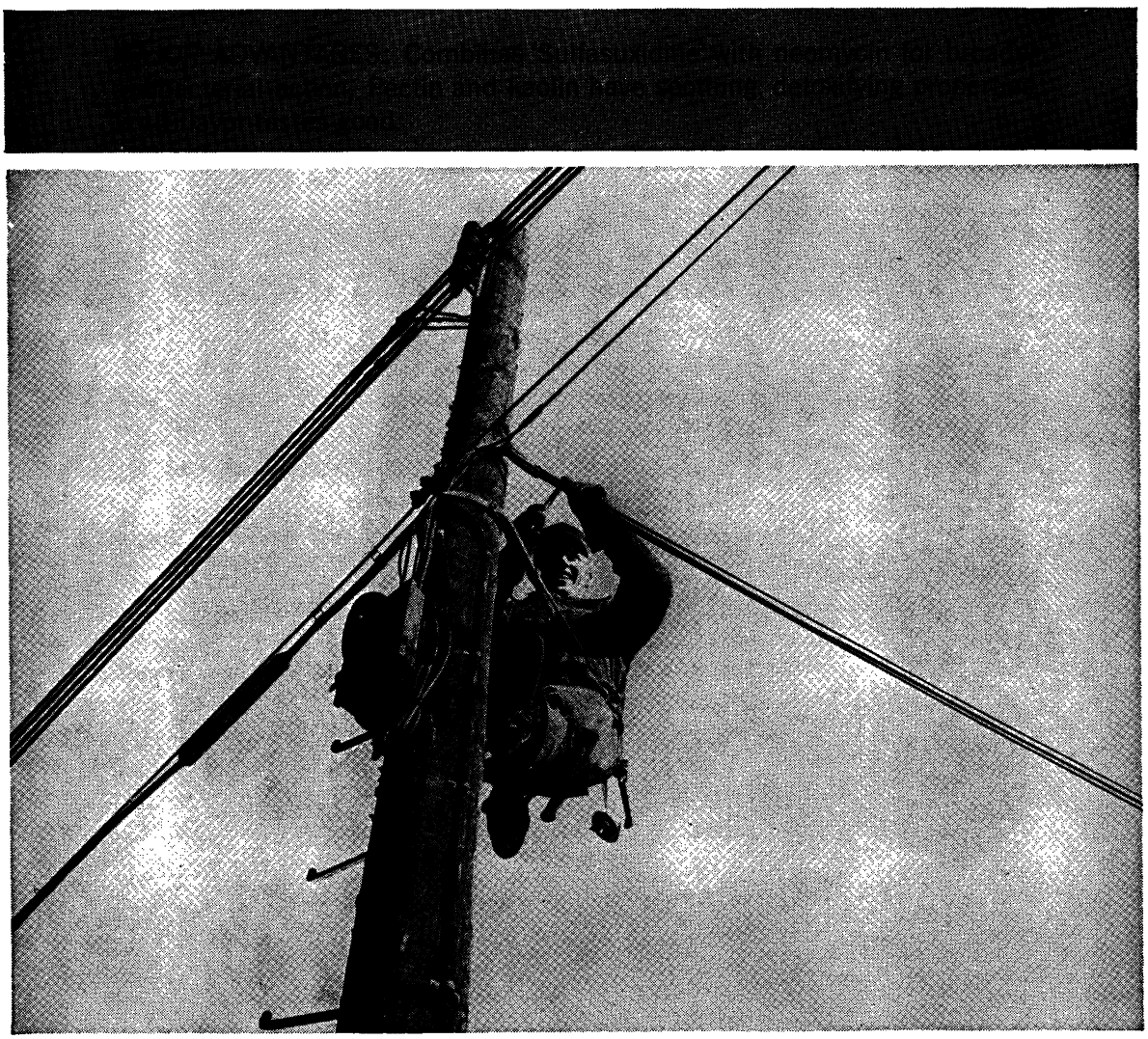
# Cremomycin®

SULFASUXIDINE® — NEOMYCIN SUSPENSION WITH PECTIN AND KAOLIN

*new – for prompt diarrhea control, quick return to work*



In diarrhea—whether specific or nonspecific—prompt relief is assured with CREMOMYCIN. 'Sulfasuxidine' and neomycin have a wide range of effectiveness—their combined action is complete and prompt, and they are virtually nontoxic.

In addition to the antibacterial components, kaolin and pectin in CREMOMYCIN provide adsorbent and detoxicant action, soothe inflamed intestinal mucosa. The fine subdivision of all ingredients in CREMOMYCIN increases its efficacy.

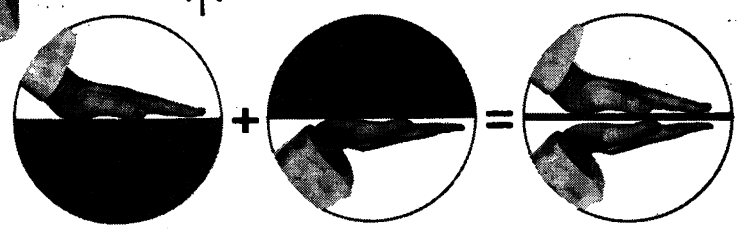
Each fl. oz. (30 cc.) of CREMOMYCIN contains 3.0 *Gm.* 'Sulfasuxidine,' 300 *mg.* neomycin sulfate, 0.3 *Gm.* pectin and 3.0 *Gm.* kaolin. Supplied in 8 oz. bottles.

SHARP & DOHME

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

# STABILIZE

## the up and down patient



**Serpasil**
*tranquilizer*

**Ritalin**
*psychomotor stimulant*

**Serpatilin**
*emotional stabilizer*

To induce emotional equilibrium in those who swing from anxiety to depression, Serpatilin combines the relaxing, tranquilizing action of Serpasil with the mild mood-lifting effect of the new cortical stimulant, Ritalin. In recent months, numerous clinical studies have indicated the value of combining these agents for the treatment of various disorders marked by tension, nervousness, anxiety, apathy, irritability and depression. Arnoff,[1] in a study of 51 patients, found the combination of definite value in a variety of complaints, noting no effect on blood pressure or heart rate. Lazarte and Petersen[2] also found Serpatilin effective in counteracting the side effects of reserpine and chlorpromazine. They reported: "The stimulating effect of Ritalin seemed complementary to the action of reserpine . . . in that it brought forth a better quality of increased psychomotor activity."

1. Arnoff, B.: Personal communication. 2. Lazarte, J. A., and Petersen, M. C.: Personal communication.

*Serpatilin Tablets*, 0.1 mg./10 mg., each containing 0.1 mg. Serpasil® (reserpine CIBA) and 10 mg. Ritalin® hydrochloride (methyl-phenidylacetate hydrochloride CIBA).

*Dosage:* 1 tablet b.i.d. or t.i.d., adjusted to the individual.

# Serpatilin T.M.

(reserpine and methyl-phenidylacetate hydrochloride CIBA)

CIBA
SUMMIT, N. J.

2/2269M

*"... may be unique as a wide-spectrum antimicrobial agent that is bactericidal, relatively nontoxic, and does not invoke resistant mutants."*[1]

# Furadantin

*in acute and chronic pyelonephritis, cystitis, prostatitis*

**Percentage of Effectiveness of Furadantin Against Various Strains of Bacteria in Vitro**

| | Aerobacter aerogenes | Proteus sp. | Paracolobactrum sp. | Micrococcus pyogenes | Streptococcus pyogenes | Escherichia coli | Pseudomonas aeruginosa |
|---|---|---|---|---|---|---|---|
| Furadantin | 82.1 | 66.6 | 31.2 | 97.9 | 93.9 | 60.0 | 13.3 |
| Antibiotic A | 71.4 | 55.5 | 25.0 | 93.5 | 96.9 | 66.0 | 26.6 |
| Dihydrostreptomycin | 14.2 | 25.9 | 12.5 | 38.7 | 27.2 | 28.0 | 6.6 |
| Antibiotic B | 3.5 | 0 | 0 | 66.1 | 63.6 | 0 | 2.2 |
| Penicillin | 3.5 | 0 | 0 | 27.4 | 39.3 | 0 | 0 |
| Antibiotic C | 14.2 | 7.4 | 18.7 | 46.7 | 72.6 | 22.0 | 11.1 |

ADAPTED FROM PERRY[2]

Furadantin's "high degree of effectiveness against bacteria responsible for urinary tract infections is brought out by this study."[2]

*Furadantin dosage—simple and safe:* Average adult dose is 100 mg., q.i.d., (at mealtime, and on retiring, with food or milk). Average daily dosage for children is 5 to 7 mg./Kg. in four divided doses.

SUPPLIED: Tablets, 50 and 100 mg., bottles of 25 and 100.
Oral Suspension, 5 mg. per cc., bottle of 118 cc.

REFERENCES: 1. Waisbren, B. A., and Crowley, W.: A.M.A. Arch. Int. M. 95:653, 1955. 2. Perry, R. E., Jr.: North Carolina M. J. 16:567, 1955.

NITROFURANS—A NEW CLASS OF ANTIMICROBIALS—NEITHER ANTIBIOTICS NOR SULFAS

Eaton

# *Silicare

**Recommended as the multiple-acting, cosmetically acceptable lotion topically applied for:**

- *Soap-water detergent dermatitis of the hands*
- *Contact dermatitis due to primary irritants and specific allergens.*
- *Perioral dermatitis due to excessive moisture*
- *Angular stomatitis and cheilitis*

Carefully conducted clinical tests substantiate Silicare's therapeutic claims. The tests results were reported in an article which first appeared in California Medicine.* A combination of dimethylpolysiloxane, glyoxyl diureide and hexachlorophene in an ethanolamine stearate lotion.

*Le Van, P., Sternberg, T. H., and Newcomer, V. D., Cal. Med., 81:210-213, Sept. 1954.

Revlon PHARMACAL DIVISION

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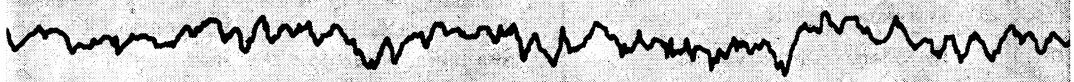
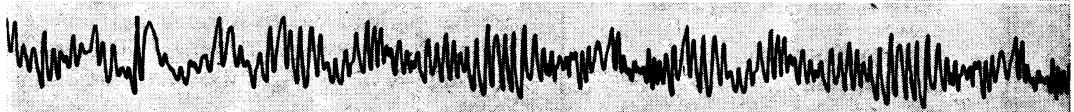
# WHAT IS THE DIFFERENCE BETWEEN A TRANQUILIZER AND A SEDATIVE?

*Comparison of the effect of Raudixin (tranquilizer) and a barbiturate (sedative) on the cortical electroencephalogram*

No drug.



After Raudixin. E. E. G. not altered.



After barbiturate. Typical "spindling" effect.

Because barbiturates and other sedatives depress the cerebral cortex, the sedation achieved is accompanied by a reduction in mental alertness.

Raudixin acts in the area of the midbrain and diencephalon, and does not depress the cerebral cortex. Consequently, the tranquilizing (ataractic) effect achieved is generally free of loss of alertness.

## RAUDIXIN

**Squibb Whole Root Rauwolfia Serpentina**

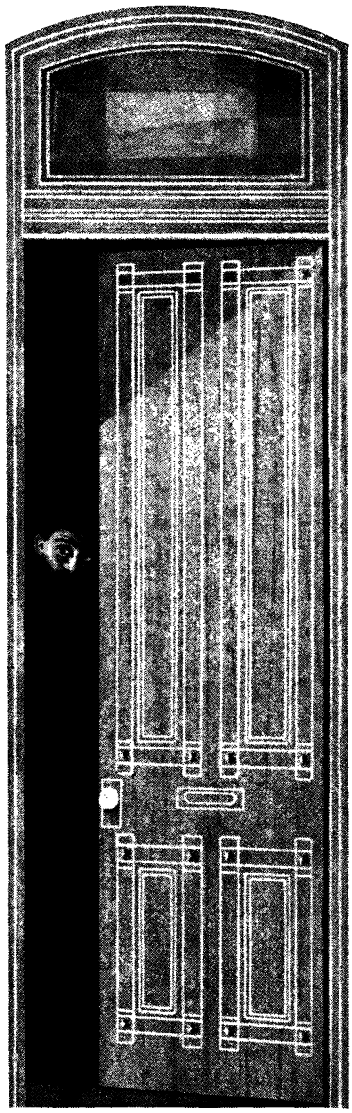
**DOSAGE:** 100 mg. b.i.d. initially; may be adjusted within a range of 50 mg. to 500 mg. daily. Most patients can be adequately maintained on 100 mg. to 200 mg. per day.

**SUPPLY:** 50 mg. and 100 mg. tablets; bottles of 100, 1000 and 5000.

SQUIBB

*Squibb Quality—the Priceless Ingredient*

'RAUDIXIN'® IS A SQUIBB TRADEMARK



*'Thorazine' relieved this patient's anxiety, tension and fear and made it possible for him to return to work.*

'THORAZINE' CASE REPORT

***patient:*** Anxiety, tension, and a fear of going out alone made it impossible for this 36-year-old man to work. After other treatments had failed he was given 'Thorazine'.

***response:*** "On 'Thorazine' medication, 100 mg. orally, daily, his anxiety and apprehension disappeared rapidly. The patient was able to go out alone and to work once again. His mood was actually gay and his co-workers were surprised at this change. He was now free from care whereas before he had been distressed by the slightest difficulty."

This case report is from the files of a general practitioner.

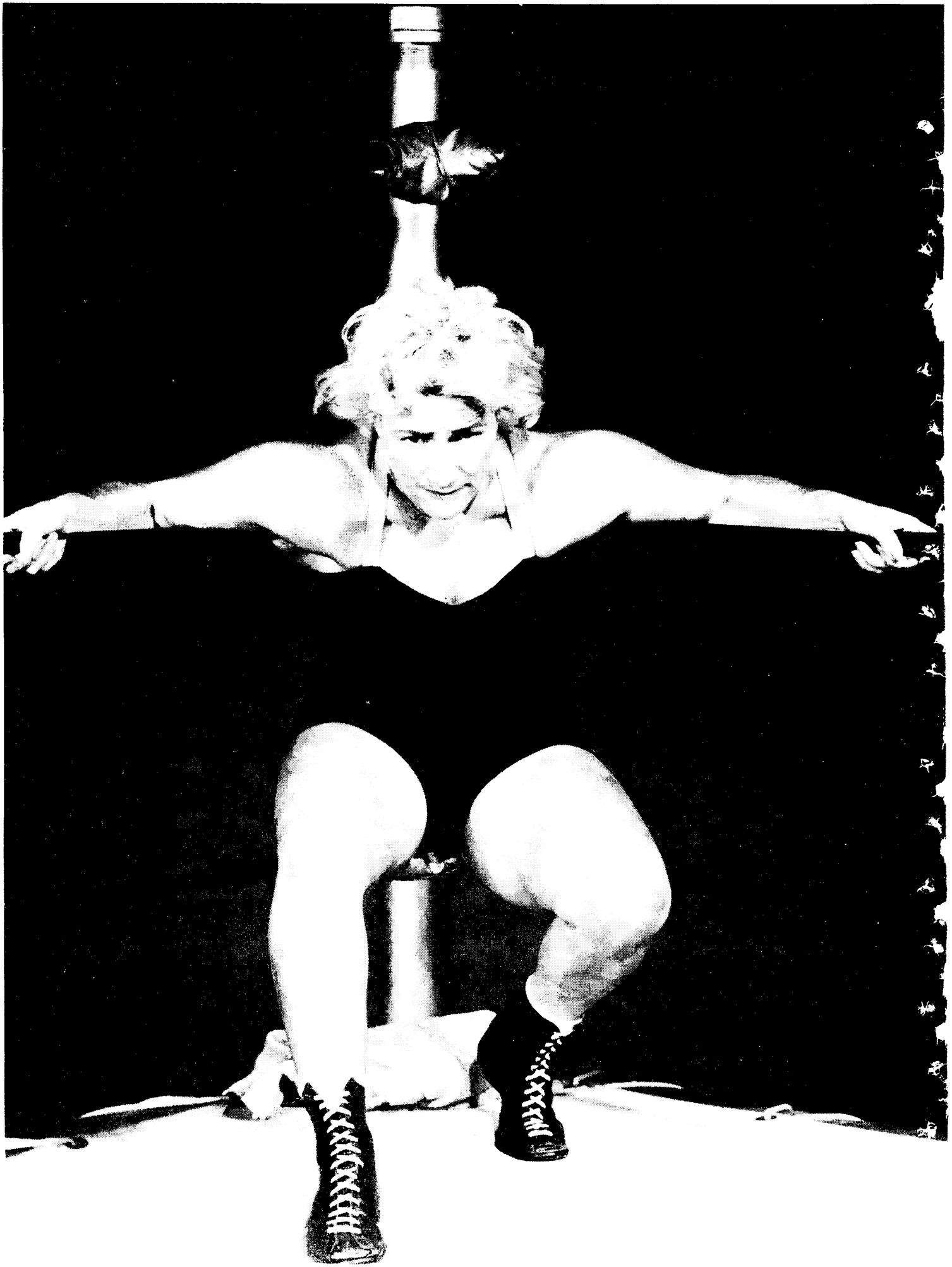
# THORAZINE*

Before prescribing 'Thorazine', it is important that the physician be fully conversant with our literature, particularly those parts of it dealing with administration, dosage, side effects, cautions and contraindications.

'Thorazine' is available, as the hydrochloride, in 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg. tablets; 25 mg. (1 cc.) and 50 mg. (2 cc.) ampuls; and syrup (10 mg./5 cc.); and, as the base, in 25 mg. and 100 mg. suppositories.

***Smith, Kline & French Laboratories, Philadelphia***

*T.M. Reg. U.S. Pat. Off. for chlorpromazine, S.K.F.



## "BUSINESS AS USUAL" FOR EXPECTANT MOTHERS...

## WITH BOYLE OBNATAL

Few expectant mothers wrestle for a living, but most have important daily schedules to maintain.

This new Boyle prenatal formula provides 10 mg. of Vitamin $B_6$ (in tablet t.i.d.) for proper protein metabolism and to aid in preventing nausea.
This is in accordance with the findings of Wachstein and Gudaitis in the "Journal of Laboratory and Clinical Medicine," 42:1, 98-107 (1953):
"It seems the growing fetus drains the maternal source of Vitamin $B_6$, resulting in a disturbance of normal protein metabolism. It is suggested that pregnant women be given 10 mg. of pyridoxine hydrochloride daily."

In addition, phosphorus-free calcium lactate in the Boyle formula conforms to the findings of diet authorities Page and Page, "Obstetrics and Gynecology," 1:94-100 (1953): "Leg cramps may be either prevented or relieved to a significant degree by the use of calcium salts free of phosphorus."

Boyle Obnatal also contains Vitamin K for hypoprothrombinemia and 60 mg. available iron.

Suggested daily dose of 1 capsule-shaped tablet t.i.d. supplies:

| | |
|---|---|
| CALCIUM LACTATE USP | 2.25 Gm. |
| VITAMIN $B_6$ | 10.0 mg. |
| VITAMIN K | 1.5 mg. |
| FERROUS SULFATE USP (Iron content 60 mg.) | 300.0 mg. |
| VITAMIN $B_{12}$ | 10.0 mcg. |
| VITAMIN C | 100.0 mg. |
| VITAMIN $B_1$ | 4.0 mg. |
| VITAMIN $B_2$ | 2.5 mg. |
| NIACINAMIDE | 60.0 mg. |
| FOLIC ACID | 0.3 mg. |
| CALCIUM PANTOTHENATE | 5.0 mg. |
| VITAMIN A (acetate) | 6,000 USP units |
| VITAMIN D | 600 USP units |
| IODINE | 0.15 mg. |
| COPPER | 1.0 mg. |
| MAGNESIUM | 15.0 mg. |
| MANGANESE | 4.5 mg. |
| MOLYBDENUM | 0.15 mg. |
| ZINC | 2.25 mg. |

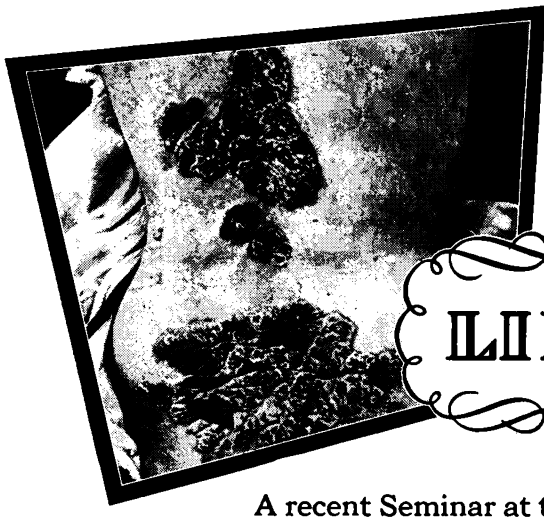
Bottles of 100 and 1000 capsule-shaped tablets at all pharmacies.

BOYLE

**BOYLE & COMPANY** Bell Gardens, California

# *NOW* for PSORIASIS

**an outstanding...**
**clinically effective...**
**ORAL preparation...**



**LIPAN**®

A recent Seminar at the New York Academy of Sciences emphasized the general acceptance by distinguished authorities of the hypothesis that psoriasis depends for its development upon a disturbance of fat metabolism.[1]

Clinical evidence indicates psoriasis may be due to a disturbance of the lipid metabolism, evidently caused by a deficiency of pancreatic enzymes.[2,3,4]

*LIPAN* therapy is based upon replacement of pancreatic insufficiency.

*LIPAN* Capsules have been shown to be of benefit in 66.7% cases.

*LIPAN* — and nothing but *LIPAN*, as maintenance regimen may keep patients free of lesions.[4]

*LIPAN* Capsules contain: Specially prepared, highly activated, dessicated and defatted *whole* Pancreatic Substance; Thiamine HCl, 1.5 mg.; Vitamin D, 500 I.U.

AVAILABLE:
BOTTLES
180's and 500's


1. Seminar; Psoriasis: N. Y. Academy of Sciences, Oct. 17, 1955.
2. Harris, O. J., et al. The Treatment of Psoriasis with Whole Defatted Pancreatic Substance. New York Physician & American Medicine, 37:4 (Nov. 1951).
3. Harris, O. J., et al. Whole Defatted Pancreatic Substance in The Treatment of Psoriasis. Jrl. Lancet, 72:7 p: 328-330 (July 1952).
4. Combes, F. C., Management of Psoriasis As a Metabolic Lipid Disturbance. New York State Journal Medicine, 54:13 (July 1954).


*COMPLETE LITERATURE AND REPRINTS UPON REQUEST, JUST SEND AN Rx BLANK*

**Spirt & Co., Inc.**

WATERBURY, CONN.

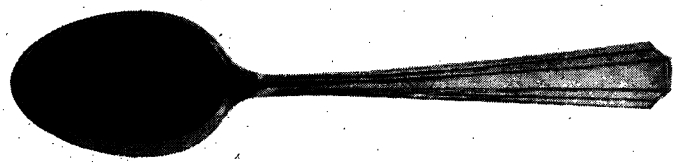
# TERRA

BRAND OF OXYTETRACYCLINE

# a delightful new taste

# in antibiotic therapy...

# just like a fresh peach



# BON*

HOMOGENIZED MIXTURE

*new*... peach-flavored, peach-colored liquid form of TERRAMYCIN*†
125 mg. oxytetracycline per 5 cc. teaspoonful; bottles of 2 fl. oz. and 1 pint, packaged ready to use.

*Trademark †Brand of oxytetracycline

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

# For Initial Therapy

## in Every Case of HYPERTENSION

# *Rauwiloid*®

**Effective in up to 80% of mild hypertensives[1] and in many patients with more severe forms of hypertension.[2]**

Rauwiloid represents the balanced, mutually potentiated actions[3] of several Rauwolfia alkaloids, of which reserpine and the equally antihypertensive rescinnamine have been isolated.

Hence, reserpine is not the total active antihypertensive principle of the rauwolfia plant.

Rauwiloid is freed of the undesirable alkaloids of the whole rauwolfia root. Recent investigations confirm the desirability of Rauwiloid (because of the balanced action of its contained alkaloids) over single alkaloidal preparations; "...mental depression...was...less frequent with alseroxylon..."[4]

1. Moyer, J. H., in discussion of Galen, W. P., and Duke, J. E.: Outpatient Treatment of Hypertension with Hexamethonium and Hydralazine, South. M. J. *47*:858 (Sept.) 1954.
2. Finnerty, F. A., Jr.: The Value of Rauwolfia Serpentina in the Hypertensive Patient, Am. J. Med. *17*:629 (Nov.) 1954.
3. Cronheim, G., and Toekes, I. M.: Comparison of Sedative Properties of Single Alkaloids of Rauwolfia and Their Mixtures, Meet. Am. Soc. Pharmacol. & Exper. Therap., Iowa City, Iowa, Sept. 5, 1955.
4. Moyer, J. H.; Dennis, E., and Ford, R.: Drug Therapy (Rauwolfia) of Hypertension. II. A Comparative Study of Different Extracts of Rauwolfia When Each Is Used Alone (Orally) for Therapy of Ambulatory Patients with Hypertension, A.M.A. Arch. Int. Med. *96*:530 (Oct.) 1955.

The dose-response curve of Rauwiloid is flat, and its dosage is uncomplicated and easy to prescribe...merely two 2 mg. tablets at bedtime.

Rauwiloid is the original alseroxylon fraction of India-grown Rauwolfia serpentina, Benth., a Riker research development.

Riker LOS ANGELES

# KARO® SYRUP... meets all the criteria for effective milk modification

Because Karo Syrup is a balanced fluid mixture of dextrins, maltose, and dextrose, it is well tolerated, easily digested and completely utilized. Its use will not induce flatulence, colic, fermentation or allergy.

Obviously, the selection of a milk modifier for infant feeding depends to a large extent upon the needs of the individual infant. But, after three generations of use, Karo is still a carbohydrate modifier of choice for *all* infants.

From the standpoint of the physician, Karo permits easy adjustment of formula and safe transition from liquid to solid food as circumstances demand.

Mothers appreciate the fact that Karo is readily available, inexpensive and easy to use.

Light or dark Karo Syrup may be used interchangeably, with cow's milk or evaporated milk and water. Each tablespoonful yields 60 calories.

1906 • **50th ANNIVERSARY** • 1956
**CORN PRODUCTS REFINING COMPANY**
17 Battery Place, New York 4, N. Y.

# Erythrocin in the treatment of pharyngitis*

9/12/55

## DISCHARGE SUMMARY

Patient, male, age 40, entered hospital with history of sore throat starting 48 hours previous to admission.

Physical examination revealed throat to be infected and red with severe hyperplasia of lymphoid tissues. Throat culture revealed Group A beta hemolytic streptococcus.

Patient was started on 200 mg. of Erythrocin four times a day for three days. Subjective and objective improvement within 48 hours. No side effects. Three cultures taken subsequently did not show Group A beta hemolytic streptococcus.

Final Diagnosis: acute streptococcal pharyngitis.

Result: rapid and complete recovery with Erythrocin.

*Communication to Abbott Laboratories

# specific against coccic infections

Specific—because you can actually pinpoint the therapy for coccic infections. That's because you know most bacterial respiratory infections are caused by staph-, strep- and pneumococci. And these are the very organisms most sensitive to ERYTHROCIN—even when they resist penicillin and other antibiotics.

filmtab®

**Erythrocin®**
(Erythromycin Stearate, Abbott)
STEARATE

# with little risk of side effects

Low toxicity—because ERYTHROCIN (in contrast to many other antibiotics) rarely alters intestinal flora. Thus, patients seldom get gastroenteral side effects. Or loss of vitamin synthesis in the intestine. No allergic reactions, either. *Filmtab* ERYTHROCIN Stearate (100 and 250 mg.), bottles of 25 and 100. Abbott

filmtab®

**Erythrocin®**
(Erythromycin Stearate, Abbott)
STEARATE

®Filmtab — film-sealed tablets; pat. applied for.

605169

Upjohn

# Ulcer protection that lasts all night:

# Pamine* BROMIDE

## Tablets

*Each tablet contains:*
Methscopolamine bromide ..... 2.5 mg.

*Average dosage (ulcer):*
One tablet one-half hour before meals, and 1 to 2 tablets at bedtime.

*Supplied:* Bottles of 100 and 500 tablets

## Syrup

*Each 5 cc. (approx. 1 tsp.) contains:*
Methscopolamine bromide ..... 1.25 mg.

*Dosage:*
1 to 2 teaspoonfuls three or four times daily.

*Supplied:* Bottles of 4 fluidounces

## Sterile Solution

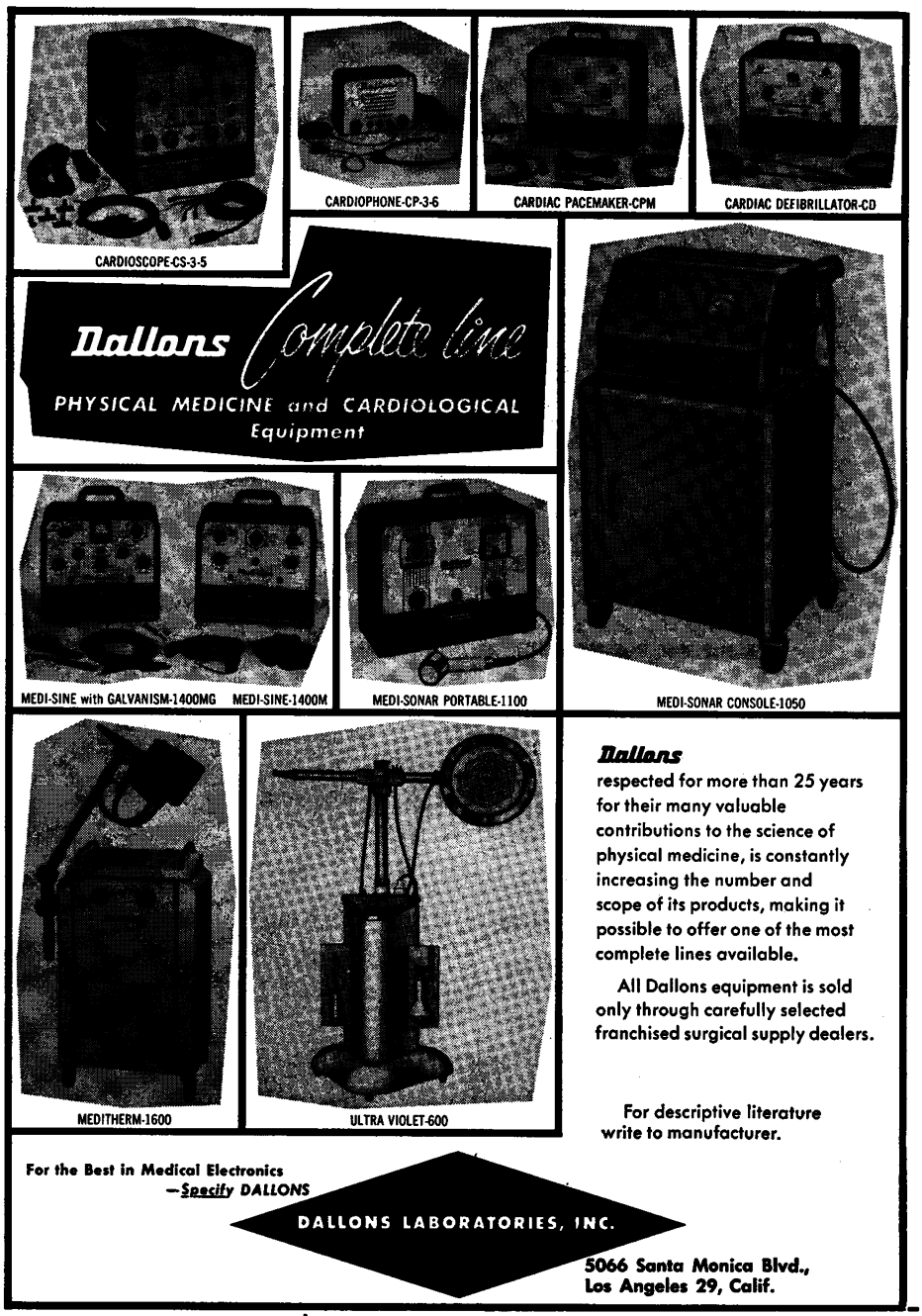
*Each cc. contains:*
Methscopolamine bromide ..... 1 mg.

*Dosage:*
0.25 to 1.0 mg. (¼ to 1 cc.), at intervals of 6 to 8 hours, subcutaneously or intramuscularly.

*Supplied:* Vials of 1 cc.

*TRADEMARK, REG. U. S. PAT. OFF.—THE UPJOHN BRAND OF METHSCOPOLAMINE

The Upjohn Company, Kalamazoo, Michigan

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respected for more than 25 years for their many valuable contributions to the science of physical medicine, is constantly increasing the number and scope of its products, making it possible to offer one of the most complete lines available.

All Dallons equipment is sold only through carefully selected franchised surgical supply dealers.

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**For the Best in Medical Electronics —Specify DALLONS**

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**MAIL THIS COUPON TODAY!**

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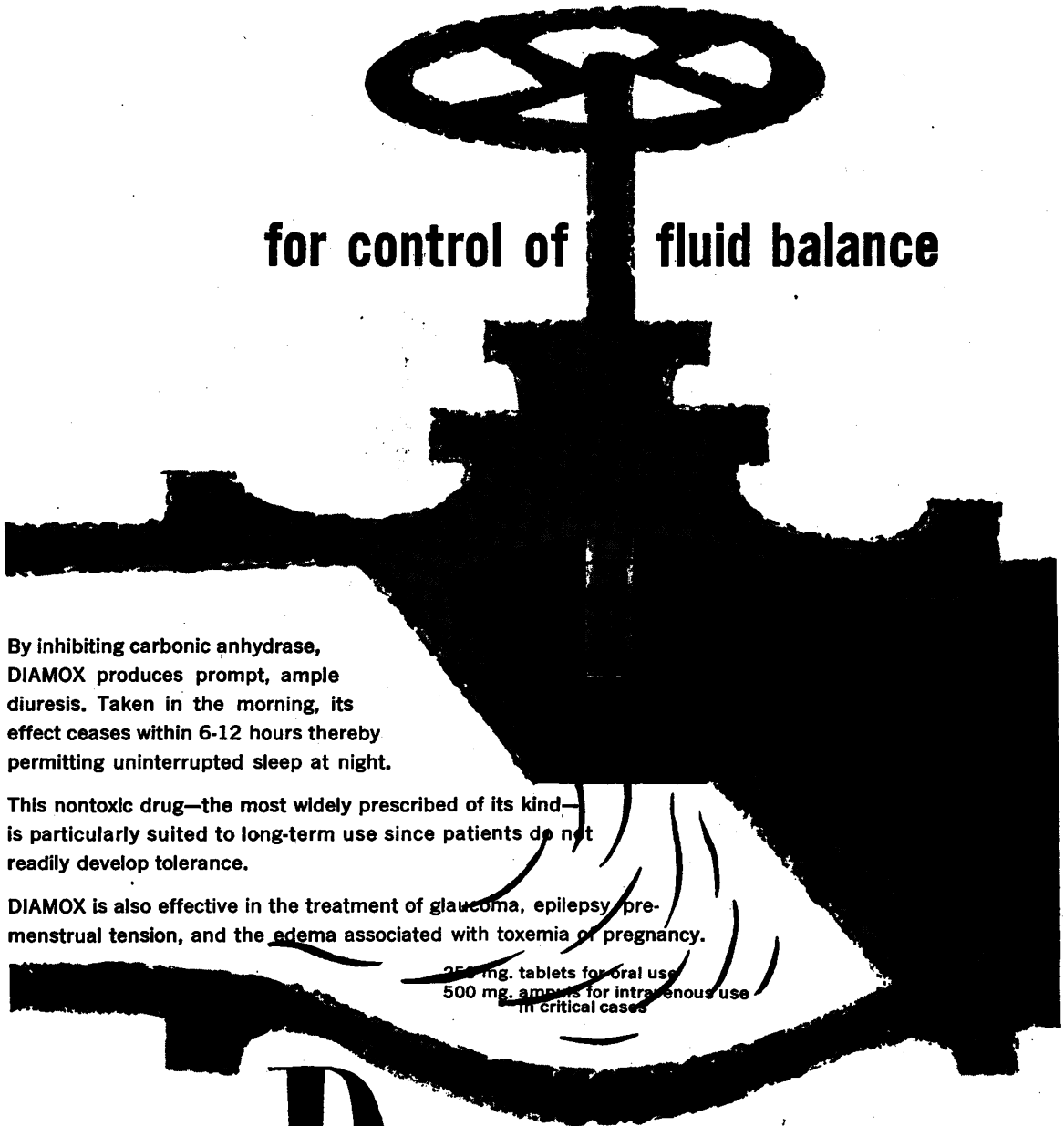


# for control of fluid balance

By inhibiting carbonic anhydrase, DIAMOX produces prompt, ample diuresis. Taken in the morning, its effect ceases within 6-12 hours thereby permitting uninterrupted sleep at night.

This nontoxic drug—the most widely prescribed of its kind—is particularly suited to long-term use since patients do not readily develop tolerance.

DIAMOX is also effective in the treatment of glaucoma, epilepsy, premenstrual tension, and the edema associated with toxemia of pregnancy.

250 mg. tablets for oral use
500 mg. ampuls for intravenous use in critical cases

# Diamox*

Acetazolamide Lederle

## the nonmercurial diuretic

LEDERLE LABORATORIES DIVISION *AMERICAN CYANAMID COMPANY* PEARL RIVER, NEW YORK

Lederle

*REG. U. S. PAT. OFF.

# how bioflavonoids with ascorbic acid help in threatened and habitual abortion...

Frequent nosebleeds, gum bleeding and easy bruising were observed in a high percentage of women who had repeated abortions, according to one study.[1]

Another investigator[2] reported abnormal capillary fragility in 80% of habitual aborters.

Bioflavonoids with ascorbic acid help to diminish abnormal capillary permeability and fragility by acting to maintain the integrity of the "cement" substance of capillary walls. Thus, C.V.P. may be a helpful adjunct in the management of threatened and habitual abortion.

C.V.P. provides the capillary-protectant factors of whole citrus bioflavonoid compound (sometimes referred to as "vitamin P complex"), combined with ascorbic acid. C.V.P. is water-soluble and believed to be more readily absorbed than relatively insoluble rutin.

# CVP®

Each C.V.P. capsule or each teaspoonful (5 cc.) of syrup provides:

Citrus Flavonoid Compound . . . 100 mg.
Ascorbic Acid (Vitamin C) . . . . 100 mg.

Bottles of 50, 100, 500 and 1000 capsules; 4 oz., 16 oz. and gallon syrup.

1. Science News Letter, March 1954
2. Greenblatt, R. B.: Obstet. & Gyn. 2:530, 1953

samples and literature from **u. s. vitamin corporation**
(Arlington-Funk Laboratories, division)
250 East 43rd Street, New York 17, N.Y.

An insect bite, a contact dermatitis, a localized sunburn, or the many other skin conditions peculiar to summer—are minor at first, but may become considerably aggravated by irritation from scratching or from contact with clothing.

CREMACAL affords protective action with cooling relief. It forms a tough protective film which resists scratching or irritation from clothing.

Although the CREMACAL film is tough and adherent, it can be easily rinsed off with plain water.

Calamine 10% . . . Benzocaine 1% . . . Phenol .5% . . . Menthol .25% in a special greaseless base.

**HOBART LABORATORIES, INC.**
**Chicago 10, Ill. U.S.A.**

**GALEN "B"®**—each fluid ounce contains not less than: Thiamine 4.5 mg.; Riboflavin 4.5 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 225.0 mg.; Choline 300.0 mg.; Biotin 0.03 mg., plus all other factors of the B complex group natural to rice bran.

**ELIXIR GALEN "B"® FORTIFIED**—each fluid ounce contains not less than: Thiamine 10.0 mg.; Riboflavin 5.0 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 112.0 mg.; Choline 150.0 mg.; Biotin 0.015 mg.; Iron (as iron and ammonium citrate) 32.0 mg.; Manganese (as manganese citrate) 16.0 mg., plus all other factors of the B complex group natural to rice bran.

**GALEN® MULTIVITAMIN TABLETS**—two tablets contain: Vitamin A 5000 U.S.P. units; Vitamin D 800 U.S.P. units; Ascorbic acid 100 mg.; Thiamine 5 mg.; Riboflavin 4 mg.; Niacinamide 30 mg.; Pyridoxine 1 mg.; Calcium pantothenate 5 mg.; Vitamin E 2 mg.; Iron 15 mg.; Manganese 6 mg.; Iodine 0.1 mg.; Copper 1 mg.; Calcium 200 mg.; Phosphorus 150 mg.

**Rare-Galen Division of White Laboratories, Inc., Kenilworth, N. J.**

# WHY SENSITIZE

*in topical and ophthalmic infections*

# USE 'POLYSPORIN'®

brand

**POLYMYXIN B—BACITRACIN OINTMENT**

*to insure broad-spectrum therapy with minimum allergenicity*

For topical use: in ½ oz. and 1 oz. tubes.
For ophthalmic use: in ⅛ oz. tubes.

BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, N. Y.

new

# Against Pathogen & Pain
## in urinary tract infections

Azo Gantrisin combines the single, soluble sulfonamide, Gantrisin, with a time-tested urinary analgesic - in a single tablet.

Prompt relief of pain and other discomfort is provided together with the wide-spectrum antibacterial effectiveness of Gantrisin which achieves both high urinary and plasma levels so important in both ascending and descending urinary tract infections.

Each Azo Gantrisin tablet contains 0.5 Gm Gantrisin 'Roche' plus 50 mg phenylazo-diamino-pyridine HCl.

Gantrisin® - brand of sulfisoxazole

ROCHE | Original Research in Medicine and Chemistry

# your allergy patients need a lift

**Plimasin®**

(tripelennamine hydrochloride and methyl-phenidylacetate hydrochloride CIBA)

What with sneezing, wheezing and scratching, being allergic is fatiguing business. As a result your hypersensitive patients suffer from emotional depression in addition to their allergic symptoms.

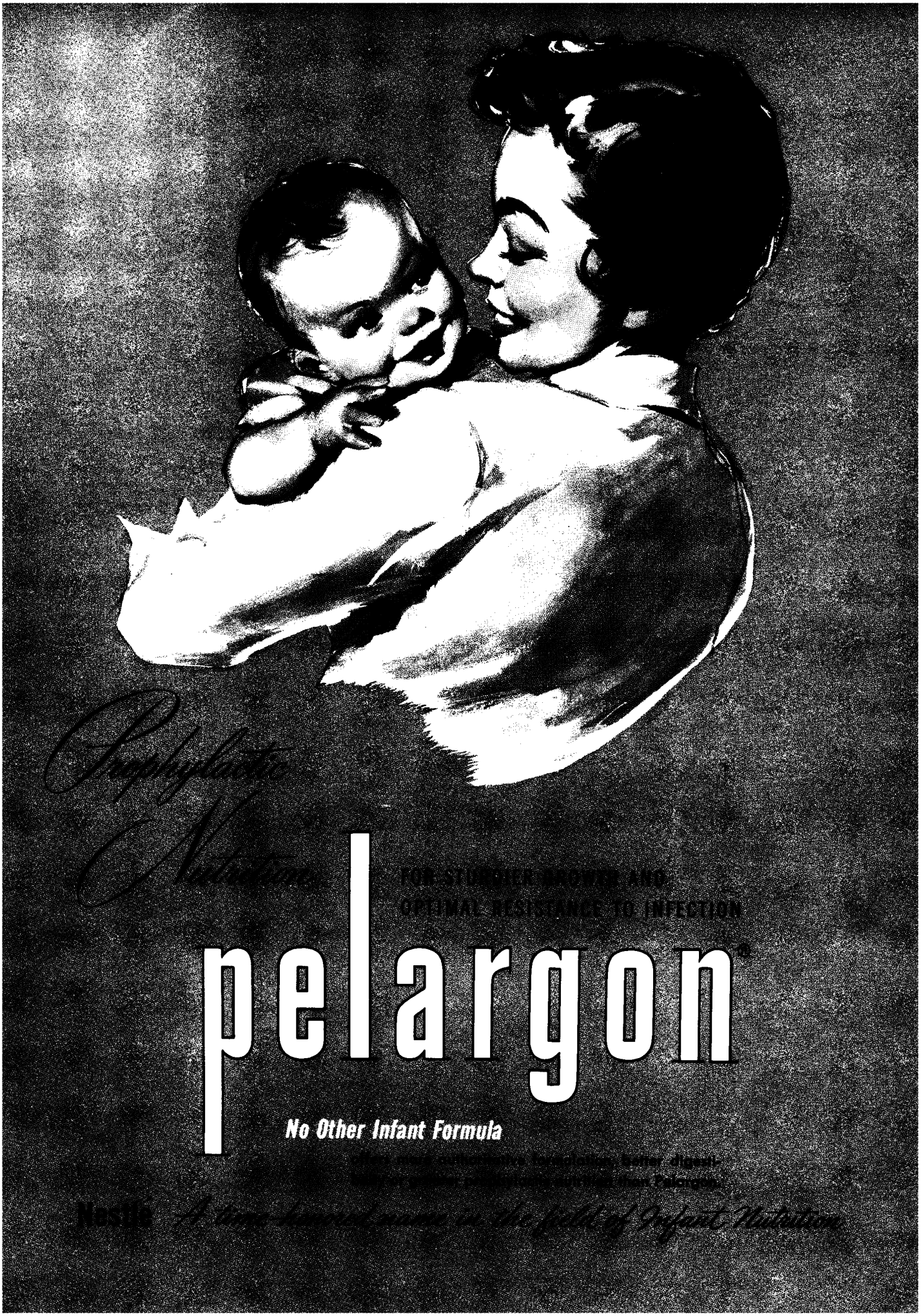
Now, with Plimasin, you can give these patients a lift—and obviate sedative side effects. Plimasin is a combination of a proved antihistamine and Ritalin—a new, mild psychomotor stimulant. Plimasin not only relieves the symptoms of allergy but counteracts depression as well.

*Dosage:* 1 or 2 tablets every 4 to 6 hours if necessary.

*Tablets* (light blue, coated), each containing 25 mg. Pyribenzamine® hydrochloride (tripelennamine hydrochloride CIBA) and 5 mg. Ritalin® hydrochloride (methyl-phenidylacetate hydrochloride CIBA)

C I B A
SUMMIT, N.J.

2/2257H


Prophylactic
Nutrition
FOR STURDIER GROWTH AND
OPTIMAL RESISTANCE TO INFECTION
pelargon®
No Other Infant Formula
Nestlé

## NO FORMULA CHANGES

The dilution of Pelargon—for normal infants as well as prematures—2 level tablespoonfuls to 3 fluid ounces of water—may remain constant from birth throughout the period of formula feeding. No complicated dilution schedules.

## EASY TO PREPARE

The new improved Pelargon goes into solution quickly. Preparation is simple and easy—saves time for the mother.

## COMPLETE

A *nutritionally complete* milk formula for infant feeding prepared from spray-dried pasteurized, homogenized, whole milk modified by the addition of dextrins-maltose, sucrose, precooked starch, and lactic acid, and fortified with vitamins and iron. Pelargon provides adequate protein and all known essential vitamins and minerals required by the infant. No supplementation necessary.

## FOR NORMAL INFANTS

When breast milk is not available, Pelargon makes an unexcelled substitute—conforming with latest pediatric knowledge. No supplementation is necessary, since Pelargon provides adequate amounts of all known protective vitamins (including vitamin C) as well as minerals.

## FOR INFANTS WITH DIGESTIVE DIFFICULTIES

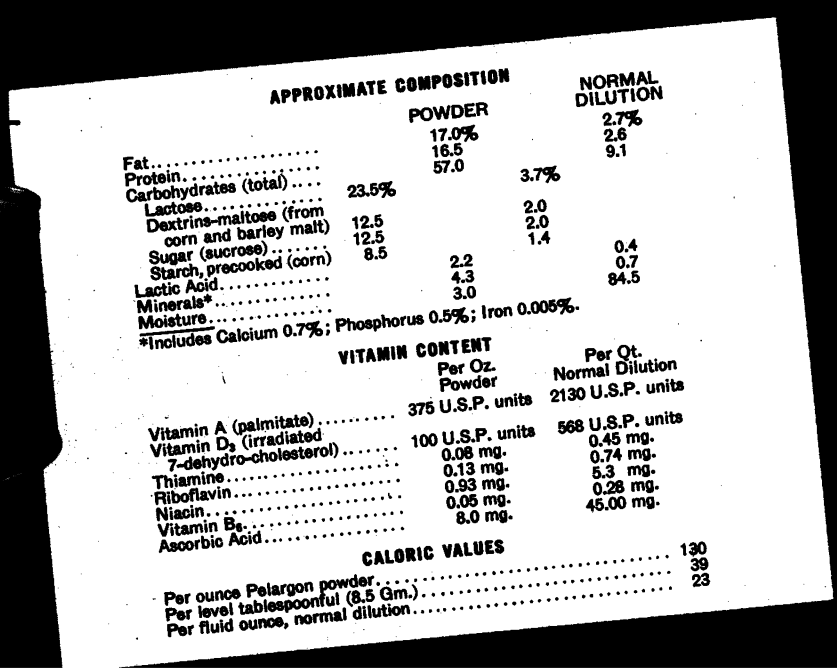
The lactic acid in Pelargon facilitates gastrointestinal digestion. Furthermore, the mixture of carbohydrates—with their differing individual rates of digestion and absorption—minimizes intestinal fermentation and assures optimal utilization.

## FOR PREMATURE AND MARASMIC INFANTS

Because it is so easy to digest and because it forms liquid gastric curds with zero tension, Pelargon is outstanding in the feeding of premature and marasmic infants.

*Pelargon is available in 1 pound tins through all pharmacies.*

# pelargon®



**APPROXIMATE COMPOSITION**

| | | POWDER | | NORMAL DILUTION |
|---|---|---|---|---|
| Fat | | 17.0% | | 2.7% |
| Protein | | 16.5 | | 2.6 |
| Carbohydrates (total) | | 57.0 | | 9.1 |
| Lactose | 23.5% | | 3.7% | |
| Dextrins-maltose (from corn and barley malt) | 12.5 | | 2.0 | |
| Sugar (sucrose) | 12.5 | | 2.0 | |
| Starch, precooked (corn) | 8.5 | | 1.4 | |
| Lactic Acid | | 2.2 | | 0.4 |
| Minerals* | | 4.3 | | 0.7 |
| Moisture | | 3.0 | | 84.5 |

*Includes Calcium 0.7%; Phosphorus 0.5%; Iron 0.005%.

**VITAMIN CONTENT**

| | Per Oz. Powder | Per Qt. Normal Dilution |
|---|---|---|
| Vitamin A (palmitate) | 375 U.S.P. units | 2130 U.S.P. units |
| Vitamin $D_3$ (irradiated 7-dehydro-cholesterol) | 100 U.S.P. units | 568 U.S.P. units |
| Thiamine | 0.08 mg. | 0.45 mg. |
| Riboflavin | 0.13 mg. | 0.74 mg. |
| Niacin | 0.93 mg. | 5.3 mg. |
| Vitamin $B_6$ | 0.05 mg. | 0.28 mg. |
| Ascorbic Acid | 8.0 mg. | 45.00 mg. |

**CALORIC VALUES**

| | |
|---|---|
| Per ounce Pelargon powder | 130 |
| Per level tablespoonful (8.5 Gm.) | 39 |
| Per fluid ounce, normal dilution | 23 |

# California MEDICINE

# CLASSIFIED ADVERTISEMENTS

**Rates for these insertions are $5 for fifty words or less; additional words 6 cents each**

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**CLASSIFIED ADVERTISEMENTS ARE PAYABLE IN ADVANCE**

## NOTICE

ANESTHESIOLOGIST: The Placement Committee of the California Society of Anesthesiologists has the name of several Board eligible and Board qualified Anesthesiologists desiring to locate in California. These names may be obtained by any interested party or institution by writing to James Durkin, M.D., Chairman, Placement Committee, 305 South Westlake Avenue, Los Angeles 57, California.

## PHYSICIANS WANTED

PHYSICIANS WANTED: SURGEON, under 40, for outstanding association and future, San Francisco peninsula; PATHOLOGIST, excellent association with top pathologist; OTOLARYNGOLOGIST, established group near San Francisco; NEUROPSYCHIATRIST, $15,000 start, percentage later to $25,000. PEDIATRICIAN, Southern California coastal town, partnership arrangement starting with salary $800 up. OPHTHALMOLOGIST, exceptional opportunity in Coast town, Southern California, salary leading to partnership. RADIOLOGIST, part time basis, San Francisco. GENERAL PRACTITIONERS, associations in San Francisco and East Bay. MANY EXCELLENT OPPORTUNITIES in all SPECIALTIES and GENERAL PRACTICE throughout the WEST. Please contact Norma Rohl, THE MEDICAL CENTER AGENCY, 26 O'Farrell Street, San Francisco, YUkon 2-3412.

A VERY BUSY GENERAL PRACTITIONER needs an associate or partner in general practice of medicine, surgery, and obstetrics. Class "A" hospital facilities available. Close to mountains and seashore. Box 92,120, California Medicine.

WANTED YOUNG GENERAL PRACTITIONER, solo practice, associated with seven doctors in Medico-Dental Building. Office for rent. Eugene H. Hull, M.D., 575 Fifth Street, San Bernardino, California.

CALIFORNIA LICENSED PHYSICIAN SURGEONS WANTED: Contact us for registration forms and information on our many excellent opportunities in California. Outstanding openings in GENERAL PRACTICE, INDUSTRIAL AND THE SPECIALTIES . . . associations, assistantships, groups, locations for private practice in NORTHERN, CENTRAL AND SOUTHERN CALIFORNIA. PACIFIC COAST MEDICAL BUREAU agy., 703 Market Street, SAN FRANCISCO, or 510 West Sixth Street, LOS ANGELES.

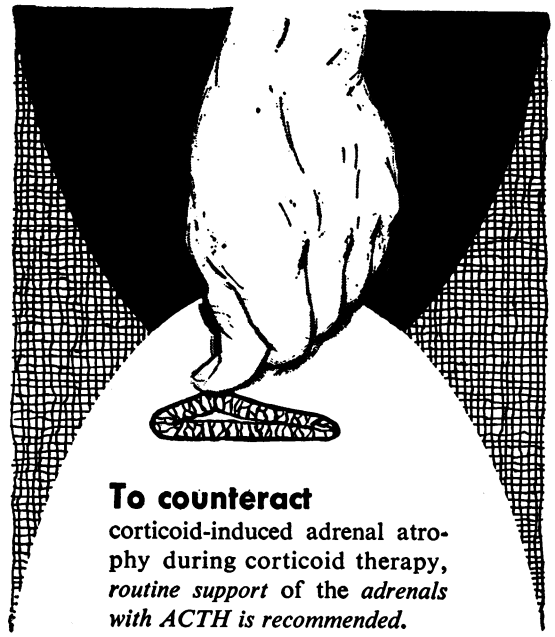
YOUNG PHYSICIAN with California license wanted as assistant to Medical Director—Modern, well equipped 90-bed county hospital. Please write Medical Director, Shasta County Hospital, Redding, California.

PHYSICIAN WANTED: Resident physician, small sanatorium in fine foothill location. Recent graduate preferred; no tuberculosis experience required. Salary $6,000 plus complete maintenance for self and family. Write: Medical Director, Ahwahnee Sanatorium, Ahwahnee, California.

## SITUATIONS WANTED

INTERNISTS AVAILABLE: (1) Can interview now, assume duties October. Eligible American Board, age 31, married, best references. (2) Completes formal training July, M.D. Stanford, age 30, married, local references. (3) Internist, eligible American Board, age 32, married. (4) Passed Part One, age 31, married, Cornell graduate. (5) Certified, age 39, highest references. (6) Part One, foreign graduate, affiliated leading University in East, California licensed, prefers part time academic. (7) Eligible to American Board, age 34, particular interest geriatrics, public health. M.D. Yale. Likes coast. (8) Formal training completed, train endocrinology. Tufts Medical. 3 years Mayo. All these Internists are California licensed, references at your request. Continental Medical Bureau, Agency, 510 West Sixth Street, Los Angeles 14, California. VAndike 2101.

(Continued on Page 48)

**To counteract**
corticoid-induced adrenal atrophy during corticoid therapy, *routine support* of the *adrenals with ACTH is recommended.*

**THIS IS THE PROTECTIVE DOSAGE RECOMMENDATION FOR COMBINED CORTICOID-ACTH THERAPY**

- When using *prednisone* or *prednisolone:* for every 100 mg. given, inject approximately 100 to 120 units of HP* ACTHAR *Gel.*
- When using *hydrocortisone:* for every 200 to 300 mg. given, inject approximately 100 units of HP* ACTHAR *Gel.*
- When using *cortisone:* for every 400 mg. given, inject approximately 100 units of HP*ACTHAR *Gel.*

Discontinue administration of corticoids on the day of the HP*ACTHAR *Gel* injection.

**HP*ACTHAR® *Gel***
(IN GELATIN)

The Armour Laboratories brand of purified adrenocorticotropic hormone—corticotropin (ACTH)

*Highly Purified

**Unsurpassed in Safety and Efficacy**
More than 42,000,000 doses of ACTH have been given

THE ARMOUR LABORATORIES
A DIVISION OF ARMOUR AND COMPANY
KANKAKEE, ILLINOIS

# *Only Meat . . . is Meat*

Suppose we suddenly found ourselves in a "Brave New World," in which all the rich protein, the B vitamins (including the important $B_{12}$), the minerals, and all the other nutrients of a juicy steak or a succulent pork chop could be compressed into a capsule. Suppose we were to take one or two such capsules each day. What would happen?

Would we be just as healthy? Would we be as happy?

There is something about man's wish for meat that cannot be satisfied by chemical or mathematical analyses. The feeling of satisfaction, the downright enjoyment of biting into and chewing, the pleasurable effect of having eaten well . . . all these make meat more than just an impressive list of essential nutrients. Long before man knew anything about the science of nutrition he knew meat was part and parcel of his health and his joy of eating and of living.

Other foods may be fortified and enriched, *but none can ever take the place of meat.*

Only meat is meat.

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.

**American Meat Institute**
**Main Office, Chicago . . . Members Throughout the United States**

# ACHROMYCIN*

Tetracycline *Lederle*

*in the treatment of*

## infections in surgery

The prevention and control of cellulitis, abscess formation, and generalized sepsis has become commonplace technique in surgery since ACHROMYCIN has been available. Leading investigators have documented such findings in the literature.

For example, Albertson and Trout[1] have reported successful results with tetracycline (ACHROMYCIN) in diverticulitis, gangrene of the gall bladder, tubo-ovarian abscess, and retropharyngeal abscess. Prigot and his associates[2] used tetracycline in successfully treating patients with subcutaneous abscesses, cellulitis, carbuncles, infected lacerations, and other conditions.

As a prophylactic and as a therapeutic, ACHROMYCIN has shown its great worth to surgeons, as well as to internists, obstetricians, and physicians in every branch of medicine. This modern antibiotic offers rapid diffusion and penetration, quick development of effective blood levels, prompt control over a wide range of organisms, minimal side effects. There are 21 dosage forms to suit every need, every patient, including

## ACHROMYCIN SF

ACHROMYCIN with STRESS FORMULA VITAMINS. Broad-range antibiotic action to fight infection; important vitamins to help speed normal recovery. In *dry-filled, sealed* capsules for rapid and complete absorption, elimination of aftertaste.

dry-filled sealed capsules


[1]Albertson, H.A. and Trout, H.H., Jr.: *Antibiotics Annual* 1954-55, Medical Encyclopedia, Inc., New York, N.Y., 1955, pp. 599-602.

[2]Prigot, A.; Whitaker, J. C.; Shidlovsky, B. A., and Marmell, M.: *ibid*, pp. 603-607.


Each ACHROMYCIN SF CAPSULE contains:

| | |
|---|---|
| ACHROMYCIN | |
| Tetracycline | 250 mg. |
| Ascorbic Acid (C) | 75 mg. |
| Thiamine Mononitrate ($B_1$) | 2.5 mg. |
| Riboflavin ($B_2$) | 2.5 mg. |
| Niacinamide | 25 mg. |
| Pyridoxine ($B_6$) | 0.5 mg. |
| Folic Acid | 0.375 mg. |
| Calcium Pantothenate | 5 mg. |
| Vitamin K (Menadione) | 0.5 mg. |
| Vitamin $B_{12}$ | 1 mcgm. |

Lederle

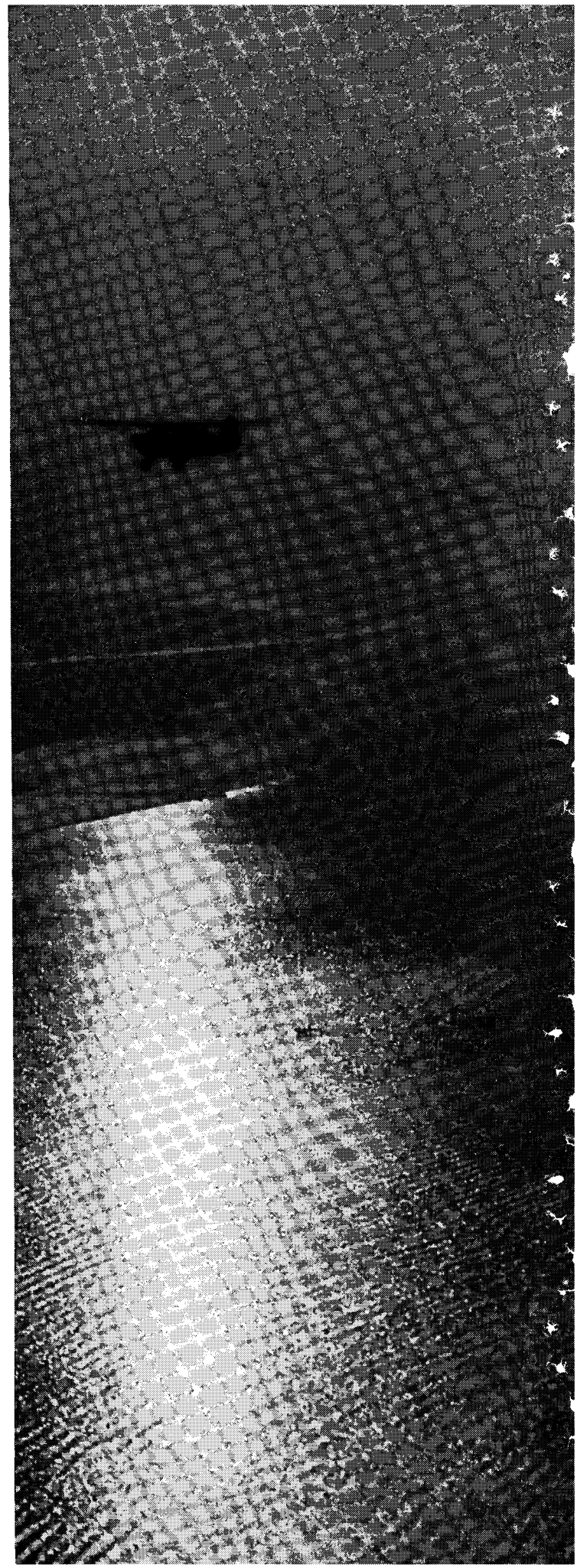
LEDERLE LABORATORIES DIVISION

*AMERICAN CYANAMID COMPANY*

PEARL RIVER, NEW YORK

*REG. U.S. PAT. OFF.

PHOTO DATA: AERIAL CAMERA WITH K-2 FILTER AT DUSK, F.11, 4/100 SEC., FAST PAN FILM

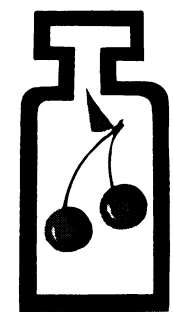


ACHROMYCIN ACHROMYCIN

# a delicious way to . . .

- stimulate appetite
- promote growth
- correct nutritional iron deficiency

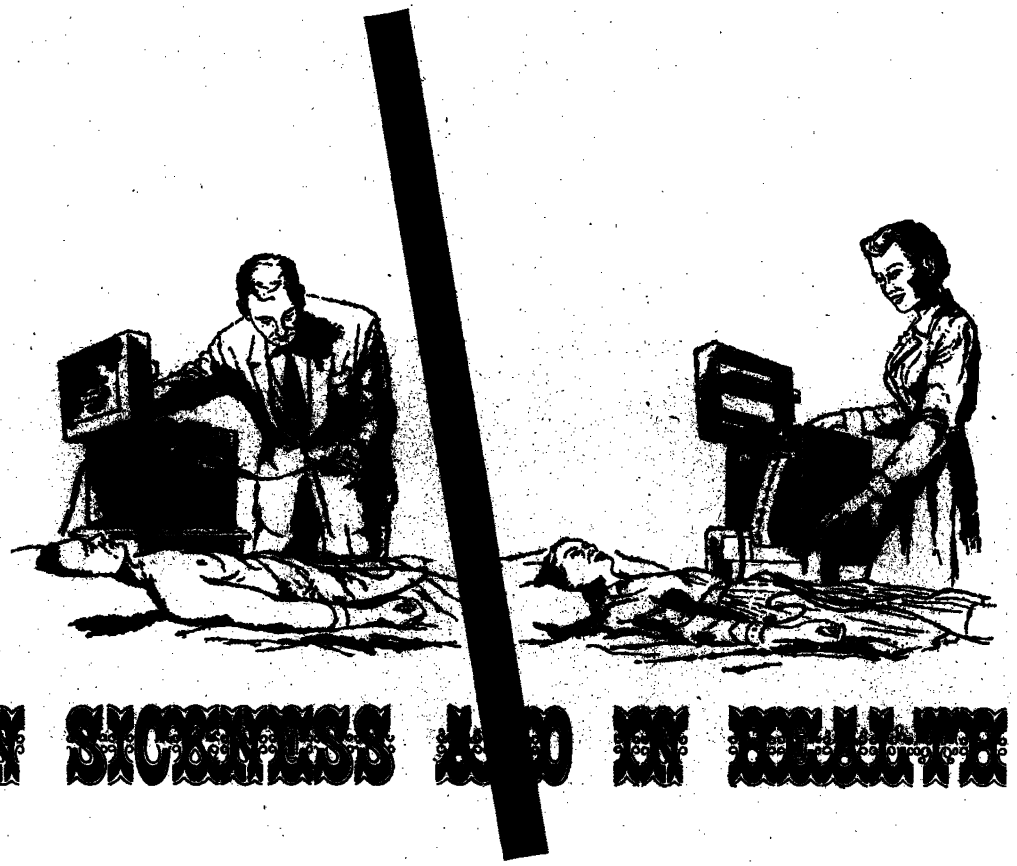
Each cherry-flavored teaspoonful (5 cc.) supplies: $B_{12}$: 25 mcg.; $B_1$: 10 mg.; ferric pyrophosphate: 250 mg.



# TROPH-IRON*

*Smith, Kline & French Laboratories, Philadelphia*

*T.M. Reg. U. S. Pat. Off.

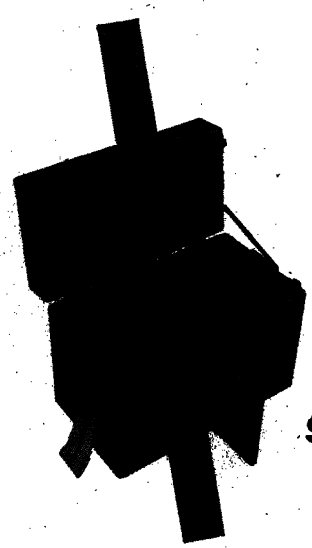


An electrocardiograph, such as a Viso-Cardiette, plays a *double* diagnostic role in the investigation of cardiac conditions.

When heart disease is present, the contribution of a 'cardiogram to the clinical picture is of indisputable value.

But, often overlooked is its importance in the patient *without* heart disease. Becoming more and more a part of the general examination, or check up, the electrocardiogram places in the physician's files information concerning the healthy patient that can well be of future value. Not only does it provide a norm or control with which to watch or study any progressive pathological changes, should they occur, but, when heart disease strikes, it is on hand to compare with the new record for information which would not have been otherwise available.

When you make your investment in better cardiac diagnosis by purchasing an electrocardiograph, be sure to consider the extra dividends that a Sanborn Viso-Cardiette will pay in accuracy, simplicity, and dependably continuous service.



**Write for descriptive literature and information about a unique, no-obligation, 15-day clinical test plan.**

**SANBORN COMPANY**

**CAMBRIDGE 39, MASSACHUSETTS**

LOS ANGELES *Branch Office*
670 North Normandie Ave., Normandy 4-2302

SAN FRANCISCO *Branch Office*
2310 Irving St., Lombard 4-1900

# pronounced

# MUSCLE-RELAXING ACTION

*

# EQUANIL

MEPROBAMATE

(2-methyl-2-*n*-propyl-1,3-propanediol dicarbamate)

LICENSED UNDER U.S. PATENT NO. 2,724,720

For significant relief in myositis, osteoarthritis, backstrain, and related conditions marked by:

- ***Muscle spasm***
- ***Stiffness and tenderness***
- ***Restriction of motion***
- ***Pain***

As a superior muscle-relaxant, EQUANIL offers predictable action and full effectiveness on oral administration. It does not disturb autonomic function and is relatively free from gastric and other significant side-effects. Its anti-anxiety property provides important correlative value.

Usual dosage: 1 tablet t.i.d. The dose may be adjusted either up or down, according to the clinical response of the patient.

Supplied: Tablets, 400 mg., bottles of 50.

Wyeth®

Philadelphia 1, Pa.

anti-anxiety factor
with muscle-relaxing action
...relieves tension

*TRADEMARK

## *now*... treatment on **two** therapeutic levels important in hypertension

**1 BLOOD PRESSURE**

HOW UNITENSEN WITH RESERPINE LOWERS BLOOD PRESSURE

| patient | C.M. | A.T. | G.R. | B.S. | N.F. | R.G. | V.F. |
|---|---|---|---|---|---|---|---|
| age | 34 | 65 | 77 | 62 | 58 | 51 | 41 |
| Smithwick group | 4 | 3 | 4 | 3 | 3 | 3 | 4 |
| Blood Pressure BEFORE | 195/130 | 205/115 | 210/130 | 250/115 | 220/130 | 205/110 | 215/120 |
| ↓ | ↓ | ↓ | ↓ | ↓ | ↓ | ↓ | ↓ |
| Blood Pressure AFTER | 160/95 | 175/110 | 170/96 | 170/95 | 175/105 | 180/90 | 175/100 |

(from Cohen, Cross & Johnson: Am. Pract. 6: 1030, 1955.)

**2 PSYCHE**

"The symptoms of hypertension usually arise in a social setting of emotional stress."[1] Unitensen-R helps to calm down the hypertensive patient and make him feel better.

1. Weiss, E.: Am. Pract. 5: 1690, 1955.

Unitensen-R combines Unitensen—a safe, effective anti-hypertensive agent and reserpine—a tranquilizing alkaloid of rauwolfia. Unitensen-R dependably lowers blood pressure in most patients without serious side effects; and at the same time, gives patients a feeling of well-being. Dosage is simple and tablets are economical.

# UNITENSEN*-R TABLETS

*T.M. Reg., U.S. Pat. Off.

*Each Unitensen-R tablet contains:*

| | |
|---|---|
| Cryptenamine (as tannate salt) | 1 mg. |
| Reserpine | 0.1 mg. |

Bottles of 50, 100, 500 and 1000.

***Also available:** Unitensen Tannate Tablets brand of cryptenamine*

**IRWIN, NEISLER & COMPANY • DECATUR, ILLINOIS**

# Clinical evidence[1,2,3] indicates that to augment the therapeutic advantages of Prednisone and Prednisolone, antacids should be <u>routinely</u> co-administered

A Multiple Compressed Tablet of 'CO-DELTRA' or 'CO-HYDELTRA' is specifically designed as a "tablet within a tablet" to provide stability and to release in sequence, antacid and anti-inflammatory agents . . .

1. the outer layer of antacids comes in contact with the gastric mucosa first . . . and after it is completely dissolved . . .

2. the hitherto intact inner core containing the steroid then begins to release its full therapeutic potential and not before . . .

'CO-DELTRA' and 'CO-HYDELTRA' are the trademarks of Merck & Co., Inc.

***All the benefits of prednisone and prednisolone:***

1. less sodium and water retention.
2. marked anti-inflammatory activity at low dosage.
3. prompt response even in patients refractory to other steroids.

## PLUS

**A.** positive antacid action to minimize gastric distress.

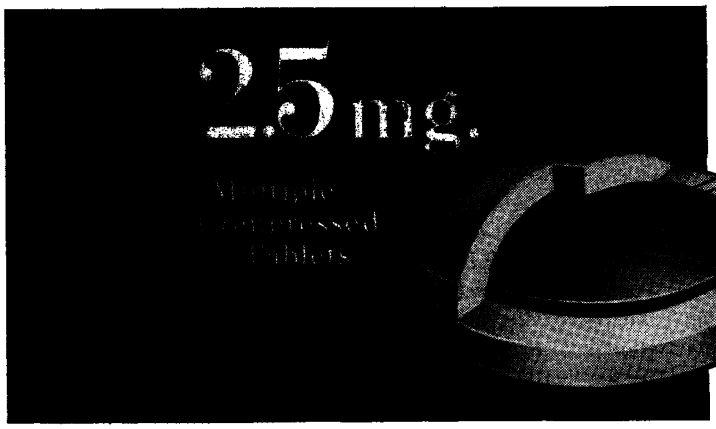
**B.** full potency and stability.

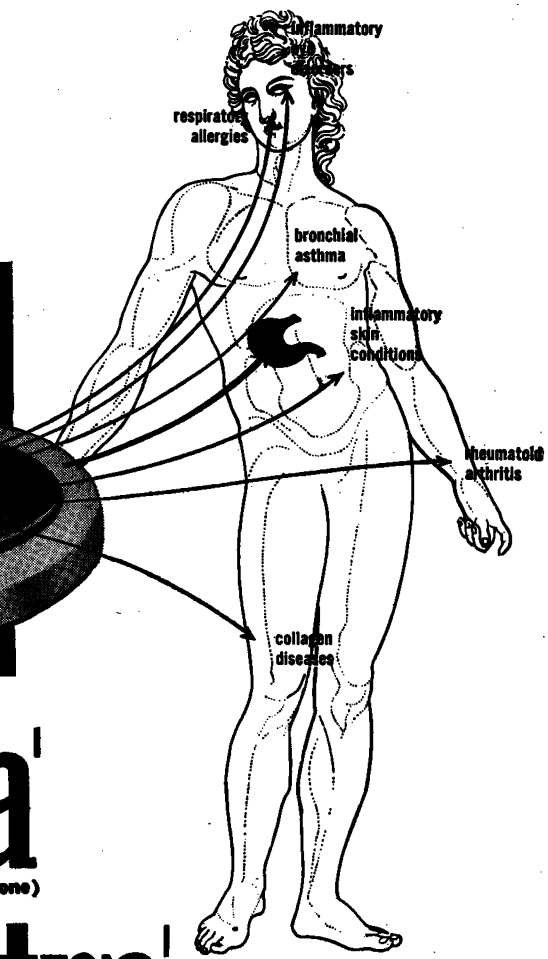
**C.** uniform dependable results.

**D.** greater flexibility of dosage with the addition of the new 2.5 mg. strength.

*References:* 1. Boland, E. W., *J.A.M.A.* **160**:613, February 25, 1956. 2. Margolis, H. M., *et al.* *J.A.M.A.* **158**:454, June 11, 1955. 3. Bollet, A. J., *et al.* *J.A.M.A.* **158**:459, June 11, 1955.

# New




# 'Co-Deltra'
(Buffered Prednisone)

# 'Co-Hydeltra'
(Buffered Prednisolone)

## increase the flexibility of therapy with the "predni-steroids"

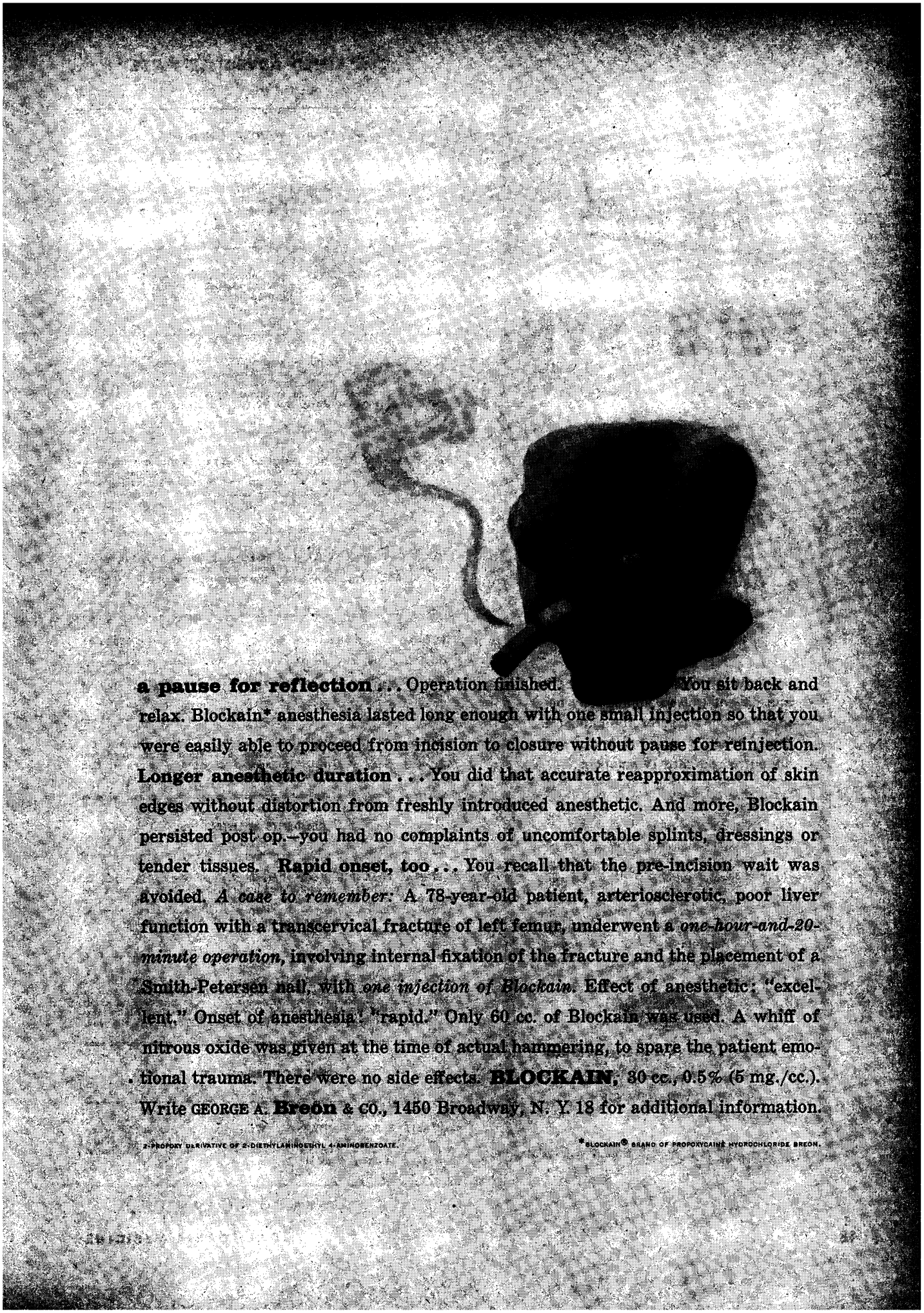
All *the benefits of prednisone and prednisolone* plus *greater antacid-to-steroid ratio to minimize gastric distress during maintenance therapy.*

The new 2.5 mg. tablets of 'CO-DELTRA' and 'CO-HYDELTRA' together with the 5 mg. tablets give the physician more latitude for precise adjustment of dosage to the individual patient's needs. Cost for either strength tablet is substantially the same as for the steroid alone and in addition the multiple compressed tablets assure routine co-administration of both antacid and steroid components..

**Supplied:** 'CO-DELTRA' (Prednisone Buffered) and 'CO-HYDELTRA' (Prednisolone Buffered) are available as Multiple Compressed Tablets, each tablet containing 2.5 mg. or 5 mg. of prednisone or prednisolone plus 300 mg. of dried aluminum hydroxide gel, and 50 mg. of magnesium trisilicate.

SHARP & DOHME

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



**a pause for reflection** . . . Operation finished. You sit back and relax. Blockain* anesthesia lasted long enough with one small injection so that you were easily able to proceed from incision to closure without pause for reinjection. **Longer anesthetic duration** . . . You did that accurate reapproximation of skin edges without distortion from freshly introduced anesthetic. And more, Blockain persisted post op.—you had no complaints of uncomfortable splints, dressings or tender tissues. **Rapid onset, too** . . . You recall that the pre-incision wait was avoided. *A case to remember:* A 78-year-old patient, arteriosclerotic, poor liver function with a transcervical fracture of left femur, underwent a *one-hour-and-20-minute operation,* involving internal fixation of the fracture and the placement of a Smith-Petersen nail, with *one injection of Blockain.* Effect of anesthetic: "excellent." Onset of anesthesia: "rapid." Only 60 cc. of Blockain was used. A whiff of nitrous oxide was given at the time of actual hammering, to spare the patient emotional trauma. There were no side effects. **BLOCKAIN,** 30 cc., 0.5% (5 mg./cc.). Write GEORGE A. **Breon** & CO., 1450 Broadway, N. Y. 18 for additional information.

2-PROPOXY DERIVATIVE OF 2-DIETHYLAMINOETHYL 4-AMINOBENZOATE.

*BLOCKAIN® BRAND OF PROPOXYCAINE HYDROCHLORIDE BREON.

fresh mixed

FOLBESYN*

VITAMINS LEDERLE

B+C

COMPLEX

assures full potency

Separate packaging of dry vitamins and diluent (mixed immediately before injection) assures the patient a more effective dose. May also be added to standard IV solutions.

Dosage: 2 cc. daily.

Each 2 cc. dose contains:

| | |
|---|---|
| Thiamine HCl ($B_1$) | 10 mg. |
| Riboflavin ($B_2$) | 10 mg. |
| Niacinamide | 50 mg. |
| Pyridoxine HCl ($B_6$) | 5 mg. |
| Sodium Pantothenate | 10 mg. |
| Ascorbic Acid (C) | 300 mg. |
| Vitamin $B_{12}$ | 15 mcgm. |
| Folic Acid | 3 mg. |

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AMERICAN Cyanamid COMPANY

PEARL RIVER, NEW YORK

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## CLASSIFIED ADVERTISEMENTS

(Continued from Page 33)

### SITUATIONS WANTED (Continued)

**DERMATOLOGIST, BOARD CERTIFIED**, age 30, married, California license, interested in association with established dermatologist, group or office space in Southern California area. Box 92,130, California Medicine.

**GENERAL PRACTITIONER**—Main interest surgery. Age 45. 20 years practice Middle West. Desires relocation in California. Association or purchase of active practice. California licensed. Box 92,125, California Medicine.

**GENERAL PRACTITIONER**—Surgeon, 35, 2 years residency, married, family, veteran, interested in association or solo opening in small community with hospital facilities. We desire a location advantageous for raising our family. I am at present associated with a California group on a temporary basis. Box 92,150, California Medicine.

**GENERAL PRACTITIONER** desires to locate in smaller community in California. Would consider sharing an office or partnership with man who does surgery. Would also be interested in taking over practice (with or without building) having growth potential to make it suitable for second man later. Box 92,165, California Medicine.

**BOARD CERTIFIED GENERAL SURGEON**, California license, teaching, Chief of Staff experience, interested in purchase practice, association with surgeon, or group practice, available immediately. Box 92,075, California Medicine.

**INTERNIST, 31**, diplomate of American Board of Internal Medicine, married with 3 children, desires association and eventual partnership with small group of established internists. Available on leaving service May 1957. Licensed in California and will consider any offer in State. Bank and professional references exchanged. Box 92,085, California Medicine.

**UROLOGIST: BOARD CERTIFIED**, age 38, married, Category IV. Capable. Experienced. Would like association with established Urologist, clinic, or group. Can appear for personal interview. Best references. Box 92,170, California Medicine.

### RESIDENTS WANTED

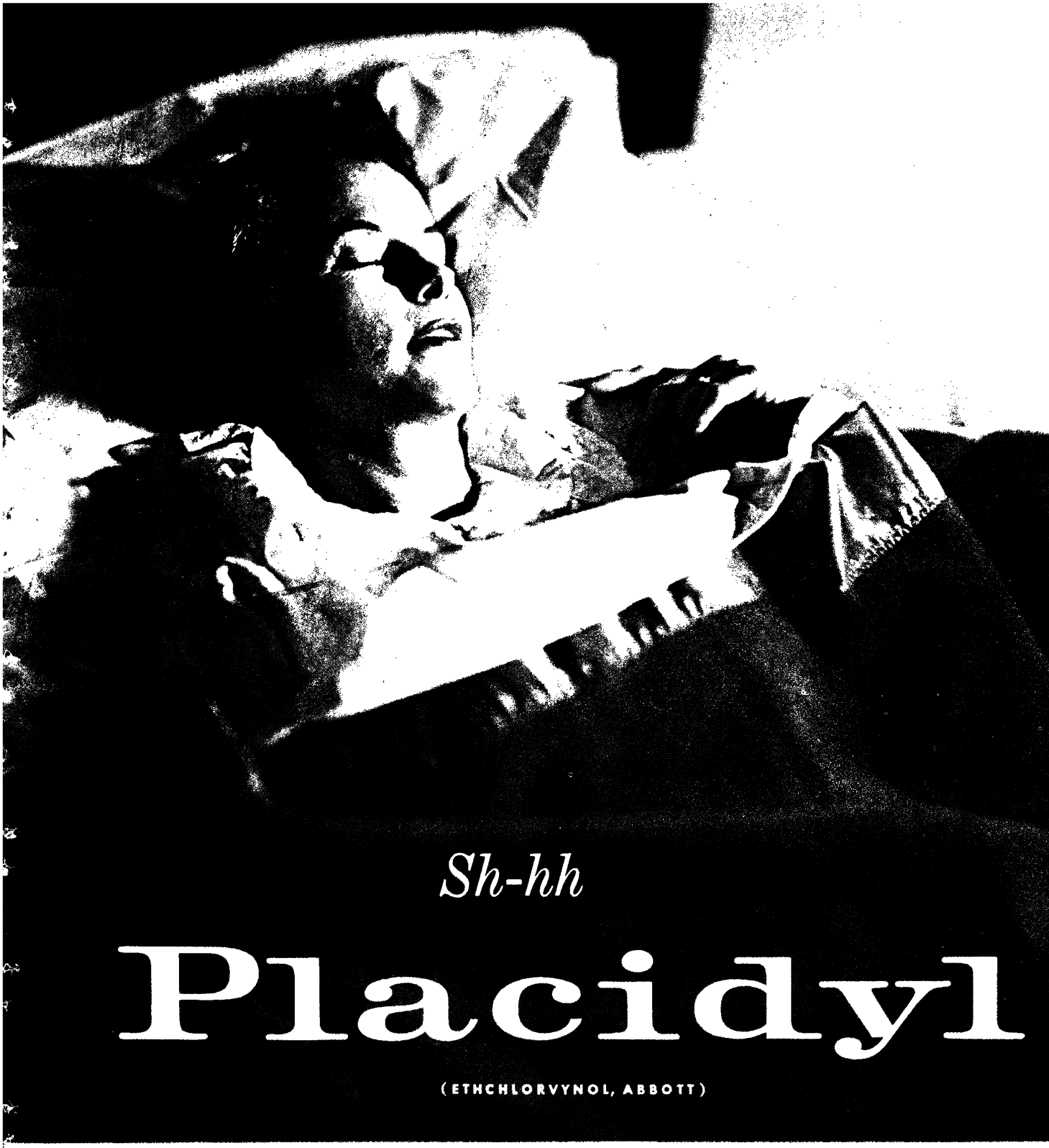
**GENERAL PRACTICE**, 2-year, Rotating Residencies available July 1, 1956, in fully accredited 400-bed hospital. $6,000 per annum. Nine residents receive excellent training in all major services, including large outpatient clinics. Requires citizenship and California license. Apply: Medical Director, Stanislaus County Hospital, 830 Scenic Drive, Modesto, California.

**OTOLARYNGOLOGY RESIDENCY.** Openings July 1, 1956, in 1st, 2nd and 3rd year program of an approved three-year Residency in Otolaryngology; 800-bed University-affiliated county general hospital. Apply: L. A. West, M.D., Medical Director, Los Angeles County Harbor General Hospital, 1124 West Carson Street, Torrance, California.

### PRACTICES FOR SALE

**SUITABLE G.P. OR INTERNIST.** Will introduce August 1st when leaving for residency. Financial arrangements flexible. M. Winestock, M.D., 3404 West Beverly Boulevard, Montebello, California. Telephone: PArkview 8-7109.

(Continued on Page 49)

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This gentle new hypnotic *induces* sleep instead of imposing it.

For the many insomnia cases where you may feel barbiturates are not desired. 500 mg. capsules, bottles of 100.

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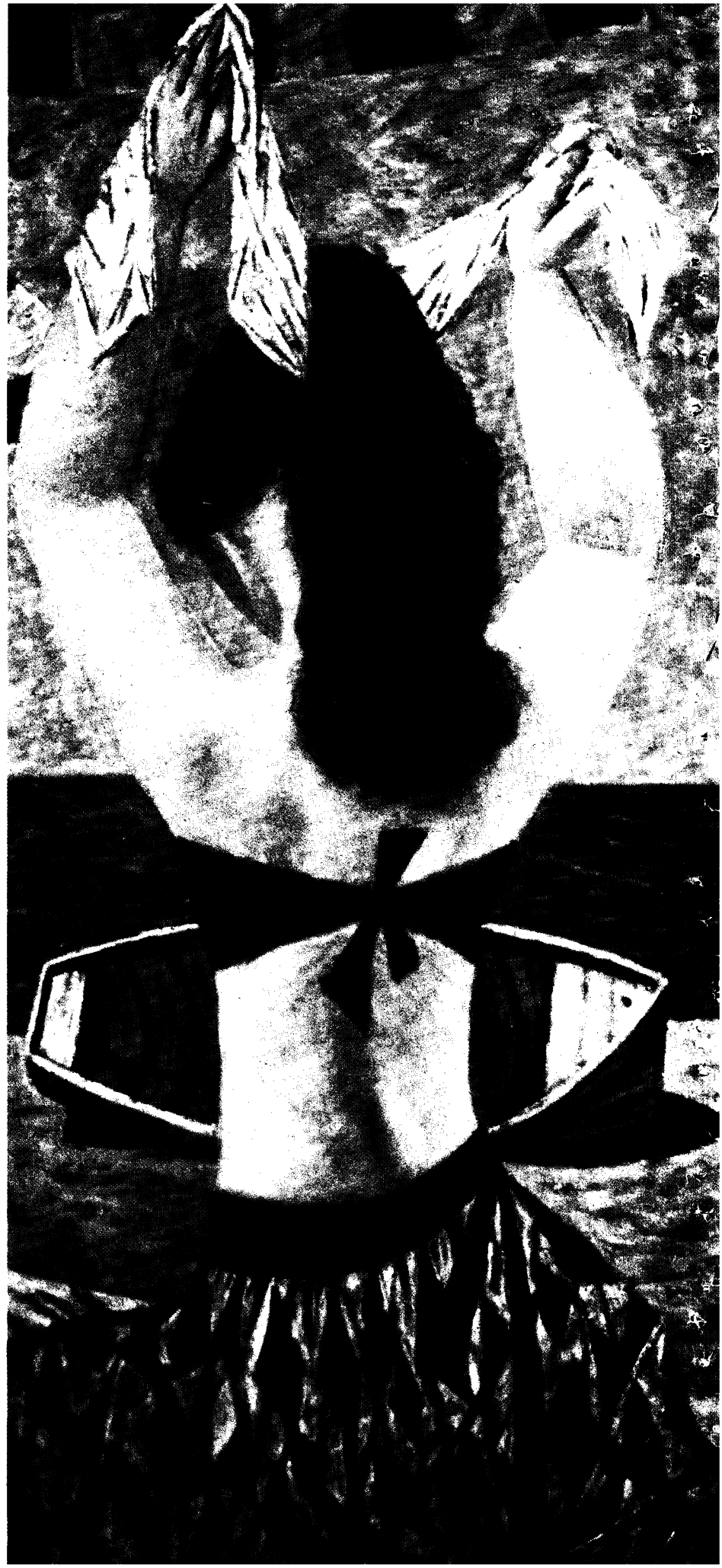

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Simple and pleasant to use as a shampoo, SELSUN is available in 4-fluidounce bottles with directions. Abbott

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## CLASSIFIED ADVERTISEMENTS

(Continued from Page 48)

### PRACTICES FOR SALE *(Continued)*

**BUSY GENERAL PRACTICE**—Peninsula, near Stanford. Area booming, climate ideal. 1954 gross $64,000; 1955 gross $71,000 by one M.D. Perfect for two doctors or one ambitious M.D., unique opportunity to practice medicine and really make money. Leaving to specialize. $15,000 plus value of equipment. Can arrange financing. (Extra added—night calls RARE). Box 92,155, California Medicine.

**SANTA ROSA**, California. Extremely active General Practice completely equipped, including X-ray for sale. Retiring due to a coronary, age 42. Locum Tenens will remain until July. Low cash price or percentage. Lenient terms with payment from income. Apartment above office if desired. Box 92,135, California Medicine.

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**GENERAL PRACTICE EQUIPMENT FOR SALE:** Modern Hamilton examination table, Castle cabinet sterilizer, microscope, cystoscopic machines. Complete line of surgical instruments. Centrifuge, ultraviolet lamps, balance scale, Cameron cautery. McCaskey steel desk and chair. Complete medical library. Suite 516 Pierce Building, 1615 Broadway Street, Oakland, California. Telephone: HIghgate 4-2808, between 10 a.m. and 4:30 p.m.

**GENERAL ELECTRIC X-RAY UNIT, 100 MA**, used, including tube stand and carrier. Sisk cystoscopy table with high speed Bucky, pad, casettes, film holders; dark room tank, light, view box. Price $1,200.00 complete. R. A. Pullman, M.D., 1134 Concord Street, San Diego 6, California.

### OFFICES FOR RENT OR LEASE

**FOR RENT**—Location for specialist in growing community in centrally located Medical Building in suburban metropolitan area of Oakland, California. Excellent opportunity for dermatologist, neurosurgeon, obstetrician-gynecologist, orthopod, otolaryngologist, pathologist, pediatrician, radiologist, urologist. Reasonable rent. Now available. San Leandro Medical Building Co., 1556 Leonard Drive, San Leandro, California. TRinidad 2-9200.

**SAN LEANDRO**—Heart of great suburban area needing many more professional men—will remodel or build to suit one, two, three or four physicians or dentists. You may have space and services according to your own needs. Rental on lease only to responsible tenants. Contact Hoffmann, 461 Estudillo, San Leandro, California.

**FOR LEASE: ATTRACTIVE SUITE FOR DOCTOR**—either general practice or specialty. Located opposite the Fresno Community Hospital, Fresno, California. Inquire 2930 North Fresno Street, Telephone 9-8583.

**SPECIALIST** to share furnished office with dermatologist in rapidly growing Marin County, near San Francisco. Good opportunity for specialist in E.N.T., urology, et cetera, planning to do some outside work while opening new practice. Telephone DUnlap 8-6719, or write Gilbert H. Barnes, M.D., 1026 Magnolia Avenue, Larkspur, California.

**FOR LEASE:** Office and living quarters used eight years for EENT practice. No competition. Serving about 30,000. Wonderful climate. For information write Frank Kieffer, 107 Bank Street, Grass Valley, California.

**FOR RENT—LOCATION FOR M.D.** Attractive newly decorated office in fast growing community, within a short distance of an air force base and on the edge of a busy shopping center. This office may be leased or rented by the month. For more information write, Fair Oaks Realty, Fair Oaks, California, or call IVanhoe 9-5935 at Sacramento, California.

(Continued on Page 66)

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We cordially invite your inquiry for application for membership which affords protection against loss of income from accident and sickness as well as benefits for hospital expenses for you and all your dependents.

ALL PREMIUMS COME FROM — PHYSICIANS SURGEONS DENTISTS — ALL BENEFITS GO TO

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# What do you want in an analgesic?

# Percodan®*

(Salts of Dihydrohydroxycodeinone and Homatropine, plus APC)

FOR PAIN

*Better than codeine plus APC*[1]

**speed** acts faster than codeine plus APC—usually within 15 minutes[1,2]

**duration** relieves pain longer than codeine plus APC—usually for 6 hours with virtual freedom from constipation[1,2]

Average adult dosage, 1 tablet q. 6 h. Supplied as scored, yellow oral tablets. May be habit-forming. Literature? Write—

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**ENDO LABORATORIES INC.** Richmond Hill 18, New York


1. Blank, P., and Boas, H.: Ann. West. Med. & Surg. 6:376, 1952.
2. Piper, C. E., and Nicklas, F. W.: Indust. Med. 23:510, 1954.


*U.S. Pat. 2,628,185

Each Percodan tablet contains: Dihydrohydroxycodeinone HCl, 4.5 mg.; Dihydrohydroxycodeinone terephthalate, 0.38 mg.; Homatropine terephthalate, 0.38 mg.; Aspirin 224 mg.; Acetophenetidin, 160 mg.; Caffeine, 32 mg.

*prescribe full enjoyment of springtime*

# 'Co-Pyronil'

(PYRROBUTAMINE COMPOUND, LILLY)

The allergic patient can enjoy springtime to the fullest: 'Co-Pyronil' often eliminates distressing symptoms without causing side-effects.

Because 'Co-Pyronil' is unusually long-acting, it affords the patient continuous relief without the inconvenience of frequent doses. Also, the bedtime dose keeps the patient symptom-free throughout the night.

*Each pulvule provides the complementary effects of:*

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| 'Pyronil' (Pyrrobutamine, Lilly) | 15 mg. |
| 'Histadyl' (Thenylpyramine, Lilly) | 25 mg. |
| 'Clopane Hydrochloride' (Cyclopentamine Hydrochloride, Lilly) | 12.5 mg. |

*Dose:* Usually 1 or 2 pulvules every eight to twelve hours. Increase or decrease as needed.

*Also:* Suspension CO-PYRONIL

One-half the above formula in each 5-cc. teaspoonful. Deliciously flavored.

Pulvules CO-PYRONIL, Pediatric

Tablets PYRONIL, 15 mg.

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**COLLEGE OF MEDICAL EVANGELISTS**

**Anesthesiology.** Daily, full-time, four months, beginning each four months. Fee: $300.

**Diseases and Injuries of Bones and Joints.** Daily, July 2 to July 31. Full time. Fee: $100.00.

**Basic Science Course in Surgery.** Full time, nine months beginning October 1. Fee: $800.00.

*Contact:* Chairman, Section on Graduate and Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. ANgelus 9-9131, Ext. 205.

**CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE INSTITUTE**

SACRAMENTO VALLEY COUNTIES in association with Stanford University School of Medicine, June 21, 22, 23, Cal-Neva Lodge, Lake Tahoe.

*Contact:* C. A. Broaddus, M.D., Director of Postgraduate Activities, P.O. Box A-1, Carmel, California, or Mrs. Margaret H. Griffith, Assistant Director, Postgraduate Activities, California Medical Association, 417 So. Hill St., Los Angeles 13.

## Medical Dates Bulletin

### SUMMER MEETINGS

IDAHO STATE MEDICAL ASSOCIATION annual meeting, June 17-20, Sun Valley, Idaho.

*Contact:* Armand L. Bird, executive secretary, Idaho State Medical Association, 364 Sonna Building, Boise, Idaho.

MEDICAL LIBRARY ASSOCIATION 55th annual meeting, June 18 to 22, Hotel Statler, Los Angeles.

*Contact:* Mrs. Ella Crandall, librarian, Los Angeles County General Hospital, Los Angeles.

WYOMING STATE MEDICAL SOCIETY annual meeting, Jackson Lake Lodge, Moran, Wyoming, June 29 and 30.

*Contact:* A. R. Abbey, Box 2036, Cheyenne, Wyoming.

COLORADO DIVISION OF THE AMERICAN CANCER SOCIETY 10th annual Rocky Mountain Cancer Conference, Shirley-Savoy Hotel, Denver, Colorado, July 11 and 12.

*Contact:* John S. Bouslog, M.D., 835 Republic Building, Denver 2, Colorado.

NEVADA STATE MEDICAL ASSOCIATION annual meeting in conjunction with Reno Surgical Society, Riverside Hotel, Reno, Nevada, August 22 to 25.

*Contact:* Lowell Peterson, M.D., chairman, Arrangements and Program Committee, 130 North Virginia St., Reno, Nevada.

### SEPTEMBER MEETINGS

ST. JOHN'S HOSPITAL Postgraduate Assembly, September 10, 11, 12, 9 a.m. to 4 p.m. and 8 to 9 p.m. Elks Club, Santa Monica.

*Contact:* John C. Eagan, M.D., Director, 1245 Glendon Ave., Los Angeles 24.

STOCKTON POSTGRADUATE STUDY CLUB, Thursday evenings, September 13 to November 15, Stockton State Hospital.

*Contact:* A. Merchant, M.D., Medical-Dental Bldg., Stockton.

WASHINGTON STATE MEDICAL ASSOCIATION Annual Meeting, Olympic Hotel, Seattle, September 16-19.

*Contact:* Mr. Ralph W. Neill, executive secretary, 1309 Seventh Ave., Seattle, Washington.

SAN DIEGO COUNTY GENERAL HOSPITAL TENTH ANNUAL POSTGRADUATE ASSEMBLY. September 19-20.

*Contact:* Howard B. Kirtland, Sr., M.D., Chairman, Postgraduate Committee, 3505 Fourth Avenue, San Diego 3.

CALIFORNIA SOCIETY OF INTERNAL MEDICINE ANNUAL MEETING. September 29, La Playa Hotel, Carmel.

*Contact:* Mrs. Mildred B. Coleman, Assistant Secretary, Room 515, 384 Post Street, San Francisco 8.

### OCTOBER MEETINGS

SAN FRANCISCO HEART ASSOCIATION Annual Postgraduate Symposium, October 3, 4, 5, 1956, St. Francis Hotel, San Francisco.

*Contact:* Executive director, 604 Mission St., San Francisco.

ALAMEDA-CONTRA COSTA DIABETES ASSOCIATION one-day Symposium on Oral "Insulinoids," October 3, Highland-Alameda County Hospital, Oakland.

*Contact:* Institute for Metabolic Research, Highland-Alameda County Hospital, Oakland.

AMERICAN CANCER SOCIETY, California Division, Annual Cancer Conference, October 4, 2 to 5 p.m., Fairmont Hotel, San Francisco.

*Contact:* Otto Pflueger, M.D., Conference chairman, 384 Post St., San Francisco.

HERRICK MEMORIAL HOSPITAL Medical Staff Second Annual Postgraduate Symposium, 9 a.m.-5 p.m., October 5, Berkeley High School Little Theatre, Allston Way between Grove and Milvia, Berkeley, Calif.

*Contact:* Administrator's Office, Herrick Hospital, Berkeley, or telephone: THornwall 5-0130.

SAN DIEGO COUNTY HEART ASSOCIATION Professional Symposium, U. S. Naval Hospital Auditorium, Balboa Park, San Diego, October 9.

*Contact:* O. Martin Avison, executive director, San Diego County Heart Association, 1651 Fourth St., San Diego 1.

LOS ANGELES COUNTY HEART ASSOCIATION 26th Annual Symposium on Heart Disease, Wilshire-Ebell Theatre, 4401 West 8th St., Los Angeles, October 10 and 11.

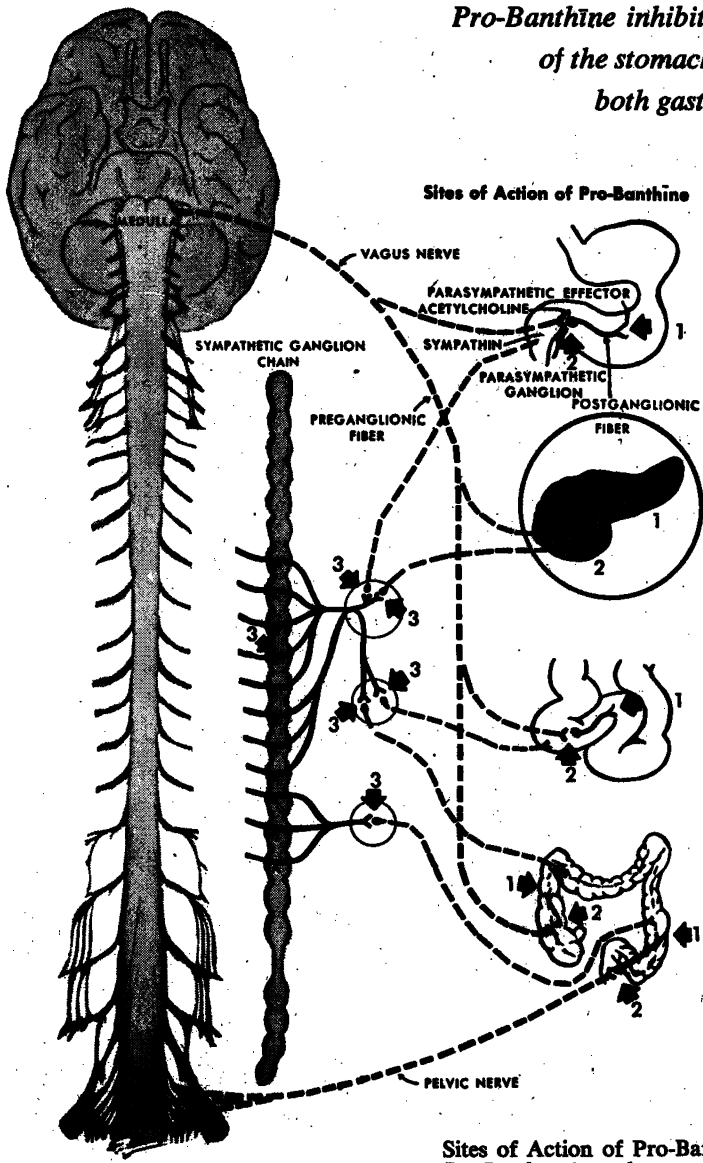
*Contact:* Robert A. Pike, executive director, Los Angeles County Heart Association, 316 South Bonnie Brae, Los Angeles 57 or telephone DUnkirk 8-4127.

CALIFORNIA ACADEMY OF GENERAL PRACTICE 8th Annual Scientific Assembly, Hotel Statler, Los Angeles, October 14, 15, 16, 17.

*Contact:* William W. Rogers, executive secretary, California Academy of General Practice, 461 Market St., San Francisco.

# Pro-Banthīne® Provides Rapid Relief in Acute Pancreatitis

***Pro-Banthīne inhibits excessive vagal stimulation of the stomach and pancreas and reduces[1,2] both gastric and pancreatic secretions.***




With use of the Levin tube and a drug "such as Pro-Banthīne . . . most cases of acute pancreatitis[3] will subside in a few hours, or at the most, in a few days."

Schwartz and Hinton achieved[4] dramatic relief of pain in four of six patients with acute hemorrhagic or edematous pancreatitis within twenty to thirty minutes after giving Pro-Banthīne intramuscularly. A dose of 15 to 30 mg. may be repeated[1] parenterally at intervals of six hours.

Pro-Banthīne bromide (brand of propantheline bromide) also has proved highly effective in the therapy of peptic ulcer, hypertrophic gastritis, diverticulitis, biliary dyskinesia, ileostomies and genitourinary spasm. G. D. Searle & Co., Research in the Service of Medicine.

1. Jones, C. A.: Arch. Int. Med. *96*:332 (Sept.) 1955.
2. Zollinger, R. M.: Postgrad. Med. *15*: 323 (April) 1954.
3. Woodward, E. R.: M. Clin. North America *38*:115 (Jan.) 1954.
4. Schwartz, I. R., and Hinton, J. W.: Personal communication, February, 1955.

Sites of Action of Pro-Banthīne. *The principal site of action of Pro-Banthīne is on the parasympathetic system where it exerts a dual action while exerting a single and lesser action on the sympathetic system: (1) parasympathetic effector; (2) parasympathetic ganglion; (3) sympathetic ganglion (see arrows).*

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for results you can trust...

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the urine-sugar test with the Laboratory-Controlled color scale

- clear-cut color changes in the clinically significant range
- avoids trace reactions that confuse the clinical picture
- close correlation with quantitative tests

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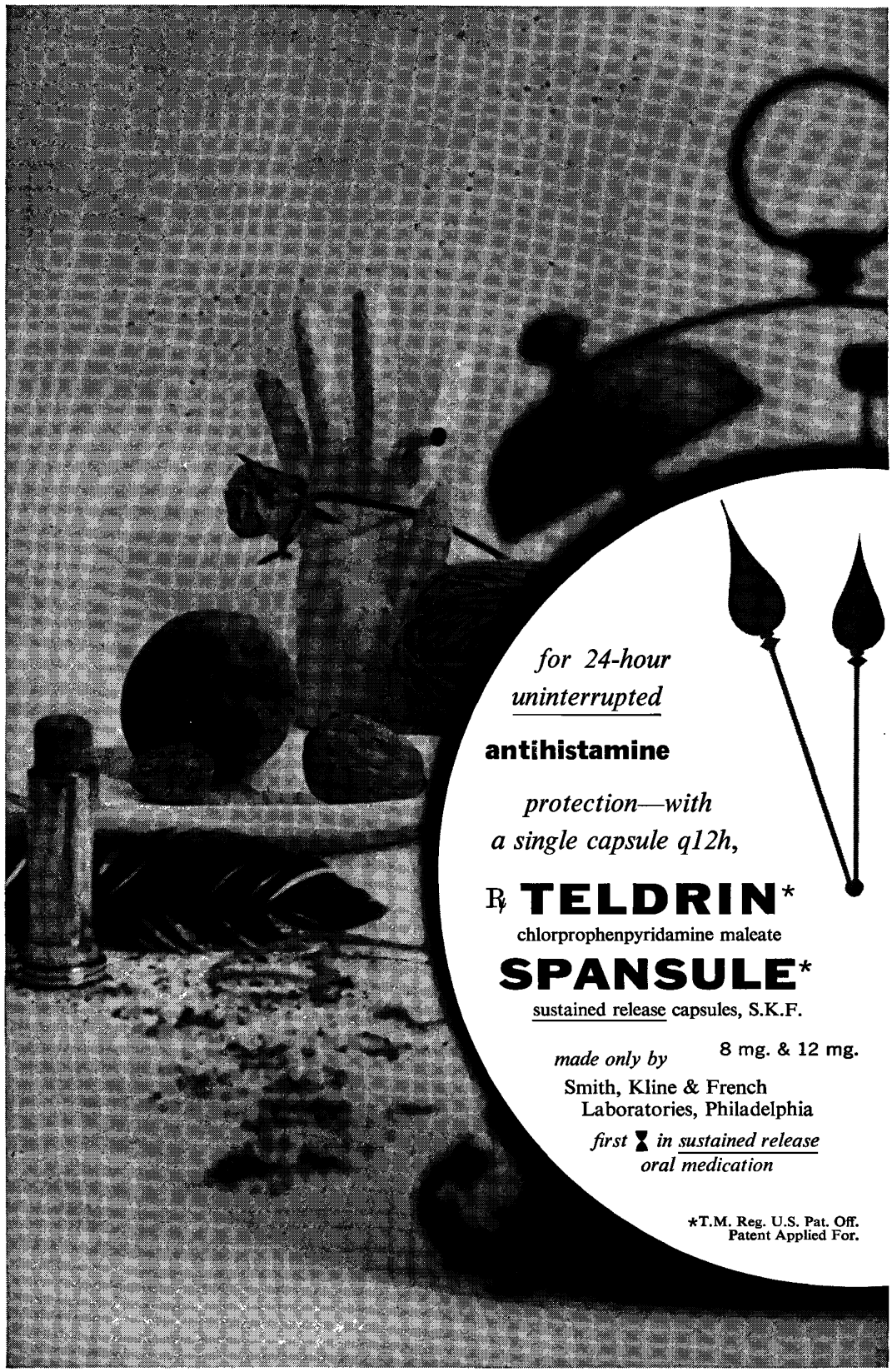
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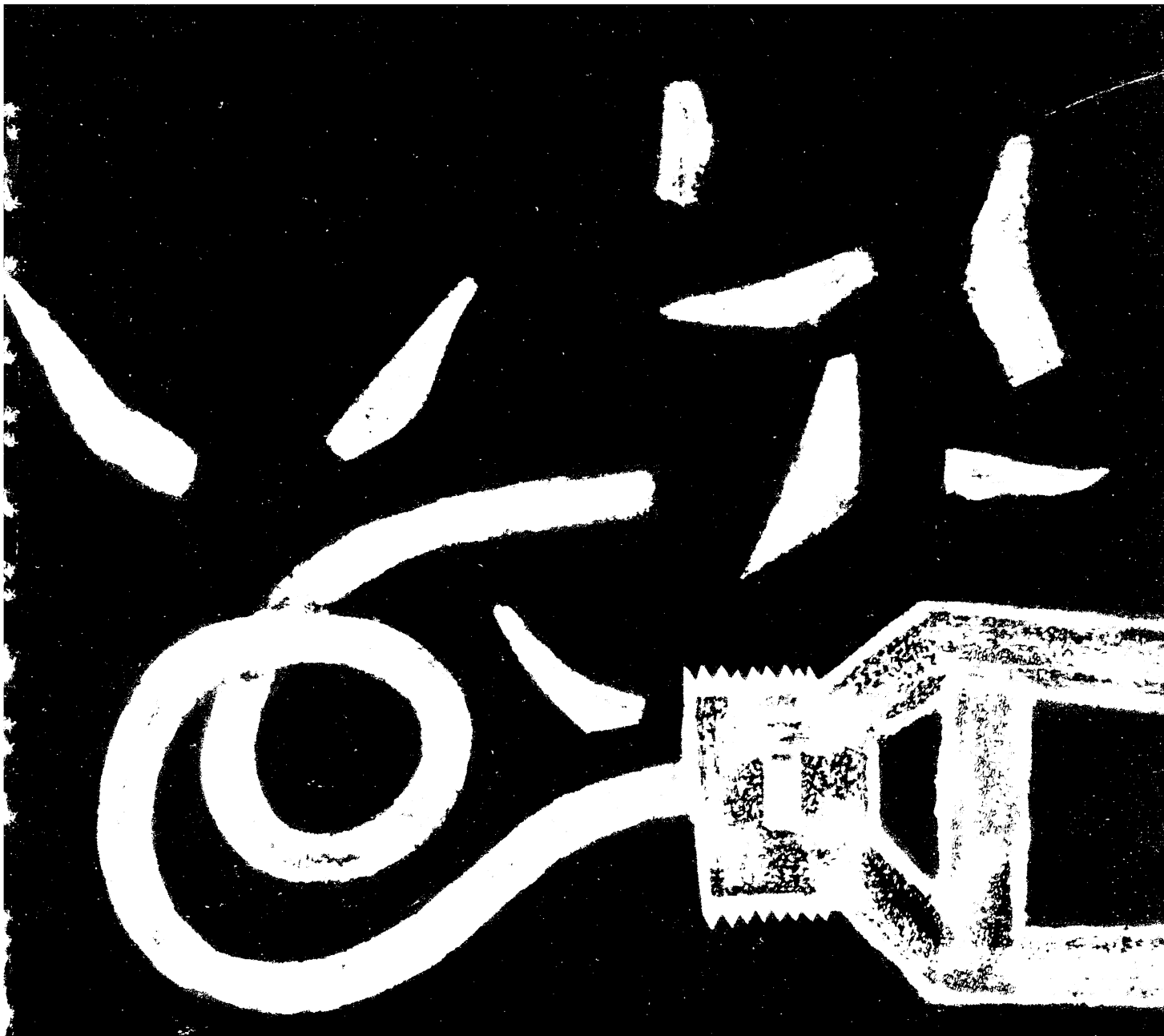

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MOST SPERMICIDAL CONTRACEPTIVE

# Delfen

TRADE MARK

VAGINAL CREAM

HAS THE...

maximum concentration

of a new most potent

well tolerated spermicide

effective and acceptable

"In our opinion, the new contraceptive cream [DELFEN vaginal cream], when used alone, is highly spermicidal, and a satisfactory method of conception control. Its relative simplicity makes it very acceptable to the patient."*

Ortho

# Now, for only $4950* G. E. brings you complete 200-ma x-ray facilities

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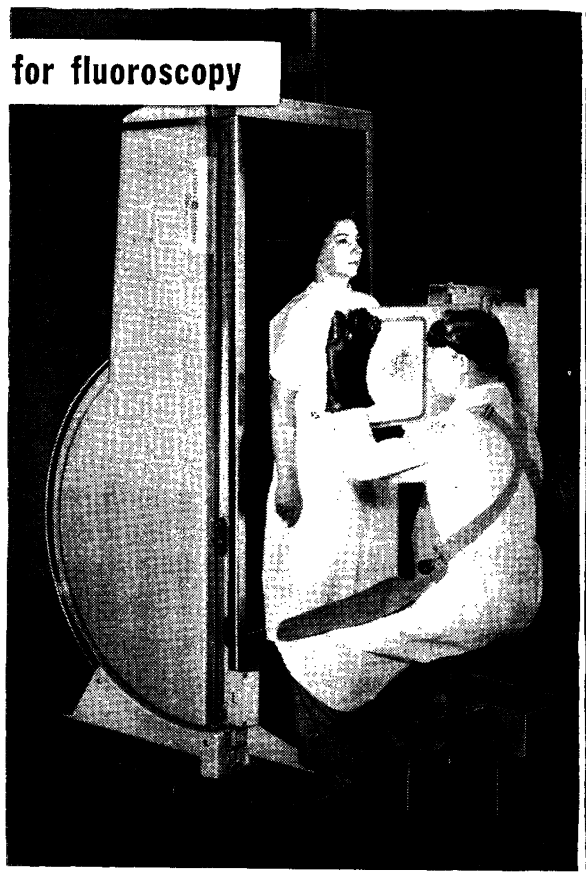


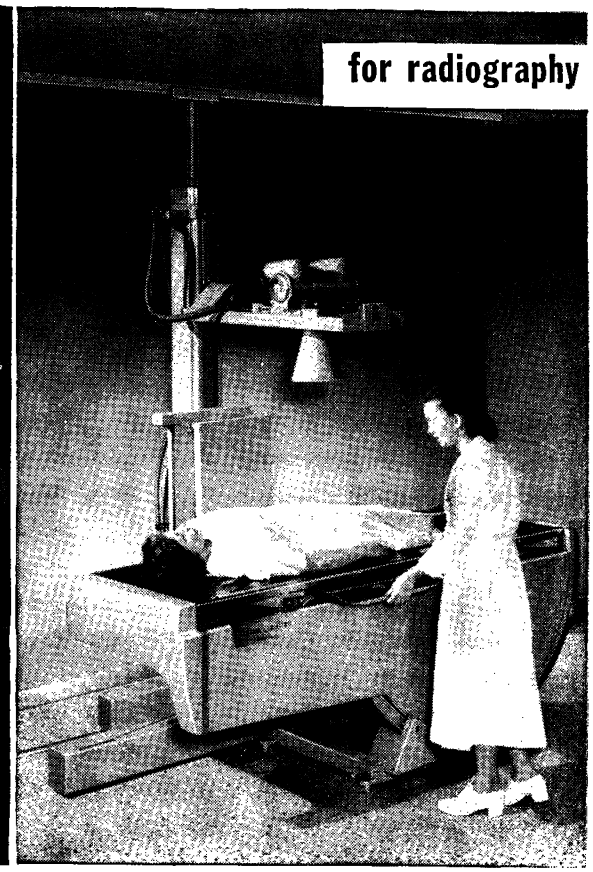


**New PATRICIAN diagnostic unit** — the low-cost x-ray unit with major features you've always wanted. You get 81-inch angulating table • independent tube stand with choice of floor-to-ceiling or platform mounting • 200 ma-100 kvp, full-wave transformer and control • double-focus, rotating-anode tube. But that's not all.

You're equipped for vertical and horizontal radiography — Bucky and non-Bucky technics —even cross-table and stereo views. Focal-film distances up to full 40 inches at any table angle . . . as great as 48 inches cross-table.

The new PATRICIAN features a counterbalanced fluoroscopic unit with full screening coverage. Even the new automatic reciprocating Bucky is counterbalanced — self-retaining in all table positions.

Contact your General Electric x-ray representative for details or demonstration, and be sure to have him explain the G-E Maxiservice® *rental* plan.

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Immediate and Sustained

TRANQUILLITY

NEW

Reserpine c̄ Mebaral®

TABLETS

*Each tablet contains:*

**Reserpine**.....**0.15 mg.** *for* hypothalamic *action*

**Mebaral**.....**30 mg.** *for* cortical *action*

Indicated in

ANXIETY AND TENSION STATES
PREMENSTRUAL TENSION
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DOSE: 1 tablet 3 times daily. • SUPPLIED: Bottles of 100 tablets.

Relaxation WITHOUT LOSS OF ALERTNESS

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Mebaral (brand of mephobarbital), trademark reg. U.S. Pat. Off.

DOCTORS EVERYWHERE NOW KNOW WHY

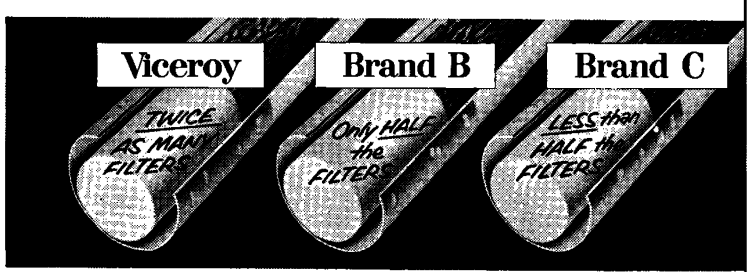
# Viceroys Are Smoother

Professional men who have studied the microscopic analysis of the Viceroy filter now know why the Viceroy taste is smoother—never rough. Only Viceroy has 20,000 tiny filters in every tip—twice as many filters as the other two largest-selling filter brands. That is why Viceroys are smoother by far—never, never rough. That is why so many doctors now smoke and recommend Viceroys.

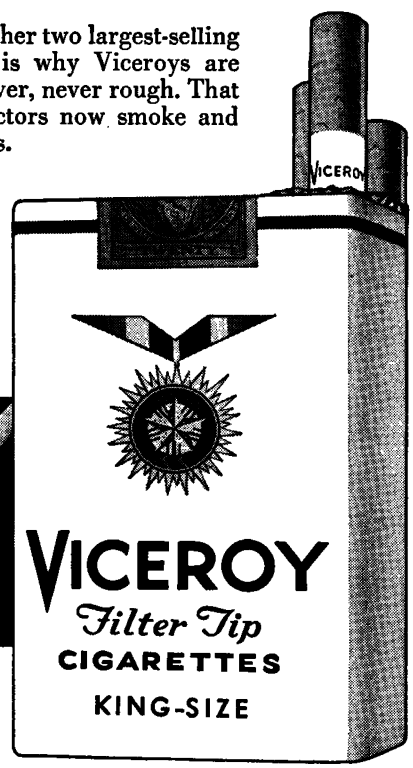
**Yes, smoother taste because there are**

**TWICE AS MANY FILTERS IN EVERY VICEROY TIP**

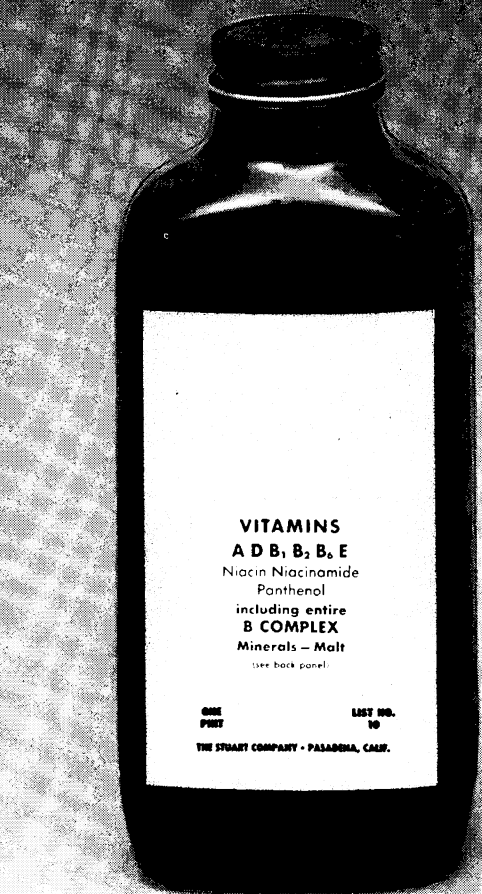
**as the other two largest-selling filter brands!**




Viceroy's exclusive filter is made from pure cellulose—soft, snow-white, natural!

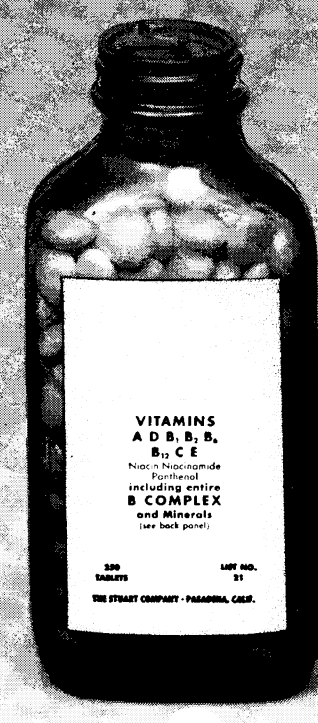


# The multivitamin product your patients can afford to keep on taking




*Constantly improved . . .*
*to meet latest standards*

A balanced multivitamin formula including natural B Complex factors and minerals



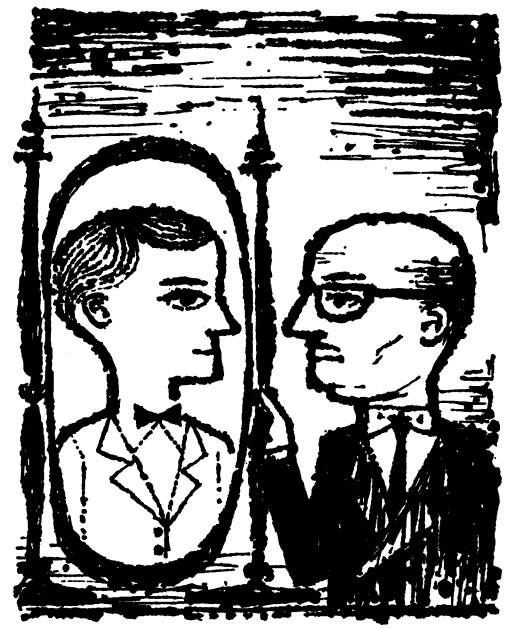

Available in pleasant tasting liquid or small white tablets

Liquid: pints . . . Tablets: bottles of 100 and 250

One tablespoonful (½ oz.), suggested daily dose, contains: 10,000 USP Units A, 1,000 USP Units D, 4 mg. $B_1$, 4 mg. $B_2$, 0.2 mg. $B_6$, 30 mg. Niacin and Niacinamide, 4.3 mg. Panthenol, 0.2 mg. E, 15 mg. Iron, 0.15 mg. Iodine, 1 mg. Manganese.

Two tablets, suggested daily dose, contain: 10,000 USP Units A, 1,000 USP Units D, 100 mg. C, 5 mg. $B_1$, 5 mg. $B_2$, 0.2 mg. $B_6$, 1 mcg. $B_{12}$, 30 mg. Niacin and Niacinamide, 4.3 mg. Panthenol, 0.2 mg. E, 15 mg. Iron, 0.15 mg. Iodine, 200 mg. Calcium, 0.2 mg. Cobalt, 0.75 mg. Copper, 5 mg. Magnesium, 5 mg. Potassium, 1 mg. Manganese, 0.3 mg. Zinc.

# HOW OLD IS OLD?



*"The really old people are those 10 years older than myself."*[1]

*"In the lay mind, anyone past 60 is ready for the discard . . ."*[2]

*". . . there are only three principal phases in the span of life: infancy, adolescence and senescence."*[3]

*"One finds alert, interesting, active folks in the 80's and, on the other hand, there are people in the 20's and 30's who have all the characteristics of old age."*[4]

THE REAL QUESTION

To the physician on the firing line of daily practice, the question of "how old is old?" seems academic. To him, a more valid question is "How can I allay the effects of the aging process?"

FIVE PROBLEMS IN AGING

The answer, according to most authorities, is manifold, for five treatable problems seem to predominate. One, obviously, is gonadal hormone decline. Another is mild anemia. A third is the decreased production of gastric and digestive enzymes. Mineral-vitamin deficiency is the fourth. And the fifth — perhaps most important — is inadequate high-quality protein intake.

THERAPY FOR AGING

Judging from this confused clinical picture of aging, therapy for the problem would appear difficult. However, most physicians agree that a product which could correct most or all of these five commonest problems would remove past obstacles to satisfactory response. Such a product would, essentially, be true "preventive geriatrics."

NEOBON'S COMPREHENSIVE FORMULA

NEOBON®, a product of Roerig research, is a blended combination of the five most commonly indicated factors for prevention or treatment of the nonacute conditions of aging. Each soft, soluble capsule provides:

- Non-stimulatory gonadal hormone replacement
- balanced hematinic component
- digestant enzyme replacement
- specially formulated mineral-vitamin combination
- new lysine, for protein improvement*

* Protein deficiency among the aging apparently stems from their excessive intake of white-flour foods which furnish incomplete protein of low biologic value. White bread protein, for example, has been shown by nutrition studies in animals[5] to be deficient only in the amino acid, lysine. In human subjects metabolic determinations indicate that the addition of supplemental lysine to a basal white-flour protein diet can convert a negative nitrogen balance into a positive one.[6]

A WORD ABOUT SYMPTOMATOLOGY

In spite of jokes to the contrary, the patient who states in the professional office that "old age is creeping up" is a rare bird indeed.

Seldom is old age the presenting complaint. Thus the physician, after correcting the specific complaints, must re-evaluate the whole person to judge his candidacy for "preventive geriatrics."

Such people have much to gain from NEOBON therapy. The rewards are fuller, more active, more pleasurable years for patients past 40. The daily dose (3 capsules) of NEOBON provides:

| | |
|---|---|
| L-lysine | 150 mg. |
| Methyltestosterone | 3 mg. |
| Ethinyl Estradiol | 0.018 mg. |
| Pancreatic Substance*** | 150 mg. |
| Glutamic Acid | 90 mg. |
| Rutin | 15 mg. |
| Vitamin A (Palmitate) | 6,000 U.S.P. Units |
| Vitamin D (Irradiated Ergosterol) | 600 U.S.P. Units |
| Vitamin E (as Tocopheryl Acetate) | 15 I.U. |
| Calcium Pantothenate | 15 mg. |
| Thiamine Mononitrate (Vitamin $B_1$) | 1.5 mg. |
| Riboflavin (Vitamin $B_2$) | 1.5 mg. |
| Pyridoxine Hydrochloride (Vitamin $B_6$) | 1.5 mg. |
| Niacinamide | 150 mg. |
| Ascorbic Acid (Vitamin C) | 150 mg. |
| Vitamin $B_{12}$ (Oral Concentrate) | 3 mcg. |
| Folic Acid | 0.3 mg. |
| Liver-Stomach Substance** | 300 mg. |
| Iron (from Ferrous Gluconate) | 10.2 mg. |
| Cobalt (from Cobaltous Sulfate) | 0.1 mg. |
| Molybdenum (from Sodium Molybdate) | 2 mg. |
| Copper (from Cupric Sulfate) | 1 mg. |
| Manganese (from Manganous Sulfate) | 1 mg. |
| Magnesium (from Magnesium Sulfate) | 6 mg. |
| Iodine (from Potassium Iodide) | 0.15 mg. |
| Potassium (from Potassium Sulfate) | 5 mg. |
| Zinc (from Zinc Sulfate) | 1.2 mg. |

**Enzymatically active defatted material obtained from 1,500 mg. whole fresh liver and stomach.

***Enzymatically active defatted material obtained from 750 mg. of whole fresh pancreas.

**Dosage:** 3 capsules daily, with meals.

**Supplied:** Bottles of 60 capsules, prescription only.

# NEW NEOBON® LIQUID

## A GERIATRIC TONIC

Now also available for your consideration is NEOBON LIQUID, which provides hematinic action, improved carbohydrate and protein utilization, gonadal and thyroid hormone supplementation and a mild antidepressant action.

The pleasant tasting liquid is especially indicated when a combined attack against nutritional, physiological and mental depression is indicated. Each teaspoonful (5 cc.) of pleasant-tasting NEOBON LIQUID contains:

| | |
|---|---|
| Ferrous Gluconate | 30 mg. |
| Ascorbic Acid | 50 mg. |
| d-Amphetamine Sulfate | 0.5 mg. |
| Folic Acid | 167 mcg. |
| Vitamin $B_{12}$ | 2.5 mcg. |
| l-Thyroxine | 0.1 mg. |
| Ethinyl Estradiol | 1 mcg. |
| Methyltestosterone | 1 mg. |
| Liver Fraction I | 25 mg. |
| Ethyl Alcohol | 0.5 cc. |

**Dosage:** One teaspoonful twice daily before meals, or as required.

**Supplied:** In 16 fluid ounce bottles, prescription only.

*Bibliography*

1. Anonymous. 2. Rosenthal, P.: Geriatrics 10:382 (August) 1955. 3. Lansing, A. I.: Symposium on Problems of Gerontology, National Symposium Series No. 9 (August) 1954. 4. Mason-Hohl, E.: Quoted in W. Va. Med. J. 51:16 (January) 1955. 5. Rosenberg, H. R., et al.: Arch. Biochem. and Biophys. 49:263, 1954. 6. Bricker, M., Mitchell, H. H. and Kinsman, G. M.: J. Nutrition 30:269, 1945. 7. Masters, W. H. and Ballew, J. W.: Geriatrics 10:1, 1 (January) 1955.

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General Conditions,
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Established 1940

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**25 MINUTES FROM LOS ANGELES**


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(Continued from Page 49)

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**FOR RENT**—Sacramento, California. Central location, 1,000 sq. ft., ground floor, 8 rooms. Very fine for general or specialty practice. Fully equipped, except X-Ray and Cardiograph. Adequate parking. Reasonable rent on lease. Large list of patients. Write or telephone Gilbert Clark, M.D., Kaiser Hospital, Vallejo, California.

**FOR RENT—IDEAL M.D.'s OFFICE** of 1,000 sq. ft. Well equipped. Has 6 rooms nicely arranged. Good equipment and furnishings for sale with office. Easy terms. This Coast area is crying for another clinic. Little competition. Pictures sent. Terms to suit beginner. Write Deans Realty, Encinitas, California.

**FOR LEASE: IN NEW MEDICAL BUILDING**, 35 minutes South of San Francisco, in Redwood City, 19 suites ranging from 200 to 1,000 square feet, private parking, close to large hospital. New General Motors Buick plant and Lockheed Aircraft plants assure rapidly growing practice. Milton Meyer and Company, 39 Sutter Street, San Francisco. Telephone: SUtter 1-5100.

**MEDICAL FOUR ROOM SUITE**, now available in small, newly constructed Medical Building, located in heart of prosperous shopping district. Excellent opportunity for Pediatrician, Obstetrician or EENT specialists. Rent reasonable. Box 92,140, California Medicine.

**THE NEW WEST SAN JOSE MEDICO-DENTAL CENTER.** Now offering to the Medical profession suites customized to your exacting requirements. Six beautiful modern buildings total 6,600 sq. ft. floor space. Destined to become one of America's outstanding Medical Centers. Spacious park-like premises separate drive to and from large Parking Area. It's out of congestion—in the very center of the fastest growing area in America surrounded with an upper middle class population within a 3 mile radius of our property. 8 miles to downtown San Jose. 11901 South Saratoga Sunnyvale, Highway 9. Cupertino. Telephone Cherry 3-8500.


# COOK COUNTY
## Graduate School of Medicine

**INTENSIVE POSTGRADUATE COURSES**

**STARTING DATES—SUMMER AND FALL, 1956**

SURGERY—Surgical Technic, Two Weeks, July 23, August 6
Surgical Anatomy & Clinical Surgery, Two Weeks, September 24
Surgery of Colon & Rectum, One Week, September 17
General Surgery, Two Weeks, September 10
Thoracic Surgery, One Week, October 1
Esophageal Surgery, One Week, September 24
Breast & Thyroid Surgery, One Week, October 22
Fractures & Traumatic Surgery, Two Weeks, October 15

GYNECOLOGY & OBSTETRICS—Obstetrics & Gynecology, Three Weeks, October 22
Office & Operative Gynecology, Two Weeks, September 17
Vaginal Approach to Pelvic Surgery, One Week September 10

MEDICINE—Electrocardiography & Heart Disease, Two-Week Basic Course, July 9
Internal Medicine, Two Weeks, September 24
Gastroscopy & Gastroenterology, Two Weeks, September 10
Gastroenterology, Two Weeks, October 22
Dermatology, Two Weeks, October 15

RADIOLOGY—Diagnostic X-Ray, Two Weeks, September 17
Clinical Uses of Radioisotopes, Two Weeks, October 8

UROLOGY—Two-Week Course, October 8
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TODAY'S HEALTH brings you hundreds of practical facts on personal and family health. Articles are non-technical, easy-to-read, authoritative. Published monthly. Readers of TODAY'S HEALTH not only find the magazine personally valuable, but they are better able to further the development of a sound health program in the local community —your home, your school, your place of employment.

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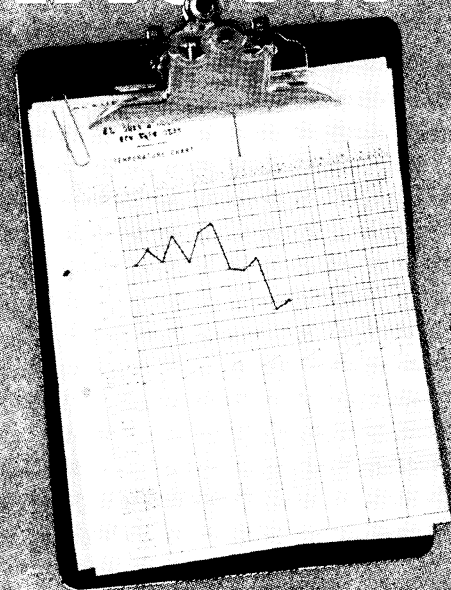
BRAND OF TETRACYCLINE



- rapid absorption and distribution to all parts of the body
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- available in a wide selection of convenient dosage forms for oral, parenteral or topical use, including new *faster-acting, better-tasting* **TETRABON*** (brand of tetracycline) *homogenized mixture*, 125 mg. tetracycline in each delicious, fruit-flavored 5 cc. teaspoonful; therapeutic blood levels within one hour. Bottles of 2 fl. oz. and 1 pint, packaged ready to use.

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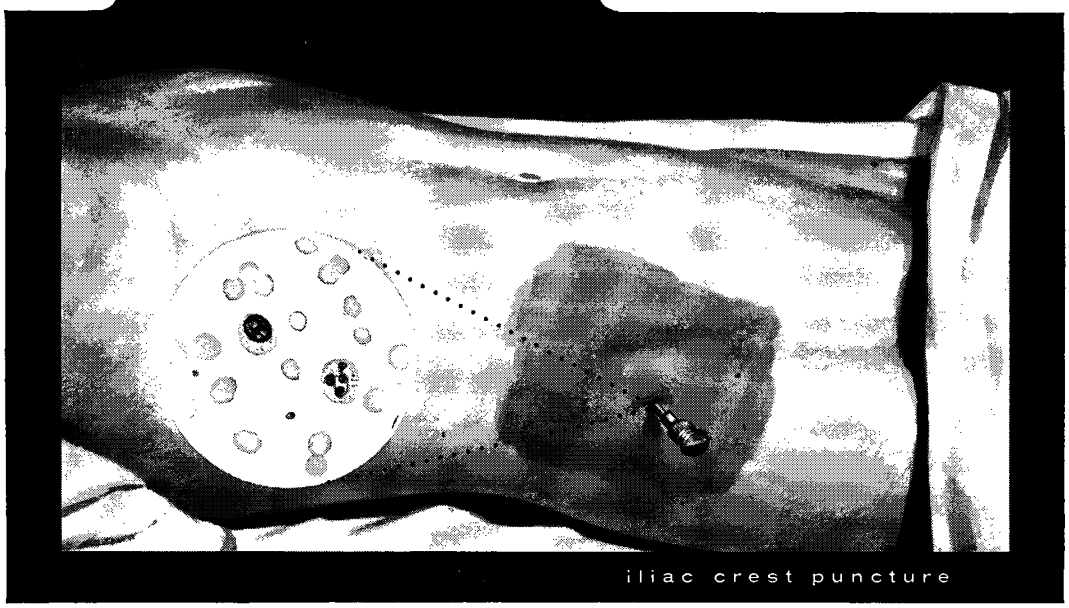
ANATOMY OF DISEASE



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**now . . . for better patient response**

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# ARMATRINSIC

**One of the reasons for better patient response . . . Armatrinsic supplies ferrous betainate hydrochloride—the new iron salt with the "built-in" hydrochloric acid, important for proper iron absorption.**

JUST 1 ARMATRINSIC CAPSULE B.I.D. SUPPLIES:

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|---|---|
| Vitamin $B_{12}$ with Intrinsic Factor Concentrate* | 1 U.S.P. Unit (Oral) |
| Liver Fraction 2 N.F. with Duodenum (Containing Intrinsic Factor) | 100 mg. |
| Vitamin $B_{12}$ Activity Concentrate | 10 mcg. |
| Ferrous Betainate HCl equivalent to 100 mg. of Elemental Iron 18 cc. of N/10 HCl | 666 mg. |
| Folic Acid | 1.4 mg. |
| Ascorbic Acid U.S.P. | 100 mg. |
| Cobalt Chloride | 20 mg. |
| Molybdenum | 1.5 mg. |
| Copper | 0.50 mg. |
| Manganese | 0.50 mg. |
| Zinc | 0.50 mg. |

*Unitage established before compounding

Adults: 2 or 3 capsules daily with meals.
Bottles of 50 capsules (small, attractive, odorless)

. . . and for your anemic patients who prefer *liquids* **ARMATINIC® *Liquid***
For a fast start and vigorous improvement
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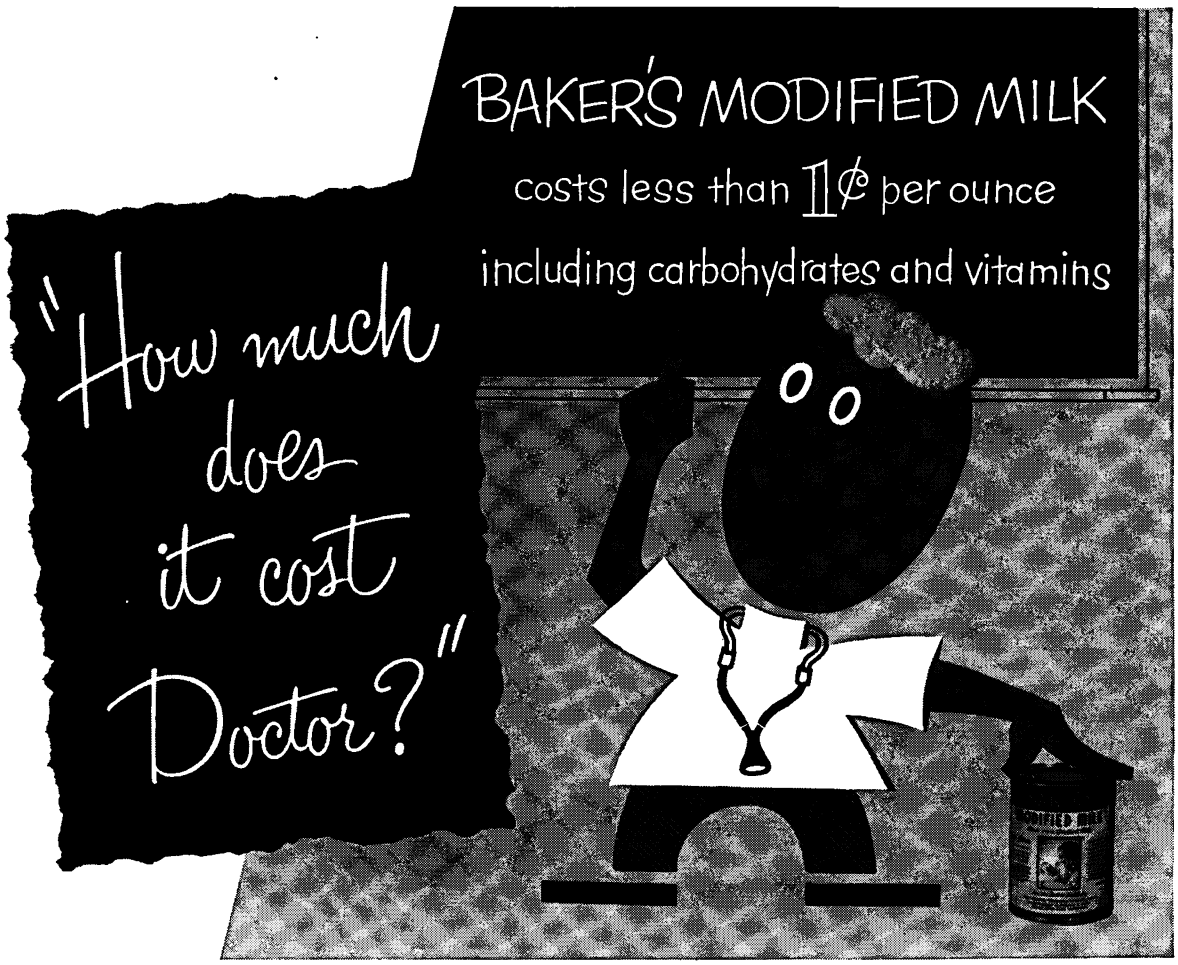


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When a mother asks about the cost of a formula for her baby, your answer can truthfully be "Baker's is economical."

Baker's is a complete food containing added carbohydrate, and adequate amounts of all known essential vitamins and minerals. Because Baker's is sold at an extremely low price, one ounce of formula costs less than a penny—about $1.50 per week for most infants.

Prescribe Baker's Modified Milk in the hospital and thus provide mothers with an economical, complete infant formula.

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

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nature's contribution to the therapy of functional *Constipation*

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PROTOPECTIN – processed from the fleshy white portion of oranges — and cortex frangula — acting in natural unison — help restore colonic function in the constipated patient.

safe.....
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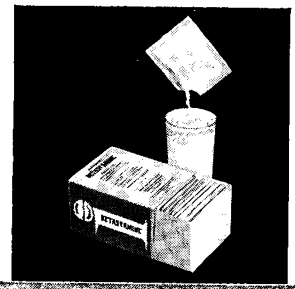

# a holiday

# from fatigue

*Betasyamine*® . . . for a holiday from fatigue . . . in your "well" patients who feel sick.

*Your tired patients:* Betasyamine has been included in the recovery and rehabilitation programs of many common conditions characterized by chronic fatigue, impaired neuromuscular function, and anxiety tension states. It has been clinically established[1,2,3,4] to be of distinct benefit in relieving exhaustion, re-establishing muscle tone, creating a new mood of optimism. Low energy states have been linked with subnormal muscle and nerve phosphocreatine readings.[1] Betasyamine contains betaine and glycocyamine, precursors of phosphocreatine.

Containing no unphysiologic sedative or stimulant drug, Betasyamine is true replacement therapy; it offers promise of—a holiday from fatigue—wherever increased burdens and stresses have undermined the energy reserve.

*Average Dosage:* 1 Effervescent Packet; 1 tablespoonful Emulsion; or 5 Tablets three times daily at mealtimes.

*Supplied:* Effervescent Packets (new) — 24's; Emulsion 16 fl. oz.; Tablets — 200's.

*References:* 1. Dixon, H. H., and others: West. J. Surg. *62*:338 (June) 1954. • 2. Jones, C. H.: (in press). • 3. Watkins, A. L.: New England J. Med. *248*:621 (April 9) 1953. • 4. Aldes, J. H.: Bull. Biol. Sciences Foundation *1*:4 (April) 1954.

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# gentle is the word for Noludar

Mild, yet positive in action, Noludar 'Roche' is especially suited for the tense patient who needs to relax and remain clear-headed —or for the insomniac who wants a refreshing night's sleep without hangover. Not a barbiturate, not habit-forming. Tablets, 50 and 200 mg; elixir, 50 mg per teasp.

Noludar® brand of methyprylon (3,3-diethyl-5-methyl-2,4-piperidinedione)

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# *help assure optimal nutrition during gestation... throughout lactation*

*vitamin-mineral combination*

You can help assure optimal nutrition in your patients during pregnancy and lactation by supplementing their diet with NATABEC Kapseals. Designed to improve intake of important vitamins and minerals at these times of increased nutritional need, NATABEC Kapseals, taken regularly, help avoid complications and aid in safeguarding the health of both mother and child.

*dosage:* As a dietary supplement during pregnancy and lactation, one or more Kapseals daily. NATABEC Kapseals are available in bottles of 100 and 1,000.

Each NATABEC KAPSEAL represents:

| | |
|---|---|
| Calcium carbonate | 600 mg. |
| Ferrous sulfate | 150 mg. |
| Vitamin $B_{12}$ (crystalline) | 2 mcg. |
| Folic acid | 1 mg. |
| Vitamin A | 4,000 units |
| Vitamin D | 400 units |
| Vitamine $B_1$ (thiamine hydrochloride) | 3 mg. |
| Synkamin (vitamin K as the hydrochloride) | 0.5 mg. |
| Rutin | 10 mg. |
| Vitamin $B_2$ (riboflavin) | 2 mg. |
| Nicotinamide (niacinamide) | 10 mg. |
| Vitamin $B_6$ (pyridoxine hydrochloride) | 1 mg. |
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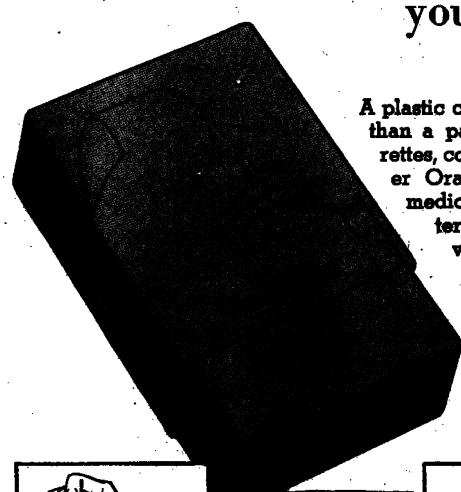
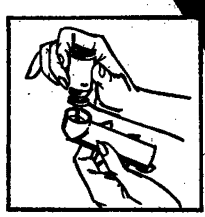
# MEDIHALER™

## Fully effective nebulization with your favorite bronchodilator*

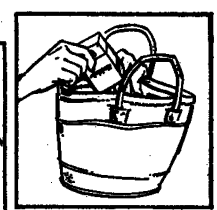


A plastic case; little larger than a package of cigarettes, contains Medihaler Oral Adapter and medication* (in shatterproof, spillproof vial).



Insert valve of medication vial snugly into Adapter.

Hold as shown, close lips around Adapter, and inhale while pressing vial down against Adapter.



Package is conveniently carried in pocket or purse. Inconspicuous, notably safe, dependable.

Simple to administer to children. Uniform dose, no spilling, no glass to break.

•

One or two applications abort most attacks. Rarely is more required.

**UNIFORM DOSAGE**

**SELF POWERED**

**ECONOMICAL**

a) Unbreakable Adapter
b) No Medication Loss from Spillage or Oxidation

**UNIFORM PARTICLE SIZE**

80% between ½ and 4 microns radius

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***MEDIHALER-EPI™**

0.5% solution of epinephrine HCl U.S.P.

***MEDIHALER-ISO™**

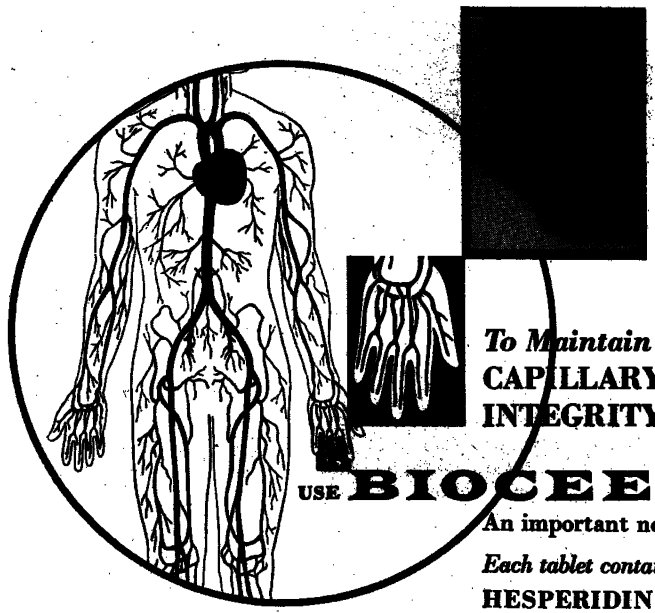
0.25% solution of isoproterenol HCl U.S.P.

follow this simple form of Rx

Rx Medihaler-Iso and Medihaler Oral Adapter

Riker
LOS ANGELES

## ANOTHER RIKER FIRST



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**CAPILLARY INTEGRITY —**

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**An important new Formula!**

***Each tablet contains:***

**HESPERIDIN (Bioflavonoids)...100 mg.**

**ASCORBIC ACID (Vitamin C).....100 mg.**

The action and source of the bioflavonoids appear to be related to Vitamin C. They act synergistically with, and therefore seem to enhance the well-known therapeutic value of Vitamin C in arresting the symptoms of Vitamin C deficiency and especially of capillary fragility. Wherever Vitamin C is indicated, BIOCEE will prove valuable.

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***Bottles of 100 and 1000 SC Tablets***

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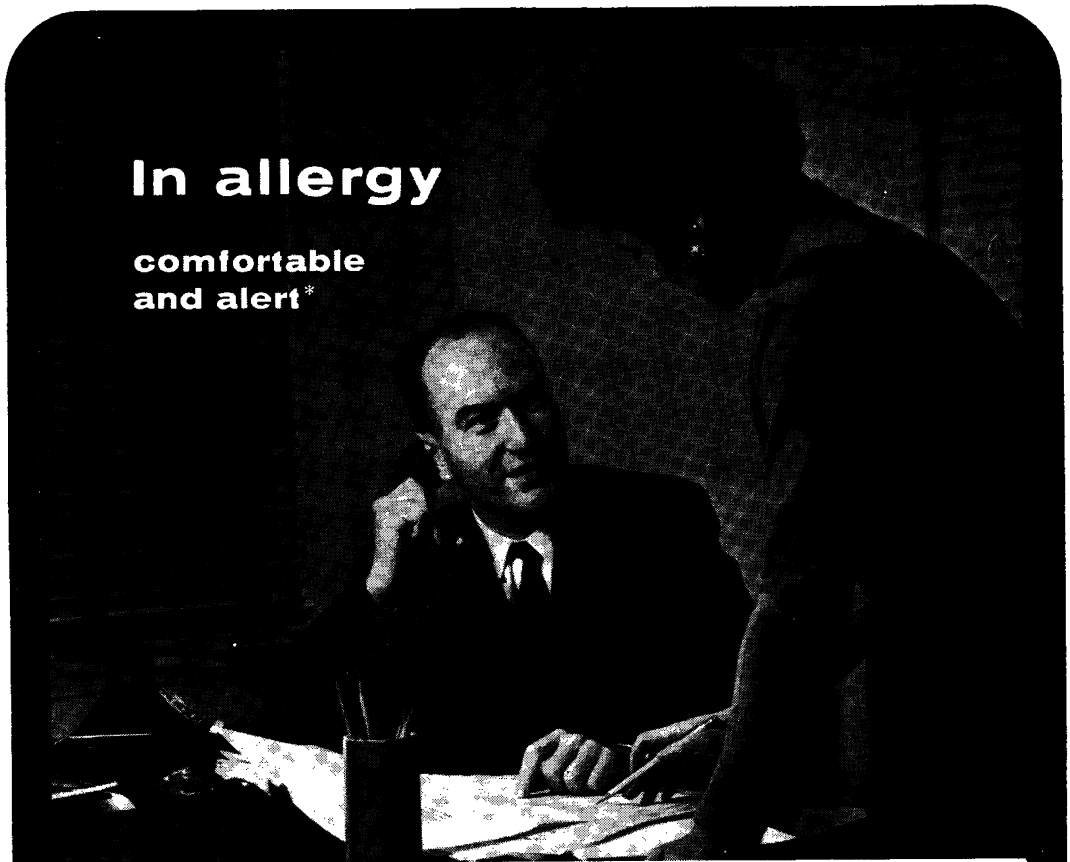


***"Only a small percentage had drowsiness..."[1]**

# ℞ Neohetramine

BRAND OF THONZYLAMINE HYDROCHLORIDE

Clinical experience[1,3-5] has shown that Neohetramine surpasses expectations for an antihistamine preparation because:

- ... it is *well tolerated*[6]
- ... *sedation is slight, infrequent*[1,2]
- ... it is *effective for* hay fever, allergic rhinitis and dermatitis and dermatitis urticaria, angioneurotic edema, serum sickness and other allergies responsive to antihistaminic treatment.

*Supplied*
*Tablets*—25, 50, and 100 mg.
*Syrup*—25 mg. per teaspoonful
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1. Criep, L. H., and Aaron, T.: J. Pediat. *34*:414, 1949.
2. New and Nonofficial Remedies, Philadelphia, J. B. Lippincott Company, 1954, p. 15.
3. Schwartz, E.: Ann. Allergy 7:770, 1949.
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6. Friedlaender, S., and Friedlaender, A. S.: J. Lab. & Clin. Med. *33*:865, 1948.

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results are obtained with STERANE[1]—3 to 5 times more active than hydrocortisone or cortisone.

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capacity is greatly enhanced. "Relief of symptoms is more complete and maintained for longer periods with relatively small doses."[2]

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of minerals and fluids usually remains undisturbed. This proves "especially advantageous in those patients with cardiac failure requiring therapy . . ."[3]

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# Sterane®

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Supplied: White, 5 mg. oral tablets, bottles of 20 and 100. Pink, 1 mg. oral tablets, bottles of 100. Both deep-scored.

1. Johnston, T. G., and Cazort, A. G.: J. Allergy 27:90, 1956. 2. Schwartz, E.: New York J. Med. 56:570, 1956. 3. Schiller, I. W., et al.: J. Allergy 27:96, 1956.

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your patient should not be endangered by fluid accumulation during "rest periods"

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When a diuretic must evoke acidosis to be effective, continued administration without dosage limitation results in refractoriness. Other diuretics may require interrupted dosage to avoid gastro-intestinal irritation.

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BRAND OF CHLORMERODRIN (18.3 MG. OF 3-CHLOROMERCURI-2-METHOXY-PROPYLUREA EQUIVALENT TO 10 MG. OF NON-IONIC MERCURY IN EACH TABLET)

a standard for initial control of severe failure **MERCUHYDRIN® SODIUM**
BRAND OF MERALLURIDE INJECTION

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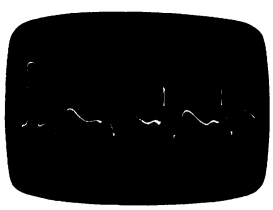
LAKESIDE

Lasker Award statuette



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We are proud that our television series on the NBC network, "The March of Medicine", has been selected to receive the first Albert Lasker Award in the field of television and radio.

But we feel that those really being honored are you—the physicians and research scientists of America.

Your sense of responsibility to the public—and that of your hospitals, laboratories, and staffs—has made it possible for "The March of Medicine" to report the story of medical progress.

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We are also grateful for the support we have continually received from the American Medical Association, which has cooperated in this series from the very beginning.

Francis Boyer

Francis Boyer
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*there is nothing quite like—*

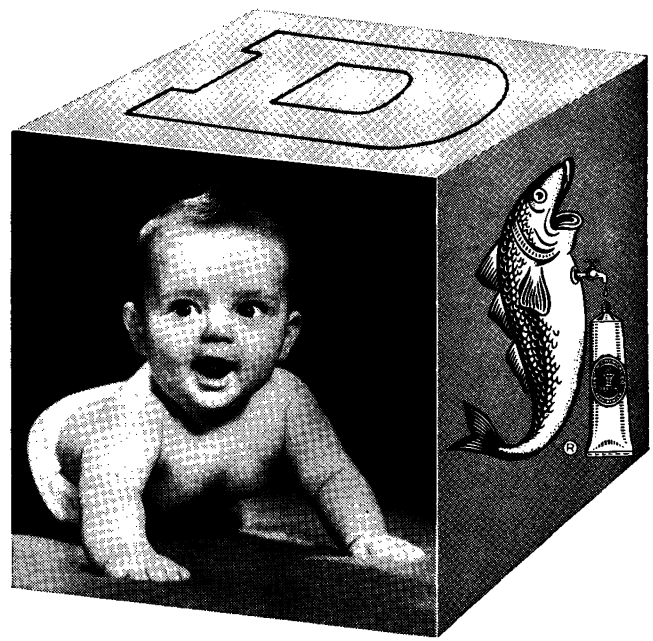
# DESITIN®

## OINTMENT

*rich in*

**COD LIVER OIL**

***to keep baby's skin clear, smooth, supple, free from rash, excoriation and chafing***



Desitin Ointment has proven its soothing, protective, healing qualities[1-4] in over 30 years of use on millions of infants in . . .

**DIAPER RASH • DERMATITIS • INTERTRIGO • IRRITATION**

FOR *samples* AND LITERATURE PLEASE WRITE...

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

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Providence R. I.

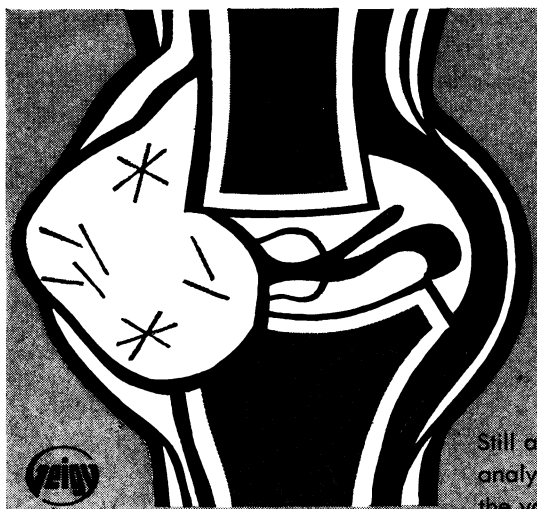

1. Grayzel, H. G., Heimer, C. B., and Grayzel, R. W.: New York St. J. M. 53:2233, 1953.
2. Heimer, C. B., Grayzel, H. G., and Kramer, B.: Archives of Pediatrics 68:382, 1951.
3. Behrman, H. T., Combes, F. C., Bobroff, A., and Leviticus, R.: Ind. Med. & Surgery 18:512, 1949.
4. Turell, R.: New York St. J. M. 50:2282, 1950.


Desitin Ointment contains Norwegian cod liver oil, zinc oxide, talcum, petrolatum, and lanolin.

**"...clinically useful and effective..."[1]**

**in relieving arthritis and allied disorders**

(phenylbutazone GEIGY)



Still another clinical report, based on a carefully analyzed series of 205 cases, has confirmed the value of BUTAZOLIDIN in arthritis and allied disorders: "Therapeutic effects . . . are, as a rule, quickly obtained and are easily maintained, and are usually noted within one week."[1]

**In short-term therapy,** in such conditions as acute gouty arthritis or bursitis, BUTAZOLIDIN generally effects complete relief of pain, and often, equally complete resolution of inflammation, within a period of a few days.

**In long-term therapy** for the more chronic arthritides, BUTAZOLIDIN in minimal required dosage (sometimes as little as 100 mg. daily) effectively retards the arthritic process with a gratifyingly low incidence of relapse.[2]

BUTAZOLIDIN being a potent therapeutic agent, physicians unfamiliar with its use are urged to send for detailed literature before prescribing it.

1. Denko, C. W.; Rumi, D., and Bergenstal, D. M.: Am. Pract. & Digest Treat. 6:1865, 1955.
2. Holbrook, W. P.: M. Clin. North America 39:405, 1955.
BUTAZOLIDIN® (phenylbutazone GEIGY); Red coated tablets of 100 mg.

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A new ***MEAD*** specialty for all ages

non-laxative

By reducing surface tension **Colace** softens stools

without adding bulk

# Colace

**keeps stools normally soft**

# Colace

**softens stools already hard**

# Colace

**normalizes fecal mass for easy passage**

# Colace

DIOCTYL SODIUM SULFOSUCCINATE, MEAD

## non-laxative stool softener ...does not add bulk

COLACE, a surface active agent, increases the wetting efficiency of water in the colon. By this physical action, without adding bulk, COLACE (a) allows fecal material to retain enough water to produce soft, formed stools, and (b) permits water to penetrate and soften hard, dry feces.[1]

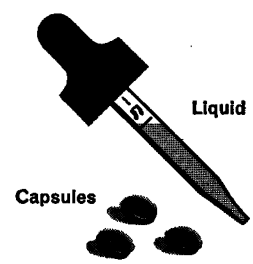
The action of COLACE takes place gently and gradually. Stools can usually be passed normally and without difficulty one to three days after oral administration is begun. No toxicity or undesired side-effects have been reported in prolonged clinical use.[1]

**Indications:** All medical, surgical, obstetric, pediatric and geriatric patients who will benefit from soft stools.

**Usual dosage:** Adults and older children: 1 COLACE Capsule 1 or 2 times daily. Children 3 to 6 years: 1 cc. COLACE Liquid 1 to 3 times daily. Infants and children under 3 years: ½ to 1 cc. COLACE Liquid 2 times daily. Dosage may be increased if necessary. Give COLACE Liquid in ½ water glass of milk or fruit juice.

COLACE Capsules, 50 mg., bottles of 30. COLACE Liquid (1% Solution) 30-cc. bottles with calibrated dropper.

(1) Wilson, J. L., and Dickinson, D. G.: J. A. M. A. 158: 261, 1955.

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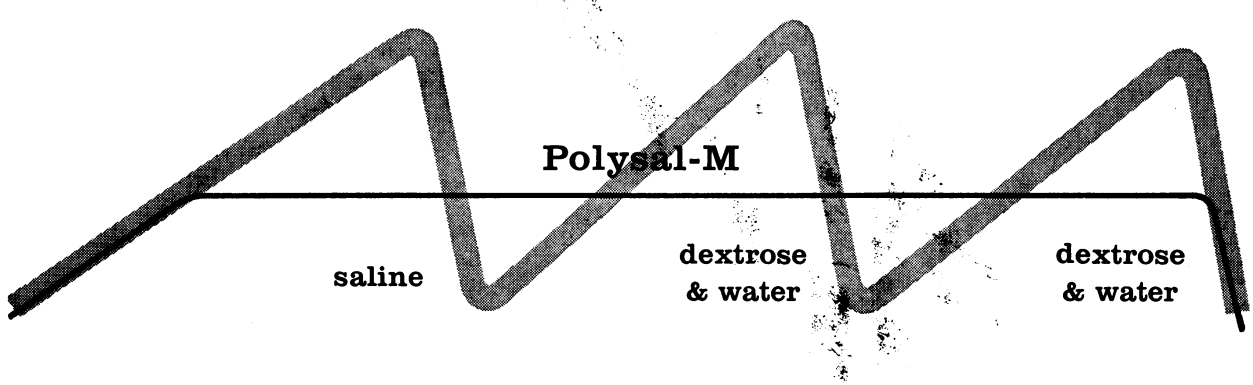
# "SAW-TOOTH" Effect Can Now Be Eliminated In I.V. Maintenance

**Polysal®-M** is a single maintenance solution that delivers a smooth uniform infusion free from sharp peaks (saw-tooth effect) caused by daily infusion of several different-type solutions. In medical, surgical, and pediatric patients, Polysal-M is used routinely where oral intake of food and water is restricted. Uniformity prevents over-loading, water intoxication and edema formation.




## ADEQUACY

Optimum daily requirements of electrolytes, carbohydrates and water are met by the daily infusion of 3 liters of Polysal-M.

## SAFETY WITH SIMPLICITY

Since the potassium content is limited to 16 mEq per liter, the standard rate of infusion is used. Contents in mEq per liter: Na_40, K_16, Ca_5, Mg_3, Cl_40, $HCO_3$_24. (Note that Cutter Polysal-M contains calcium.)

Contraindications: ANURIA and oliguria; HYPERPOTASSEMIA associated with chronic nephritis, untreated diabetic acidosis, severe burns, massive traumatic injury, and anuria.

Available with 2½%, 5%, or 10% dextrose.

Talbot, Crawford and Butler* have reemphasized the importance of homeostatic mechanisms of the body in fluid and electrolyte therapy. Their report shows that in the presence of adequate urine flow, the body is able to retain or excrete water and electrolytes in accordance with body needs.

*Talbot, N. B., Crawford, J. D., and Butler, A. M., "Homeostatic Limits to Safe Parenteral Therapy". New Engl. J. Med., 248, 1100 (1953)

**Simplify for Safety with**

SINCE CUTTER 1897

**Polysal-M**

**CUTTER** Laboratories
BERKELEY, CALIFORNIA

FORMULA (per 100 cc.): Sodium Chloride, 0.0935 gm.; Potassium Chloride, 0.119 gm.; Calcium Chloride U.S.P., 0.0368 gm.; Magnesium Chloride, 0.0305 gm.; Sodium Lactate, 0.134 gm.; Sodium Acetate N.F., 0.163 gm.