ELIXIR

Li-Betaron

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(Formerly LI-BETAFERRON)

A Palatable Hematinic and Tonic — Source of

IRON — readily assimilated without nausea

LIVER — whole liver concentrate

VITAMIN B COMPLEX — in a new high potency

Each fluidounce of LI-BETARON contains:

Alcohol 10%
Liver Concentrate 1:20 1.42 Gm. (21.875 grs.)
Iron and Ammonium Citrates, Green 2.00 Gm. (30 grs.)
Thiamine Hydrochloride 18 mg.
Riboflavin 6 mg.
Nicotinamide 60 mg.
Pantothenic Acid 4.5 mg.
Vitamin B_6 (Pyridoxine) 1.8 mg.
and the other vitamin B complex factors as present in liver

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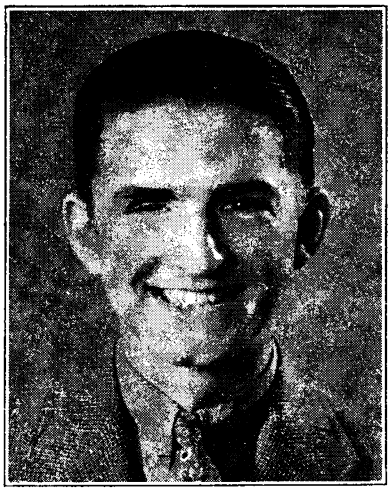

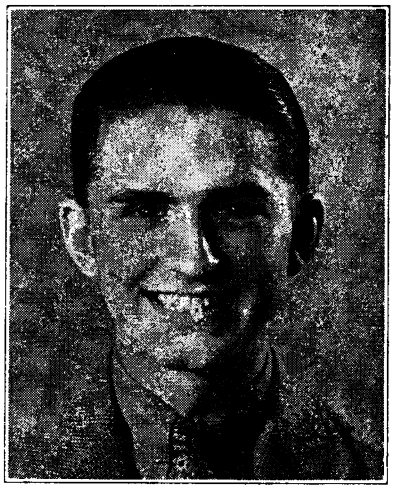

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In treating
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ARGYROL

The Cleansing Demulcent and Bacteriostatic actions of ARGYROL aid the natural defense mechanism without disturbing the normal physiology of the mucous membranes. By avoiding the vicious circle of vasoconstriction and compensatory congestion so common with many vasoconstrictors, restoration of normal function is more readily attained.

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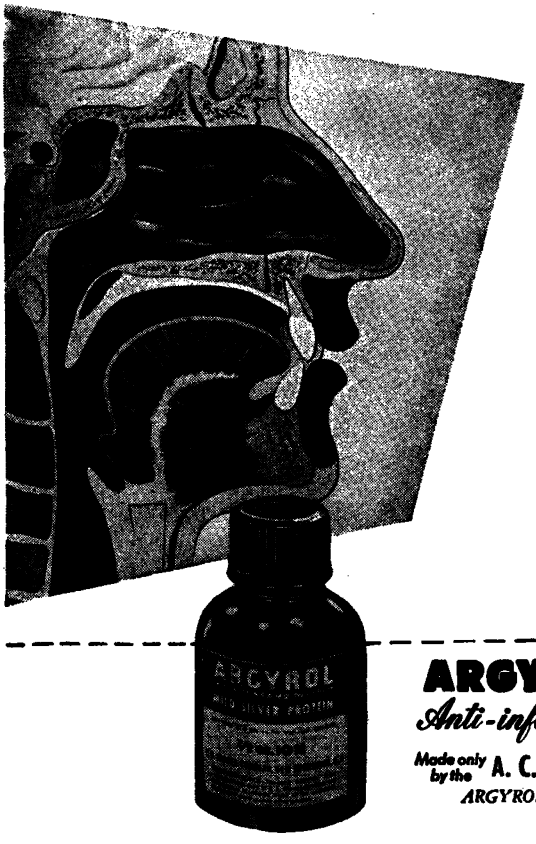

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The "disastrous result from self-dosing" with thyroid preparations (*Bureau of Investigation:* J. A. M. A. *129*:904 [Nov. 24] 1945) suggests the need for safer thyroid medication.

- A Proloid being purer, and free from unwanted organic matter, has neither taste nor odor identifiable by the patient . . .
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Penicillin is rapidly becoming recognized as the drug of choice in pneumonia therapy because of its marked activity against infections due to the pneumococcus, streptococcus, and staphylococcus. The development of advanced techniques of penicillin administration makes it possible to follow conveniently and effectively the established maxim:

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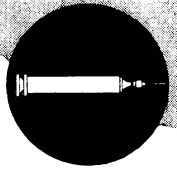

PENICILLIN SCHENLEY for parenteral therapy. Intramuscular injections are preferred if congestion or cardiac complications are present.[1] Initial dose, 20,000 to 40,000 units; followed by 25,000 units every three or four hours.

(1) Keefer, C. S.: Am. J. M. Sc. 210: 147 (Aug.) 1945.

PENICILLIN AEROSOL—penicillin by inhalation—has proved its value in the treatment of pneumonitis.[2,3] Its use is logical, as it brings the drug into close contact with the infecting organisms. Suggested dose, 50,000 units by inhalation every three or four hours.

(2) Morse, F. W., J. A. M. A. 132: 272 (Oct. 5) 1946; (3) Segal, M. S., and Ryder, C. M.: Bull. New England M. Center 7: 279 (Dec.) 1945.

PENICILLIN TABLETS SCHENLEY—A reliable, convenient method of sustaining effective blood levels of penicillin between injections.[4,5] Suggested maintenance dose, 1 or 2 tablets (50,000 units each) every two to four hours.

(4) Finland, M.; Meads, M., and Ory, E. M.: J. A. M. A. 129: 315 (Sept. 29) 1945; (5) Collen, M. F.; et al.: Permanente Found. M. Bull. 3: 155 (Oct.) 1945.

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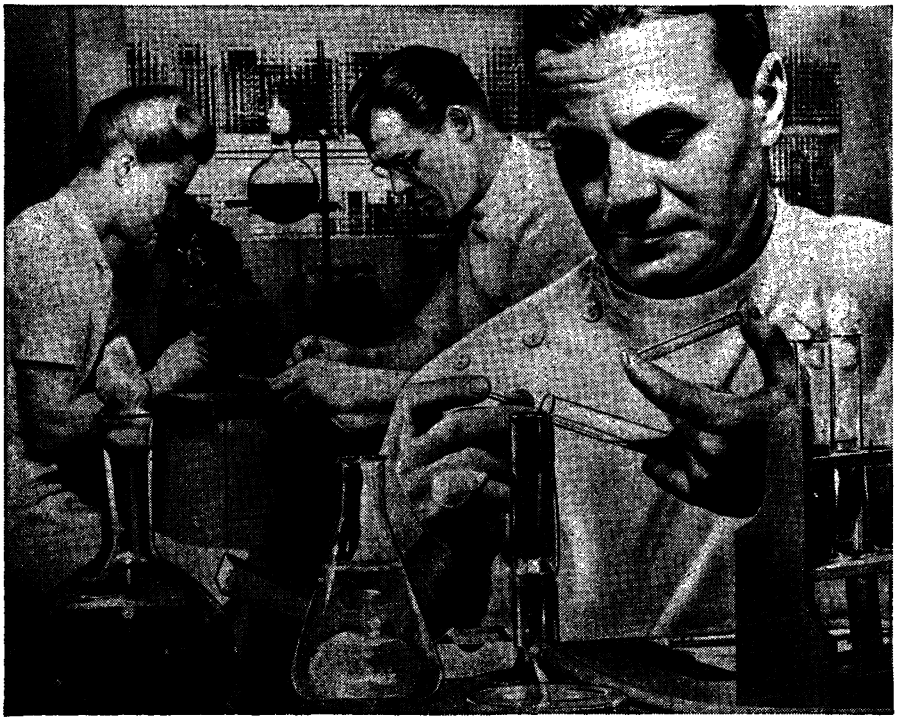

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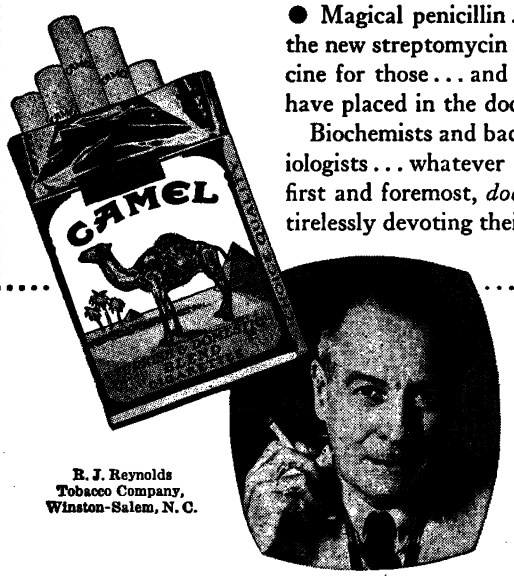

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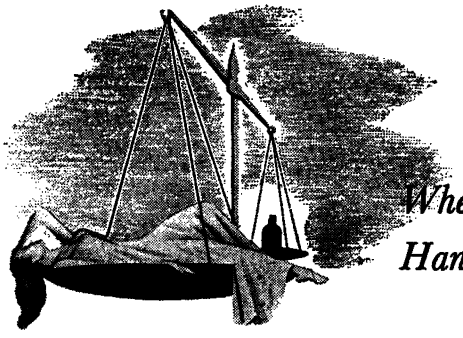

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INDICATED in conditions of restricted intake, faulty absorption, increased need or excessive loss of proteins such as in pre- and postoperative management, extensive burns, delayed healing, gastro-intestinal disorders, et cetera.

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SUPPLIED as 15 per cent sterile solution in 100 cc. rubber-capped bottles.

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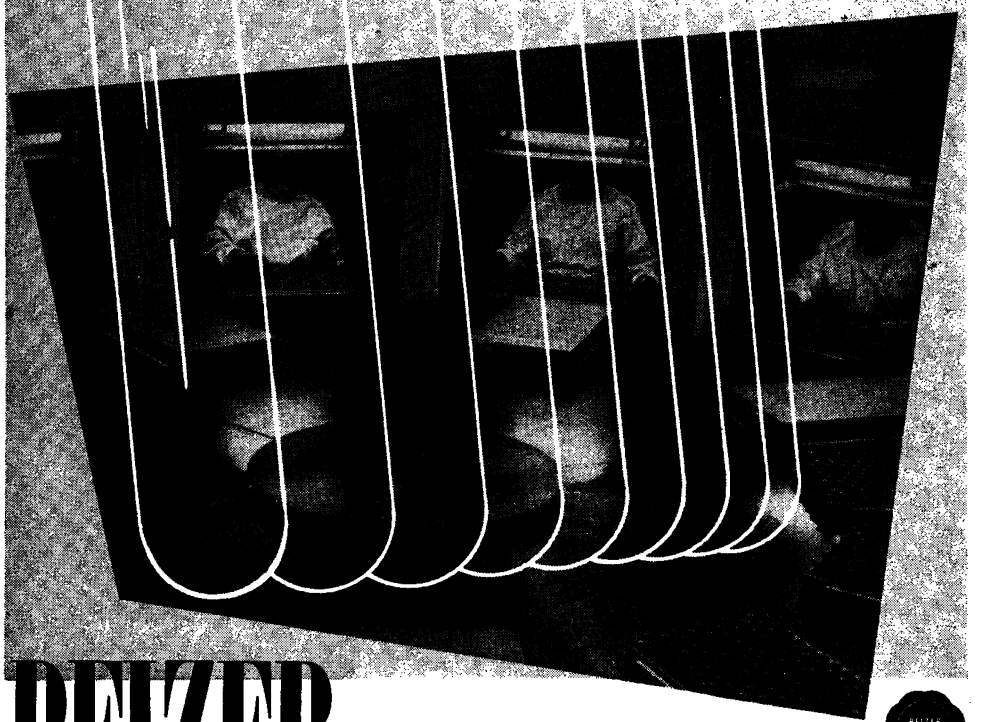

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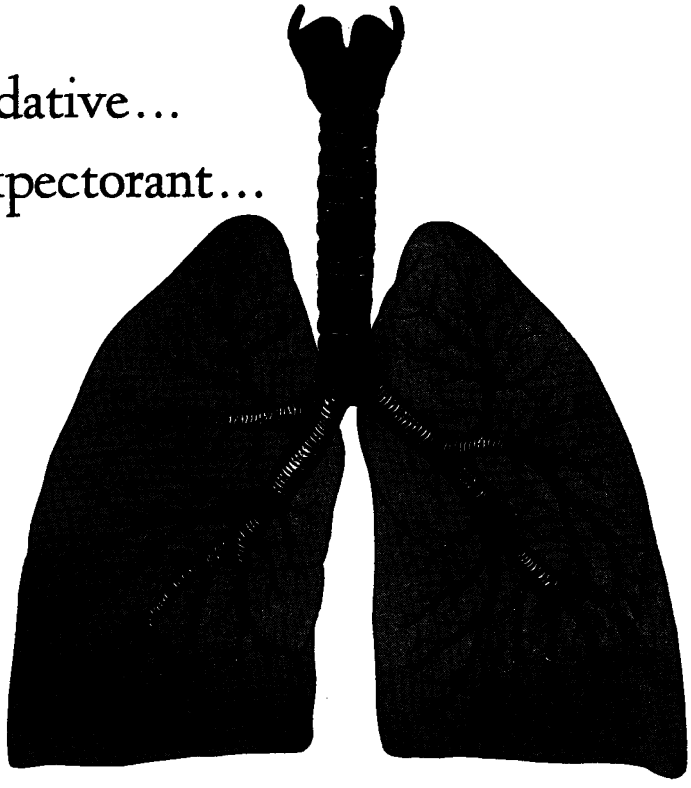

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Lobidine
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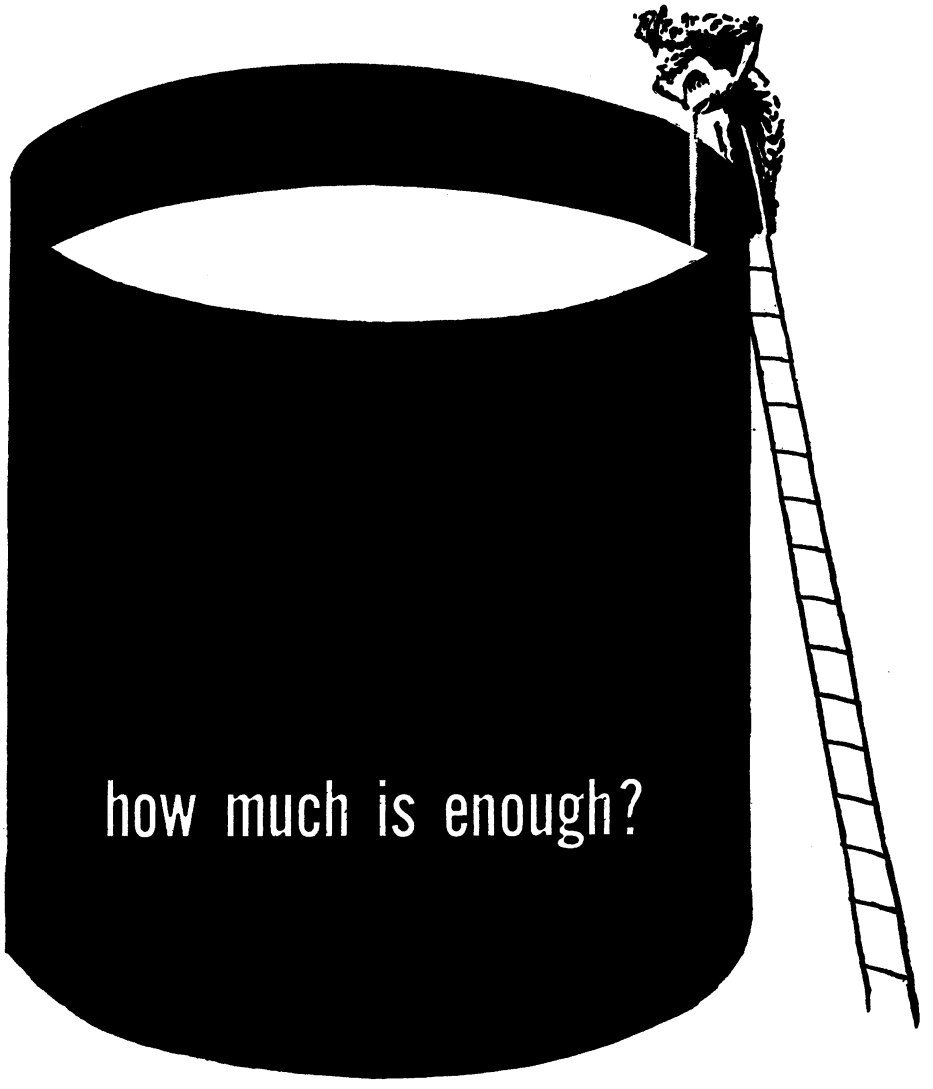

"How much is enough?" is a pertinent question in vitamin administration. Heretofore, vitamins were most extensively used for supplementation. Today therapeutic requirements are clearly recognized and differentiated from maintenance needs. Vitamins in therapeutic potencies are now recommended for the multiple deficiencies so frequently associated with certain acute and chronic illnesses. Upjohn provides vitamins in economical, effective forms and in potencies to meet therapeutic needs as well as maintenance requirements.

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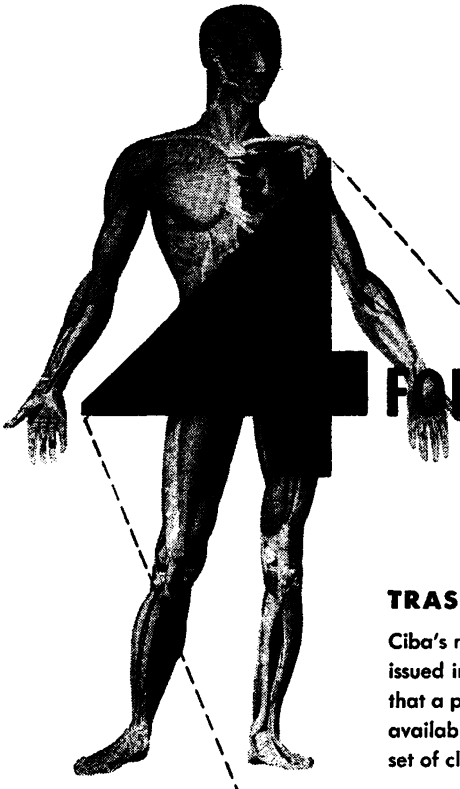

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Ciba's noted antispasmodic, is issued in four distinct forms, so that a precisely suitable form is available for almost any conceivable set of clinical circumstances.

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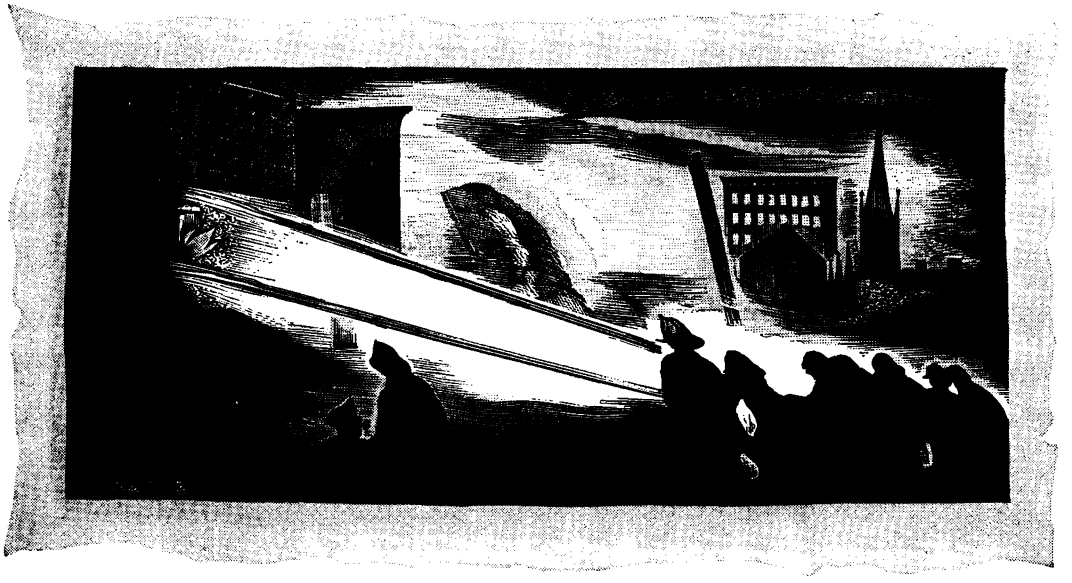

concentrated power

The greater the concentration, the more effective the results.

A combination of highly potent quantities of vitamins known to be essential in human nutrition, in balanced therapeutic amounts, as in THERA-VITA* capsules, supplies the concentrated power necessary for effective results in cases of hypovitaminosis.

Thera-Vita capsules represent a highly potent, multivitamin preparation which has been designed specifically to meet the patient's need for large doses of the vitamins either as a therapeutic measure or as a corrective supplement in dietary insufficiency.

Thera-Vita *therapeutic* multivitamin capsules are easily swallowed, tasteless, and well-tolerated.

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Vitamin A (liver oil conc.)	12,500 U.S.P. Units
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Bottles of 100's and 250

Remember, doctor, THERA-VITA capsules are to be prescribed and not simply suggested to your patients. Help us to maintain the professional status of this product and to avoid its indiscriminate use by the laity without medical supervision.

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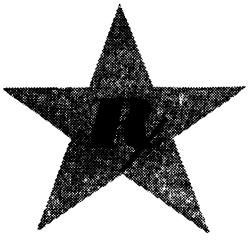

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Prescribe 2 or 3 tablets of Theocalcin, t. i. d. After relief is obtained, continue with smaller doses to keep the patient comfortable. Theocalcin strengthens heart action, diminishes dyspnea and reduces edema.

Brand of theobromine-calcium salicylate.
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THIS SCIENTIFIC daily ration was developed after years of study by the Walker-Gordon Laboratories.

It's remarkably rich in vitamins and health-giving minerals . . . And that's *one* big reason why Walker-Gordon cows produce a milk far superior to the type you get from cows that are fed in the ordinary, unscientific way.

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Then, too, Walker-Gordon Certified is delivered fresher than ordinary milk. This, plus the cows' wonderfully balanced diet, makes its Vitamin C content higher . . . and gives it a much finer, richer taste.

So it's easy to see why more and more physicians recommend Walker-Gordon Certified to their patients. They believe it's well worth a few pennies extra to get this marvelously pure milk with all its added nutritional values.

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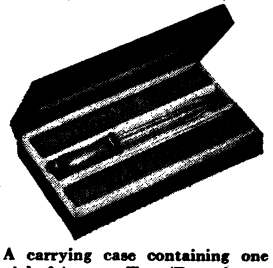

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Nontoxic, well tolerated when used as directed.

Contraindications: JACOBSON'S SOLUTION is not suggested for use in noninflammatory auditory impairment. Diagnosis should establish inflammation as a contributory factor in the impairment before treatment with this product is instituted.

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A coacting composition of Benzyl Cinnamate 1.6 per cent, Ethyl Cinnamate 0.5 per cent, and Benzyl Alcohol 2 per cent, in olive oil.

For Intramuscular Injection Only

SUPPLIED: Ampules of 1 cc., boxes of 12 and 50.

Professional literature and trial ampules on request.

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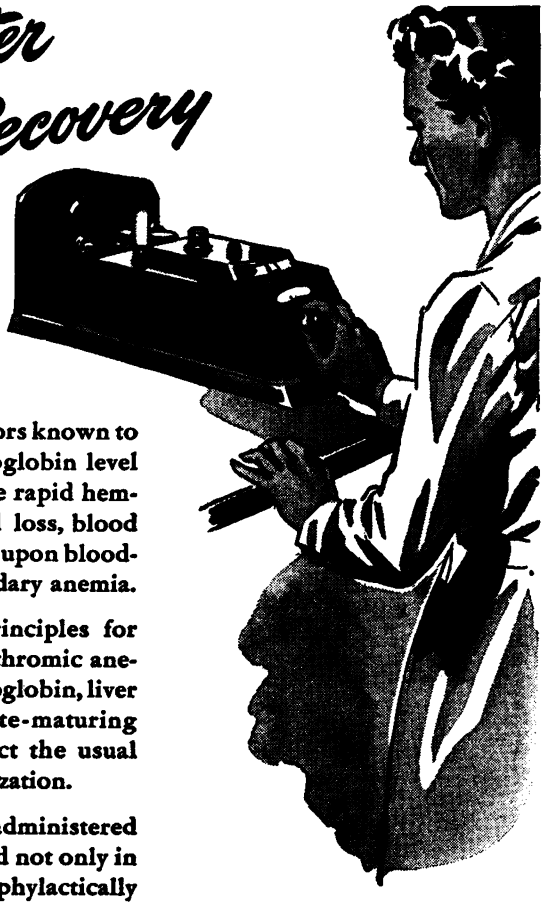
[1] Jacobson, J.: Eye, Ear, Nose & Throat Monthly 23: 396 (Oct.) 1944. [2] Jacobson, J.: Report, Meeting N. Y. Acad. Med., Section of Otolaryngol., Feb. 20, 1946.

Toward Faster Ultimate Recovery

IN HYPOCHROMIC ANEMIA



ADMINISTRATION of *all* the factors known to aid restoration of the hemoglobin level may be expected to produce more rapid hematopoiesis when excessive blood loss, blood destruction, or increased demand upon blood-forming organs results in secondary anemia.

Livitamin presents specific principles for treatment or prevention of hypochromic anemia: iron for the synthesis of hemoglobin, liver extract to supply the erythrocyte-maturing factor, and B vitamins to correct the usual deficiency and enhance iron utilization.

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Nicotinamide (Niacinamide)	25 mg.
Pyridoxine Hydrochloride (B_6)	1 mg.
Pantothenic Acid	5 mg.
Iron and Manganese Peptonized	30 gr.

Contains the vitamin-B-complex factors naturally occurring in liver and rice bran, fortified with synthetic B_1, niacinamide, B_2, B_6, pantothenic acid and with iron and manganese.

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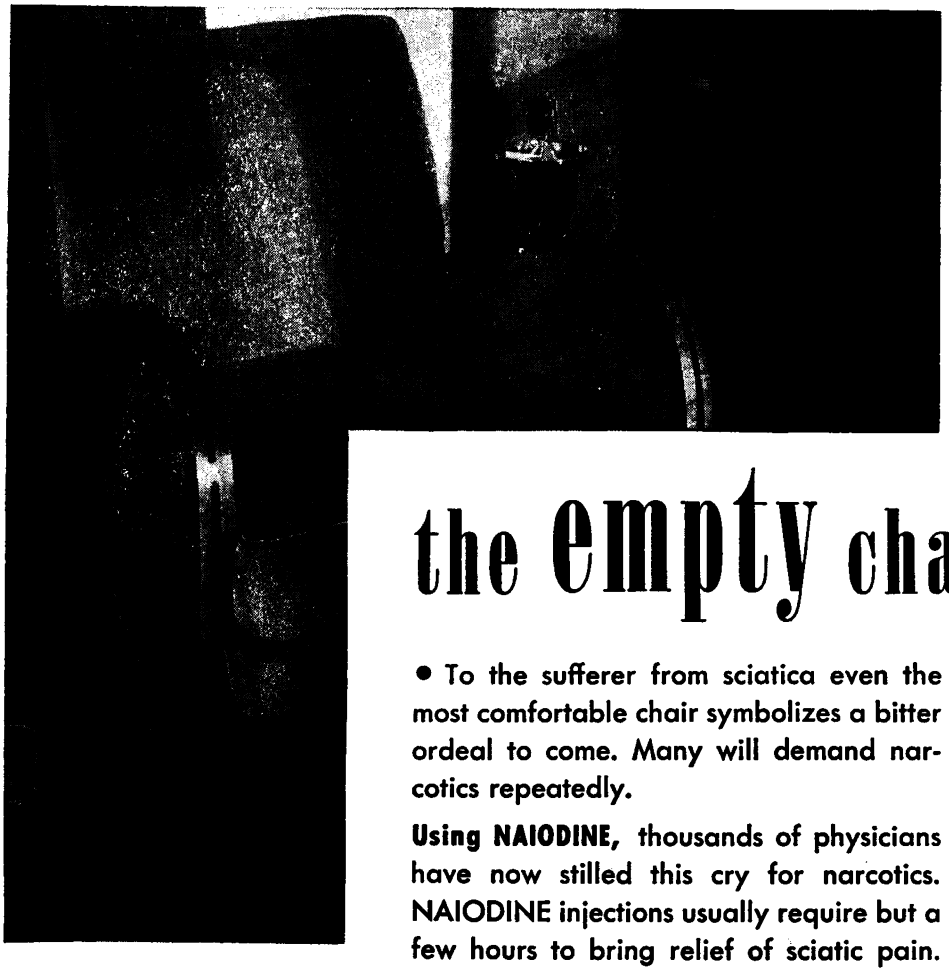

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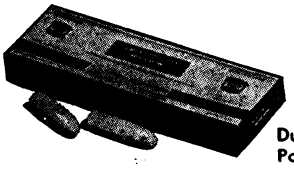

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1. McGavack, T. H.: J. Clin. Endocrinol. 3:71, 1943.

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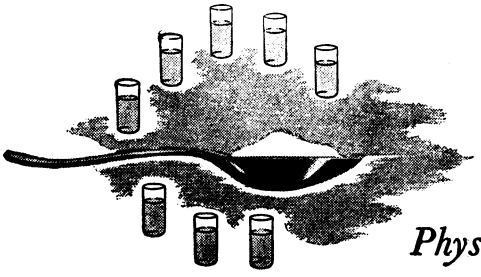

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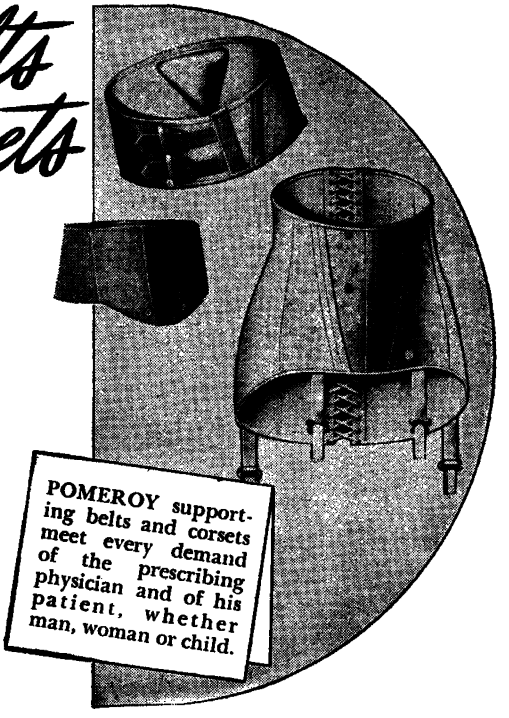

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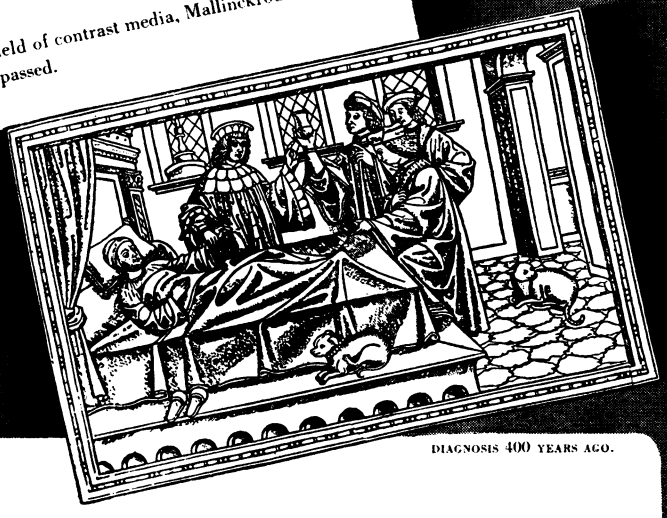

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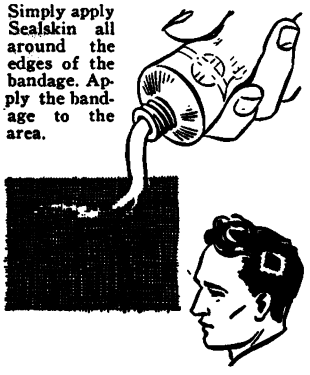

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1. Goldzieher and Popkin. *J.A.M.A.* *131*:103. 1946

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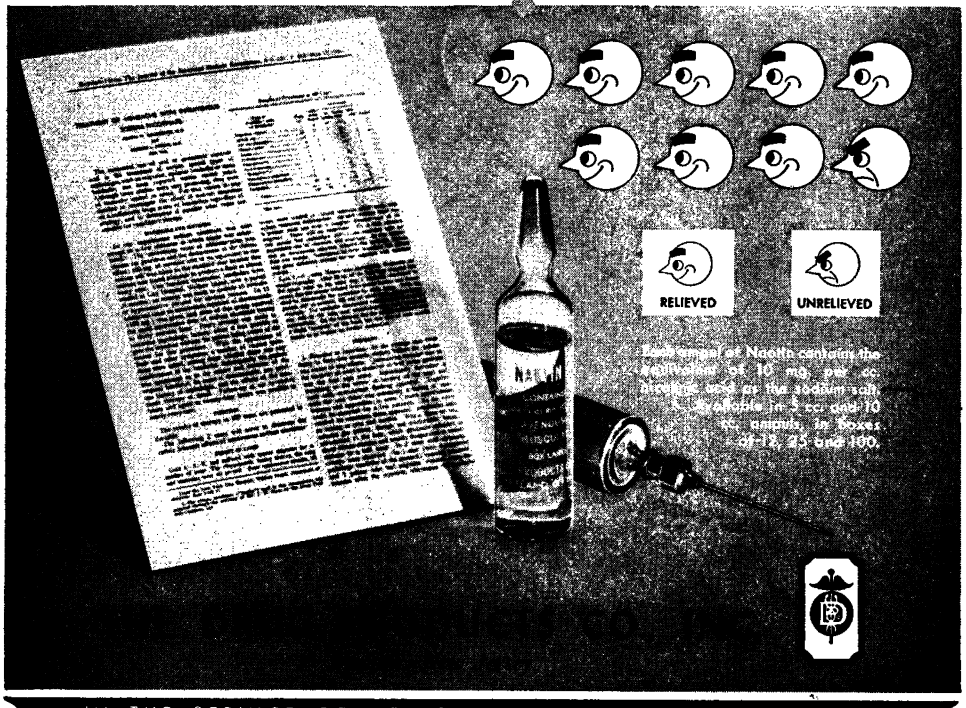

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1 Gold is of no value in any form of joint disease except rheumatoid arthritis.

2 Gold does not benefit all patients with rheumatoid arthritis.

3 Gold is not the final answer to the treatment of rheumatoid arthritis.

4 Toxic symptoms may appear at any time during this form of therapy.

5 From 10 to 20 per cent or more of patients who have received gold therapy relapse after stopping the drug.

6 Extreme care must be used during gold therapy, and the physician must be familiar with the details of such treatment before undertaking this.

7 Injections of certain gold salts in proper dosage may be followed by subjective and objective evidence of improvement in the majority of selected patients with rheumatoid arthritis."

Literature on request

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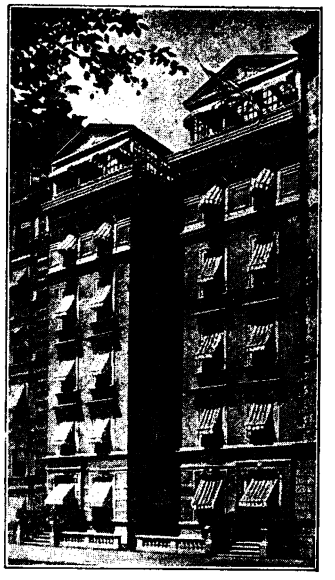

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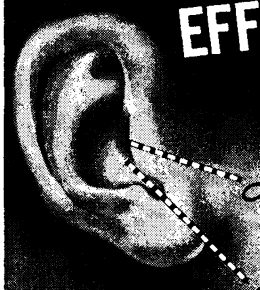

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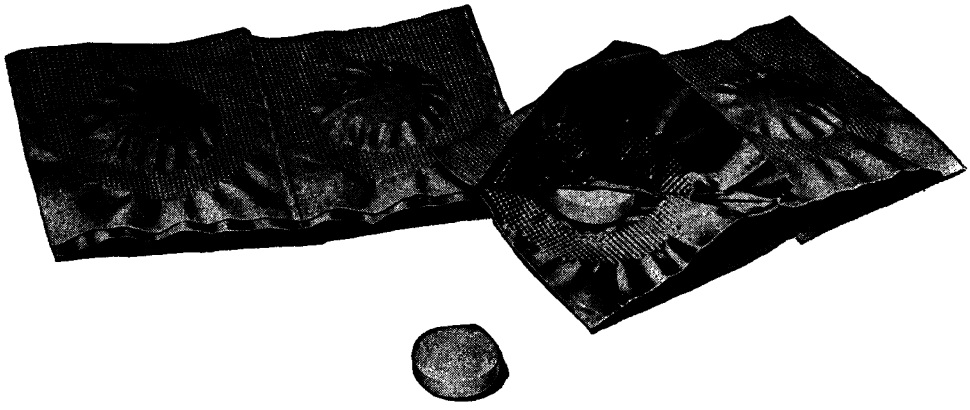

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(Oral penicillin is not recommended for syphilis—nor should it replace parenteral penicillin in grave infectious conditions.)

You can prescribe the precise number of tablets needed without fear of potency deterioration. *Each tablet* of Penicillin Calcium Squibb is *individually* and hermetically sealed in aluminum foil. Economical and convenient. Packages of 12 and 100.

1. Bunn, P. A.: in Conferences on Therapy: New York State J. Med. 46:527 (March 1) 1946.
2. György, P.; Evans, K. W.; Rose, E. K.; Perlingiero, J. G., and Elias, W. F.: Pennsylvania M. J. 49:409 (Jan.) 1946.

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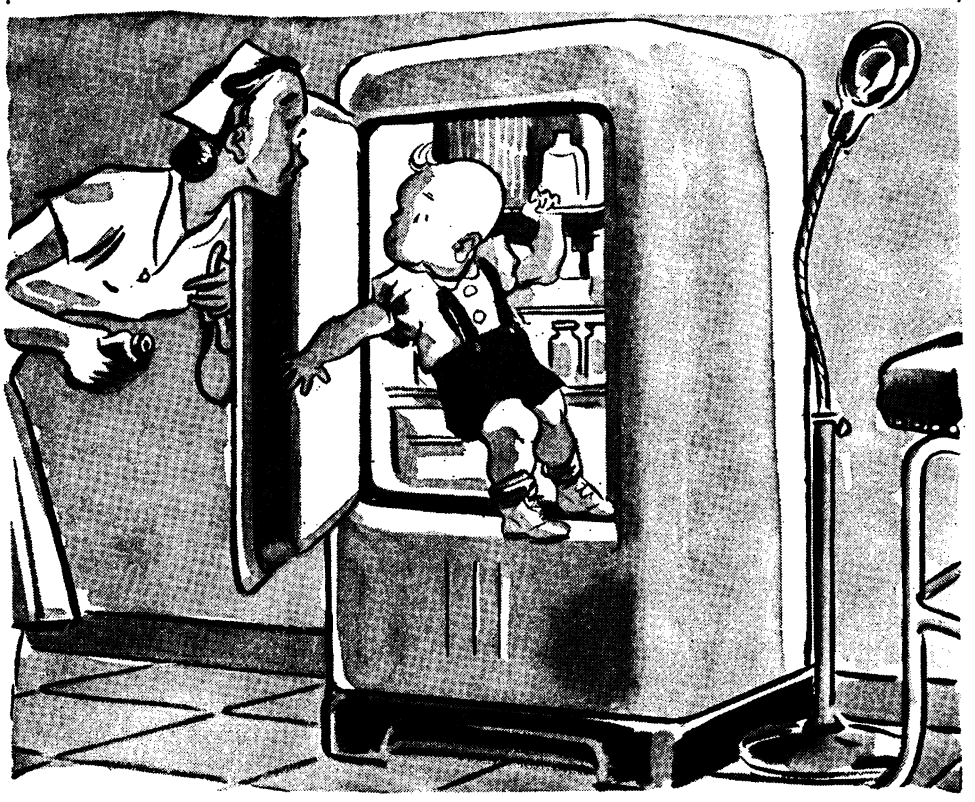

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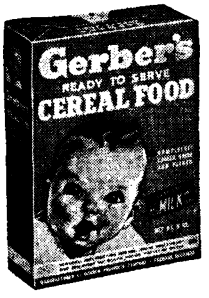

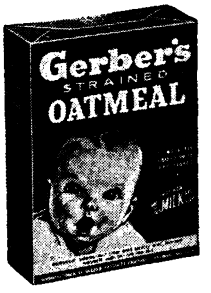

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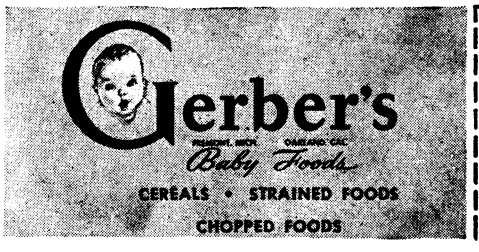

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*R. H. Follis, D. Jackson, M. M. Eliot, and E. A. Park: Prevalence of rickets in children between two and fourteen years of age, Am. J. Dis. Child. 66:1-11, July 1943.

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