The

MAHONING COUNTY MEDICAL SOCIETY BULLETIN

BANQUET NUMBER

MARCH

Nineteen Thirty-one

VOLUME ONE

NUMBER THREE

ANNUAL BANQUET

of the

MAHONING COUNTY MEDICAL SOCIETY

at the

YOUNGSTOWN CLUB

First National Bank Building

MARCH 10th, 1931, at 6:30 P.M.

Principal Speaker

Dr. John W. Davis

Topic: "The Echoes of Life"

MENU

3

SUPREME OF FRESH FRUITS COCKTAIL CORONETTE

HEARTS OF CELERY

GARDEN RADISHES

QUEEN OLIVES

CREAM OF FRESH MUSHROOMS, JULIENNE

TOURNEDO OF FILET OF BEEF, MARROW BORDELAISE

PARISIENNE POTATOES, ROSETE

NEW BRUSSELS SPROUTS IN BUTTER

PRINCESSE SALAD, LORENZO DRESSING

HOT TOASTED CRACKERS

FROZEN MERINGUE GLACE

DEMMI TASSE

CIGARE L'TES

CIGARS

Harry "Speed" Brockman and his Recording Melody Weavers Orchestra.

The medical and dental profession are cordially invited to attend. Return your card now to Dr. Walter B. Turner, 101 Lincoln Ave. Page Two

March, 1931



DR. JOHN L. DAVIS, A.B., B.D., D.D.

Humorist, Philosopher, Thinker

"Through his bristling wit runs a strain of beautiful sound philosophy that his audience carry home with them and keep in their hearts for many days."



March, 1931



Biography

John L. Davis was born in Odell, Nebraska, February 20th, 1884. His father was a railroad conductor. "John L." received his early education in Oklahoma and Texas. He is a type of the breezy Westerner who takes things along by storm as he proceeds through life. He received his theological training at Drew Theological Ceminary, Madison, N. J., receiving the degree of B.D. and won the McDaniel fellowship, entitling him to study at the United Free Church College in Glasgow, Scotland, where he remained for a year. He is a graduate of Oklahoma City University, and has been awarded the degrees of A.B. and D.D. by that institution.

Shortly after going to New Britain, Conn., as pastor of the Trinity Methodist Church, he became prominent as a speaker to men's organizations and as an after-dinner speaker. His powerful sermons have gained him a reputation that is far reaching and his achievements in New Britain won him his degree at the Oklahoma City University. He organized the Everyman's Bible Class, which grew from 73 men to 2,200 in four years.

During the War, Dr. Davis received a commission as Captain in the Construction Division of the United States Army, and spoke to thousands of civilian workmen in Army camps from New York to San Antonio, Texas. This assignment was occasioned by his popular fame as an effective and satisfying speaker to men. His addresses finely blend truth and humor and his messages are as breezy a his jovial disposition and reflect the long vision of the prairies from whence he came.

Fraternally, he is a member of (Eddy-Glover Post) American Legion, New Britain, Conn., Post State Chaplain of the American Legion, also Chaplain of the 76th Division, O. R. C., former director of the New Britain Chamber of Commerce and Governor of Lion's Clubs of Connecticut and Rhode Island.





Page Four

March, 1931

President's Corner

A society comprising one hundred and seventy of the most active and prominent physicians in a community is not or should not be simply a MEDICAL SOCIETY. In previous articles reference has been made to the ideals and purposes of the organization, but to me there are possibilities which have not yet been fathomed and which, for some reason or other, have not been voiced.

It must be conceded that such a group of men has an enormous latent influence which has been but little used or even appreciated. This influence should be displayed and used upon occasion when it would work for the good of the community or for the advancement of the medical profession. But it must not be misused, and great pains should be taken to direct it along proper channels.

Recalling events that have occurred in this city during my recent memory, it seems that too often the degree of Doctor of Medicine carried with it the thought in the minds of those soliciting for this or that charity, that his subscription list should be headed by the name of some prominent doctor. Very often, with definite intent, the solicitor was given the name of his own personal physician, thinking that by this subterfuge, the physician would be afraid to not subscribe lest the solicitor would employ him no longer. Contributions to community chests, public institutions (some of which should be self-supporting), charity balls, dances for veterans' organizations, missions, colleges, and an endless number of other "causes" ad nauseam. And while some of these groups may be deserving, it is equally true that many others are busily engaged in going far out of their way to offer free medical service (which we also are expected to turnish) to people who are well able to pay their way.

If the physician refuses to give a donation, and many times he is not "asked" for it, but is "told" how much he is expected to give, then he is branded as a miser in whom there is no charity.

These solicitors do not seem to think about the other side of the situation. I will venture to state that the doctors in the Mahoning Couny Medical Society make a yearly contribution in service of at least a half million dollars. A friend of mine, practicing medicine in Youngstown, sat himself down one evening to try and make an estimate of what his "charity" service to the community had been in the preceding year. He was at that time connected with one of the hospitals and with several charity clinics. He tried to figure accurately on the basis of the number of patients examined and prescribed for, according to the scale of minimum fees, and stopped his calculations when he had reached the surprising sum of ten thousand dollars for a little over half of the year. This was his contribution in service,— giving of his best stock-in-trade. And that amount of money does not tell the whole story. Part of this service was performed in the middle of the night. Much of it was work that was distasteful indeed. It was all attended with a responsibility and worry which would have been as willingly assumed by no other group of contributors to so-called "charity."

It is not particularly difficult for many people to write a check once a year and then sit back with a blissful and sanctified expression and reflect upon their philanthropy, but it would be a terrible bore for these people to make perhaps a smaller contribution, but to make it on every day of the year. And that is what we are doing.

The purpose of these remarks is certainly not to discourage real charity. But it is that we be a bit more resistant to these enthusiastic solicitors and that we do not contribute TWICE to these causes,—once in professional service, and again, in money itself. Some day, take an hour to deliberate and make inventory of what your contribution actually is. It will surprise you and will make you better able to determine how much you can really afford to subscribe.

If we will think collectively as we think individually in some of these matters, many of our annoying problems will be solved.

The Mahoning County Medical Society BULLETIN

Published Monthly at Youngstown, Ohio, by the Editorial Committee

JAMES L. FISHER, M. D. Editor
MORRIS DEITCHMAN, M. D. Asst. Editor
COLIN M. REED, M. D. Asst. Editor
Publishing Office

228 North Pholos Street

• Something has been said in previous numbers of the Bulletin concerning the need of well organized, active County Medical Societies. The medical men of Youngstown and Mahoning County may well be proud of their Society and its activities during recent years.

Socially, we have been most cordial and friendly one with another; scientifically, we have been active in local and state programs and have been addressed by outstanding leaders of the profession. The roster of names of those who have and who will appear at our medical assemblies looks like the program of the A. M. A. convention.

Politically, we are organized and alert against unfriendly influences. Several schemes are now brewing, which will be inimical to public health and which will lower the standards of professional practice. These things are under careful scrutiny and will receive full publicity when the time comes. The Bulletin is the voice of this Society, which has too long been inarticulate in these matters, and it will keep the membership informed of any developments of a political nature which affect the profession.

• Dr. Bland's visit to Youngstown on February twenty-fourth was much enjoyed by all, especially those who are doing obstetrics and gynecology. His clinic in the morning at the South Side Unit was crowded with surgeons who marveled at the case and skill with which his operations were performed. It is only the master surgeon who can make such procedures appear simple and only the master teacher who can so impress on everyone the need for thoroughness and careful supervision.

Dr. Bland's lecture in the evening had for its topic, "Leucorrhoea, Its Significance and Treatment," and dealt chiefly with infestation with trichomonos vaginalis. A great deal of original investigation has been done in this field by Dr. Bland and his coworkers, some of their work having been published only recently in the Journal of the American Medical Association.

• The annual banquet in March will be the big social event of the year. The Banquet committee and Program committee have worked hard to make the event worth while. The medical and dental men of this vicinity are cordially invited to come and partake of this feast, the menu of which is printed elsewhere in this issue, and enjoy the entertainment and good fellowship.



Page Six

March, 1931

A Glance at a Few of the First Physicians of Youngstown B) H. E. WELCH, M. D.

Youngstown was one of the points that attracted the attention of some of the aspirants to fame and wealth among the practioners of medicine.

Doctor Charles Dutton was the first physician to settle in Youngstown, coming here in the year 1801. He was regarded by the medical men of the Western Reserve as an able man, a good surgeon for those days, and a successful physician.

Doctor Dutton was a shrewd man, possessed of discriminating judg ment, somewhat eccentric, sometimes a little rough. His preceptor was a

Doctor Jarred Porter of Connecticut.

The thoroughfare now known as Market Court, and formerly as Dutton Alley, got its name from this learned physician. The changing of this name should never have been sanctioned. Sentiment should have arisen against such thoughtless procedure and have stopped it. The name Dutton stood for a fine man of an honorable profession.

The next physician to settle in the village was Doctor Henry Man-

ning, coming here in 1811.

Dr. Manning also came from Connecticut. The manner and makeup of these two men were as unlike as two men of the same profession could well be and yet both be fine physicians.

Doctor Manuing was a quiet man free from dash and show, of few words, but able to talk and talk well. He had great common sense, was a good surgeon, never excited, a steady hand, and a rare judgment.

Doctor Henry Manning was the first surgeon to do a cataract extrac-

tion in this region. He was also a fine general surgeon.

The next physician to come to Youngstown was Doctor Charles G. Cook, who came in 1824. He was a nephew of Doctor Dutton, already mentioned.

Doctor Cook graduated from Yale College. He ranked above the

average of his time, a polished gentleman of the profession.

The physicians of the early period were all men of good education and fine professional attainments. And we can truly say that the tradi-

tions of the past are not without luster.

Another outstanding medical man in this community was Doctor Timothy Woodbridge. A man of some rare traits and some peculiarities. he preferred to drive a mule rather than a horse. He also preferred a twowheeled gig rather than a buggy. In dry weather he tied his loose tires on the wheels with pieces of iron wire.

The last of his active work was done for the government in the Indian reservations of the western states. He lived to be an aged man. A very accurate portrait of Dr. Woodbridge may be seen in the staff room of the

South Side Unit of The Youngstown Hospital.

The building of the first unit of The Youngstown Hospital in the early eighties, on what is now New Court, furnished the greatest impetus to improvement in medical activities that could possibly have been attained. This solidified the whole medical fraternity in one common endeavor for greater and better accomplishment.

The men mentioned here briefly were all pacemakers and by their

activities pointed the way to future accomplishments.



Page Seven

March. 1931



Contemporary Review

FORTY YEARS OLD, BUT STILL TRUE

The unsolved questions which confront the medical profession were never so varied, so vital, so profound, as they are today. The eminent men engaged in their solution were never before so many, so cultured, or so well equipped for service. Original research and experimentation in many and varied ways will be the characteristic labor of the coming period. A most profound impression has been made upon the public mind by reason of the alleged discovery of new and most remarkable methods of cure. These, if true, are to be verified. New methods are at hand in every department of medicine and surgery. A restless spirit of investigation is everywhere being developed. Destructive criticism follows hard upon the pathway of reckless assertion at a time when its restrictive service was

never more in need — and a larger number of attentive readers than before await the utterances of the medical press.

The profession is best served when the utterances of its ablest men become the common property of the world through the agency of journalism. The dissemination of knowledge and the elimination of truth from error in medical teachings is the high purpose to which the medical press is everywhere called — Editorial in J. A. M. A., Jan. 3, 1891.

"All of us are aware of defects in the methods of medical practice in this country but there are fundamental advantages in the American scheme which need to be capitalized and made more widely available, which a governmentally regulated medical service is likely to destroy. The problem we have is not the destruction of a paternalistic scheme ill-adapted to the philosophy of American life, but rather the extension of the desirable features of our present scheme and the correction of its defects."—The Ohio State Medical Journal.

SIX GOOD DRUG STORES

WHITE'S EGG EMULSION

COD LIVER OIL

Sig. Tablespoonful t. i. d.

- -Made Fresh.
- -Contains 50% Purest C. L. O.
- -Emulsified with Egg Yolks.
- -Pleasant to Take.

Prescribe It By The Pint

Exclusive Agents For







Badge Health

Foods for Your Baby

Prescribed by over 5000 speciallsts to supplement the milk diet, these foods save mothers 24 hours a week kitchen time. Cost less than if made at home.

WHITE'S DRUG STORES

WHERE PRESCRIPTIONS ARE PARAMOUNT



March, 1931



"No finer crowd of men exist in the world than the hundred and fifty odd thousand doctors who are practicing medicine in the United States today. They have a code of ethics of their own, not formulated in writing but in the hearts and minds of all decent minded men. They believe in honesty to their patients. They believe in honesty toward their fellow practioners; they believe in the thought that everyone should have a square deal. They believe that there is a spiritual side to all men and that they must put righteousness and straight-for wardness above the hypocrisy of having people think that their calling is Godgiven and that they are above the rest of humanity."—The Bulletin of the Wayne County Medical Society.

"Medical care is one of the vital necessities of living. Under present conditions and knowledge there is no way of preventing all sickness. When people of all classes must be cared for, this care should be sold to them as individuals and the price of the care should, and must be, sold at a price that they can pay. Those furnishing medical care must have a stock to sell to all

classes at a price they can pay, and this includes hospitals, and this will come about in the medical world if interference from the outside sources is eliminated."—Bulletin, St. Clair County Medical Society, E. St. Louis, Ill.

LET THE PUNISHMENT FIT THE CRIME

The only fitting punishment we can think of for the 20,679 physicians who a couple of years ago thoughtlessly answered a questionnaire to the effect that a certain eigarette "was less irritating to the throat because of the toasting process," would be to chain them to the loudspeaker of a radio three nights a week. We can think of no more humiliating punishment than to be required to listen to the nauseating claims of this advertiser over the radio, unless it is to be confronted with the same sort of drivel on the signboards. And to think that the source of most of these false claims was the thoughtless replies of 20,679 physicians to a questionnaire they probably did not read. All for a carton of cigarettes!—Bulletin of Academy of Medicine of Cleveland.

KNOX HATS

FOR MEN

SPRING STYLES ARE HERE NOW

THE SCOTT CO.

M. H. Bachman, M. D.

314 North Phelps Street Youngstown, Ohio

Specializes In

X-Ray Consultation Service
Diagnosis and Therapy
Superficial Malignancies
Electro Coagulation
Portable X-Ray

Prompt and Full Reports

Phone 3-7739



Page Nine

March, 1931

The Youngstown Dental Society

Invites the Members of

The Mahoning County Medical Society

to Hear

SHERMAN DAVIS, M.D., D.D.S.

Prominent Dietician
of Georgetown University

at The Youngstown Club Monday Evening, March 9th

Dinner at 6:30 o'clock

Please Phone Your Reservations to Dr. M. S. Blott, City Bank Bldg. BLEWITT clothes are so made as to make the end of one transaction the beginning of another . . . so that the man who once enjoys the feel of fine fabrics . . . the luxury of a perfect fit . . . and distinctive style . . . will come again and again.

The new Spring stock is here and is by far the hest we have ever shown.

Fred Blewitt

108 West Wood Street

The Doctor's Pharmacist

Behind the doctor stands the pharmacist who is expected to prepare the medicine to cure the patient. Much of a physician's success is dependent upon his pharmacist.

If Lembke is your pharmacist you can be sure that your prescriptions will be filled accurately and scientifically with fresh, pure drugs, for Lembke does nothing else but fill physicians' prescriptions.

Lembke's Ethical Pharmacy, Inc.

114 W. COMMERCE ST. Erie Station Youngstown, Ohio

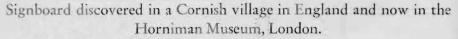
YOU HAVE TWO CHANCES

By Tom L. WHEELER

You have two chances
One of getting the germ
And one of not.
And if you get the germ
You have two chances
One of getting the disease
And one of not.
And if you get the disease
You have two chances
One of dying
And one of not.
And if you die — Well,
you still have two
chances.

From Monthly Bulletin of the Indiana State Board of Health





ROGER GILES SURGIN

PARISH CLARK & SKULEMASTER. GROSER & HUNDERTAKER RESPECTABLY INFORMS LADYS & GENTLEMEN THAT HE DROBS TEEF WITHOUT WATEING A MINIT. APPLIES LACHES EVERY HOUR. BLISTERS ON THE LOWEST TARMS. & VIZICKS FOR A PENNY A PEACE. HE SELLS GODFATHER'S KORDALES. KUTS KORNS. BUNYONS. DOCTORS HOSSES. CLIPS DONKIES WANCE A MUNTH & UNDERTAKES TO LUKE ARTER EVERY BODIES NAYLS BY THE EAR, JOES-RARPS, PENNY WISSELS, BRASS KANELSTICKS, FRY-INPANS & OTHER MOOZIKAL HINSTRUMINTS HAT GRATELY REYDOOSED FIGERS. YOUNG LADYS & GENTLEMEN LARNES THEIR GRAMMUR AND LANGEUDGE IN THE PURTIEST MANNAR. ALSO GRATE CARE TAKEN OFF THEIR MORRELS & SPELLIN. ALSO ZARMZINGING TAYCHING THE BASE VIAL. & OLL OTHER ZORTS OF FANCY WORKS QUADRILS POKERS WEAZELS, & ALL COUNTRY DANCES TOFT AT HOME & ABROAD AT PERFEKSHUN PERFUMERY AND SNUFF IN ALL ITS BRANCHES AS TIMES IS CRUEL BAD I BEGS TO TELL EE THAT I HAS JUST BEGINNED TO SELL ALL SORTS OF STASHONARY WARE. COX. HENS. VOULS. PIGS AND ALL OTHER KIND OF POULTRY. BLACKIN-BRUSHES. HERRINS, COLES. SCRUBBIN-BRISHES. TRAYKEL AND GODLEY BUKES & BIBLES. MISE TRAPS BRICK DIST. WHISKER SEEDS. MORREL POKKERANKECHERS. AND ALL ZORTS OF FULT, HATS. INCLUDING TATERS, SASSAGES AND OTHER GARDENSTUFF. BAKKY ZIZARS. LAMP OYLE. TAY RITTLES AND OTHER INTOXZIKATIN LIKKERS. A DALE OF FRUIT, HATS. ZONGS. HAREOYLE. PATTINS. BUKKITS. GRINDSTONES AND OTHER ATTABLES. KORN & BUNYON ZALVE AND ALL HARDWARE. I HAS LAID IN A LARGE AZZORTMENT OF TRYPE. DOG MATE. LOLLIPOPS. GINGER BEER, MATCHES & OTHER AZZORTMENT OF TRYPE. DOG MATE. LOLLIPOPS. GINGER BEER, MATCHES & OTHER PICKLES. SUCH AS HEPSOM SALTS HOYSTERS. WINZER SOPE. ANZETRAR. OLD RAGS BORT AND ZOLD HERE AND NOWHERE ELSE. NEWLAYD HEGGS BY ME ROGER GILES ZINGING BURDES KEEPED SICH AS HOWLS DONKIES PAYROX. LOBSTERS. CRICKETS. ALSO A STOCK OF A CELEBRATED BRAYDER. TAYCHES GOGRAPHY RITHMETIC COWSTICKS HMNASTICKS AND OTHER CHYNEESTRICKS.

GODE SAVE THEE RINGE.



THE LYONS-LAERI COMPANY

Youngstown's Own Medical and Surgical Supply House

26 Holmes Street

Telephone 40131

Page Eleven

March, 1931





MILKING PARLOR AT INDIAN CREEK FARM

Do You Know the Source of Your Milk Supply?

You want your child to have the best.

Several hundred children are thriving on our Holstein milk.

Our herd is under Federal and State supervision. Our equipment is the most up-to-date known to dairy science.

The milk is neither touched by the human hand nor exposed to the air in its journey from the cow to the bottle.

We welcome visitors — call us for an appointment.

INDIAN CREEK FARM

Baby Milk a Specialty Also Jersey Milk and Cream

Youngstown Phone 22344

Florence L. Heberding, Owner



COMPLIMENTS OF

ASSOCIATED INDEPENDENT DRUGGISTS

Youngstown and Vicinity

MEMBERS OF THE MAHONING DRUG CLUB

These forty A · I · D stores are owned and operated by Registered-by-Law Pharmacists and maintain facilities to render immediate service on physicians' prescriptions:

Alma Pharmacy, 1100 F. Madison Paul Ashton, Schenley and Mahoning Bel Del Pharmacy, Belmont and Delaware

Benita Drug Store, 2002 Elm St. Benita Drug Store, 1704 Market St. Bittner's Drug Store, Struthers Bloom Drug Co., 1843 Hillman St. Bloom Drug Co., 193 W. Indianola Wm. Bretschneider, 3001 Glenwood C. & J. Pharmacy, 1305 Oak Wm. T. Carey, 1754 Wilson B. C. Davies, 1026 Wilson Darr's Drug Store, Girard Duncan Drug Co., Elm and Rayen Elthor Drug Co., Elm and Thornton Evans Pharmacy, 3303 South Ave. Goodman Bros., 1361 Elm St.

Idora Pharmacy, 2636 Glenwood Jones Pharmacy, 1100 South Ave. C. H. Maxwell, Struthers McClure's Pharmacy, 1517 Market McConnell & Schrag, 1900 Market A. L. Morgan, 1026 Himrod Parkview Pharmacy, 909 Elm St. W. J. Phelan, 1429 E. Indianola Frank Porembski, Campbell Reichard's Pharmacy, 2701 Market Roy M. Soult, 2845 Market Stovsky Drug Co., 704 Himrod B. R. Thomas, 641 W. Federal White's Drug Stores Hayman's Drug Store, Hubbard McDonald Drug Store, McDonald John Longnecker, Struthers Lansingville Pharmacy, 1605 Poland

A:I:D Drug Stories - A. F. Creager, Manager - 1704 Market Street Mahoning Drug Club—C. H. Bloom, Secretary—1843 Hillman Street

...



Page Thirteen

February, 193



On the Farms of

KEYSTONE STATE NURSERIES

New Galilee, Pa.

28 miles from Youngstown, you will find 185 acres of expertly grown Evergreens, Shades, Perennials and exclusively owned fruits.

A visit will be enjoyed by you and appreciated by us.

CLASSIFIED ADVERTISING

Rates Fifty Cents Per Line. Free to Members

FOR SALE -- General electric portable X-ray machine; 1 medium focus X-ray tube; 1 medicine cabinet in good condition. Phone 7-5177

Forest Lawn Memorial Park

"Where the memory of beautiful lives will be kept beautiful always."

THE MERCER SANITARUIM

MERCER, PENNSYLVANIA

For Nervous and Mild Mental Disorders. Located at Mercer, Pennsylvania, thirty miles from Youngstown. Farm of one hundred acres with registered, tuberculin - tested herd. Re-educational measures emphasized, especially arts and crafts and outdoor pursuits. Modern laboratory facilities.

Address:

W. W. RICHARDSON, M. D., Medical Director

Formerly Chief Physician, State Hospital for Insane, Norristown, Pennsylvania



THE DOCTOR

By Mrs. T. D. DELLMIN

The Doctor, like a great colossus stands Supreme, among the noble souls of Earth. Like beacon lights that flash across the lands

And seas, so shine his deeds of sterling worth.

Without a thought of self, he dedicates
His all; his time, his strength; his mind;
his heart

To suffering mankind, nor hesitates
When duty calls to him to do his part:
A part that only love would dare essay
A love of service to humanity;
A priceless service, Gold can scarce repay
For deeds of Love outweigh a golden fee.

So speed the Doctor crossing o'er Life's span Through Desert's Dark, in Mercy's Cara-

Respectfully dedicated to The Mahoning County Medical Society by the Author.

FRESH LIVER EXTRACT

Lilly's No. 343 \$6.00 Lilly's No. 55 \$4.50

Valentine's Liquid, 8 oz. . . . \$2.25

Armour's Liquid, 16 oz. . . . \$5.40

Also Ventriculine PDeCo in 12s and 25 Boxes



Laeri 'The Apothecary'

Home Savings and Loan Bldg.

Phone 73116

Always at Your Elbow.

GIERING'S

Bronx Tomato Juice

Very rich in Vitamin "C"

Bronx Orange Dry Bronx Lime Fizz

Made from the Fresh Fruit

Giering's "GNU" BRAND Gingerale (Old Style)

Giering's AMERICAN DRY Gingerale

The J. F. Giering Bottling Co.

Established 1876 568 HILKER STREET Phone 62212 : Youngstown, O.

• The new Carnegie Medical Building in Cleveland will open April first. With the exception of the ground and mezzanine floors, it is devoted entirely to physicians' offices, and rentals are under the joint management of a committee of leaders of the profession and the building owners.

Eighty-six per cent of the available office space has already been leased. Provision has been made in the rear of the building for free parking space for tenants and their patrons, the agreement for main tenance of this being incorporated in the

THE Detroit Department of Health for the past two years has conducted its toxin-antitoxin campaign in direct collaboration with the private physician, rather than by means of public health clinics. The success of this project, in stimulating general interest in preventive medicine among the profession, was so gratifying that the idea has been further extended. Aside from accomplishing specific prophylaxis, the most important method by which the private physician can aid in limiting communicable disease consists in early diagnosis of actual infections which arise in his practice. The number of contacts is thereby limited and early treatment favors a lower case fatality

CEREALS THEN - AND NOW:

In the old days of infant feeding, portrayed by the classic painting, "Feeding the Baby," cereals were "pap" and were fed to babies with a "pap spoon," or with a "pap boat" from a "feeding pot."

The pap was usually made from bread crumbs boiled in water, and supplemented the frequent breast feedings which were continued into the child's second year.

Fortunately for the babies of those pre-vitamin and pre-mineral deficiency times, whatever elements were lacking in this crude cereal were made up by the generous supply of the mother's breast milk. So that these babies lived neither by bread alone, nor by milk alone. In their own way, mothers had learned that neither cereal nor milk is a perfect food.

Nowadays, babies are not breast fed to the same extent nor for so long a period as were the babies of those days. They are early placed on cow's milk which, among other elements, is lacking in iron, copper and in the antineuritic vitamin B.

For a century and a half there has been no outstanding improvement in cereals from a nutritional viewpoint. High in starch, low in protein, deficient in calcium and other minerals, scarce in vitamins (especially G), each of the cereal grains remains today what it was then.

To make matters worse, "the highly milled products, particularly of white flour, constitute another avenue of escape of vitamin B in the present diet."*

Tadall, F. F., Drake, T. G. H., and Brown, Alan: A new cereal niture containing vitamins and niture containing vitamins and niture containing vitamins and niture and of Diseases of Children, 40:791, 1930. (Read before the forty-second annual meeting of the American Pediatric Society, Montreal, June 18th, 1930, and the eighth annual meeting of the Canadian Society for the Study of Diseases

of Children, Brockville, Ontario, June 20th, 1930.)

‡ Compered with rolled oats, Mead's Cereal contains 18 times as much calcium, 70% more phosphorus, 6 times as much iron and 3 times as much copper. Compared with farina, Mead's Cereal contains 31 times as much calcium, 5 times as much phoephorus, 24 times as much iron and 4 times as much copper.

Mead's Cereal, now available to the medical profession, draws its nutritional and palatable qualities from a carefully tested mixture of farina, oat meal and corn meal. From the added wheat embryo, it derives iron and vitamins A, B, E and G. Yeast furnishes copper as well as iron; also vitamins B and G, while powdered bone richly supplies calcium and phosphorus, two essential factors lacking in ordinary cereals. By the addition of alfalfa, both iron and vitamin A are contributed and the flavor notably improved.

Mead's Cereal, therefore, represents this significant step in the development of cereal nutrition: Derived from natural sources, it contains nine minerals and four vitamins in substantial amounts, together with protein, fat, carbohydrate and calories.

Mead's Cereal was devised,† after long study, in the Research Laboratories of the Hospital for Sick Children and the Department of Pediatrics, University of Toronto, and is regularly tested by the Pediatric Research Foundation.

Just as vitamin C is prescribed in a specific vehicle like orange juice, and just as vitamin D is prescribed in a specific vehi-

clelike viosterolor cod liver oil, so it is hoped that Mead's Cereal will be prescribed for all other vitamins and for its rich supply of essential minerals as an important supplement to the diet of the young baby and the adolescent child.



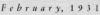
Please cond for a package of Mend's Cereal for use in your household.

Mead's Cereal is Palatable Mead's Cereal is Economical

Mead Johnson & Co.

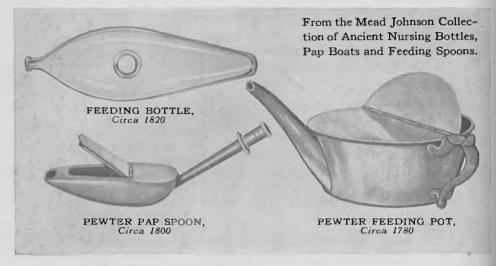
Pioneers in Vitamin Research and Specialists in Infant Diet Materials

Evansville, Ind., U.S.A.





Cereals Then — And Now



The type of spoon shown at the lower left had a hollow handle so that the mother could blow the feeding back into the baby's throat. Please see Mead Johnson & Company's advertisement elsewhere in this Journal.



Our established collection policy for thorough work, persistency, and fair dealing, is well known to the debtor. They do pay us because:

"The wheel that squeaks the loudest gets the grease." And we assure you, Doctor, that we will commence squeaking for you the minute you send in those delinquent accounts.

"Ask about our Personal Call Service"

CO-OPERATIVE ADJUSTING CO. 312 FEDERAL BUILDING

EARL B. HUFFMAN, Manager