

For
Promoting
*Natural
Restful Sleep*

THE control of insomnia presents a problem that often cannot be effectively or safely solved by recourse to the use of hypnotic drugs.

'Ovaltine' provides a safe and natural means of inducing sleep in many cases, especially where the basis of the insomnia is digestive unrest, nocturnal hunger or nervous instability. Taken before retiring, it promotes quiet and restful sleep by reason of its gentle sedative effect on the nervous system and its faculty of assisting digestive ease.

'Ovaltine' is a natural food tonic prepared from milk, eggs and malt extract. It is possessed of a truly delightful taste and is appreciated by every type of patient.

Ovaltine

A. WANDER LTD.,
Manufacturing Chemists,
5 and 7 Albert Hall Mansions,
London, S.W.7

Laboratories, Works and Farms :
King's Langley, Herts.

M309

Advances in the artificial feeding of infants

● The introduction of dried milk simplified and increased the safety of artificial feeding and has had a notable influence on infant health during the feeding period. Since that day, more than 35 years ago, there have been three notable advances, all embodied in Ostermilk :

(a) the development of a 'humanised' formula, as that of Ostermilk No. 1,

(b) the addition of iron and vitamin D*, as in both Ostermilk No. 1 and No. 2,

(c) the reduced cost achieved in 1928 when means were found to halve the price of dried milk food without impairing quality.

Ostermilk is a roller-dried milk food of standardised composition ; it is bacteriologically safe and contains added iron and vitamin D. Ostermilk No. 1 with reduced fat and protein and an increased lactose content is suitable for infants up to three months ; Ostermilk No. 2 is a full cream food for older infants.

When breast-feeding fails, it can be safely supplemented with or replaced by Ostermilk.

OSTERMILK

Ostermilk No. 1 (fat modified) Ostermilk No. 2 (full cream)

* Ostermilk No. 1 and No. 2
per reconstituted pint, 800 i.u.



GLAXO LABORATORIES LTD., GREENFORD, MIDDX. BYRON 3434

LAYING THE FOUNDATIONS OF HEALTH

The regular administration of 'Kepler' Cod Liver Oil with Malt Extract helps to lay the foundations of health in childhood. It ensures that the daily intake of Vitamins A and D is adequate for optimum growth and development, and in addition provides a supplementary source of fat and carbohydrate. In convalescence, too, and during pregnancy and lactation, 'Kepler' is a valuable addition to the diet, supplying essential food factors in an attractive and readily-assimilable form. 'Kepler' Cod Liver Oil with Malt Extract contains Cod Liver Oil, 23% v/v with Malt Extract; each fluid ounce provides not less than Vitamin A—3500 International Units Vitamin D—500 International Units

'KEPLER'

COD LIVER OIL WITH MALT EXTRACT

5s. 9d. and 3s. 3d. per bottle
Subject to professional discount



BURROUGHS WELLCOME & CO.
(The Wellcome Foundation Ltd.)
LONDON

ASSOCIATED HOUSES:

NEW YORK MONTREAL SYDNEY CAPE TOWN
BOMBAY SHANGHAI BUEENOS AIRES



Infantile Pyloric Stenosis

Experience suggests that in this disease drug therapy can replace operation.

The drug — 'Eumydrin' — is given in dilute solution, orally, before each feed.

In the words of a recent publication it is a genuine advance in medical treatment, being safe, rapid and successful.

In mild cases, hospitalisation is unnecessary.



*Tablets, (1 mg.) in tubes of 10 and bottles of 100
Powder in tubes of 0.1 g. and bottles of 1.0 g.*



BAYER PRODUCTS LIMITED
AFRICA HOUSE, KINGSWAY, W.C.2

'NESTROVITE'

Emulsion

*The ideal vitamin supplement for
bottle-fed infants*

VITAMIN	The Infant needs	Emulsion 5 c.c. supplies
A	Under 12 months 1500 int. units, above 2000 to 2500 units daily.	2500 Int. Units.
B₁	Minimum of 50 to 60 int. units, more as age increases.	83.5 Int. Units. (0.25 mg.)*
C	Not less than 10 mg. a day; larger doses very desirable.	300 Int. Units. (15 mg.)
D	For healthy infants from 400 to 600 int. units.	500 Int. Units.

* 0.25 mg.=250 gammas

The emulsion mixes readily with the feed, is willingly taken and well tolerated. It is convenient and economical.

Standard bottle 3/3 in the U.K., sufficient for 2 to 4 weeks.

ROCHE PRODUCTS LIMITED

WELWYN GARDEN CITY · HERTS

Scottish Depot: 665, Great Western Road, Glasgow, W.1

Vitamin medication in childhood



At the present time, vitamin deficiency due to an improperly balanced diet may have definitely adverse effects on the health, growth and development of the child.

It is wise, therefore, to supplement the diet by essential vitamins.

'Wyamin' Vitamin Capsules are intended to provide a multiple vitamin therapy to cover any such deficiency, especially in cases where it may be difficult to ascertain correctly in which vitamin the diet is lacking.

Each capsule contains—Vitamin A, 4500 Int. Units.
Vitamin D, 675 Int. Units. Vitamin B₁, 100 Int. Units.
Vitamin B₂ Complex, containing 50 Gamma Lactoflavin.
Vitamin C, 100 Int. Units. Nicotinic Acid (P.P. Factor) 5 mg.

'WYAMIN'
TRADE MARK BRAND
VITAMIN CAPSULES

In Bottles of 25 Capsules

JOHN WYETH & BROTHER LIMITED, (Sole distributors for
PETROLAGAR LABORATORIES LTD.) Clifton House, Euston Rd, London, N.W.1.

M&B**sulphonamides**

'THIAZAMIDE' brand sulphathiazole
(introduced as 'M & B 760')

'THIAZAMIDE SODIUM'
brand sulphathiazole soluble

'M & B 693' brand sulphapyridine

'M & B 693' SODIUM brand sulphapyridine soluble

'SOLUSEPTASINE' brand solucin
(introduced as 'M & B 137')

SULPHANILAMIDE—M & B
(*p*-aminobenzenesulphonamide)

'THIAZAMIDE' POWDER (sterilized) with 1 per cent.
*Proflavine Hemisulphate for the prevention
and treatment of wound infection.*

and now

SULPHADIAZINE—M & B is available in the following
forms :— *Powder, Tablets, Ampoules of
Solution and Sterilized Powder.*



MANUFACTURED BY
MAY & BAKER LTD.

DISTRIBUTORS
PHARMACEUTICAL SPECIALITIES (MAY & BAKER) LTD., DAGENHAM

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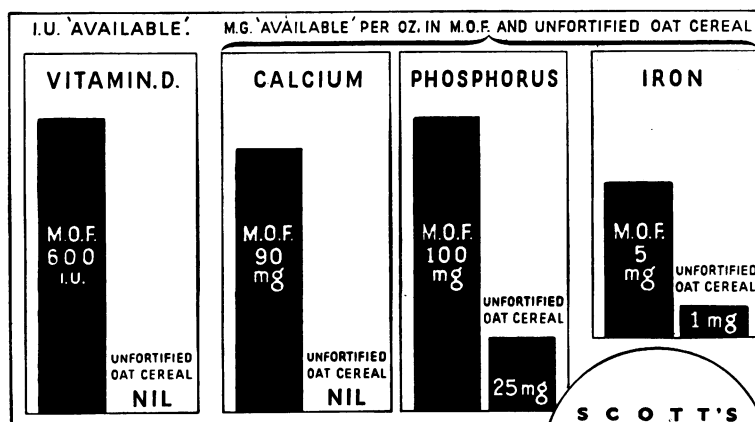
Why are more child welfare centres recommending M.O.F?

The new trend in Infant Cereals

ONE of the reasons why child welfare centres are recommending M.O.F. is evident in this chart. It shows the comparative nutritional values of an unfortified oat cereal as compared with M.O.F.—the fortified cereal.

HOW CALCIUM IS MADE AVAILABLE. Normally no calcium is 'available' in an unfortified oat cereal owing to the action of phytic acid.

Extra calcium is added in sufficient quantity to satisfy the phytic acid present and to ensure that 90 m.g. per oz. are 'available.' (Figures for 'available' calcium based on "Chemical Composition of Food"—*Medical Research Council.*)



VITAMIN D. There is a possible loss of about 25% of vitamin D under storage conditions; but the quantity added to M.O.F. allows for this.

Applications for supplies for clinical tests should be made to A. & R. Scott, Dietetic Department A, 68, King's Road, London, S.W.3.



M.O.F. IS PREPARED BY A. AND R. SCOTT LTD., WEST MILLS, COLINTON, MIDLOTHIAN, SCOTLAND

*During
and after
Pregnancy*



THE maintenance and restoration of adequate haemoglobin levels in pregnancy, postpartum and lactation are of paramount importance. Precautionary measures to avoid deficiency anaemias should include reliable iron medication. Thus, iron reserves needed by mother and child can be satisfactorily provided by the administration of specially prepared iron (easily assimilated ferrous sulphate), incorporated in 'PLASTULES'.

*Formula: Encapsulated Ferrous Sulphate B.P. 5 grains,
Dried Yeast 1 grain, Excipient, sufficient quantity.*



'PLASTULES'

*Haematinic Compound
For Anaemia and Debility*

In two varieties:
PLAIN • with HOG'S STOMACH

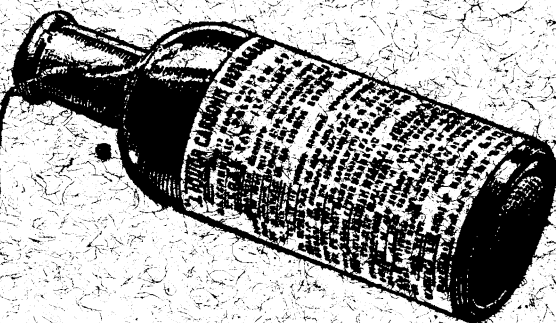
JOHN WYETH & BROTHER LIMITED
CLIFTON HOUSE, EUSTON ROAD, LONDON N.W.1

*The antiseptic and
antipruritic principle in*

WRIGHT'S COAL TAR SOAP



The unique preparation, Liquor Carbonis Detergens, was first introduced by Wright's in 1862. It isolates, from the inert non-therapeutic substances, the valuable antiseptic and antipruritic agents known to be in Coal Tar. Since its introduction Liquor Carbonis Detergens has achieved a high place in dermatological practice, and is repeatedly chosen as the foremost medicament for skin diseases.



The continuous application of new methods in research and manufacture makes Wright's Liquor Carbonis Detergens today a product improved both in appearance and antiseptic value.

This preparation gives Wright's Coal Tar Soap its renowned health-giving qualities. Soothing to the tenderest skin, and thorough in its cleansing, Wright's is in every way the safest toilet and nursery soap for daily use.



Wright's

COAL TAR SOAP
IDEAL FOR TOILET AND NURSERY