

When I was a

famous explorer . . .

I've been a lot of things, I have. Foreign Legion . . . North-West Mounted . . . I Zingari . . . Shall I tell you about when I was a famous explorer? Oh, it was nothing much . . . Matter of fact, that's how I got these sandals. Present from a very important native chief. Saved his life, you see . . . *Ha, ha! Ever been had! They're Clarks Joyance really! Oh, you know . . . fitted-for-length-and-breadth-and-girth.*



\* Clarks Children's Sandals are made in several widths, and fitted by Clarks Footgauge for length and breadth and girth.

*Clarks*

**SANDALS**

PLANTATION FINISHED CREPE RUBBER SOLES

## Against exhaustion

The energising and therapeutic effect of glucose is available in a most acceptable form in LUCOZADE.

Whereas ordinary glucose preparations may have a sickly and even nauseating effect on the palate, LUCOZADE is remarkably refreshing. Once tasted — it is never refused.

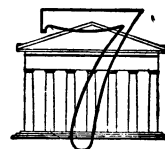
*An improved form of glucose therapy*

**LUCOZADE**

LUCOZADE LTD., GT. WEST RD., BRENTFORD, MIDDX.

This pleasing characteristic is of the greatest value in treating cases of shock, physical exhaustion and other conditions requiring glucose ingestion.

(Containing Dextrose, Maltose, and Dextrin in solution equivalent to 23% w/v Liquid Glucose B.P.)



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## "SEVEN PILLARS OF PRACTICE"

— a helpful booklet available to all members of the medical profession.

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**THE MEDICAL SICKNESS, ANNUITY & LIFE ASSURANCE SOCIETY, LTD.**

7, Cavendish Square, London, W.1

(Tel. : LAngham 2992)

referring to this advertisement



## When Breast-Feeding Fails—

YOUNG mothers do not always realize that, when breast-milk fails—or baby is not thriving—FRESH Cow's Milk is always available.

The Authorities, in recognizing the value of fresh milk in Baby Feeding, have made adequate supplies of it available FOR ALL BABIES, on application being made to Food Offices.

★ Liquid cow's milk is Nature's finest substitute for breast-feeding. MODIFIED with a little of Sister Luras Food, cow's milk (undiluted) is completely digestible by the youngest and most delicate infant.

Sister Luras Food, a simple cereal product, breaks up the casein, which is so valuable for tissue building, and all the mineral and vitamin content of the milk is unimpaired.

That is why so many Doctors recommend FRESH COW'S MILK modified with Sister Luras Food.

**SISTER LAURAS FOOD**

MODIFIES FRESH MILK

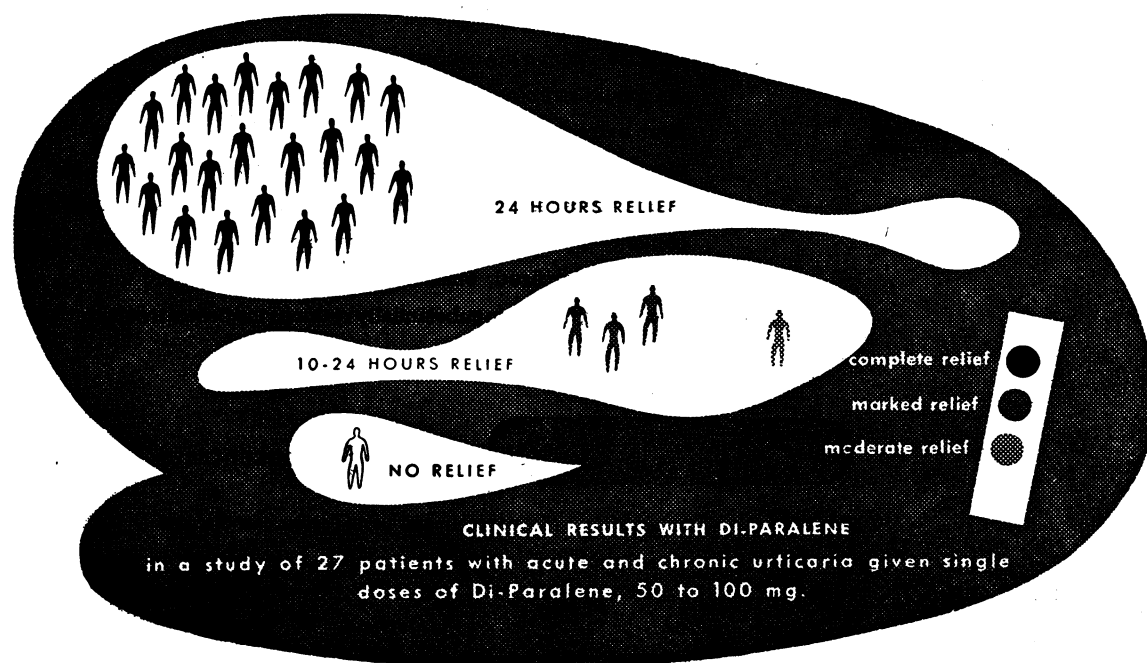
FREE PROFESSIONAL SAMPLES sufficient for a good trial with your difficult babies, are available to Members of the Medical Profession. Write to Sister Luras Food Co. Ltd. (Dept. BMJ/17), Springfield Works, Bishopbriggs, Near Glasgow.

From all Chemists

2/4



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*Up to 24 hours of Relief*

Results are similar to those above in all studies—this distinctly different Abbott compound, DI-PARALENE is outstanding in its long duration of action. While most antihistaminics must be administered 3 to 6 times daily, DI-PARALENE need be administered only once or twice daily in most cases. The degree of relief with DI-PARALENE is equal or better and in many cases there are fewer side-effects. When DI-PARALENE is given at bed-time, relief may be obtained throughout the night. In most cases no additional dosage is required until the next bedtime. The average adult dose is 50 to 100 mg. once daily or 50 mg. twice daily. Since the onset of effect may be from about one to two hours, it may be desirable in some cases to administer one dose of a quicker-acting antihistaminic with the initial dose of DI-PARALENE. DI-PARALENE is available in 50-mg. tablets in bottles of 100. Try it in your next case of allergy. Write for literature to ABBOTT LABORATORIES, LTD., WADSWORTH ROAD, PERIVALE, MIDDLESEX.

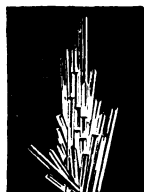
SPECIFY ABBOTT'S NEW LONG-ACTING ANTIHISTAMINIC

**DI-PARALENE**  
TRADE MARK

(CHLORCYCLIZINE HYDROCHLORIDE, ABBOTT)

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## independent of liver sources



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\* In boxes of 6 x 1 cc. ampoules: 12/- per box Less usual professional discount

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## Left Ventricular Failure ...

In manifestations of left ventricular failure the action of Cardophylin may be of great value. This action is probably two-fold, consisting of an increased blood supply to the failing myocardium as a result of coronary vasodilatation and a direct stimulating effect on respiration.

# Cardophylin

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