

as well admit, is to foster a preference for a particular brand of serum, but that fact lessens not one whit its value and authoritativeness.

Here is a specimen paragraph, reprinted in this space not so much to show the scope and character of the offering as to emphasize its helpful tone and to point out the fact that its author was not actuated wholly by motives of commercialism:—

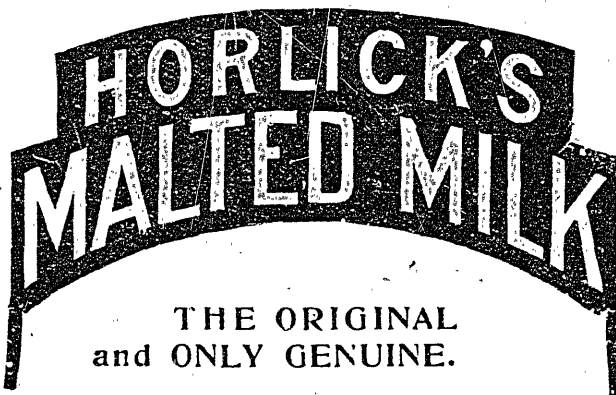
“Medical practitioners have learned that, inasmuch as the main problem presented in the treatment of a case of diphtheria is the neutralization of a specific toxin, the true antitoxin cannot too soon be administered; moreover, that, antitoxin being a product of definite strength, a little too little of it may fail when a little more would have succeeded—hence larger or more frequently repeated doses are becoming more and more the rule. One more point: If the

medical attendant is prompt, as he must be, and fearless, as he has a right to be, the full justification of his course will hinge upon the choice of the best and most reliable anti-diphtheric serum to be had: for while there is little or no danger of harm ensuing from the use of any brand issued by a reputable house, the best results—which may mean recovery as the alternative of death—can only be hoped for from the use of the best serum.”

The brochure is from the press of Parke, Davis & Co., who will doubtless be pleased to send a copy to any physician upon receipt of a request addressed to them at their main offices, Walkerville, Ontario.

#### THE PAINTER OBEYS ORDERS.

Sir John Batty Tukey, the eminent mental specialist, who does not intend to seek re-election for the university



**A** COMPLETE food in which the nourishment of pure milk and choice malted grain is made available in a soluble powder form. The modified condition of the protein renders it easily digested by infants and invalids, ensuring perfect nutrition and eliminating the dangers of milk infection. An agreeable, sustaining and easily assimilated food in Diarrhoea, Dysentery, Cholera Infantum, Gastritis, and all febrile diseases, as well as for consumptives, convalescents, and Surgical Cases. Readily adapted to the varying conditions of patients, and available in the most serious cases.

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