

WHY PEDIATRICS ?*

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THERE is hardly a parent of to-day, who, by some hook or crook, does not become the recipient of a subscription to, or a subscriber to the *Parents' Magazine*. It has become the trade journal of present day parenthood. Along with some common-sense articles mixed in with advice of doubtful worth, we find the "ads", and it is these "ads" which compel the above question. They would be perfectly harmless and comical if they did not catch plenty of suckers and by using some of their products we find our cases well spoiled. Not all of the products may be harmful but their claims to attention are grossly exaggerated.

Does little Willie have trouble with his milk ? That is easily taken care of. Just try Klim or Dryco Mellin's Food. The trouble is not with Willie. Oh, no ! It is just that the germproof pasteurized milk is all wrong. The cow was not scientific in the first place and all that science can do with bossy's milk is to remove dangerous germs, and, incidentally, the food value of the milk. It also makes it easier for the dairyman because it saves him the trouble of keeping things too clean. To get milk of ordinary cleanliness, and by that I mean the amount of cleanliness attainable without downright idiocy, we must pay from five to ten cents more a quart and have a noble looking seal on it showing that it has been O.K.'d by the local medicos. The bacteria percentage is almost as carefully watched as the alcoholic percentage of the new beer. But why bother the farmers ? They are having a hard enough time of it as it is, what with farm relief and milk strikes. Just buy one of the above, follow the directions on the box or can and soon little Willie will gain pounds and pounds,

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sleep nights, and go on to tonsils, adenoids, rickets and whatnot. Might there be some condition in this inability to digest milk which might lead to trouble later ? Oh, no ! The trouble is with the milk and not Willie.

But wait, mother ! Little Willie might get the rickets. Do you want to see his little legs in hoop formation ? Do you want to see his teeth come in and decay before they come out for the second set ? No ? Well, then, give him some viosterol, ergosterol or what have you ? Later you may be able to give him cod liver oil, maybe. This will give him bones of flint and straight as an arrow, prevent colds and perform many other wonders. Remember the vitamins, mother ! Not all of these precious vitamins are contained in any one food. The vitamins are a, e, i, o, u, and sometimes y. We get them from various foods, some of which we will tell you about later.

In spite of the fact that Willie no longer has colic and vomiting and crooked bones he still fusses and is irritable. The cause, mother ? Let the little baby next door tell [you. You are using the wrong kind of powder on him. If you will look at his tender and delicate skin, you will find it chafed and irritated. The baby next door will tell you about one kind of powder, but if you are scientific and want to keep your baby free of germs you will use the one and only powder which is sterilized. Even after the can has been open two or three weeks it is still germ-free. There is lots of nice zinc to heal and borax to cool. The right powder is all that is needed.

Has the weather been too inclement to take little Willie out and has there been too little sunshine ? My ! My ! He must have sunlight for that contains vitamin D. Just buy one of our Squirtz lamps and a pair of dark glasses and tan him in the house instead of in the woodshed. This will keep him from having colds, getting bald and from getting his feet wet. You won't know Willie in six months. He might even be taken for the porter's little boy.

As Willie grows older and more co-operative (note the psychological term) there are other comm-ical gems to aid him in

becoming a pillar of our civilization. One of the best known aids are the dentifrices and mouth-washes. The choice of the dentifrice depends on the end desired. One dentifrice will enable you to buy a house and lot with the money you save. In these days of depression this has its appeal. With its companion mouth-wash you can gargle and protect the delicate membranes from germs and colds. Willie will be so busy gargling that he would not recognize the gurgling of mucus from a cold if he had one. Furthermore, it keeps away unpleasant breath for he has not time to breathe in the faces of others, hence his future social and financial success will be assured. Another will remove all film and its companion will kill germs in fifteen seconds. According to the "ad" it is a potent germicide in great dilution, so here again you save money. Another dentifrice appeals to the taste. One prevents coloured toothbrush and another has different grades for the various shades. Pay your money and take your choice.

Like all small boys Willie hates soap and water. What to do? What to do? He not only looks like a tramp but he is covered with germs and smells. The problem is easily solved, ma'am. Get him the original B.O. soap and a chart and he will race sister Susie to beat the record on the chart, likewise overcoming another social and financial obstacle—B.O. Nothing wrong inside to cause B.O.? No! Any thought of that would hurt the soap and chart business. After he wearies of the chart and carbolic acid smell he will look like a tramp again and will have cost off all social and financial aspirations.

Must Willie be kept inside again for fear of kidnappers? Do not worry, mother, for he need not lose any of the advantages of the sunshine. There is some bread so full of vitamin D that after a hundred loaves, more or less, Willie's body will be so tanned and he will radiate so much heat and energy that you will have to buy asbetos sheets to keep him from setting the bed on fire. He could live in the Black Hole of Calcutta on such a diet. Swan was ridiculed because he exposed sugar of milk to the rays of the sun and the moon and used them for remedies. Any delusion may become God's truth if you can spend enough on advertising and have a senator ballyhoo for you on the radio.

If Willie has no appetite and your sister is a trained nurse she will tell you that you have been giving him the wrong kind of cereal and will also tell you just the cereal to buy. Here you have been scolding him when you have been feeding him wrongly. When he gets tired of this, buy him the one which sells special dishes with pictures on the bottom to make his cereal spoon fly. From this you may jump to those which offer gold stars and diplomas. Some day he will surprise you by bringing home a box of Demijohn's Millsweepings. Remember, a hot breakfast makes an A student.

Does Willie keep holding magazines and papers in front of his mouth ? Ah, then, he has crowded mouth. Have him chew Grep-Nertz and even though his jaws and teeth are beyond the plastic stage Grep-Nertz will remove the crowd. Don't let his crowded mouth keep him in the mediocre class.

Is he irritable and restless ? Look at the bathroom and see that you are using the proper tissue, one that will not irritate other delicate membranes. Many a man has been ruined in business because he has used the wrong tissue. His boss thought he had cooties. But it was only itching piles, due of course, to rough paper.

Is Susie reaching the critical age ? Then write in to Hoetacks and they will give her all the scientific information that you are too embarrassed to tell her. So will other specialists in feminine hygiene. They will tell her all about birth control in a somewhat roundabout manner. Willie can learn from the "ads" too if he is real bright and by putting two and two together can learn a whole lot.

Does Willie's face break out ? Does he have dandruff ? Is he constipated and tired all the time ? Well, ma'am, Dr. Bierseidel, gastrointestinal specialist of the *Allememeine Kalbbratz-and-Kartoffeln Klinik* of Cairo, who spends most of his time posing for ads and looking at x-rays, will tell you to feed him yeast. Wellington E.S.R. Foreignbond of the Podunk Thirty-Seventy National Bank was able to raise dough only after taking yeast, and it might also help Willie to rise in the world.

Many of the perils of Willie are not covered by the above and the responsibility of these are taken care of, very cheerfully, by a company whose chief business is medical advertising and whose side lines are mortgages and life insurance. But we parents are too glad to its help and advice to criticize.

But there is still more to raising children than all of the above would indicate, so we are at last compelled to put Willie in the hands of Dr. Chiselpurse, the eminent pediatrician. For a flat rate of fifty dollars *per annum* plus extras, of which there will be plenty, he will guide Willie through. If we but knew it, we are merely trading the gaudy "ads" of the *Parent's Magazine* for the more high-toned "ads" of the medical journals.

So I ask, WHY PEDIATRICS ? Why work and fuss, when, by the expenditure of a few dollars, we can get so many rule-of-thumb wonders ? The remarkable thing is that life goes on very much the same in spite of them. Here a potent field for good is cast to predatory commercialism. Impotent humbuggery based on impotent therapy.—From the *Homoeopathic Recorder*, August, 1933.

[Courtesy : The Homoeopathic Recorder, May, 1934]



JUST RELEASED :

P. Sivaraman's

Dreams and their Homoeopathic Medicines Rs. 4·00

Haemorrhoids cured by Homoeopathic Medicines Rs. 6·50

E. H. Ruddock's

Diseases of Infants and Children Rs. 8·00