



HE SHALL NOT GO NAKED INTO BATTLE

One day he must stand up and fight the battle of life. That day let him be armed with health.

On his way to manhood enemies wait to wrest from him his strength; chief among them malnutrition and typhoid, measles, scarlet fever and diphtheria, smallpox and tuberculosis.

Few hoped to escape. Some they killed, others they poisoned with lurking infections. Man was helpless in their power.

Now their power is shackled. In civilized lands, smallpox is no more than a dim-remembered horror. Immunization conquers diphtheria, measles, scarlet fever and typhoid. Tuberculosis wanes.

In the field of nutrition investigators lift the veil. Infant feeding has developed so that now babies deprived of mothers' milk grow and flourish on artificial feeding. The priceless secrets of the vitamins have been unfolded. Children still suffer from rickets, but the means to banish rickets from the earth is here.

Modern medical science has won such victories in our time that parents, today, can see their children armed for life's battle as they themselves were never armed.

The greatest triumphs of medical science have been achieved in the past 75 years. Through this period the House of Squibb has worked in constant service to the medical profession.

LHJ
3/35
P113

E. R. SQUIBB & SONS, MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858
THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER