

BREAK THE COUGH-COLD CYCLE!

Unlike syrups that just "coat" the throat, new CEES releases potent medication right into your blood stream, rushes relief to nose, throat and chest—where the cough-cold cycle begins.

1. Nose—CEES, with GW-3, helps reduce allergic congestion and postnasal drip which causes coughs, spreads bacteria.
 2. Throat—CEES soothes irritated membranes... relaxes muscles that cause cough spasms.
 3. Chest—CEES helps clear bronchial passages, where virus infection can be spread by coughing.
- New CEES* has a delicious fruit flavor children love!



For Parents With Problems Of Teenage Skin

"Pimples drove me crazy until I found a new miracle anti-blame cream. Now I'm happy," says Jackie B. of L.A.

Science has at last discovered an amazing new anti-blame cream that penetrates under the skin to kill harmful pimple bacteria and dissolve infected skin tissue. Thousands who have suffered itching, burning and embarrassment of pimples report astonishing results with a stainless medicated cream called Lanacane. In one case after another irritations were promptly relieved while skin brightened and became silky smooth and soft. Ugly skin is beautified at once as flesh-colored Lanacane hides pimples and blemishes while it works. Don't suffer pimple misery another minute. Get Lanacane today at all druggists.

Miracle Cushion Holds False Teeth Tight

Eases Sore Gums

Snugg brand Denture Cushions are a triumph of science, a sensational new plastic re-lining that gets rid of the annoyance and irritation of loose, badly fitting false teeth. Snugg eases sore, irritated gums due to loose fitting dentures. Applied in a few minutes, makes the wobbliest plates stay firmly in place—gives perfect comfort. Eat anything—talk, laugh—plates "stay put." Harmless to gums or dentures. Snugg re-liners can last from 2 to 6 months. Stays soft and pliable—does not harden and ruin plate. Feels right out when replacement is needed. No daily bother with adhesives. Get Snugg brand Denture Cushions today! 2 liners for upper or lower plates \$1.50. Money back if not satisfied. At all druggists.



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Sore, Hot, Tired, Perspiring Feet?

Here's Joyous Relief and Walking Ease!

Start and end each day with a smile—a day free of those foot troubles—use Dr. Scholl's Foot Powder. It quickly comforts, cools, refreshes the feet... eases new or tight shoes and helps prevent Athlete's Foot. At Drug Store, Dept. 5-104 Stores. Get a can today!



Are you scandalized by the "preferred treatment" given college athletes?

Then read **You Can Help Clean Up Football!** next week in Family Weekly

GIANT WALL-SIZE UNITED STATES MAP



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BASIC BOOKS, INC.
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Architect's sketch of a \$1.3-million clinic and hospital shows today's latest design trends.



You won't know TOMORROW'S

HOSPITALS ARE undergoing a face lifting, and the changes promise to be as far-reaching as those which transformed the almshouses and pesthouses of the past into our present-day medical facilities.

A hospital was once a place for "terminal care" or, more bluntly, "a place to die." Today it is a "repair shop where broken bodies are sent to be mended," says Dr. Theodore G. Klumpp, chairman of the Hoover Commission's Task Force on Medical Services.

And tomorrow's hospital? Dr. Klumpp predicts it will be a "maintenance shop where the most intricate mechanism in the world will be sent to find out how it can be better cared for to prevent damage." In other words, preventive medicine.

We are at the beginning of the preventive-medicine era. Formerly, the main function of doctors and hospitals was to treat and care for seriously ill patients, but today the focus is shifting to preventing disease.

In our present-day hospitals, most patients stay less than 30 days—the average for short-term general hospitals is 7.8 days. But as preventive medicine continues to expand, people will live longer and chronic illness will become more important. Hospitals then will face long-term care of the chronically ill, although such care traditionally has been given by state and Federal hospitals.

Dr. Klumpp warns that today's public has

an awakened social consciousness and believes that "citizens, rich and poor alike, are entitled as a right to nothing less than the best medical and hospital care."

How will hospitals change to meet this demand? The Commission on Chronic Illness recommended that the hospital of tomorrow include the following services or have working agreements with facilities which offer:

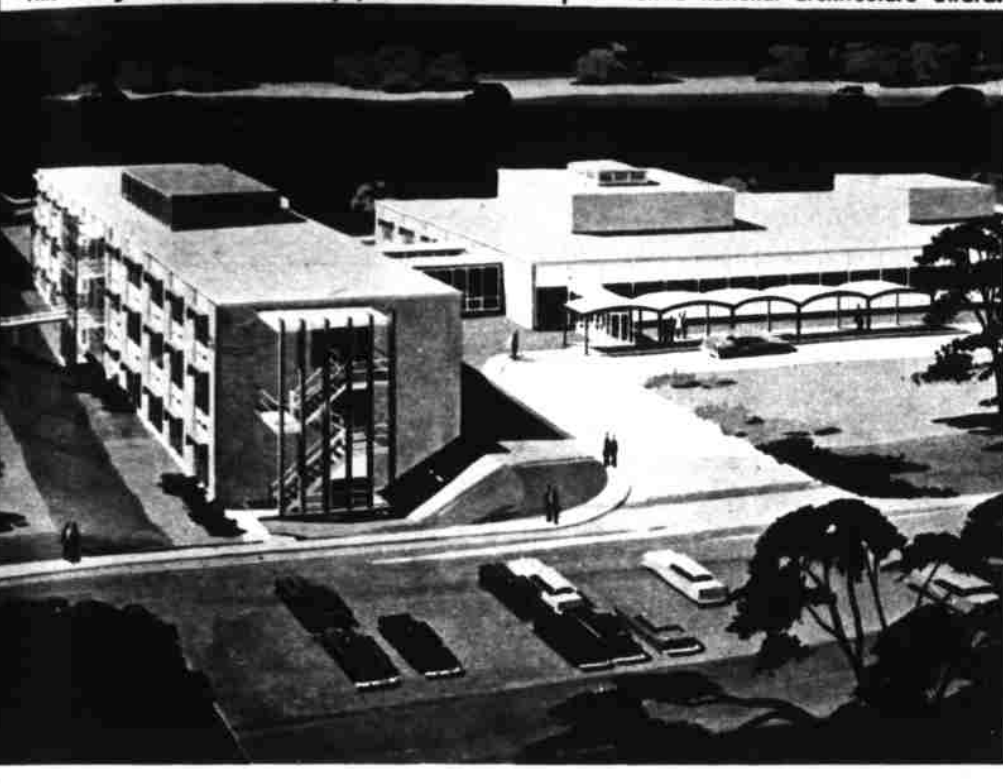
1. Outpatient health-maintenance clinics.
2. Diagnostic facilities.
3. Bed care for long-term illnesses.
4. Rehabilitation services.
5. Home care and visiting-nurse services.
6. Close working relationships with other community services designed to restore individuals to their highest level of usefulness.

Outpatient health-maintenance clinics are check points where disease can be caught before the individual falls dangerously ill.

Diagnostic facilities offer quick and thorough examinations with accurate scientific tests of all kinds available.

Bed care for long-term illnesses ranges from light nursing care to the detailed care needed by the seriously ill. There is wide agreement among hospital planners that this type of care doesn't have to be under the same roof. Light or maintenance care can be given in nursing homes, which are cheaper to build than hospitals because complex facilities aren't needed.

This design for a horizontally planned Illinois hospital won a national architecture award.



HOSPITAL

by Jack Glasner

Rehabilitation services imply more than recuperation from an illness. Hospital planners envision helping a patient adjust to his old job despite the handicap which an illness may have caused, or retraining him when he can't go back to his old job. Again, this doesn't mean the service should be under the same roof as other hospital services.

Home care and visiting-nurse services would take much of the load off hospital and nursing-home staffs.

Other community services, working with the hospital, could be used to complete the patient's care. Helping him get a job after rehabilitation would be one example.

Hospital planners agree that these added functions shouldn't make the hospital of tomorrow a monster building, with all services combined under one roof. A solution can be seen in metropolitan hospitals where many facilities are under one administration.

Another example of how this problem may be solved has been demonstrated by the 250-mile-long chain of United Mine Workers hospitals recently completed at a cost of \$125 million. The 10 hospitals in three states serve many areas which never had adequate medical care. They were built and are operated out of a fund paid for by mine operators.

In this thoroughly integrated system, "base" hospitals have most of the necessary specialists and equipment, and the smaller

"branch" hospitals either send the patient to or call a specialist from the base hospital when needed. The hospitals are a unique example of a coordinated medical system serving a non-metropolitan area's needs.

How WILL the future hospital look, what will be its equipment?

Dr. Jack Masur, former chief of the bureau of medical services for the U. S. Public Health Service, predicts the new hospital will be located out of the congested areas but will have diagnostic and walk-in clinics in those areas. Many will be one-story buildings, have single rooms—the ward will vanish—with all necessary plumbing built into beds.

Dr. Masur envisions tomorrow's hospital as being completely air conditioned, with twice as much laboratory as bed space. Frozen foods will be radar-cooked and served piping hot from disposable dishes and trays. There will be pediatric nursing units with rooms for mothers to stay overnight with their children if the doctor thinks it desirable. Some hospitals may have attached motel units for patients staying a short time for a checkup, and mental-health services—which are rare today—will be common.

With the responsibility of the nation's health an ever-growing problem, hospitals are staking out their future with the emphasis on more and better service for all.

More Complete Overnight Freedom From PAIN OF STIFF, ACHING JOINTS

COMMON RHEUMATIC AND ARTHRITIC-LIKE PAINS*

New pill-within-a-pill works thru the night to bring fast, longer-lasting relief!

If you suffer from common rheumatic and arthritic-like pains, try ZARUMIN, the new pill-within-a-pill. ZARUMIN contains an outer pill that brings 3 to 4 hours of fast, effective, temporary relief. Several hours later, the inner pill dissolves, rushing 3 to 4 hours additional relief.

Thus, you get more complete overnight freedom from pains of stiff, aching joints. Once again you should be able to do the things pain may have been preventing... such things as walking, bending, sewing or just having a good time. Safe, taken as directed. If pain persists, see your doctor. Get ZARUMIN at your drugstore. Money back if not satisfied.

*For effective, temporary relief.

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Read this gift-edged guarantee: Regardless of the remedies you've tried, regardless of the money you've spent, new UNGUENTINE Suppositories promise you this: If you've ever bought a hemorrhoid remedy anywhere, at any price that brought you:

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WAKE UP RARIN' TO GO

Without Nagging Backache

Now! You can get the fast relief you need from nagging backache, headache and muscular aches and pains that often cause restless nights and miserable tired-out feelings. When these discomforts come on with over-exertion or stress and strain—you want relief—want it fast! Another disturbance may be mild bladder irritation following wrong food and drink—often setting up a restless uncomfortable feeling.

For quick relief get Doan's Pills. They work fast in 3 separate ways: 1. by speedy pain-relieving action to ease torment of nagging backache, headache, muscular aches and pains. 2. by their soothing effect on bladder irritation. 3. by their mild diuretic action tending to increase output of the 15 miles of kidney tubes.

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