

by Phil Hirsch



Surgery without fear

Operations are almost a pleasant experience nowadays, thanks to the newest membe

WHEN HER first baby arrived, Mary Smith was sick to her stomach and incoherent for three days afterward. She thought it was because of the morphine the doctor had given her to relieve the post-operative pain of the Caesarian delivery.

Three years later, another doctor was about to deliver Mary's second baby by Caesarian section.

"They're not going to give me morphine again!" she told her husband. "I'd rather take the pain."

A few days later, Mary gave birth to an eight-pound boy. Her convalescence was uneventful; there was no nausea, no vomiting, no incoherence, and only slight pain.

What post-operative drug was used?

Morphine!

The story of Mary Smith illustrates dramatically how medical science has reduced the pain and fear

of major surgery in recent years. Today, thousands of patients like Mary are waking up after an operation expecting to suffer prolonged and intense pain, but are pleasantly surprised.

The magician responsible for this miracle is a new kind of medical specialist—the anesthesiologist—who trains as long and as hard for his profession as, say, the surgeon, obstetrician, or internist.

It was this detailed experience and training which enabled the specialist in Mary's case to know exactly what drug dosage she needed. When her first baby was born, Mary had received morphine prescribed by a doctor who lacked a specialized background in drugs. He knew what the safe dosage was, of course, but he didn't have the precise, detailed knowledge needed to prevent unpleasant reactions in every case.

Only the bigger hospitals had anesthesiologists on their staffs until a few years ago. The number of these specialists is increasing, however. There are now an estimated 5,500 compared to about 2,000 in 1946, according to the American Society of Anesthesiologists. Largely because of this growth, the methods used to relieve pain have undergone a drastic change.

It used to be that anesthesia was considered a routine, and fairly unimportant, part of surgery; largely, the term referred to the gas or injection which put you to sleep before the operation.

Today, however, with a larger number of medical experts on the job, the patient's pre-operative and post-operative pain are receiving much more attention. Actually, the specialist's work begins almost as soon as you enter the hospital, and seldom ends

CLEAN CLEAR THROUGH —and Deodorized Too! THAT'S A FAB WASH!



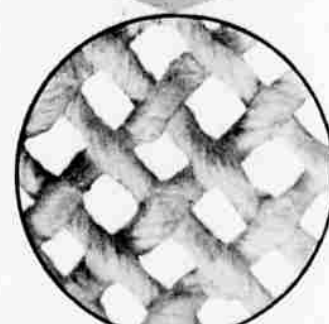
Microscope, magnifying fabric 100 times, shows the amazing difference between FAB-washed clothes and others washed with less effective products. FAB (see Picture No. 2) gets clothes clean clear through, *not just surface clean* . . . not just bleached white or blued white. Millions of women use washday products (see Picture No. 1) that let soil and scum pile up in clothes. Do you? Dirt can cause odor! No such problem with FAB-washed clothes. They're really clean, yes, *clean clear through*—and deodorized, too!

Millions use washday products that leave hidden dirt in clothes. Dirt can cause odor . . .

Clothes washed with modern FAB are clean clear through—and deodorized, too



PICTURE NO. 1



PICTURE NO. 2

FAB Is The Hard-Working, Heavy-Duty Detergent For The Whole Family Wash... And Dishes, Of Course!