



A new kind of relief to help  
**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.

Now CEES\* has a delicious fruit flavor children love!



Want peace from your cough? Get CEES for your cough!

A Norwich Product

**For Parents With Problems Of Teenage Skin**

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

Science has at last discovered an amazing new anti-blemish creme that penetrates under the skin to kill harmful pimple bacteria and dissolve infected skin tissue. Thousands who have suffered itching torture and embarrassment of pimples report astonishing results with a stainless medicated creme called Lanacane. In one case after another irritations were promptly relieved while skin brightened and became silksmooth 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



Snug® 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. Snug eases sore, irritated gums due to loose fitting dentures. Applied in a few minutes, makes the wobliest plates stay firmly in place—gives perfect comfort. Eat anything—talk, laugh—plates "stay put." Harmless to gums or dentures.

Snug re-liners can last from 2 to 6 months. Stays soft and pliable—does not harden and ruin plate. Peels right out when replacement is needed. No daily bother with adhesives. Get Snug 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 these 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, Shoe, Dept. and 5-10¢ Stores. Get a can today!



**Dr. Scholl's FOOT POWDER**

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.**

151 No. Michigan Ave., Chicago 1, Ill.

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.