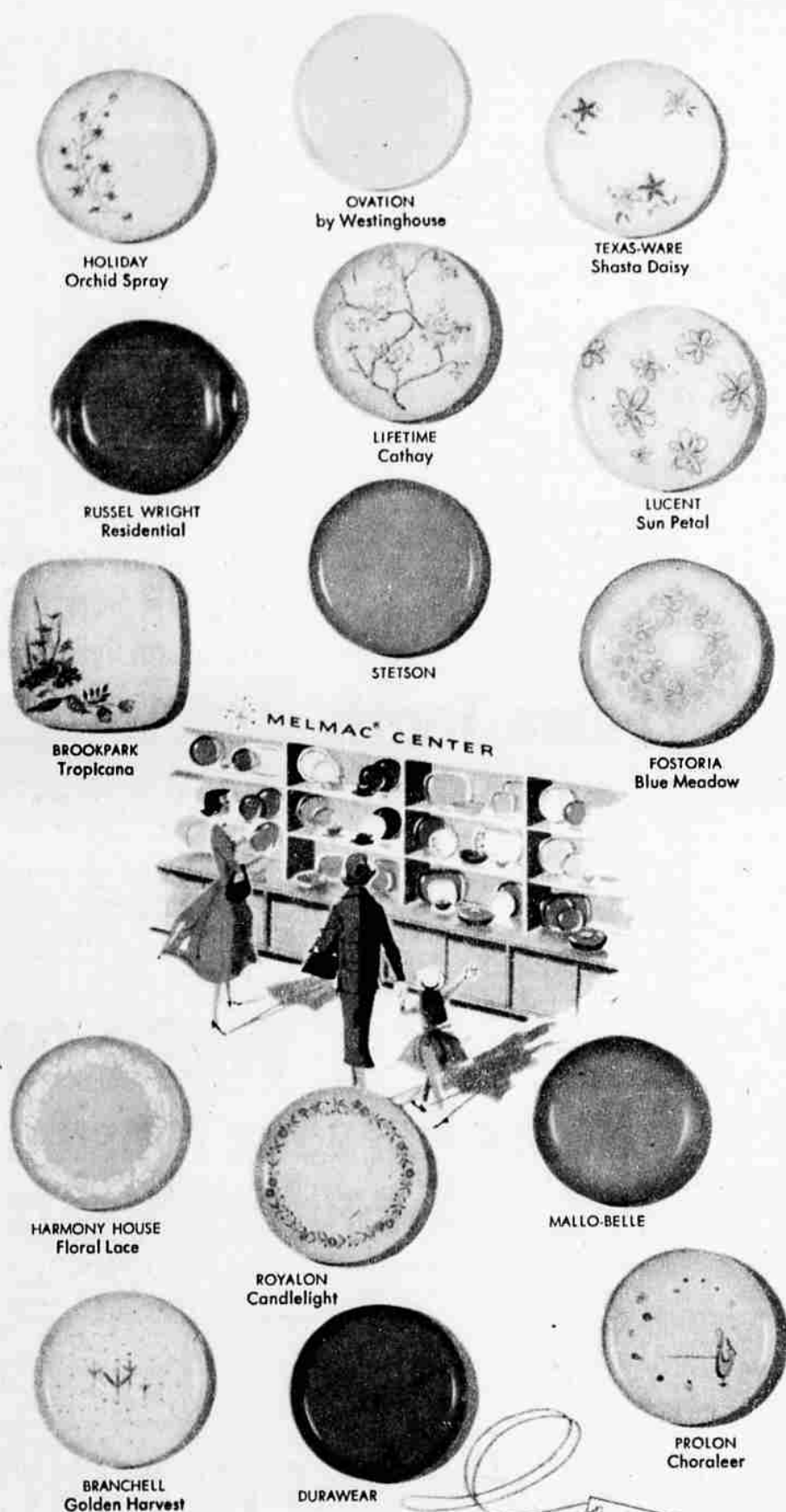




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Everybody's Helping Baby

This week the nation honors the men and women
who keep our tots hale and hearty.

by Jerry Klein

NATIONAL BABY WEEK gets under way today, much to the astonishment of parents who thought every week belonged to Baby.

What the nation is really doing, though, is tipping its hat to Baby's helpers—Mom and Dad, of course, but all the other people, too, who make parenthood and infancy easier than ever before.

A salute, for example, is due the men and women who have discovered new anesthetics and improved techniques which make actual delivery less painful. And there are the medical researchers who have developed tranquilizers like mepazine, which ease the final hours of labor, and others which combat "morning sickness."

Some of America's new products are prescribed as soon as Baby is conceived—some of them even before. For instance, a purified thyroid-globulin preparation is used before conception to fight sterility. After conception, it may be prescribed for glandular conditions that threaten miscarriage.