

Stop all 9 kinds of ITCH the way doctors do!

WHERE
do you itch?

- Face
- Ears
- Under Arms
- Arms
- Hands
- Body
- Groin
- Rectum
- Legs
- Toes

WHY
do you itch?

- Allergic Itch
- Nervous Itch
- Eczema Itch
- Rectal Itch
- Insect Bites
- Heat Rash
- Poison Ivy
- Sunburn Itch
- Pruritus

CALAMATUM
BRINGS RELIEF BEST

New formula contains 6 anti-itch ingredients to soothe pain, speed healing, stop itch fast!

Science has developed a remarkable new formula that combines 6 anti-itch ingredients to relieve all 9 kinds of itch in seconds! This new medicated cream, called CALAMATUM® Ointment, actually stops itching and burning on contact—soothes pain and aids healing too. Effective even on spreading itch like poison ivy, because it helps dry open weeping lesions, prevents spreading. Prevents risk of infection from scratching, too, because CALAMATUM turns into its own pink bandage—won't rub off until you wash it off! Get cooling, soothing CALAMATUM Ointment at all drugstores without prescription.

FORMS ITS OWN PINK BANDAGE

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PHYSICIANS: All published medical studies were conducted with one envelope (115-120 grains) of Knox Gelatine daily. Reprints on request.

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How to Choose.

(This is the second of a special series of articles based on the new book, "Kiplinger's Family Buying Guide," by the staff of "Changing Times." Copyright 1959 by the Kiplinger Washington Editors, Inc. Published by Prentice-Hall, Inc., Englewood Cliffs, N. J. Watch for other articles in this series in future issues of Family Weekly.)

MOST OF US, at one time or another, will find ourselves in the market for a family doctor. It's not a choice to be made lightly because he plays a leading role in the well-being of our families.

You can pick a family doctor as you would a supermarket, solely by proximity, or as you would a fortuneteller, by how fashionable he is, or as you would a beauty parlor, by shop decor. The fact is that many thousands of people do choose doctors for just such reasons because they don't have the vaguest idea how else to go about it. Or you can make an intelligent choice guided by sound and proved principles.

Your first decision should be that you want a general practitioner or an internist (a specialist in internal medicine), rather than a battery of specialists. It's not only a lot cheaper that way, but more practical in the long run. The American Medical Association has estimated that the GP (general practitioner) or an internist can successfully diagnose and treat 85 percent of your illnesses. In the case of the other 15 percent, a good internist or GP will know the type of specialist to summon and be more able to make the proper arrangements.

As for specialization, you might go this far, however: if your family consists mainly of adults, you would be wise to select a doctor whose major interest is in treating adult disorders. If there's an aged person in your family, you would do well to choose a GP or internist with a flair for chronic diseases and geriatrics (medicine which is concerned with old age and its diseases); if yours is a growing family, you might want a doctor with long experience in obstetrics. In other words, you should select a man whose skills are tailored to your particular medical problems.

Once you have a general idea of the type doctor who will best suit your needs, your shopping starts. Here's a step-by-step summary of what you might do:

1. MAKE A LIST. Go to your county medical society (ordinarily listed in the phone book under the county; if not, ask at the hospital or your drugstore) and say that you're looking for a family doctor. The group's secretary should give you the names of three in your neighborhood. To swell your list, check hospitals in the area (make sure the hospital is registered by the Joint Commission for Accreditation of Hospitals; the good ones usually are). Also consult friends and neighbors.

2. COLLECT PERSONAL DATA. The American Medical Directory published by the AMA (you can find it in public libraries and at all county medical association offices and hospitals) will tell you how old

a doctor is, how long he has been practicing, to what professional associations he belongs, what honors have come to him and what fields of medicine are his specialties.

You can collect more specific and up-to-date information by writing to the Director of the Membership Department, American Medical Association, 535 N. Dearborn St., Chicago 10, Ill., and requesting the information you feel you should have to evaluate a particular physician.

Generally, a good doctor will be a member of his county medical association, will have completed at least one year of internship (preferably more) and will have had several years of experience. Membership in the American Academy of General Practice, which demands that its members take at least 150 hours of postgraduate work every three years, indicates that a doctor is abreast of modern developments.

3. ASK PEOPLE. Once you are reasonably sure of a doctor's professional standing, talk to some of his patients, find out how they feel about him, how he treated them, if he is available for home calls, whether he is available in emergencies, etc. Once you've collected enough information, grade the doctors according to your preference.

The next step is to meet the No. 1 candidate yourself. The best way to do this is to make an appointment for a complete physical examination. It's worth the expense and if you haven't had one for a year, you'll be getting a double dividend whether or not you decide on this particular doctor.

While you're visiting the doctor, ask yourself how he rates on these points:

Office Appearance.—The office should be neat and comfortable. Clutter is a pretty fair indication of a disorderly, careless mind. On the other hand, don't be carried away by a fancy layout.

Office Operation.—There should be a smooth-running system for getting patients in and out of the doctor's office and a neat, efficient nurse to assist the doctor.

Thoroughness.—When you're having a physical examination, note the doctor's procedures. A thorough one shouldn't skip any part of the body, nor rush through an examination.

Frankness.—How does he talk? If he boasts or runs down other doctors, you can be sure he's not your man. And steer away from the "blowhard" who claims he has an exclusive treatment or gives you a lot of hocus-pocus about miracle remedies. Don't fall, either, for the doctor who guarantees a complete and prompt cure for any ailment.

a Family Doctor

Here's where you shouldn't pick a name out of the phone book; an intelligent evaluation is needed to insure your loved ones' well-being

Willingness to Answer Questions.—Tell him frankly that you're shopping for a family doctor and ask him not only questions about his practice, but ones that will reveal his experience and interests. Does he make night calls? Has he a reliable colleague to take over when he's away? Does he perform minor surgery? Does he deliver babies? Has he done much work with children? Is he affiliated with a recognized hospital?

Personal Feelings.—Do you like him? A light jocular manner appeals to some, a serious manner to others. Some doctors are blunt and to the point, others soften a blow as much as possible. Looks are important, too. He doesn't have to look like Clark Gable but he should have a neat appearance. Try to find the type who best suits you and makes you feel relieved and confident.

Once you're pretty sure that you've

found the right man, it's time to investigate the delicate matter of fees. Don't try to beat around the bush. Ask him outright if he has a regular fee schedule—so much for an office visit, so much for a house call, so much for hospital visits, so much for obstetrics, common operations, etc. Compare his fees with those charged by other doctors in the city. If his fees are higher, don't hesitate to ask him what special qualifications he feels he has to merit the higher fees. It may be that he works on a what-the-traffic-will-bear plan, although that's uncommon today.

Once he passes the final test of fees, you have yourself a family doctor you can stick with. You'll have the security of knowing that you didn't make a grab-bag choice.

After that, it's up to you. If you cooperate with him, you'll be doing your best to insure the health of your family.



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FEEN-A-MINT.

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