

'Retro' ads reflect decades-old issue

Editor's note: The ads on this page were published in WMJ, Volume 63, 1962, demonstrating that overweight and obesity are issues not new to medicine.

...WITH 'METHEDRINE' SHE CAN HAPPILY REFUSE!

Controls food craving, keeps the reducer happy — In obesity, "our drug of choice has been methedrine . . . because it produces the same central effect with about one-half the dose required with plain amphetamine, because the effect is more prolonged, and because undesirable peripheral effects are significantly minimized or entirely absent." Douglas, H. S.: West.J.Surg. 59:238 (May) 1951.

'METHEDRINE'
brand Methamphetamine Hydrochloride

Supplied: Tablets 5 mg., scored. Bottles of 100 and 1000.

Literature available on request.

BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, New York

FIFTEEN SIXTY TWO

why does this diet work when the others fail?

Because the SEGO DIET PLAN from Pet Milk Company has unique advantages ordinary diets lack:

**BUILT-IN ENCOURAGEMENT
FREQUENT REWARDS
GRATIFYING RESULTS**

The plan begins with new SEGO Liquid Diet Food — the improved liquid with:

**SUPERIOR FLAVOR
10% MORE PROTEIN
25% MORE VOLUME FOR
INCREASED SATIETY**

At each step of the 4-phase graduated diet program more foods are added, ending with a well-balanced normal diet.

Ask your Pet Milk representative for copies of the SEGO Diet Plan and your personal flavor samples — Banana, Orange, Chocolate and Vanilla. Or write Pet Milk Co., Dept. 115, St. Louis 1, Mo.

"SEGO" Reg. U. S. Pat. Off. Copy, 1962, Pet Milk Co.

JAN

Because you are aware of the AMA statement on fat in the diet . . . you should be aware of this new, polyunsaturated oil for cooking

Increasing the ratio of polyunsaturated fat to saturated fat in the diet is the preferred method for treating the "usual" hypercholesterolemia. *Parsons Aug 4, 1962 issue of The Journal of the American Medical Association.*

Of all leading salad and cooking oils, Safflower Oil has the highest ratio of polyunsaturated fat to saturated fat. Safflower Oil — lighter in color than any other readily available oil or shortening. When an adjustment in dietary ratio of saturated fat is indicated, Saff-o-life provides maximum safety.

Safflower Oil makes the substitution easy, appealing, inexpensive. Physicians who wish recipes using Saff-o-life Safflower Oil are invited to write directly to: Professional Services Director, General Mills, Inc., Department 120, 9300 Wayzata Blvd., Minneapolis 26, Minnesota.

BASED ON UNDETERMINED POLYUNSATURATED FAT

SAFFLOWER OIL	9.0 to 1.0
CORN OIL	5.5 to 1.0
SOYBEAN OIL	3.5 to 1.0
COFFEE OIL	2.0 to 1.0
PEANUT OIL	1.8 to 1.0

A product of General Mills — Four sources of purity and purity.

advancing the art & science of medicine in the midwest

WMJ

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