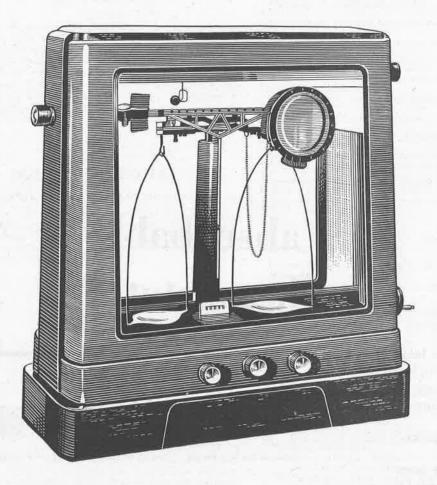
How the greater efficiency of **Kent**'s Micronite Filter is verified



Until the new KENT cigarette was introduced last year, factual evidence of the comparative efficiency of filtertip cigarettes did not exist.

Realizing this, the makers of KENT decided to compare the efficiency of its exclusive Micronite Filter with other filters—and to release the findings to the general public.

On delicate analytical balances, the weight of the nicotine and tars left in smoke after passing through the Micronite Filter was compared with the weight of the irritants left in the smoke after passing through conventional filters.

These scientific comparison tests show that while conventional filters remove some irritants, KENT's Micronite Filter approaches 7 times the efficiency of other filters in the removal of *nicotine and tars* and is virtually twice as effective as the next most efficient cigarette filter.

In addition, tests have been made on physiological reactions to cigarette smoke—and the findings have been released to the medical profession only.

These tests, without exception, show that KENT's Micronite Filter is the first to remove enough of the irritants from cigarette smoke to give susceptible smokers (about 1 out of every 3) the protection they need. At the same time, this filter lets through all the rich taste of fine tobaccos that gives smokers the satisfaction they want.

Already the new KENT has become so popular that it outsells brands on the market for years. If you have yet to try the new KENT, may we suggest you do so soon?



"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

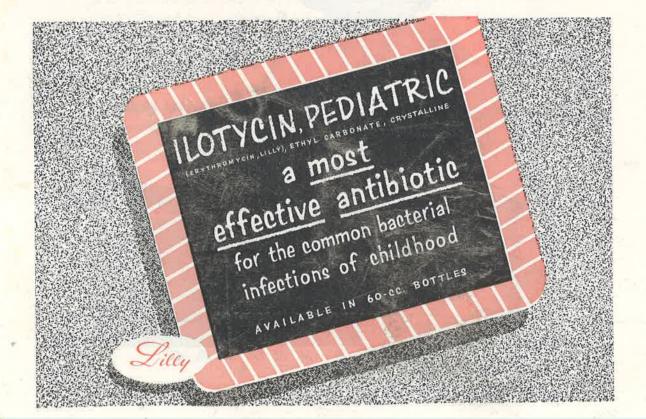


The New England

Journal of Medicine

FORMERLY THE BOSTON MEDICAL AND SURGICAL JOURNAL - Established 1828

| VOLUME 249 NO | VEMBI | ER 19, 1953 NUMBER 21 |
|---|---------|--|
| Tuberculous Meningitis: Combined Therapy with Cortisone and Antimicrobial Agents. | 829 | Medical Progress: Food Poisoning (Concluded) 843 K. F. Meyer |
| S. J. Shane and Clifford Riley | | Medical Intelligence: Subendocardial Infarc- tion |
| The Influence of Weight Reduction on Amenorrhea in Obese Women | 835 | Case Records of the Massachusetts General Hospital |
| The Cardiovascular Effects of Cervicothoracic Vagectomy in the Human Being | 837 | Editorials: Toxoplasmosis |
| Robert S. Fraser and Carleton B. Chapman | | Cortisone as an Adjunct in Treatment of Tuber- culous Meningitis |
| The Cardiologist Looks at the Hand | 839 | Thanksgiving 860 |
| Jacob J. Silverman and Donald S. Littman | | 2 1 0 |
| Book Reviews | 868 | Books Received |
| Entered as second-class matter, November 16, 1932, at t | he post | office at Boston, Massachusetts, under the Act of March 3, 1879. ston 15. Domestic, \$8.00 per year. |



| NOTICES (Concluded from page 870) |
|---|
| 10:30-11:15 a.m. Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic. Joslin Auditorium, New England Deaconess Hospital. |
| 12:00-1:00 p.m. Clinic conducted by Dr. Thannhauser. New England Center Hospital. |
| *12:15-1:15 p.m. Clinicopathological Conference. Main Amphi theater, Peter Bent Brigham Hospital. |
| 75:15 p.m. Staff Meeting. Harr.s Hall, New England Deacones Hospital. |
| 7:00-9:00 p.m. Combined Anesthesia Residents' Training Program Jimmy Fund Auditorium, Children's Medical Center 35 Binner Street. |
| Tuesday, December 1 |
| 8:00-8:45 a.m. Case Presentations. Joslin Clinic. Joslin Auditorium New England Deaconess Hospital. |
| *9:00 a.m. Geriatrics Clinic. Peter Bent Brigham Hospital. |
| 10:30-11:15 a.m., Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic. Joslin Auditorium, New England Deaconess Hospital. |
| *12:00 m. Pediatric Grand Rounds. Cheever Amphitheater, Dowling Building, Boston City Hospital. |
| *12 00 m1:00 p.m. Pediatric Rounds. Burnham Memorial Hospita for Children, Massachusetts General Hospital. |
| *12:15-1:15 p.m. X-ray Conference. Dr. Merrill Sosman. Mair Amphitheater, Peter Bent Brigham Hospital. |
| *12:30-1:30 p.m. Medical Journal Club. Cafeteria, New England Deaconess Hospital. |
| *4:30-5:30 p.m. Anesthesia Teaching Conference. Stearns Auditorium, New England Center Hospital. |
| *5:00 p.m. Surgical Journal Review. Mount Auburn Hospital Cambridge. |
| *5:00-6:00 p.m. Service Meeting followed by Clinical Conference (Medical Surgical Obstetrical), Faulkner Hospital. |
| 7:00 p.m. Boston City Hospital. House Officers' Association. Advances in Field of Poliomyelitis Research. Dr. Thomas Weller, New Cheever Amphitheater, Dowling Building, Boston City Hospital. |
| Wednesday, December 2 |
| *8:00-8:45 a.m. Case Presentations. Joslin Clinic. Joslin Auditorium, New England Deaconess Hospital. |
| 10:30-11:15 a.m. Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic. Joslin Auditorium, New England Deaconess Hospital. |
| *12:00 m. Boston State Hospital Psychiatric Seminar. Reception Building Auditorium, 591 Morton Street, Dorchester. |
| *12:00 m1:00 p.m. Medical Conference. (Children's Medical Cen- ter.) Jimmy Fund Building, 35 Binney Street. |
| *12:30 p.m. Weekly Pathological Meeting. Joslin Auditorium, New England Deaconess Hospital. |
| 12:30-1:30 p.m. Weekly Staff Review of Autopsies. Dr. William A. Meissner. Joslin Auditorium, New England Deaconess Hospital. |
| 2:00-3:00 p.m Pediatric Conference for Practitioners. (Children's Medical Center.) Jimmy Fund Building, 35 Binney Street. |
| *3:00-5:00 p.m. New England Conference on Allergy and Related Subjects. Stearns Auditorium, New England Center Hospital. |
| *4:00-5:30 p.m. Fracture Lecture. Boston City Hospital. |
| *4:00-6:00 p.m. Overholt Thoracic Conference. Joslin Auditorium, New Eng. and Deaconess Hospital. |
| |

*Open to the medical profession.

Washingtonian Hospital

*5:00-6:00 p.m. American Cancer Society Telecast. Gastric Ulcers. Children's Cancer Research Center, 35 Binney Street.

*8:30 p.m. New England Conference on Allergy and Related Subjects. "Bacterial Allergy." Dr. Robert A. Cook. Harvard C.ub, 374 Commonwealth Avenue.

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Index to Advertisers

| THUCK TO TIMPETISETS | |
|--|--------|
| | PAGE |
| Abbott Laboratories | x, xi |
| Astra Pharmaceutical Products, Inc | xiii |
| Baker Laboratories, Inc. | xii |
| Baldpate, Inc. | xx |
| Boston Medical Laboratory | xviii |
| Burroughs Wellcome & Co., Inc | ii |
| David Memorial Nursing Home | xx |
| Eaton Laboratories | iv, v |
| Electroencephalographic Laboratory, Inc. | xviii |
| Glenside, Inc. | xx |
| Federated Accounting Services, Inc | xviii |
| Fellows Medical Mfg. Co., Inc | xvii |
| H. P. Hood & Sons | ix |
| Institute for Speech Correction, Inc | xx |
| Josiah Macy, Jr. Foundation | xix |
| Leary Laboratory | xviii |
| Eli Lilly and CompanyFront | Cover |
| P. Lorillard Co. (Kent Cigarettes) | xvi |
| E. F. Mahady Co | xx |
| Mason Drug Company | xvii |
| Duncan C. McLintock Co., Inc | vii |
| Medical Book Guild of America | vi |
| Nepera Chemical Co., Inc. | viii |
| The New Orleans Graduate Medical | |
| Assembly | xix |
| T. J. Noonan Co | xix |
| Perkins School | xx |
| Ring Sanatorium | xx |
| Sanborn Company | xix |
| E. R. Squibb & Sons Back | Cover |
| (Division of Mathieson Chemical Corpora | ation) |
| Storrow House (Massachusetts General | |
| Hospital) | xviii |
| The Upjohn Company | xv |
| Warner-Chilcott Laboratories | iii |
| Washingtonian Hospital | xxi |
| J. S. Waterman & Sons | xx |
| Mrs. Evylyn L. Weigel | xviii |
| Westwood Lodge, Inc. | xx |
| Winthrop-Stearns, Inc. | xiv |
| Wiswall Sanatorium | xx |
| Woodside Cottages, Inc. | xx |
| | 1.4 |