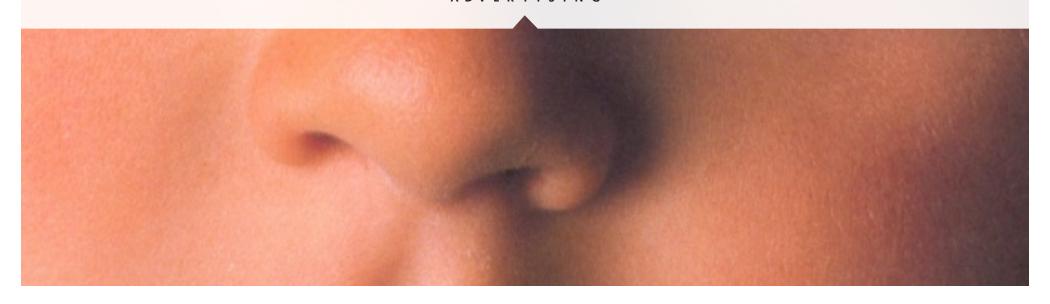


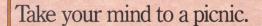
BRYAN SPEAR

# SAMPLES

**Carlson and Company** 

ADVERTISING





HISTORY. ARCHITECTURE. ART. WHERE STATE ROAD 66 MEETS THE WABASH AT. THE SOUTHWESTERN EDGE OF INDIANA

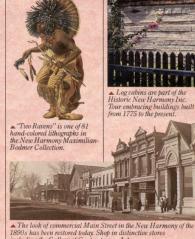
Tive your mind a real taste treat in New Harmony, Indiana. History comes along when you walk the streets where Rapp, Owen and Maclure piloted diverse experiments in society, education and science, where log cabins rub shoulders with the only North American building to be included in the Encyclopedia Brittanica Yearbook, the New Harmony Atheneum.

#### CONTRASTS

An intellectual haven founded when Indiana was a territory. An early experimental kindergarten across the street from the New Harmony Tavern. The Maximilian-Bodmer Collection of their travels in the wilderness in the 1830s within hailing distance of the awesome architecture of the Atheneum. proclaiming its message to the twenty-first century. A day is not enough for the taste buds of the mind. Yesterday and tomorrow are waiting for you in New Harmony, Indiana. Surprises are always just around the corner.

## **NEW HARMONY**

When your mind grows weary of the same old song.



1890s has been restored today. Shop in distinctive stores including the Gallery of Contemporary Art.

# A definition: a pleasing or congruent arrangement of parts.

▼ Completed in 1979, the Atheneum is one of the most significant contributions to architectural design in America. It stands as a gateway linking the ideas of today with the twenty-first century.



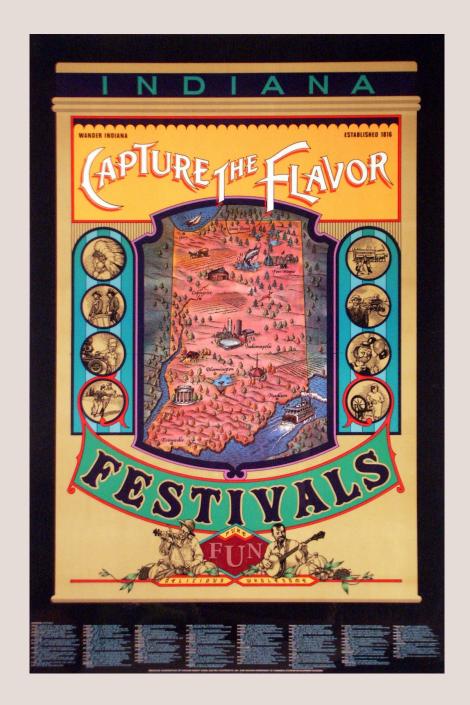
The Raintree in bloom is one of the wonders brought by American scientists to New Harmony. Four natural science exhibits dramatize the early years, including the beginning of the Smithsonian Institution.

For detailed information and ticketing, call or write: Historic New Harmony, Inc. New Harmony, Indiana 47631 (812) 682-4474

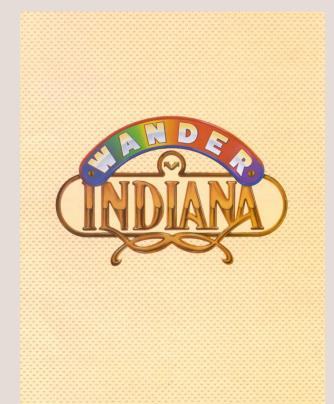
Open 9 am to 5 pm daily year round. Group rates available.

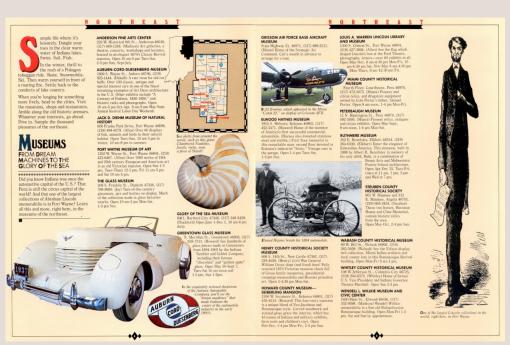


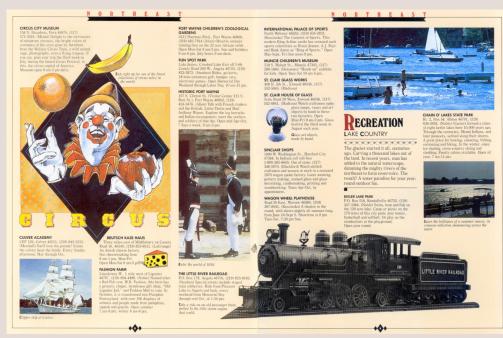
5 Historic New Harmony, Indiana



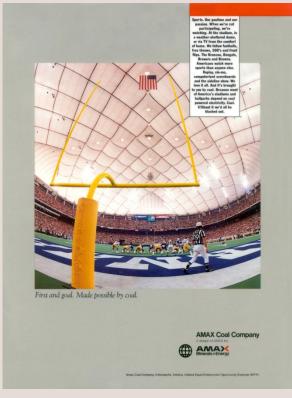
**PROMOTIONAL POSTER** 

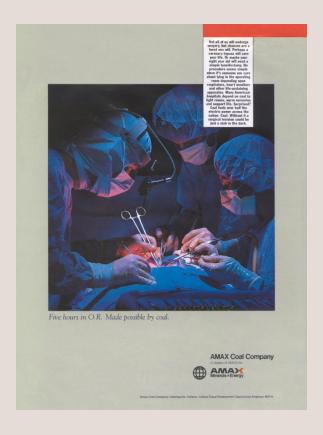
















Our children's hospital was the first hospital in Indiana to have a specialist (a neonatologist) on staff for the treatment of ill newborns. Now we have two.

Other pediatric "firsts"

- First Newborn Intensive Care Unit in Indiana
- First pediatric intensivist (specialist in care of critically ill children) in Indiana
- Only accredited Pediatric Ambulatory Center in the country within a teaching institution
- One of only two fully accredited pediatric residency programs in Indiana
- First, and only, pediatric intensive care Fellowship program in Indiana
- First hospital in Indiana to provide helicopter and fixed-wing transport service for critically ill children with Methodist Hospital's Life Line program
- First hospital in Indiana to provide emergency ambulance transport service for critically ill infants and children
- Most experienced hospital in the world with lithotripsy treatment (kidney stone crusher) for children

#### PERSONALIZED CARE

The Marguerite Lilly Noyes Children's Pavilion is large enough to attract many childcare specialists while continuing to give personal family-centered care. While your child is in the Pavilion, he or



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RENEWED DEDICATION
A teddy bear, a tricycle, building blocks
and rocking horse. The larger-than-

life mural makes a big first impression welcoming patients, families and

visitors to the Marguerite Lilly Noyes Children's Pavilion.

We offer comprehensive care to young people. We are a full-service

hospital which provides compassionate attention and the most advanced

medical skills.

Life Line - Pediatricians accompany both the Life Line medical team and ambulance personnel in transporting critically ill patients to the Marguerite Lilly Noyes Children's Pavilion. About one-third of all Life Line transports are children or adolescents. critical problems that still require close nursing and medical observation. The PICU offers helicopter service and emergency ambulance transportation for critically ill children throughout the state.

#### NEWBORN INTENSIVE CARE

The Regional Center for Mothers and Babies, within the new 1701 N. Senate Blvd. Building, includes the 45-bed Newborn Nursery, the 27-bed Newborn Intensive Care Unit and an obstetrical service which delivers almost 4,000 babies annually. Critically ill newborns are cared for in the Newborn Intensive Care Unit. Two full-time neonatologists work with the largest group of practicing pediatricians in Indiana, providing continuous medical care to newborns.

### PATIENT SUPPORT SERVICES

Personnel from our many ancillary departments, such as laboratory, physical therapy, radiology and dietary, are specially trained and experienced in caring for children. Our staff truly enjoys working with children and is dedicated to making your child's hospitalization the least stressful possible.

#### PARENT ADVISORY BOARD

The Parent Advisory Board acts as an advisory resource group to the stoff and administration of the hospital and to the community. The members serve as advocates for the children and their families.



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