'... the use of Pentovis orally was effective in relieving the symptoms of senile vaginitis. In the series (30 patients) there was no evidence that the drug had any unpleasant side effects or produced withdrawal bleeding. Pentovis therefore merits further use, as it seems to be a valuable preparation in the treatment of a distressing and difficult condition.'


'Before the present series, all cases of senile cervicitis or vaginitis or both (in my wards) were treated by vaginal pessaries containing 0.1 mg. oestrone (B.P.C.) daily. No oral treatment was given. There is no doubt that the results with Pentovis are better, in that more effective and quicker improvement is obtained.'


---

PENTOVIS

the selective oral oestrogen for the postmenopausal patient

---

The side effects common to other oestrogens with multiple sites of action have not been seen with Pentovis. Nausea and gastric disturbances are very uncommon. Subjectively, patients usually feel better when taking Pentovis. There are no objections to raising the dose, but this is ordinarily unnecessary.

Pentovis
Dosage: One 0.25 mg. capsule twice daily for fourteen days. This course may be repeated, if necessary.

Packages: Pentovis (Guinestrado) is available in bottles of 30 and 250 capsules. The Basic NHS cost of 25 capsules is 8/5d.

Full clinical information available on request.
William R Warner & Co Ltd
Eastleigh Hampshire England
Telephone Eastleigh 3131
In cases of dyspepsia with or without a radiologically proven ulcer Roter will normally provide prompt symptomatic relief and lead to rapid healing of the lesion. The reputation of Roter is worldwide. It is a complete treatment in itself and requires no additional antispasmodics or anticholinergics.

FORMULA: Each Roter tablet contains: Bismuth Subnitrate Roter (350 mg.), Magnesium Carbonate (400 mg.), Sodium Bicarbonate (200 mg.) and Cortex Rhamni Frangulae (25 mg.).

PACKINGS OF ROTER TABLETS: Tins of 40 and 120, also dispensing sizes, 360 and 720 (P.T. exempt).
A spiral or concentric circles?

clinical studies†
show pain relief
is no illusion with

PONSTAN*

(mefenamic acid, Parke-Davis)

a new effective oral analgesic


Ponstan Kapsals* 250 mg. are available in containers of 12, 100 and 500
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and ‘Eaton Agent’ pneumonia

Enter the Mycoplasma pneumoniae
There was a story about a scientist who discovered a cure for which there was no known disease. Though it was only meant for a laugh, this is not wholly incongruous. Something quite similar has actually happened.
When LEDERMYCIN Demethylchlorotetracycline was introduced in 1959, we had full confidence it would prove extremely effective in a host of acute and chronic infections due to a wide range of Gram-positive and Gram-negative organisms.
And it did. What we did not anticipate was that it would prove effective in pneumonia due to Mycoplasma pneumoniae.
The reason is simple: the disease itself was not invented — rather, it was not clearly defined — for another four years. Not until 1963 was enough known about it that the causative agent could be assigned a taxonomic designation.

Here are the principal links in the chain of events
1942 ‘Primary atypical pneumonia’ officially established by the Surgeon General of the U.S. Army to distinguish nonbacterial pneumonias of unknown aetiology.
1944 ‘Eaton agent’ isolated from pleural secretions of patients with nonbacterial pneumonia.
1957 ‘Eaton agent’ definitely implicated as the cause of much primary atypical pneumonia.
1961 LEDERMYCIN Demethylchlorotetracycline shown highly effective in ‘Eaton agent’ pneumonia.
1962 ‘Eaton agent’ identified as one of the so-called pleuropneumonia-like organisms (PPLO), already assigned the generic name Mycoplasma.
1963 Mycoplasma pneumoniae proposed as species name for ‘Eaton agent’.
So, enter Mycoplasma pneumoniae.
And, as a corollary, exit ‘Eaton agent’?
Not necessarily. Familiar names often die hard.
Mycoplasma pneumoniae has ceased to be merely a clinical conversation piece. It is estimated that the newly-named organism may be responsible for as many as half of all hospitalized adult cases of pneumonia. It easily qualifies as a public health problem of some importance.
The recommended dosage for LEDERMYCIN in ‘Eaton agent’ pneumonia is 900 mg daily given as one 300 mg tablet T.I.D.

Lederle Laboratories
a division of Cyanamid of Great Britain Ltd Bush House London WC2
Help hearts too good to die

Peritracte SA aids survival encourages the development of collateral circulation increases myocardial blood flow

Peritracte SA long-acting vasodilator with twelve-hourly dosage schedule.

Each tablet of Peritracte SA (sustained action) contains 80 mg. pentaerythritol tetranitrile.

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ANABOLEX

ANABOLEX promotes return of appetite,
increased weight and a sense of well-being

Convalescence can be shortened by the administration of
ANABOLEX, which stimulates protein metabolism. ANABOLEX
is indicated for all patients—adults and children—in negative
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androstanolone in vials of 25, 100 and 250. Dose: The mainten-
ance dose of Anabolix is 2-3 tablets daily and, based on the new
reduced NHS price, costs only 1/11d. a day.

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Detailed literature describing any Geigy product will be supplied on request.

Geigy Pharmaceutical Company Ltd Manchester 23
NEW CONCEPT
in oral steroid therapy

8mg LEDERCORT
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facilitates the use of
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dosage schedules

once-a-day
full daily dose in the morning

once-every-other-day

Full effectiveness maintained
Undesirable effects minimised
Especially useful in long term therapy
Greater convenience for your patients
Less chance of missed doses

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a division of Cyanamid of Great Britain Ltd  Bush House  Aldwych  London WC2
Because Norgesic goes to work in two ways it can reduce the period of incapacity resulting from acute or chronic painful muscular conditions. Norgesic provides the complementary actions of the highly effective skeletal muscle relaxant, orphenadrine citrate, and the analgesic paracetamol, to relieve both local pain and the pain and stiffness associated with muscle spasm. Norgesic quickly restores mobility and speeds recovery.

Each tablet contains: orphenadrine citrate 35 mg, and paracetamol 450 mg. Dosage is two tablets three times daily.
For greater simplicity in oral contraception...
Ovulen—the low dosage oral contraceptive—now comes in this 3-week wallet

Ovulen (brand of ethynodiol diacetate with mestranol) is the oral contraceptive with a progestin content of only 1 mg. per tablet. The new 3-week wallet means that Ovulen now combines the benefits of low dosage with a simple 3-week administration schedule. This routine can be easily explained to the patient in a few minutes.

SIMPlicity The patient takes one tablet a day for 3 weeks, waits one week, then starts her next course of tablets. The complete 4-week cycle makes it easier for her to remember her ‘pill routine’, because her starting day will always be the same day of the week. Ovulen’s low progestin content is consistently associated with a very low incidence of side effects.

Ovulen Searle

LOWEST DOSE • LONGEST EXPERIENCE
Patients may not know that Duvadilan is a vasodilator which selectively stimulates the β-receptors which predominate in the smooth muscle cells of the deep blood vessels supplying the arms and legs and in the cerebral arteries

But they do know that Duvadilan —without causing intense flushing—makes cold, clammy extremities warm and supple again, relieves aching and restless legs and brightens mental horizons clouded by cerebral arteriosclerosis

Indications: Arteriosclerosis including cerebral arteriosclerosis, aching or restless limbs, cold hands and feet, Raynaud's disease, intermittent claudication, varicose ulcers, gangrene.

Dosage: Initially 1 or 2 tablets t.d.s. or q.d.s., or 1 ml. (10 mg.) intramuscularly t.d.s. or q.d.s. For maintenance: 1 tablet b.d. or t.d.s.

Packings and Basic N.H.S. Costs: Tablets containing 10 mg. isoxsuprine hydrochloride: Bottles of 50: 8s. 0d. Bottles of 250: 33s. 4d. 1 ml. ampoules containing 10 mg. isoxsuprine hydrochloride: Boxes of 5: 5s. 4d.

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When Riker introduced Medihaler it was the world’s first pressurised aerosol for inhalation therapy... first with a measured dose... first with a dry spray of premicronised particles for optimum effect in bronchospasm. Now Riker announce another first—the 400-dose Medihaler. More compact, yet giving one third more treatment from each unit new Medihaler is the result of continuous development and of successful use by doctors the world over. With it the cost per dose is reduced 15 per cent, to less than ½d.

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In bronchospasm, Medihaler continues to provide an immediacy and degree of relief unsurpassed by any other method—including injection. Now it is even easier and more convenient for the patient to use.

Basic NHS Prices

<table>
<thead>
<tr>
<th>Description</th>
<th>Standard Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medihaler-iso (Isoprenaline Sulphate B.P. 4 mg./ml.—0.08 mg. per dose)</td>
<td>14/4</td>
</tr>
<tr>
<td>Medihaler-iso Forte (Isoprenaline Sulphate B.P. 20 mg./ml.—0.4 mg. per dose)</td>
<td>17/-</td>
</tr>
<tr>
<td>Medihaler-epi (Adrenaline Acid Tartrate B.P. 14 mg./ml.—0.28 mg. per dose)</td>
<td>14/4</td>
</tr>
</tbody>
</table>

Medihaler, Medihaler-iso, Medihaler-epi; registered trade marks

RIKER LABORATORIES • LOUGHBOROUGH • ENGLAND
The easy way to run an appointments system—in any general practice

The Medical World Handbook, together with the Lloyd-Hamol appointments diary.

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The Appointments System handbook will be sent to any doctor who wishes to read it, on application to the address below.

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Many of the advantages of ‘Aldomet’ stem from the fact that it is not an autonomic blocking agent. As the literature confirms:

‘... methyldopa does not usually cause troublesome symptomatic postural hypotension, nor does the blood pressure fall unduly on exertion.’

*Lancet.* 1962, i, 763 (14 Apr)

‘Side-effects have not so far been troublesome on long-term follow-up.’

*Brit.med.J.*, 1964, 1, 27 (4 Jan)

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The sustained-release feature of PORTYN* TEMPLETS* provides the advantages of less frequent dosage and fewer and more mild side effects than with the immediate release form. Only one PORTYN TEMPLET twice daily at 12-hour intervals provides sustained inhibition of gastric secretion and gastro-intestinal hypermotility.

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PORTYN TEMPLETS each contain 35 mg. benzilonium bromide, Parke-Davis, (5 mg. for immediate release and 30 mg. for gradual release)

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A “I just remember DQV-K—the one with the Q”
Q “Why Q?”
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If you have a patient who cannot smell a rose...

gentle nasal decongestant
exceptionally prolonged effect
rebound hyperaemia is not a problem

Otrivine is xylometazoline hydrochloride

<table>
<thead>
<tr>
<th>3 forms</th>
<th>N.H.S. Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Drops 0.1% ½ fl. oz.</td>
<td>3/4</td>
</tr>
<tr>
<td>Adult Spray 0.1% ½ fl. oz.</td>
<td>3/4</td>
</tr>
<tr>
<td>Paediatric Drops 0.05% 10ml (with special safety dropper)</td>
<td>3/0</td>
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(From Harry Wheatcroft & Sons, Edwalton, Nottingham)

From early summer until the first hint of the autumn frosts, these coral-red flowers will float a cloud of fragrance throughout your garden. 'Fragrant Cloud' is a rare combination, it has healthy, vigorous growth, well shaped, free-flowering blooms, and, as its name implies, a heady, intoxicating scent. It's no wonder that 'Fragrant Cloud' was the only rose, out of 249 entries, to win the coveted Gold Medal of the National Rose Society.

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Dosage: 1 to 2 tablets daily

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... is 9,192,631,770 cycles of the hyperfine resonance of the caesium atom. This, the most recent of the international standards, was adopted only in October 1964. Until then, the standard second had been 1/31,556,925.9747th of the year A.D. 1900, an astronomical measurement based on the daily rotation of the earth. The very high accuracy of the clocks physicists can now build forced the reconsideration of this standard, and, in fact, it was inaccurate because the earth, instead of turning at an absolutely steady speed, was varying, so that the official second was getting longer and longer. The frequency of the radiation emitted by the caesium atom, on the other hand, is so accurate that even month-by-month changes in the earth's speed of rotation could be detected by atomic clocks.

Patients suffering from rheumatic lesions obtain rapid relief with Transvasin. The esters of nicotinic, salicylic and p-amino benzoic acids penetrate the skin and are concentrated on the point of injury, producing superficial erythema and deep hyperaemia. Transvasin is a valuable adjuvant in the treatment of osteo- and rheumatoid-arthritis.

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FORMULA

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Ethyl nicotinate</td>
<td>2%</td>
</tr>
<tr>
<td>n-Hexyl nicotinate</td>
<td>2%</td>
</tr>
<tr>
<td>Ethyl p-amino benzoate</td>
<td>2%</td>
</tr>
<tr>
<td>Tetrahydrofurfuryl salicylate</td>
<td>14%</td>
</tr>
<tr>
<td>Base</td>
<td>8% to 100%</td>
</tr>
</tbody>
</table>

The N.H.S. price of the 30 g. tube is 2/6 and the cost of an average application of cream is under 1d.
a major discovery for rheumatic disorders

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INDOMETHACIN

‘Indocid’ is a new, non-steroid anti-inflammatory agent with analgesic and antipyretic properties, chemically unrelated to the corticosteroids, phenylbutazone-like compounds or salicylates. Widespread clinical experience has shown that ‘Indocid’ rapidly relieves pain and inflammation, and allows greater mobility. In osteoarthritis, ‘Indocid’ is often effective where other agents are inadequate; it has given excellent results in osteoarthritis of the hip. In rheumatoid arthritis, objective evidence of effect may be seen as a measurable reduction of joint swelling. ‘Indocid’ has also proved effective in ankylosing spondylitis, gout, and certain soft-tissue disorders.

‘Indocid’ is supplied as 25 mg capsules. Detailed information is available to physicians on request.

‘... the first non-corticosteroid agent which produced a predictable and measurable reduction in joint-swelling in most cases of active rheumatoid arthritis.’


Indocid' was discovered and developed by the Merck Sharp & Dohme Research Laboratories and is made in England by

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All new patients requiring an adrenergic neurone-blocking agent

"Bethanidine sulphate is an important and potent hypotensive drug, and by its use the regime of many patients has been simplified and side-effects avoided." *J. Irish med. Ass.*, 1965, 56, 9.

"While expecting the symptoms of adrenergic neurone blockade, we have been pleasantly surprised by the lack of other side-effects, and especially by the absence of diarrhoea." *Lancet*, 1962, ii, 897.

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Patients in whom other forms of hypotensive therapy cause diarrhoea

"... a useful alternative to established means of therapy. It seldom causes diarrhoea, and the dose is easily manipulated." *Lancet*, 1964, ii, 659.

When rapid control of blood pressure is essential

"... it has the advantage of more rapid action and excretion so that its dose can be increased more rapidly and the blood pressure brought under control more quickly." *Brit. med. J.*, 1964, ii, 865.

"Bethanidine sulphate is of particular value for the rapid reduction of high blood pressure ..." *J. Irish med. Ass.*, 1965, 56, 9.

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'Esbatal' **brand** BETHANIDINE SULPHATE

*Available as 10 mg. and 50 mg. scored peach-coloured tablets*

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Available in Kapseals® of 250 mg and Palmitate Suspension containing the equivalent of 125 mg Chloromycetin per 4 ml teaspoonful.

*Trade mark CHLOROMYCETIN

chloromycetin

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a completely new oral diuretic

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extends the reach of diuretic therapy:

- 'Edecrin' is chemically and pharmacologically distinct from all other diuretics in current use.
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- 'Edecrin' has proved effective in many cases resistant to all other diuretics.
- 'Edecrin' has an extremely rapid onset of action — faster than parenteral mercurials.
- 'Edecrin' produces a more favourable sodium/potassium excretion ratio than the thiazides.

'Edecrin' is supplied as tablets containing 50 mg ethacrynic acid. Detailed information is available to physicians on request.

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not only most powerful
but also easily controlled

Not only is Lasix powerful, but it is also unusual among diuretics for its breadth of action, which gives great versatility and a high degree of control. The diuretic effect is proportional to the dose given over a uniquely wide range: the greater the dose, the greater the response. And the effect begins half an hour after an oral dose; is normally over in 4 to 6 hours.

This means that whatever the required effect, Lasix dosage can be adjusted to produce it. The normal dose range is 40 to 120 mg. For special cases, perhaps where other diuretics have failed, higher doses can be used. While these are rarely necessary they will require adequate clinical and laboratory control.

Lasix tablets each contain 40 mg.
frusemide and Lasix ampoules 20 mg.
frusemide in 2 ml. Lasix is a registered trade mark.

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Rautrax: whole-root Rauwolfia serpentina 50 mg.; hydroflumethiazide 50 mg.; potassium chloride 625 mg.

Basic N.H.S. prices: bottles of 25 tablets 9/10; 100 tablets 37/4; 500 tablets 169/4
IMPORTANT ANNOUNCEMENT

ANP 235 becomes lucidril

CHANGE OF NAME. The central neuroregulatory agent, ANP 235 (BP approved name Meclofenoxate), will henceforth be known as LUCIDRIL*, the name by which it is already known in many continental countries.

PRESENTATION. To facilitate administration a new 300 mg. tablet has been introduced. The normal adult daily dose 900-1200 mg. will, therefore, be 3-4 tablets per diem. The 100 mg. tablet is retained for administration to children. All tablets are now foil packed.

INDICATIONS. LUCIDRIL has a wide range of clinical indications. It has a unique pharmacological action whereby it augments the utilization of glucose by neurons and protects them from anoxia. Great benefit will result from the use of LUCIDRIL in confusional states in the elderly, diminished cerebral activity regardless of aetiology including comas, alcoholism, and mental retardation in children. Herpes Zoster is also an important indication.

A brochure and reference papers are available on request.  

*Trade name.

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AN ASSOCIATED COMPANY OF LLOYD-HAMOL LTD.
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subacute — cream
chronic — ointment

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Lotion 15ml, Cream 15G, Ointment 15G;
basic NHS price 9s. 4d.

LOCORTEN N (with neomycin sulphate 0.5%)
Cream 15G, Ointment 15G;
basic NHS price 9s. 10d.
in long-term diuretic treatment

CENTYL-K

the only bendrofluazide with potassium supplement for maintenance therapy in all oedematous states

Centyl-K tablets
bendrofluazide 2.5 mg with pot. chlor. 573 mg in bottles of 100 and 500

centyl injection
5 mg bendrofluazide per ml in vials of 5 ml

to initiate diuresis
Centyl injection replaces mercurials in practice

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Copenhagen London Dublin
Benylin Expectorant* is the ethical preparation of choice for the control of cough, and for rapid relief of nasal and bronchial congestion. Benylets* provide all the advantages of Benylin in an easy-to-carry lozenge form. By prescribing both preparations simultaneously, your treatment continues and your patient is afforded quicker relief of symptoms.

When you prescribe Benylin — prescribe Benylets.

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ACCOMMODATION AT COLLEGE HEADQUARTERS

The College of General Practitioners' Club, to which all members and associates belong, provides temporary residential accommodation for them and their families at 14 Princes Gate, London, S.W.7 (Tel. KNightsbridge 6262). There is parking space for cars. Children under the age of 12 years cannot be admitted, and no dogs are allowed.

The charges, including breakfast, are as follows:

<table>
<thead>
<tr>
<th>Accommodation Description</th>
<th>Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>For single rooms</td>
<td>£2 per night</td>
</tr>
<tr>
<td>For double rooms</td>
<td>£3 10s. 0d. per night</td>
</tr>
<tr>
<td>For a flatlet (bed-sitting room for two, bathroom and dressing room)</td>
<td>£5 per night or £30 per week</td>
</tr>
<tr>
<td>For a self-contained flat (double bedroom, sitting room, hall, kitchen and bathroom)</td>
<td>£35 per week</td>
</tr>
</tbody>
</table>

Members and associates may, subject to approval, hire the reception rooms for social functions and meetings. The charges for these are:

- Long Room: 25 guineas for each occasion
- Common Room: 15 guineas for each occasion.

A service charge of 10 per cent is added to all accounts to cover gratuities to domestic staff. Enquiries should be addressed to the Administrative Secretary, 14 Princes Gate, London, S.W.7. Bookings should be made, wherever possible, well in advance.