

# FOR ALL YOUR PERSONAL INSURANCES- THE SPECIALLY DESIGNED INSURANCE POLICIES OF THE MEDICAL SICKNESS SOCIETY-

The Insurance Society that belongs to  
the Medical and Dental professions

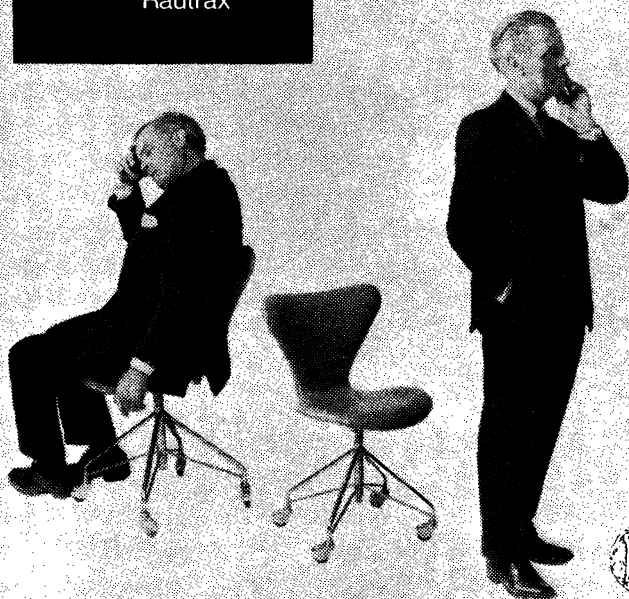
Permanent Sickness and Accident Insurance ☐ Whole Life  
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☐ Personal Pension Policies ☐ The Combined Policy  
☐ The Foundation Policy



*For full particulars please write to the General Manager and Actuary:*  
**THE MEDICAL SICKNESS ANNUITY & LIFE ASSURANCE SOCIETY LTD.**  
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you  
won't  
get  
a  
dramatic  
response  
with  
Rautrax

because  
Rautrax  
lowers  
blood-pressure  
gradually  
gently...  
safely



The full hypotensive effect of Rautrax may not be apparent for one to three weeks after the start of treatment.

This gradual onset of effect gives the patient time to adjust to new, lower blood-pressure levels. There are no sudden sharp drops in pressure.

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

# Rautrax Squibb

*Rautrax trademark*

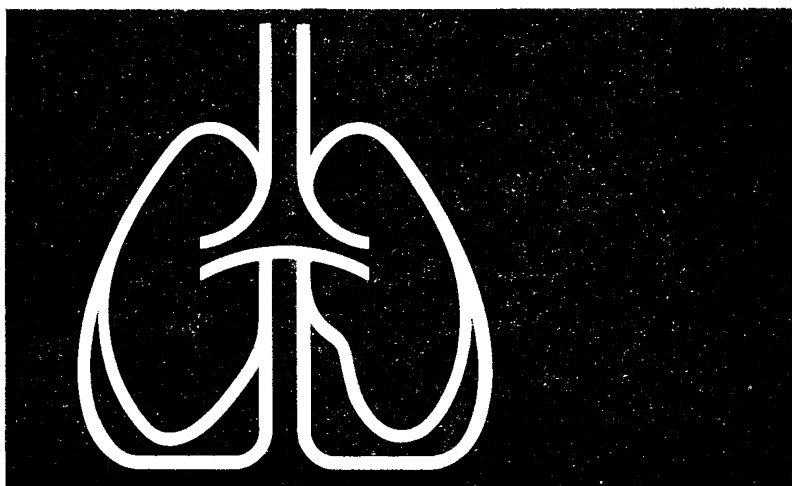
E. R. Squibb and Sons Ltd  
Regal House  
Twickenham, Middlesex

RT1-653

In chest infections

# Ceporin

provides effective, safe  
broad-spectrum activity



Cephaloridine . . . "is not inactivated by penicillinase and has a remarkably broad spectrum."

*Practitioner*, 1965, 195, 408

In serious infections of the respiratory tract, especially mixed infections, the unique activity of Ceporin can be used to particularly good advantage. The common infecting organisms in bronchitis and bronchopneumonia are highly sensitive to bactericidal action of Ceporin, including penicillinase-producing staphylococci. This is why Ceporin frequently gives dramatic clearance of infection, rendering the sputum sterile and providing rapid relief of symptoms. Ceporin can be safely used in patients hypersensitive to penicillin. In all patients and in all indications the injections are

remarkably painless and make the whole dose available to the body.

**Other indications** for Ceporin include urinary tract infections, meningitis, septicaemia, bacterial endocarditis and soft tissue infections.

#### **Presentation**

Vials: 1 and 5 x 250 mg

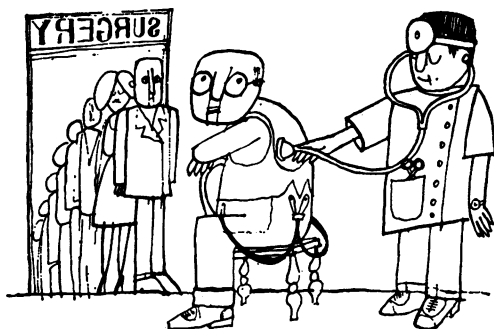
Vials: 1 and 5 x 500 mg

Vials: 1 and 5 x 1 gram

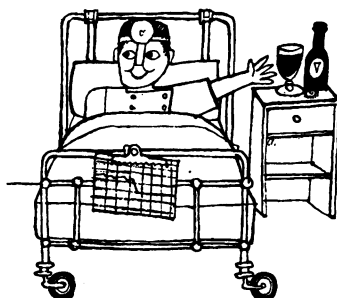
Ceporin is known in some countries as Ceporan. Ceporin and Ceporan are trade marks.



Detailed literature from  
Glaxo Laboratories Ltd, Greenford  
Middlesex, England  
or the local Glaxo Company or Agent



**G**.P.'s life unending struggle;  
**U**nder bedclothes just as snuggle,  
**I**diot woman on the phone,  
**N**itwit child ate cortisone:  
**N**ot surprising he feel cynic,  
**E**ndless queue at morning clinic,  
**S**imply saying feel tired out!  
**S**o does doctor. Have some stout.



*Struggling G.P.s can obtain repeat prescriptions of this tonic (to brighten surgery walls) by writing (legibly) to: Guinness, 8 Baker Street, London, W.1.*

# VASOLASTINE



**A NEW  
CONCEPT...**

## **MAIN INDICATIONS**

- ☐ **ATHERO, CEREBRAL  
AND CORONARY  
SCLEROSIS**
- ☐ **HYPER- AND HYPO-  
TENSION**
- ☐ **ANGINA PECTORIS**
- ☐ **INTERMITTENT  
CLAUDICATION**
- ☐ **GANGRENE**

### **FORMULA per ampoule:**

Enzymes of the lipid  
metabolism 30 mg.  $\equiv$  8000 units  
Amin-oxidase 20 mg.  $\equiv$  4000 units  
Tyrosinase 20 mg.  $\equiv$  4000 units  
Stabilizing solvent to 2 ml.

**Presentation:** Boxes of 6, 25 and 100 ampoules.

## **enzyme therapy for cardiovascular disorders**

VASOLASTINE consists of enzymes which catalyse fat and cholesterol and those amines which take part in regulating the blood pressure.

The effect of Vasolastine is to resolve deposits of atheroma with consequent increasing oxygenation of the tissues.

Vasolastine is non-toxic and no side effects have been reported even with high dosages or prolonged treatment. There are no contra-indications.



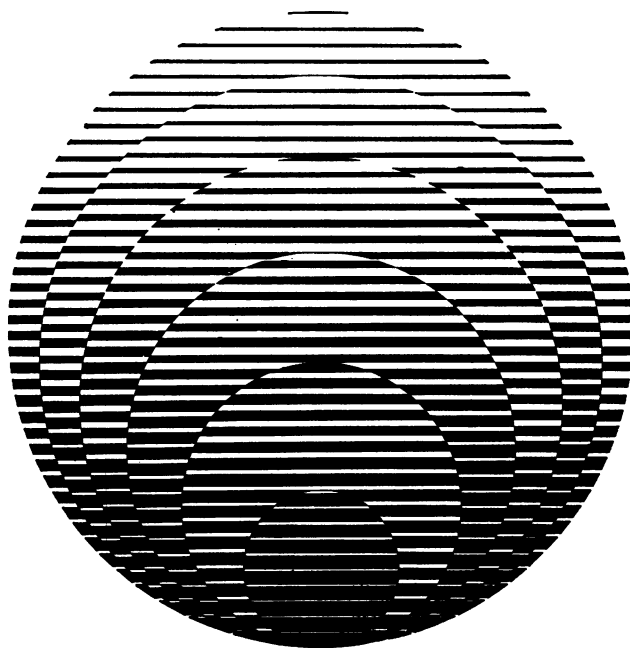
*Manufactured by Enzypharm C.V. Holland.*

*Further information and list of publications gladly sent on request by the Sole U.K. Distributors:*

**F.A.I.R. LABORATORIES LTD., TWICKENHAM, MIDDLESEX.**

# **Nefrolan**

**prevents hypertension  
becoming  
hypertensive disease**



**Effective hypotensive in low dosage**

**Long acting**

**Well tolerated**

**Powerful diuretic in higher dosage**

**An M&B brand Medical Product  
'Nefrolan' is a trade mark, the property of  
MAY & BAKER LTD, Dagenham, Essex, indicating its  
brand of clorexolone.**



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*Practitioner* (1965), 194, 439.

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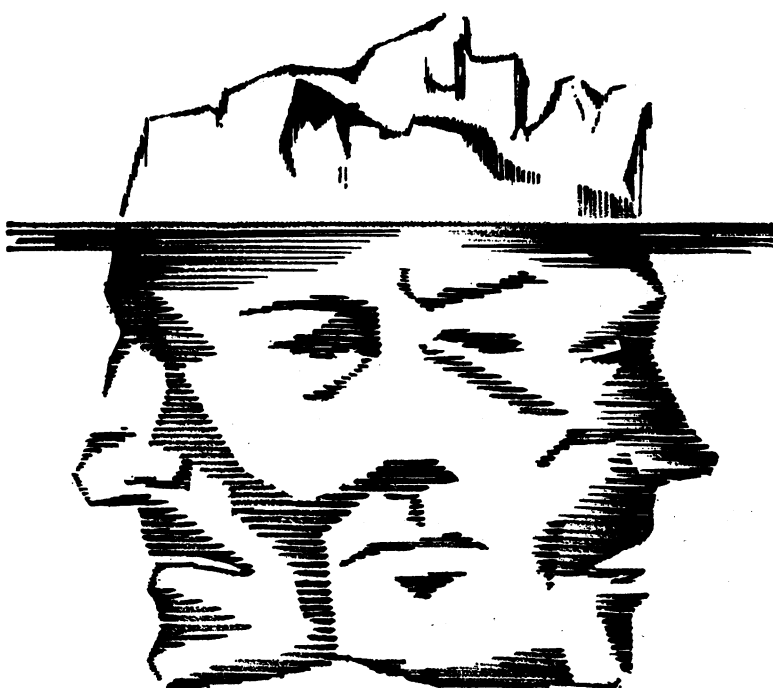
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**£100,000** carpets on display at our London Showrooms  
*open 9.30 to 5.30 Mon. to Fri. 9.00 to 12 noon Sats.*

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*Offices: 37a Aldersgate St., London, E.C.1 Tel: MON 7171 (10 lines)*



## the unknown quantity?

The 'Iceberg' of Disease—for every patient known to be suffering from a particular slowly progressive disease there are often several others who have vague symptoms or who are asymptomatic but show various abnormal signs. Surveillance for so much unknown or incipient morbidity is of prime importance, for with earlier detection there is often a much better chance of successful therapy or even prevention. Much can be achieved by the use of Hema-Combistix on every patient irrespective of the reason for consultation. In just over 30 seconds Hema-Combistix provides you with 4 valuable aids to diagnosis and can save time by eliminating repeat appointments.

### **Hema-combistix\***

reagent strips

*semi-quantitative dip-and-read urine test  
for blood, protein, glucose, pH*



**Ames Company** Division of Miles Laboratories Ltd.  
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**Pain.**

Ankylosing spondylitis

**Geigy Parazolidin®**

Combined Antirheumatic Agent

Geigy (U.K.) Limited  
Pharmaceuticals Division  
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Detailed literature describing any  
Geigy product is available on request



## eight to ten hours' cough relief from one teaspoonful

Night coughing disturbs not only the cougher but also other members of the household. Each teaspoonful dose of *Pholter* is effective for up to *ten hours*, long enough to ensure that sleep — for everyone — is undisturbed by troublesome cough. The characteristic smooth and extended action of *Pholter* results from ion-exchange release of the constituents — the cough depressant pholcodine and the antihistamine phenyltoloxamine. Because cough relief is prolonged, two or three doses daily are usually adequate and 2 fl. oz. can provide a week's treatment.

*Pholter* is ideal for paediatric use. It tastes pleasant and is easy to administer — even to infants.

Dosage: one teaspoonful (4 ml.) two or three times daily. (Children half to full adult dosage, according to age.) Each teaspoonful contains pholcodine 15 mg. and phenyltoloxamine 10 mg. as ion-exchange resin complexes.

Basic NHS cost:

2 fl. oz. 5/0d. 20 fl. oz. 47/4d.

# PHOLTEx

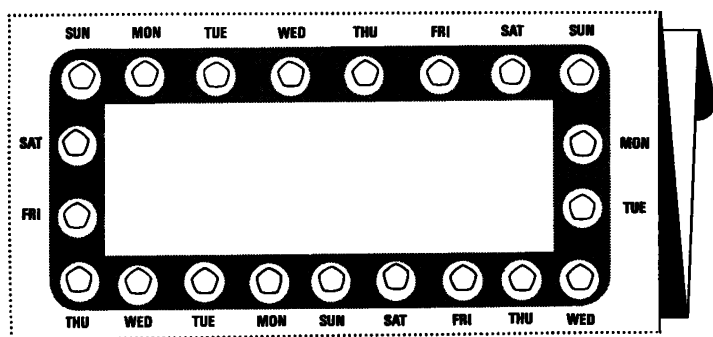
*Pholter*— registered trade mark

Phl-65



RIKER LABORATORIES · LOUGHBOROUGH · ENGLAND

For greater simplicity in  
oral contraception...  
Ovulen –the low dose  
oral contraceptive–now  
comes in this 3week wallet



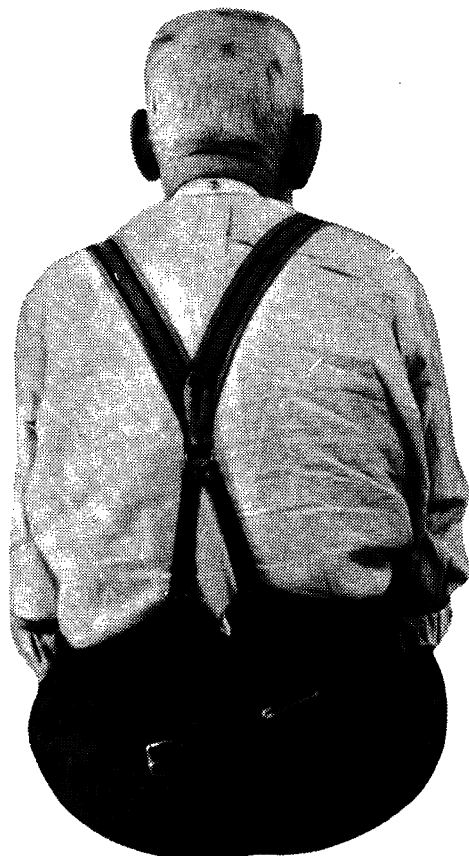
Ovulen (brand of ethynodiol diacetate with mestranol) is the oral contraceptive with a progestin content of only 1 mg. per tablet. The new 3-week wallet means that Ovulen now combines the benefits of low dosage with a simple 3-week administration schedule. *This routine can be easily explained to the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

remove  
the fear of  
painful  
defaecation



dual-acting  
**DORBANEX**

*Dorbanex: trade mark*

softens the stool  
then gently evacuates  
the constipated bowel

Pain caused by hard, dry stools can be a distressing aspect of constipation. Discomfort leads to retention and, in turn, overloading of the rectum. But if – as with *Dorbanex* – treatment is directed at softening the stool and stimulating colonic peristalsis, the cycle of pain-retention-accumulation is broken. Defaecation is comfortable; anxiety is allayed; and the bowel is helped back to normal function.

Because *Dorbanex* contains the laxative 1 : 8-dihydroxyanthraquinone, *plus* a new faecal softening agent, poloxalkol, it both softens and mobilises the stool. This dual action is invaluable in patients with anal fissures or haemorrhoids, and in obviating straining – an important consideration in elderly or cardiac patients.

Disadvantages of laxative treatment, such as unpredictability, griping, leakage, or interference with gastro-intestinal function, do *not* arise with *Dorbanex*. Especially appreciated by patients old, young or pregnant are its advantages of small dosage (1 or 2 teaspoonsful at bedtime) and palatability.

Each teaspoonful (5 ml.) of *Dorbanex* contains 25 mg. 1 : 8-dihydroxyanthraquinone and 200 mg. poloxalkol. Bottles of 60 ml. 4/-) and 500 ml. (30/-). P.T. extra.

RIKER LABORATORIES LOUGHBOROUGH ENGLAND

65-19D

**Riker**



**she thinks she needs a 'tonic' but her symptoms:  
anxiety, persistent fatigue, early morning awakening,  
loss of appetite, strongly suggest depression**

**in all forms of depression  
and especially when anxiety  
is prominent**

'Tryptizol' is available as 25 mg and  
10 mg tablets; also as a syrup  
and an injection. Detailed information  
is available to physicians on request.

**TRYPTIZOL**  
Amitriptyline hydrochloride REGD



**Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire**



# Lasix

A product of Hoechst world-wide research

## the new diuretic

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

### not only most powerful but also highly convenient

The convenience of Lasix is best appreciated in the less severe conditions calling for diuretic therapy. If the patient is working, he can have daily treatment with Lasix, without affecting either his working hours or his sleeping hours. For this type of patient a teatime dose is recommended. Lasix is rapidly effective. Its action is usually over in four to five hours. When the patient goes to bed he can be sure of undisturbed sleep. Lasix lets the patient work all day and sleep all night.

## HOECHST



SERVICE IN THE  
CAUSE OF MEDICINE

Hoechst Pharmaceuticals Limited,  
Portland House, London SW1



BETTER MEDICINES FOR A BETTER WORLD

**At home...**

**at work...**



**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. Benylin and Benylets combine the antitussive, antispasmodic and anti-histaminic actions of **Benadryl\*** (diphenhydramine hydrochloride B.P.) with the expectorant effects of other established agents.

*When you prescribe Benylin — prescribe Benylets.*



# **Benylin & Benylets**

*\*Trade mark*

**PARKE-DAVIS**

HOUNSLOW · LONDON · TELEPHONE: HOUNSLOW 2361

O-1268



WHENEVER  
THE BENEFITS  
OF MORPHINE  
ARE NEEDED—

# 'CYCLIMORPH'

(Morphine plus Cyclizine) brand INJECTION

'Cyclimorph' provides all the benefits of morphine but overcomes the distressing, even dangerous vomiting often caused by this analgesic.

'Cyclimorph' is indicated whenever morphine is indicated—especially where nausea and vomiting would be harmful as in

myocardial infarction  
pre-operative medication  
post-operative pain  
debilitated patients

Cyclizine, the anti-nauseant and anti-emetic in 'Cyclimorph', is one of the most successful agents for the control of morphine-induced vomiting. It acts rapidly, has a similar duration of action to morphine, and is remarkably safe.

'Cyclimorph' is subject to the D.D. regulations. It is issued in 1 ml. ampoules (boxes of 5 and 25), in two strengths, viz.:

## 'CYCLIMORPH' 10

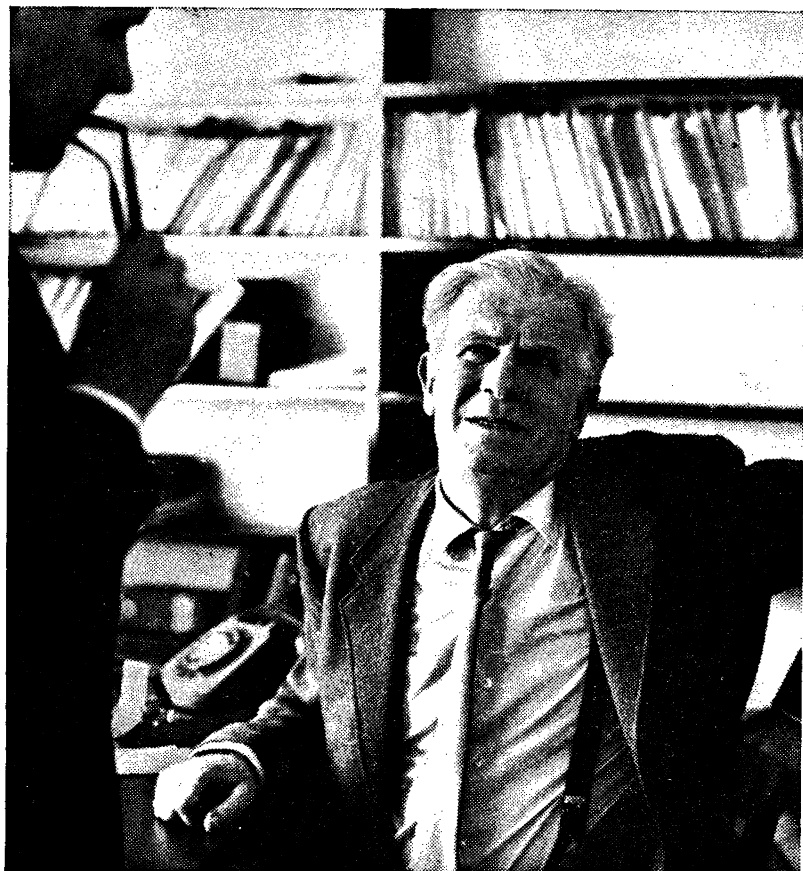
Morphine tartrate 10 mg. (gr.  $\frac{1}{4}$ )  
Cyclizine tartrate 50 mg.  
per ml.

## 'CYCLIMORPH' 15

Morphine tartrate 15 mg. (gr.  $\frac{1}{4}$ )  
Cyclizine tartrate 50 mg.  
per ml.



BURROUGHS WELLCOME & CO.  
(The Wellcome Foundation Ltd.)  
LONDON



## In convalescence after serious illness

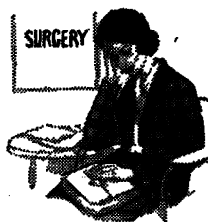
# ANABOLEX

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 nitrogen balance. Presentation: Tablets each containing 25 mg. androstanolone in vials of 25, 100 and 250. Dose: The maintenance dose of Anabolex is 2-3 tablets daily and, based on the new reduced NHS price, costs only 1/11d. a day.

**LLOYD-HAMOL LIMITED, 36-38 BERKELEY SQ., W.1** 

**FROM A  
DOCTOR'S VIEWPOINT**



# the S in Ferromyn-S

identifies the free succinic acid which promotes more effective iron absorption. This has been established by (1) controlled radio-iron studies and (2) extensive clinical trial.

## Ferromyn-S

means: \_\_\_\_\_

33<sup>1</sup>/<sub>3</sub>% more iron absorbed

More rapid and greater hæmoglobin response

More iron available to the iron stores.

Excellent tolerance

These ideal requirements are achieved with a daily dosage of 111 mg. elemental iron at a cost of less than 1½d. per day.

1. *Acta. Med Scand. Suppl. 376 to volume 171, (1962).* 2. *Lancet, 654, (1965) volume II.*

**FORMULA** One tablet contains:  
Ferrous Succinate ... 150 mg.  
equivalent to 37 mg. elemental  
iron. Succinic acid ... 110 mg.

**DOSAGE**  
Adults: 1 tablet three times daily  
with meals.  
Children: 1 tablet twice daily with  
meals.

**PRESENTATION**  
Packs of 100 and 1,000 tablets.

## promoted iron absorption

**CALMIC**

Calmic Limited • Crewe • Cheshire  
Tel: Crewe 3251. (10 lines)

# NOW, FROM THE DISCOVERERS OF CHLOROTHIAZIDE

**a completely new  
oral diuretic**

# Edecrin

ETHACRYNIC ACID REGD

**extends the reach of diuretic therapy:**

- ❑ 'Edecrin' is chemically and pharmacologically distinct from all other diuretics in current use.
- ❑ 'Edecrin' has a wider range of effectiveness than the thiazides and related diuretics.
- ❑ 'Edecrin' may be used in oedema of all grades of severity, whether acute or chronic.
- ❑ '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.



**Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire**

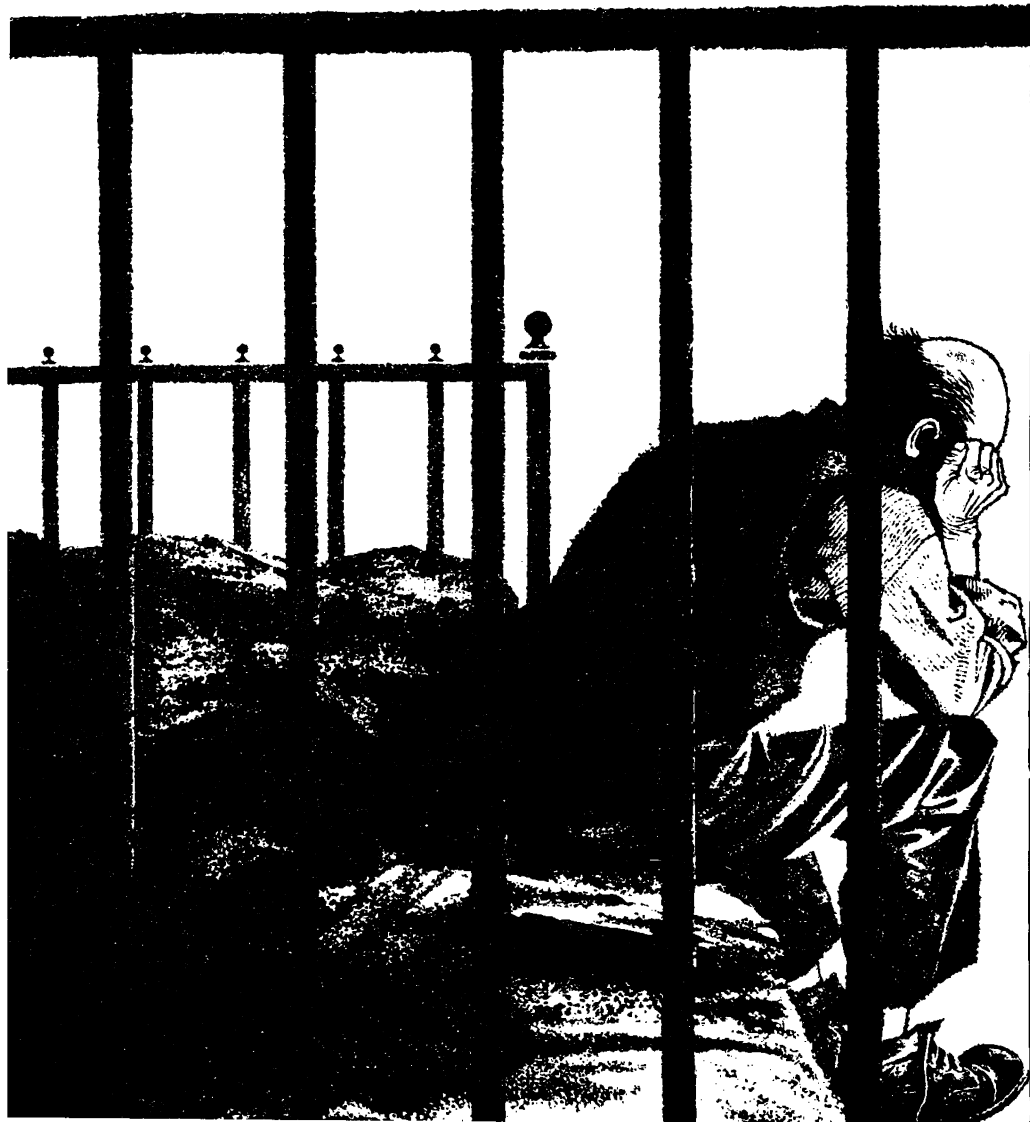
# Remission

- In mental confusion and senile apathy lasting remission obtained by LUCIDRIL—former name ANP 235.
- Has been well tried for 5 years on the Continent. Over 200 papers published. Toxic effects negligible.
- Physiological neuroregulator augmenting metabolism of glucose by nerve cells. Action quite unlike any other substances.

## lucidril

Meclofenoxate—Approved name—B.P.  
Basic NHS Prices. 300 mg. tablets 30 (19/6)  
and 100 (57/3). Adult dosage: usually 3-4  
tablets daily. Detailed literature on request.

LLOYD ANPHAR LTD., 36-38 BERKELEY SQUARE, W.1.  
*Lloyd Anphar is an associated company of Lloyd-Hamol Ltd.*





**Metatone helps your convalescent patients to feel better quicker**

By improving both outlook and appetite, METATONE\* helps to promote a full recovery of normal vitality after influenza and other debilitating illnesses. It is acceptable to older children as well as adults. Metatone combines Vitamin B<sub>1</sub> and strychnine with mineral glycerophosphates. In bottles of 8, 16 and 80 fl. oz.

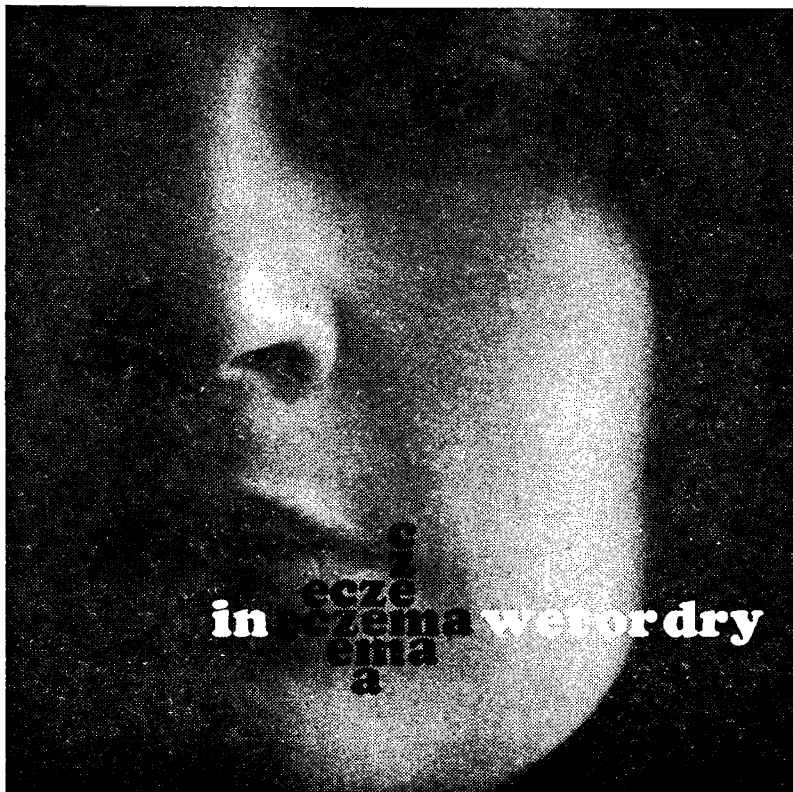
**METATONE**

*\*Trade mark*

**PARKE-DAVIS**

**HOUNSLOW / MIDDLESEX / TELEPHONE: HOUNSLOW 2361**

# HYDRODERM<sup>REGD</sup>



## and other common skin conditions

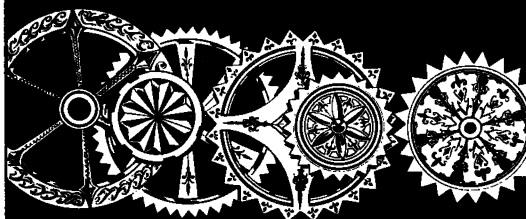
More than two and a half thousand prescriptions daily testify to the value of 'Hydroderm' in the treatment of eczema and other common skin conditions. In practice, 'Hydroderm' has generally been found suitable for the treatment of wet, as well as dry, lesions.

Each gramme contains 10 mg hydrocortisone, 5 mg neomycin sulphate and 1000 units zinc bacitracin. Detailed information is available to physicians on request.

**one strength | one base | one ointment**



MERCK SHARP & DOHME LIMITED, HODDESDON, HERTFORDSHIRE



The  
international  
standard  
for  
a second . . .

. . . 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.



**TRANSVASIN**  
is the standard  
therapy . . . for  
the relief of  
rheumatic  
symptoms

Patients suffering from rheumatic lesions obtain rapid relief with Transvasin. The esters of nicotinic, salicylic and p-aminobenzoic 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.

LLOYD-  
HAMOL  
Ltd.

**LLOYD-HAMOL LTD.** 36-38 BERKELEY SQ., LONDON W.1

**FORMULA**

Ethyl nicotinate . . . . . 2%  
n-Hexyl nicotinate . . . . . 2%

Ethyl p-aminobenzoate . . . . . 2%  
Tetrahydrofurfuryl salicylate . . . . 14%  
Base . . . . . to 100%

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.



If you have a patient who  
cannot smell a rose . . .

the remedy may be

**Otrivine**  
C I B A

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

*Otrivine is xylometazoline hydrochloride*

**3 forms**

**Adult Drops 0.1%  $\frac{1}{2}$  fl. oz.**

**Adult Spray 0.1%  $\frac{1}{2}$  fl. oz.**

**Paediatric Drops 0.05% 10ml.**

**(with special safety dropper)**

**N.H.S. Price**

**3/4**

**3/4**

**3/0**

**'FRAGRANT CLOUD'**

*(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.