Lucky Jim
-he's been on
ROTER

Jim had a peptic ulcer. His diet was hopelessly monotonous, he couldn't work and he was due for surgery.

On Roter he got almost immediate relief of pain, his ulcer healed quickly, and hospitalisation and surgery were avoided.

Lucky Jim is back at work.
He's on a normal diet; is enjoying his meals and putting on weight.

Roter: available on E.C.10 in packs of 40 and 120 tablets. Dispensing packs of 360 and 720 tablets.

Roter: Bismuth subnitrate Roter 300 mg., Magnesium carbonate 400 mg., Sodium bicarbonate 200 mg., Cortex rhamni frangula 25 mg.

Literature and abstracts of clinical trials available on request. F.A.J.R. Laboratories Limited, Twickenham, Middlesex.
Whatver the Allergy label

PHENERGAN
the general purpose antihistaminic

Effective, Versatile, Reliable

"If I have to nominate any drug as being my favourite, then the honour must go to 'Phenergan', for it goes closer to being a panacea than any other substance I know."

G.P., 6, 7, 1969.

"Phenergan" is a trade mark of May & Baker Ltd for its preparations of promethazine

MAY & BAKER LTD
Dagenham Essex RM10 7XS

An M&B Medical Product
Full information is available on request
Halt at the flashing light

Flashing lights and visual disturbances, classically early warnings of migraine, are signals for arresting all manifestations of an attack—at onset. MIGRIL* acts in the minutes between initial warning and the otherwise inevitable full-blown attack. As well as containing an effective dose of ergotamine (2mg in each tablet), enhanced by caffeine, MIGRIL contains the anti-emetic, cyclazine. Nausea and vomiting, due to migraine itself or to ergotamine, are very effectively relieved. MIGRIL, taken at the first warning of an attack, provides a specific treatment that the patient will learn to rely on. Full information is available on request.

Burroughs Wellcome & Co. (The Wellcome Foundation Ltd) Dartford, Kent.

*Trade Mark.

Migril masters migraine
The Beecham Penicillins

Beecham research has produced an outstanding range of semi-synthetic penicillins including:

- **Penbritin***(ampicillin)
- **Orbenin***(cloxacillin)
- **Celbenin***(methicillin)
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- **Pyopen***(carbenicillin)
- **Broxil***(phenethicillin)
- **Ampiclox***(ampicillin and cloxacillin)

BRL also produce Maxolon*{(metoclopramide)}—a modifier of gastric motility.

Full information on all products is available on request.

Beecham Research Laboratories Brentford England *regd.*
... a three layer tablet which is specially designed to phase the release of the highly effective antihistamine, triprolidine hydrochloride. With PRO-ACTIDIL*, relief from symptoms is thus maintained for nineteen to twenty-four hours. Full information is available on request. Burroughs Wellcome & Co. (The Wellcome Foundation Ltd.) Dartford, Kent. *Trade Mark

PRO-ACTIDIL in allergies up to 24 hour control
What is the word for emotional distress?

The presenting symptoms? "Can't sleep... irritable... no appetite... tired... aches and pains"—consultation after consultation.
The task? To penetrate behind the facade to the underlying condition.
The aim? To make the patient feel better quickly and reveal the problem, without unnecessary consultations.
Tranquilizers or hypnotics may deal with part of this aim, but only part.
Prothiaden can meet all the requirements. It is rapidly effective in both anxiety and depression.
One ingredient, a single-strength capsule means straightforward dosage.
Prothiaden is well tolerated even by the elderly.
Prothiaden can mean trouble-free treatment of anxiety, depression, in fact any manifestation of emotional distress.

Prothiaden

Presentation: hard gelatin capsules each containing 25 mg. Dithiapin hydrochloride.
Full information available on request.
The CROOKES Laboratories Limited, Basingstoke, Hants.
Debendox is the only tablet of its kind for the prevention and relief of nausea and vomiting in early pregnancy. Taken at bedtime, the special timed-release coating delays disintegration of the tablet until 4-6 hours after ingestion so that the ingredients are fully effective when the patient usually needs them. Debendox has been prescribed for over 10,000 patients and there is no evidence of teratogenicity. Full prescribing information available on request.
First in U.T.I.

Septrin* bactericidal against urinary pathogens including Proteus and E. coli.

Septrin quickly attains therapeutic levels in both kidney tissue and urine.

Septrin 'clearly superior' to ampicillin and sulphonamides in treating UTI.'

Septrin first utilisation of antibacterial synergy between trimethoprim and a sulphonamide.

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Reference

For the whole family—SEPTRIN Tablets, SEPTRIN Adult Suspension, SEPTRIN Paediatric Tablets and SEPTRIN Paediatric Suspension containing trimethoprim and sulphamethoxazole.

Full information is available on request.

Burroughs Wellcome & Co.
(The Wellcome Foundation Ltd.)
Dartford, Kent.

Septrin
an advance on the antibiotics

SEPTRIN eradicates infection by a double blockade of bacterial metabolism.
Half-hearted measures in the treatment of hypertension can be fatal.

There is now convincing evidence that in hypertension, whether mild or severe, blood pressure must be maintained in the normal range. Any degree of hypertension – and by inference, incomplete therapeutic control – still carries a high long-term morbidity.

Complete control is usually impracticable with conventional antihypertensive agents because of prohibitive side effects. Not so with 'Inderal'.

This drug maintains normal blood pressure by night as well as day. Hypotensive crises due to changes in posture, activity or external temperature do not occur. Mental, sexual and gastro-intestinal functions are unimpaired.

'Inderal', with a thiazide diuretic, controls some 80% of hypertensive patients. It is a real step forward in preventive medicine.

Detailed information, available on request, should be consulted before prescribing.
the joint benefits of Depo-Medrone local injections:

- Rapid relief of pain, usually within 12-24 hours.

- Prolonged anti-inflammatory effect lasting up to five weeks.

Supplied: 40 mg/mL methylprednisolone acetate in 1 mL, 2 mL, and 5 mL vials.

Now Available: 2mL Pre-filled Syringe

Full instructions on usage are on the pack.

Full product information available upon request.

Upjohn

UPJOHN LIMITED • CRAWLEY • SUSSEX
Day after day of freedom from asthmatic attack

The unique mode of action of disodium cromoglycate offers the asthmatic patient outstanding benefits. A prophylactic treatment, it prevents the onset of asthmatic episodes – thus minimising long-term damage to lung tissue. Freedom from asthma attacks permits a happier, more normal life for the asthmatic patient.

Published clinical reports confirm that with INTAL COMPOUND, the incidence and severity of acute attacks is considerably reduced – even in patients on conventional therapy such as bronchodilators, antihistamines and corticosteroids. Less time is lost from work or school, exercise tolerance is improved and a consistent clinical comment on disodium cromoglycate has been the total absence of serious side effects.

INTAL COMPOUND – supplied in SPINCAPS (each containing 20 mg disodium cromoglycate, and 0.1 mg Isoprenaline Sulphate BP in powder form, together with an inert carrier). For use in a special insufflator – SPINHALER.

Full information is available on request. The Technical Services Department, Fisons Limited – Pharmaceutical Division, Loughborough, Leicestershire.

There's nothing else like

INTAL Co.
Prophylaxis in asthma

[Logo] Fisons

INTAL, INTAL COMPOUND, SPINCAP and SPINHALER are Fisons trade marks.
AT LAST

a ‘fundamental’ treatment for anxiety!
unlike other the
Integrin co-
basic biochemi-
associated w

THE 'FUNDAMENTAL' TR
tranquillizers, embats the cal disturbance with anxiety.

Treatment for anxiety
Found effective in 90% of patients
In recent G.P. studies, Integrin was found effective in 9 out of 10 cases. In a double-blind comparison Integrin gave relief to 9% more patients than did chlordiazepoxide.

Gives more profound relief from anxiety
Seventy eight patients, most of whom were already on tranquillo-sedatives, were switched to Integrin. Their average anxiety-rating dropped to less than a third of its previous level.
In another trial Integrin gave complete, as opposed to partial, relief of anxiety to 35% of patients; chlordiazepoxide to only 20%.

Lifts any depressive overlay
In contrast to the tranquillo-sedatives, Integrin actually enhances mood and restores a normal sense of well-being.

Most patients respond within a week
Clinical trials report that up to 90% of patients obtain relief from anxiety within the first week of treatment.

drowsiness not a serious problem
virtually free from toxicity
one single strength capsule with simple dosage
unlike the benzodiazepines, no reports of dependence
relieves depressive overtones
no effect on reaction-time at normal dosage
well tolerated even at 10 times normal dosage

INTEGRIN
THE 'FUNDAMENTAL' TREATMENT FOR ANXIETY

Prescribing notes
Presentation:
Capsules each containing 10 mg. oxypertine.
Indication:
Anxiety neuroses.
Usual Dosage:
One capsule t.d.s., with a further one at bedtime if required.
Safety Factors:
Drowsiness and dizziness may occur at high dosage. No serious toxic reactions have been reported. Integrin may be potentiated by alcohol and other tranquillizers and patients should observe caution when driving. Integrin should be co-prescribed with caution with MAO inhibitors.
Pack and Price:
Containers of 100 capsules.
Basic NHS Cost of one week's treatment (1 capsule t.d.s.): 36p.
Integrin is a registered trade mark.
Full medical literature is available on request.

a product of WINTHROP research
Winthrop Laboratories, Surbiton-upon-Thames, Surrey.
'Hypokalaemia is a common problem during prolonged diuretic therapy.'

'Hypokalaemia resulting from powerful diuretics is not always prevented by oral [potassium] supplementation.'
*Brit. med. J.*, 1967, 1, 143 (21 Jan)

but now

the diuretic that entirely obviates the need for potassium supplements

'Moduretic' is a completely new diuretic from Merck Sharp & Dohme that induces a highly effective diuresis as well as helping the body to conserve its natural balance of potassium. 'Moduretic' offers the physician the means of treating patients with a diuretic while avoiding the limitations imposed by potassium supplements. Indeed, 'Moduretic' conserves body potassium so effectively that potassium supplements are contra-indicated.

'Moduretic' is available as peach-coloured, diamond-shaped tablets containing 5 mg amiloride hydrochloride/MSD and 50 mg hydrochlorothiazide/MSD.

Detailed information is available to physicians on request. 'Moduretic' is a registered trademark.

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Merck Sharp & Dohme Ltd, Hoddesdon Hertfordshire *Telephone Hoddesdon 67123*
Her confidence in oral contraception depends on yours.

The low bio-activity of both progestin and oestrogen components in Norinyl-1 produce a combination which, while providing high contraceptive reliability, can reduce the incidence of troublesome side-effects and maintain high usage rates.

Norinyl-1, which has now been in world-wide use for several years, is used with satisfaction by nearly 8 million women in Britain alone and prescribed as first choice oral contraceptive by over 2,000 U.K. doctors.

NORINYL-1 provides the confidence you both need.

Norinyl-1 contains Mestranol 50 mcg. Norethisterone 1-0 mg.

REFERENCES

Full prescribing information available on request:

SYNTAX
Syntex Pharmaceuticals Ltd.
St. Ives House,
Maidenhead, Berkshire.

Contact:
Medical Director,
Saskatoon Community Clinic,
455 Second Avenue North,
Saskatoon, Saskatchewan.

The Royal College of General Practitioners

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An extended course for young doctors in their first two years in general practice will be held every Tuesday 10.15 am — 4.40 pm from 5 October 1971 to 28 March 1972 (except 28 December and 4 January)

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RICHMOND INVESTMENTS LTD.
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NOTICE

Closure of College Accommodation

It is regretted that it has been found necessary to close the College accommodation for the whole of the month of August and the first fortnight of September, to permit completion of the rewiring and also to cover the period of the Housekeepers' holidays. The College accommodation will reopen Monday, 13 September.

Every assistance will be given with booking alternative accommodation for members who wish to stay overnight in London during that period.
2% sodium fusidate B.P. in a neutral ointment base.

The logical topical antibiotic for primary and secondary bacterial skin infections.

Fucidin Ointment has proved clinically effective in a wide variety of common skin infections. Its rapid, reliable, bactericidal action against most strains of staphylococcus and streptococcus combined with its good skin tolerance and proven penetration, make it a logical topical treatment wherever infection is present or threatens the skin.

Available in packs of 10g and 25g.

References:
3. Ugeskrift for Laegor, (1966) 128; 204
5. Paper read to the British Dermatological Association Meeting, Aberdeen, July 1968.

Full information available on request from:

LEO LABORATORIES LIMITED, Hayes, Middlesex. Telephone 01-573 6224