

# THE MEDICAL SICKNESS SOCIETY

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Professions' own  
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'.... 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.'

Ulster med. J. (1964), 33, 62,

' 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.'

J. Endocr. (1964), 29, 209



# PENTOVIS

the selective oral oestrogen for  
the postmenopausal patient

Biopsies before and after treatment repeatedly showed that, while Pentovis has a beneficial effect on vaginal epithelium, endometrial changes do not take place and therefore withdrawal bleeding does not occur.

Pentovis provides oral treatment for

Atrophic vaginitis  
Kraurosis vulvae  
and related conditions

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 (Quinestradol) 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  
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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 world wide. 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).

## ROTER IN PEPTIC ULCER

# A spiral or concentric circles?

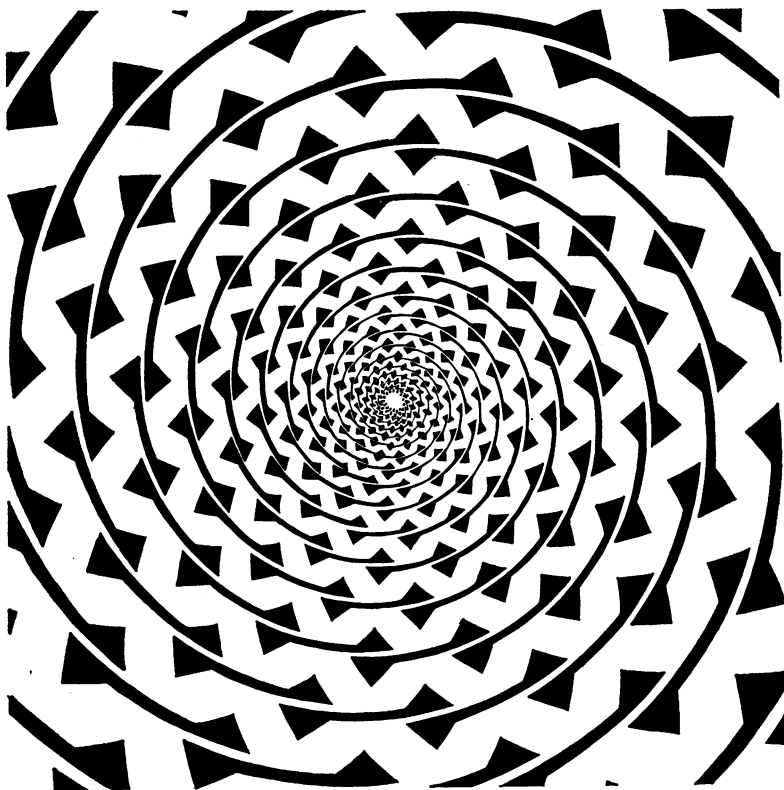
**clinical studies<sup>†</sup>  
show pain relief  
is no illusion with**

# PONSTAN<sup>\*</sup>

(mefenamic acid, Parke-Davis)

**a new effective oral analgesic**

†J. Pharmacol. exp. Ther., 139:172, 1963; Arch. phys. Med., 8:26, 1965; Practitioner, 194:817, 1965  
Ponstan Kapseals<sup>\*</sup> 250 mg. are available in containers of 12, 100 and 500



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Parke, Davis & Co. Hounslow, Middlesex. Tel: Hounslow 2361<sup>\*</sup>Trade Mark

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*Lancet* (1965), 1, 893.

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*Brit. med. J.* (1965), 1, 304.

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*Medical News* (1965), No. 119, 22.

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*Practitioner* (1965), 194, 439.

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# LEDERMYCIN<sup>†</sup> 300

Demethylchlortetracycline Lederle †regd. trademark MG TABLETS

## 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 Demethylchlortetracycline 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.

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### 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 Demethylchlortetracycline 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.

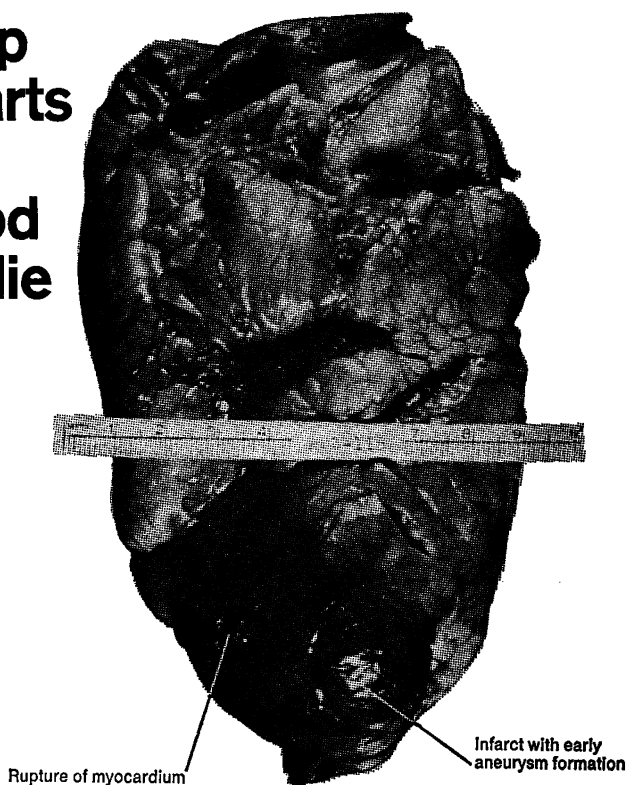
The recommended dosage for LEDERMYCIN in 'Eaton agent' pneumonia is 900 mg daily given as one 300 mg tablet T.I.D.

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**Help  
hearts  
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good  
to die**



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

**Peritrate SA long-acting vasodilator with twelve-hourly dosage schedule.**

Each tablet of Peritrate SA (sustained action) contains 80 mg. pentaerythritol tetranitrate.  
William R. Warner & Co. Ltd., Eastleigh, Hampshire. Telephone Eastleigh 3131

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## 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.

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# EMOTIONAL FATIGUE<sup>®</sup> INSIDON<sup>®</sup> ANXIETY TENSION

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Detailed literature describing  
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**in oral steroid therapy**

# 8mg LEDERCORT<sup>†</sup>

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facilitates the use of  
**new and convenient**  
dosage schedules

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full daily dose in the morning



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Full effectiveness maintained  
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Not only relieves pain

—accelerates recovery in  
painful muscular conditions



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 anal-

gesic paracetamol, to relieve both local pain and the pain and stiffness associated with muscle spasm. *Norgesic* quickly restores mobility and speeds recovery.

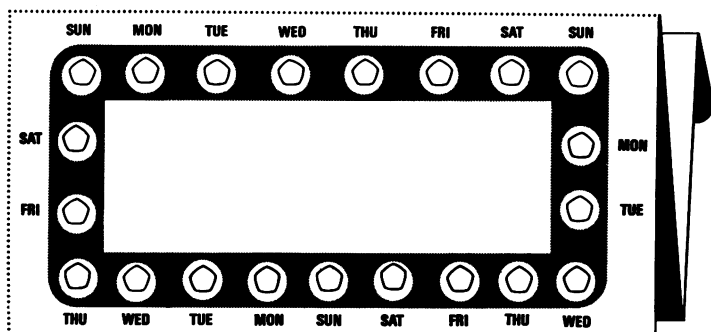
Each tablet contains: orphenadrine citrate 35 mg. and paracetamol 450 mg. Dosage is two tablets three times daily.

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## Ovulen—the low dosage 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.

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**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:**

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**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.

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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.

The CROOKES Laboratories Limited,  
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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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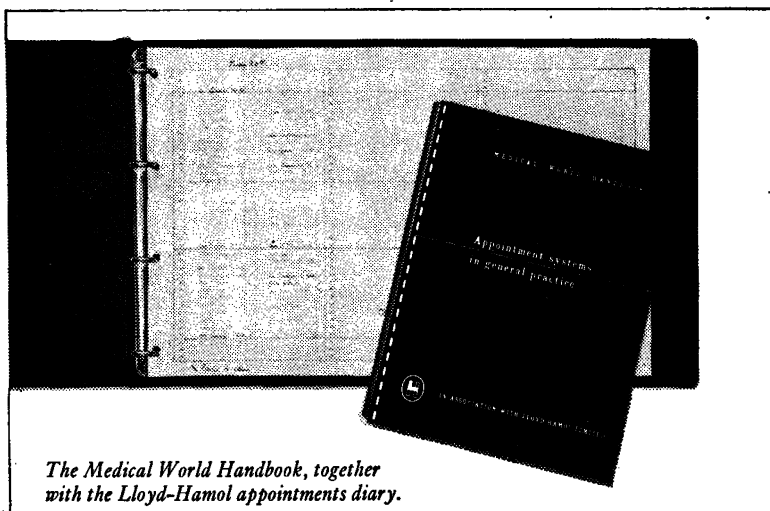
<i>Medihaler-iso</i> (Isoprenaline Sulphate B.P. 4 mg./ml.—0.08 mg. per dose)	14/4
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*Medihaler, Medihaler-iso, Medihaler-epi*: registered trade marks

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# The easy way to run an appointments system —in any general practice



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

In 1959 the Editor of the **MEDICAL WORLD** set up a committee of experienced family doctors to prepare a handbook on appointments systems in general practice. All the doctors concerned had practical knowledge in this field.

Lloyd-Hamol Ltd. were so impressed by the potential value of the resulting handbook that they offered to provide it, free of charge, to any doctors who wished to read it, together with appointments diaries for running the system, and specimens of appointments cards and announcements to patients.

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are now running a full appointments system for their patients. They practise in every type of area and in all parts of the United Kingdom, and in almost every case the benefits derived from the system, both for doctor and the patients, have been very great.

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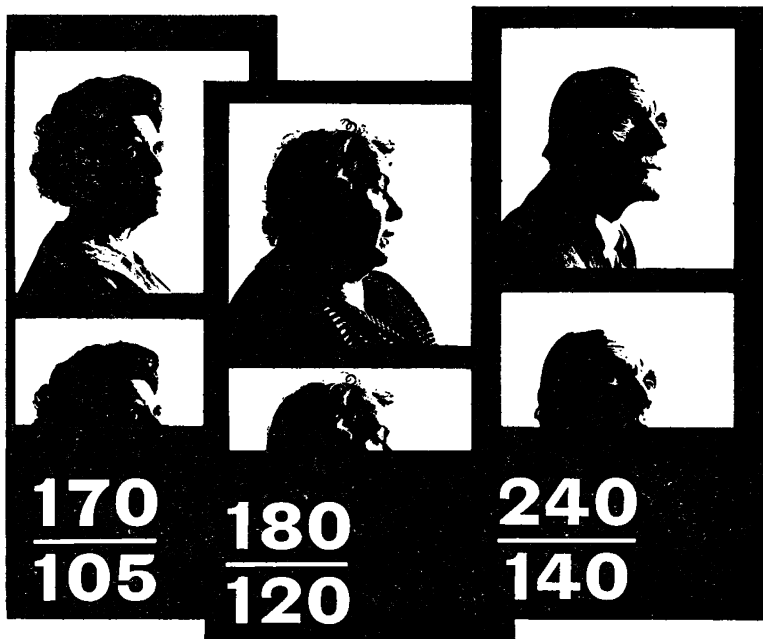


from a doctor's viewpoint...

Hypon is indicated as the analgesic  
of choice in cases where prolonged  
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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)

# ALDOMET

METHYLDOPA

**a more normal life for the hypertensive patient**

Supplied as 250 mg tablets and, for emergency use, as an injection. Detailed information is available to physicians on request.



Merck Sharp & Dohme Ltd, Hoddesdon, Hertfordshire

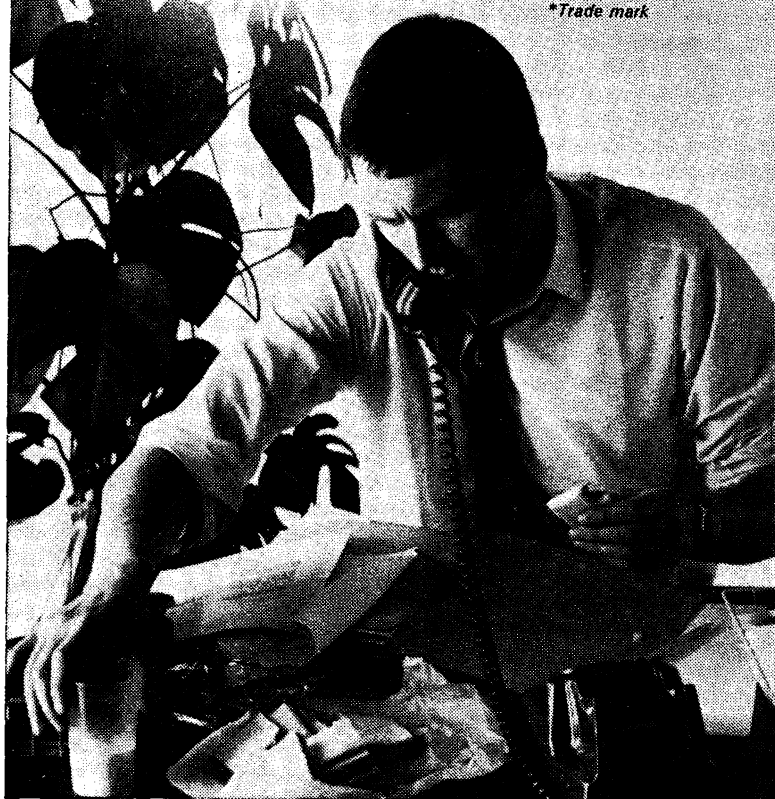
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The sustained-release feature of PORTYN\* TEMPLETS\* provides the advantages of less frequent dosage and fewer and more mild side effects than with the immediate release form. Only one PORTYN TEMPLET twice daily at 12-hour intervals provides sustained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

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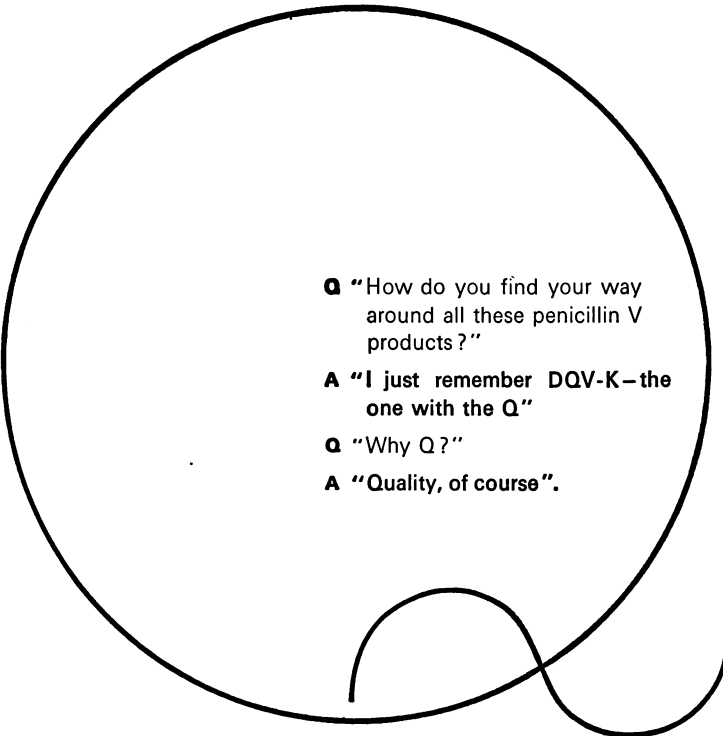
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**PORTYN TEMPLETS** each contain 35 mg. benzilonium bromide, Parke-Davis, (5 mg. for immediate release and 30 mg. for gradual release)

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**Q** "How do you find your way around all these penicillin V products?"

**A** "I just remember DQV-K—the one with the Q"

**Q** "Why Q?"

**A** "Quality, of course".

# **DQV-K**

**the quality penicillin V**

DQV-K is the accepted contraction for **Distaquaine V-K** potassium penicillin V tablets of 60 mg., 125 mg. and 250 mg., syrup in a new fruit flavour and ready-prepared suspension both containing 125 mg. per 5 ml.



Dista Products Limited • Speke • Liverpool 24

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cannot smell a rose . . .**

**the remedy may be**  
**Otrivine®**  
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**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.**

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**(with special safety dropper)**

**N.H.S. Price**

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**3/4**

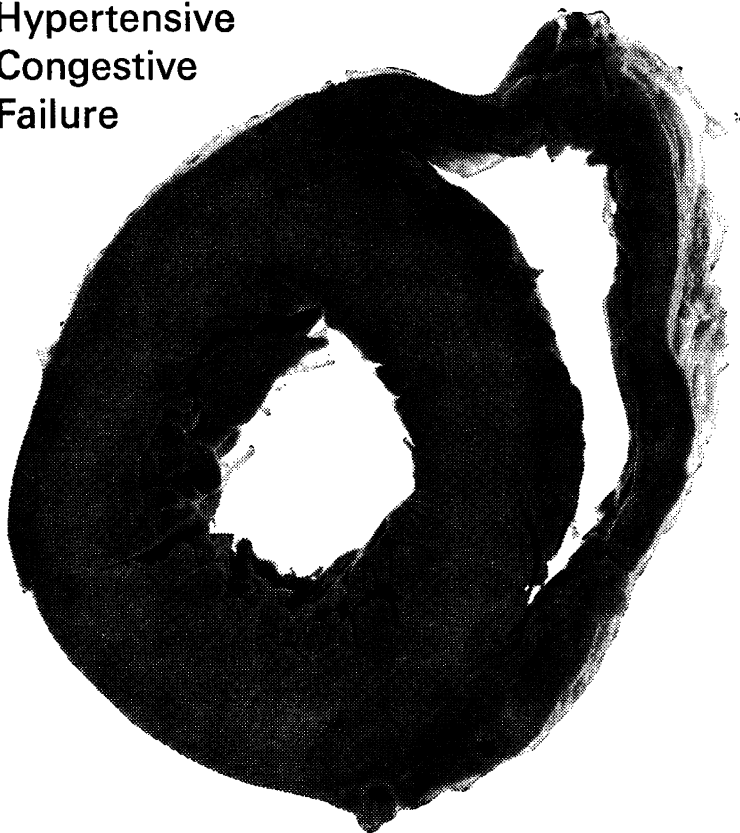
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Enduronyl® controls  
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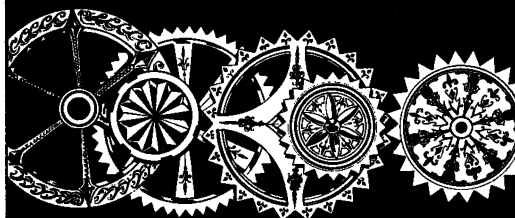
(Methyclothiazide 5 mg and Deserpidine 0.25 mg)

for hypertension—compensated and decompensated  
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.



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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.

a major discovery for rheumatic disorders

# INDOCID

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'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.'**

*Brit. med. J.*, 1963, 2, 965 (19 Oct)



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



MERCK SHARP & DOHME LIMITED, HODDESDON, HERTFORDSHIRE

# which hypertensive patients are best treated with 'Esbatal'?

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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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## Male hypertensives

'Esbatal' does not cause impotence, but as with other adrenergic neurone-blocking agents, failure of ejaculation may occur. When this causes concern, withdrawal of 'Esbatal' for 24 hours usually reverses this side-effect. Good control of blood pressure is regained rapidly on resuming treatment. (See *Lancet*, 1964, ii, 659.)

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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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**Rapid action— Simpler management— Minimal side-effects**

**'Esbatal'** BRAND BETHANIDINE SULPHATE

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

Detailed literature available on request



**Burroughs Wellcome & Co., London**

(The Wellcome Foundation Ltd.)

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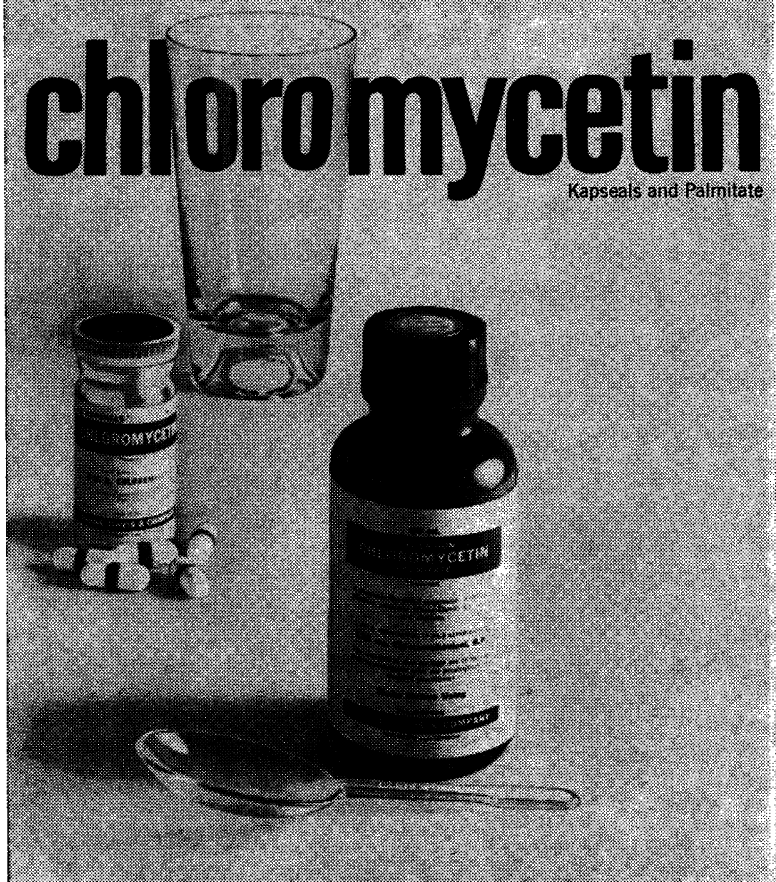
Clinical use throughout the world has established CHLOROMYCETIN\* (Chloramphenicol B.P. Parke-Davis) as an antibiotic of outstanding efficacy in a wide variety of bacterial, viral and rickettsial infections. CHLOROMYCETIN possesses extremely high anti-microbial activity, crosses tissue barriers readily, diffuses widely and rapidly through nearly all body tissues and fluids, and is well tolerated. It is rapidly absorbed and bacterial resistance is minimal. And because of these notable properties, therapy with CHLOROMYCETIN generally results in prompt response and rapid recovery.

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

*\*Trade mark* **CHLOROMYCETIN**

# chloromycetin

Kapseals and Palmitate



**PARKE-DAVIS** HOUNSLOW · LONDON · TELEPHONE: HOUNSLOW 2361

Q-1231

# NOW, FROM THE DISCOVERERS OF CHLOROTHIAZIDE

**a completely new  
oral diuretic**

# Edecrin

ETHACRYNIC ACID REED

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



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

## 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.

**HOECHST**

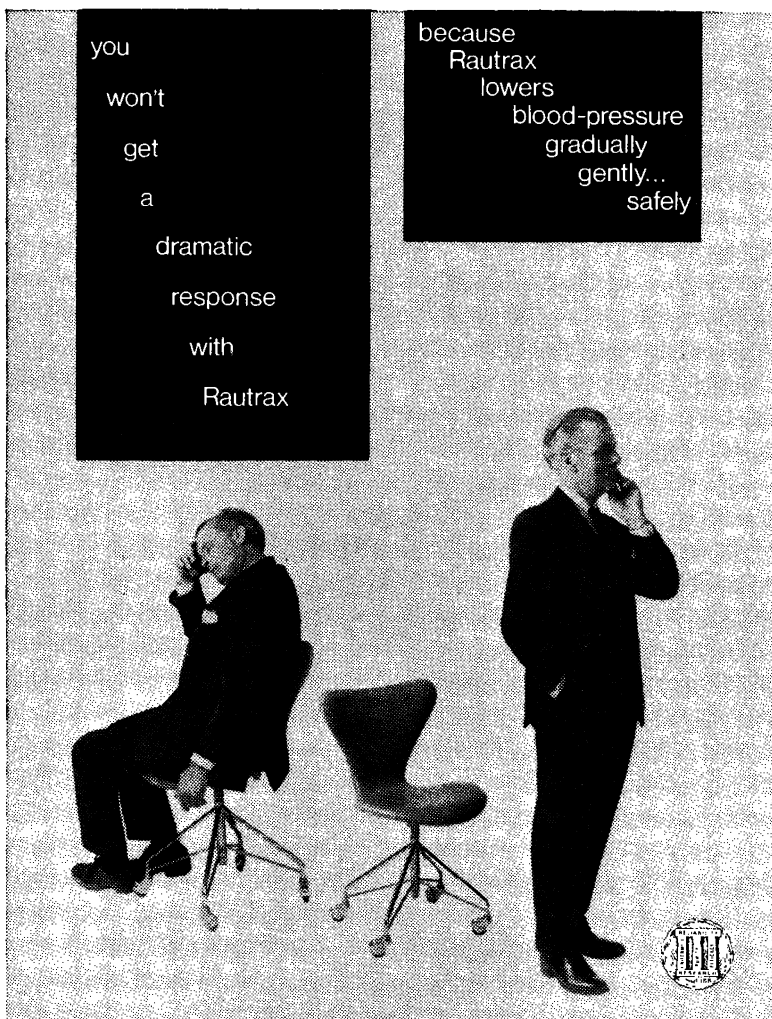


**SERVICE IN THE  
CAUSE OF MEDICINE**

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won't  
get  
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response  
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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

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## IMPORTANT ANNOUNCEMENT

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# ANP 235 becomes lucidril

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**CHANGE OF NAME.** The central neuroregulatory agent, ANP 235 (BP approved name Meclófenoxate), 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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acute — ***lotion***

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basic NHS price 9s. 4d.

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basic NHS price 9s. 10d.

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long-term  
diuretic  
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pot. chlor. 573 mg in bottles of  
100 and 500

**to initiate diuresis**

**Centyl injection replaces  
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**Centyl injection**

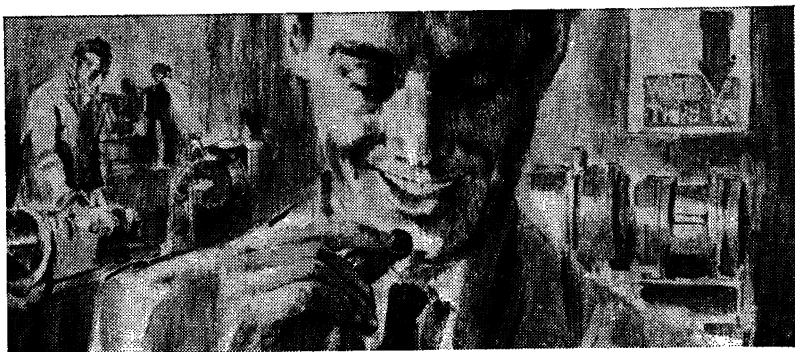
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## **ACCOMMODATION AT COLLEGE HEADQUARTERS**

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. KNights-bridge 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:

For single rooms	£2 per night
For double rooms	£3 10s. 0d. per night
For a flatlet (bed-sitting room for two, bathroom and dressing room)	£5 per night or £30 per week
For a self-contained flat (double bedroom, sitting room, hall, kitchen and bathroom)	£35 per week

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.