

Canute couldn't stem the tide

We can tide you over when you are sick

Whoever you are—whatever you do—we have a wide range of personal insurances designed to meet your needs. Our long term **Sickness and Accident Insurances** have bonuses allotted irrespective of claims. We offer **Life Assurances** to provide for your old age and for your dependants. There are **Special Policies** for Students and newly qualified Practitioners.



The Medical & Dental Profession's own Insurance Company

**MEDICAL SICKNESS ANNUITY AND
LIFE ASSURANCE SOCIETY LIMITED**

PO Box 449, 7-10 Chandos Street, Cavendish Square
London W1 Telephone Museum 1686

Quixalin

SUSPENSION

When your patients have acute diarrhoea treatment with Quixalin brings rapid relief. Quixalin is specifically effective against the main groups of diarrhoea, whether bacterial or fungal.

QUIXALIN SUSPENSION :

recommended dosage four teaspoonfuls
three times daily : each teaspoonful
contains 0.125 gm. halquinol. Bottles of 120 ml.

Also available:

QUIXALIN TABLETS :

recommended dosage two tablets three
times daily : each tablet contains 0.25 gm.
halquinol. Foil-wrapped in packs of 24 and 100.



E. R. Squibb and Sons Limited
Regal House, Twickenham, Middlesex
Quixalin : *trademark*

ROTER

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



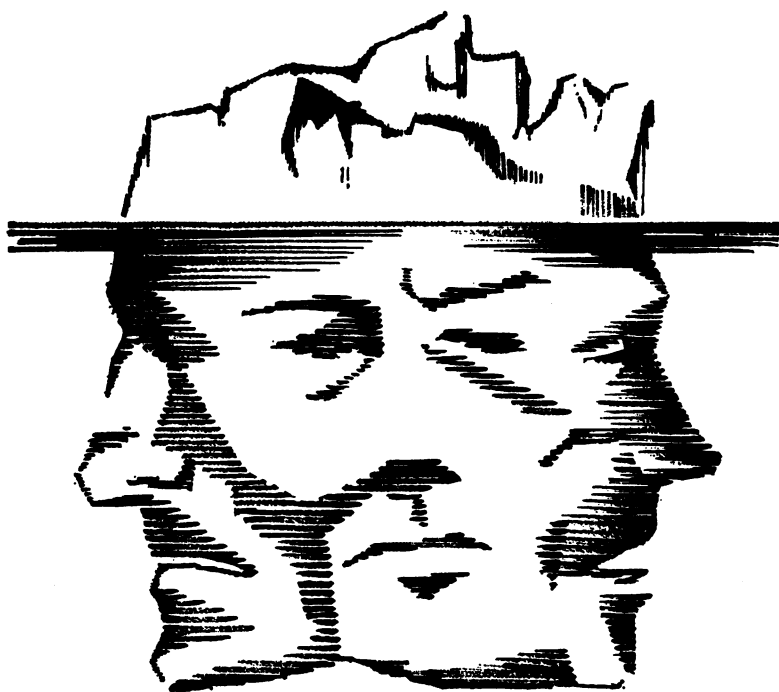
Pain.

Ankylosing spondylitis

Geigy Parazolidin®
Combined Antirheumatic Agent

Geigy (U.K.) Limited
Pharmaceuticals Division
Manchester 23

Detailed literature describing any
Geigy product is available on request



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*

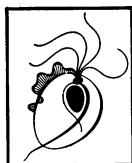
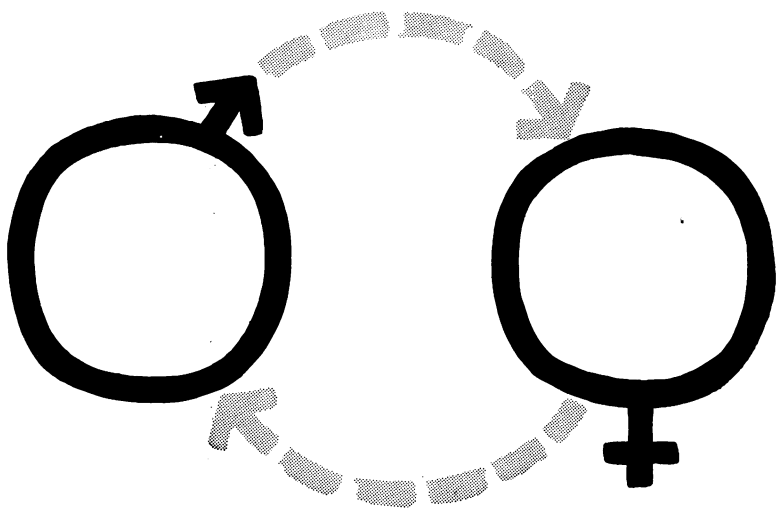
reagent strips

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



Ames Company Division of Miles Laboratories Ltd.
Stoke Court, Stoke Poges, Bucks.

**trade mark / AM 138*



Flagyl

**the only effective
oral trichomonacide**

World-wide clinical use throughout the last six years has shown that it is possible to obtain a 100 per cent cure rate in the treatment of trichomoniasis using 'Flagyl'* brand metronidazole provided that the recommended dosage scheme is followed and any sexual consorts are treated concurrently to prevent re-infection.

In those few instances where treatment appears to have failed, and if laboratory tests to measure the concentration of metronidazole in the serum show that absorption from the gastro-intestinal tract has been adequate, the possibility of previously masked monilial or Neisserian infection should be considered.

'Flagyl' is supplied as Metronidazole Tablets B.P. 200 mg. in "Prescriber Units" of 21 tablets—a complete course of treatment.

*trade mark



An **M&B** brand Medical Product
MAY & BAKER LTD
Dagenham • Essex



Aerial View Maidenhead—Photo Fairley Surve

SYNTEX

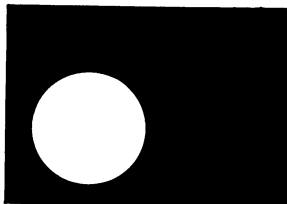
Over half of all the oral contraceptives consumed throughout the world contain Syntex-originated substances.

Syntex—an international pharmaceutical company just 22 years old—leads the world in research and development of steroids. Syntex have initiated many of the involved chemical syntheses on which up-to-date steroid manufacture depends. The Company has inspired products which currently account for nearly 50% of the oral contraceptives taken in Britain.

Syntex is a commercial corporation managed by men of outstanding scientific achievement. Its philosophy lays strong emphasis on research—Syntex spends a greater proportion of its sales revenue on research than any other pharmaceutical company.

Syntex is now established in the U.K. as Syntex Pharmaceuticals Limited. The Company's knowledge and expertise in the field of steroids is now to be made available at first hand to the British medical profession.

Fluocinolone acetonide (Synalar) a steroid originated and developed in the Syntex laboratories is widely recognised for its effectiveness against hitherto resistant skin conditions, including psoriasis.



Three of the first five brands of oral contraceptives marketed in the United Kingdom were based on substances developed and produced by Syntex research.

Maidenhead



Syntex



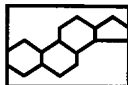
Copyright 'Geographia Ltd' 'Crown copyright reserved'

The Syntex U.K. Company is:
Syntex Pharmaceuticals Ltd.,
Maidenhead, Berks.
Tel: Maidenhead 28424/5/6

Syntex are now established at Maidenhead, Berks. They bring to the United Kingdom products backed by some of the finest and most up-to-date research facilities in the world.

The Managing Director is:
Mr. David M. Moreau, M.A.
The Medical Director is:
Dr. A. S. Jarrett, M.Sc., M.D.

SYNTEX



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

66-19D

Riker

Effective at very low dosage, extremely well tolerated, Metrulen-M greatly reduces the cost of progestational therapy

'The most significant advantage of this compound [ethynodiol diacetate 1 mg. with mestranol 0.1 mg.] is that with increased effectiveness at lower dosage, there has been appreciable lowering of side effects.'

Andrews, W. C. and Andrews, M. C.
(1964) *Fertility and Sterility*, 15, 75

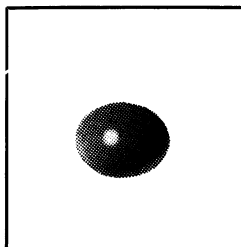
By using Metrulen-M you can considerably reduce the incidence of side effects often experienced in progestational therapy. Moreover, since Metrulen-M is effective at low dosage, the cost of treatment is greatly reduced.

Metrulen is a registered trade mark.

IN GYNAECOLOGY

Metrulen-M

Searle



There's more in this tablet than tetracycline

for, it also contains a
highly effective
antifungal antibiotic
nystatin, which can
prevent the monilial
superinfection often
found when tetracycline
alone is given

**Thus, the patient receiving this Mysteclin tablet
can be protected against monilial side-effects such
as diarrhoea; ano-genital pruritus and thrush.¹**

¹Lancet (1959) 1, 1228-1229

Mysteclin *trademark*

Mysteclin

Mysteclin tablets and capsules: tetracycline with nystatin
also available: Mysteclin syrup: tetracycline with amphotericin B

E. R. Squibb and Sons Limited Regal House Twickenham Middlesex

Squibb



MY2-65J

In Gout and other hyperuricaemic conditions 'Zyloric' Allopurinol has a radically new mode of action

'Zyloric' lowers serum and urinary uric acid levels by inhibition of xanthine oxidase, an enzyme important in uric acid formation. 'Zyloric' prevents the deposition of urates in the tissues, relieves chronic joint pain, increases joint mobility and has the great advantage that it also inhibits urinary urate stone formation. 'Zyloric' is therefore indicated especially in gouty nephropathy, in patients who form urate stones, and in those with unusually severe disease.

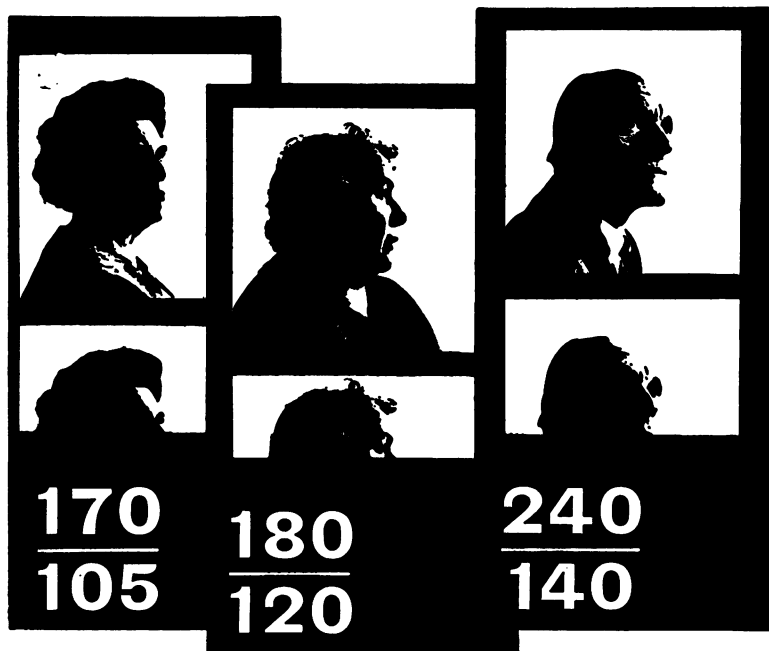
'Zyloric'^{brand} Allopurinol

available as 100 mg. scored tablets

Detailed literature will be sent on request



Burroughs Wellcome & Co.; London
(The Wellcome Foundation Ltd.)



three patients for 'Aldomet'

the most widely prescribed antihypertensive agent

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

REGD

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



ten days backlog...it could have been less with
Norgesic

In timewasting painful muscular conditions *Norgesic* can quickly get the patient on the move again. Its muscle relaxant-analgesic action rapidly relieves both the pain resulting from local tissue damage and the pain and stiffness associated with skeletal muscle spasm. In acute and chronic muscular conditions, and in tension headache, influenzal aches and pains, and dysmenorrhoea, *Norgesic* overcomes the limitations of simple analgesics. *Norgesic* speeds recovery—and spares the patient wasted days of pain.

Basic NHS prices:
100 tablets 14/8; 500 tablets 71/4



65-78 Ng

Each *Norgesic* tablet contains the muscle relaxant orphenadrine citrate 35 mg. and the analgesic paracetamol 450 mg. Dosage is two tablets three times daily.

Riker Laboratories Loughborough England

Norgesic; registered trade mark.

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. $\frac{3}{8}$)

Cyclizine tartrate 50 mg.

per ml.



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



MIGRAINE?

At the first sign of migraine new **ERGODRYL*** is indicated. Ergodryl—a combination of ergotamine tartrate, caffeine citrate and Benadryl*—exerts a four-fold action in the symptomatic relief of migraine and Horton's syndrome (histamine headache). Ergotamine, potentiated by caffeine, constricts the cranial blood vessels, causing a reduction in cerebral blood flow. Benadryl counteracts any tendency to nausea and vomiting, exerts a potent antihistaminic effect and sedates the patient. Ergodryl is available in containers of 10 and 100 capsules.

**Trade mark*

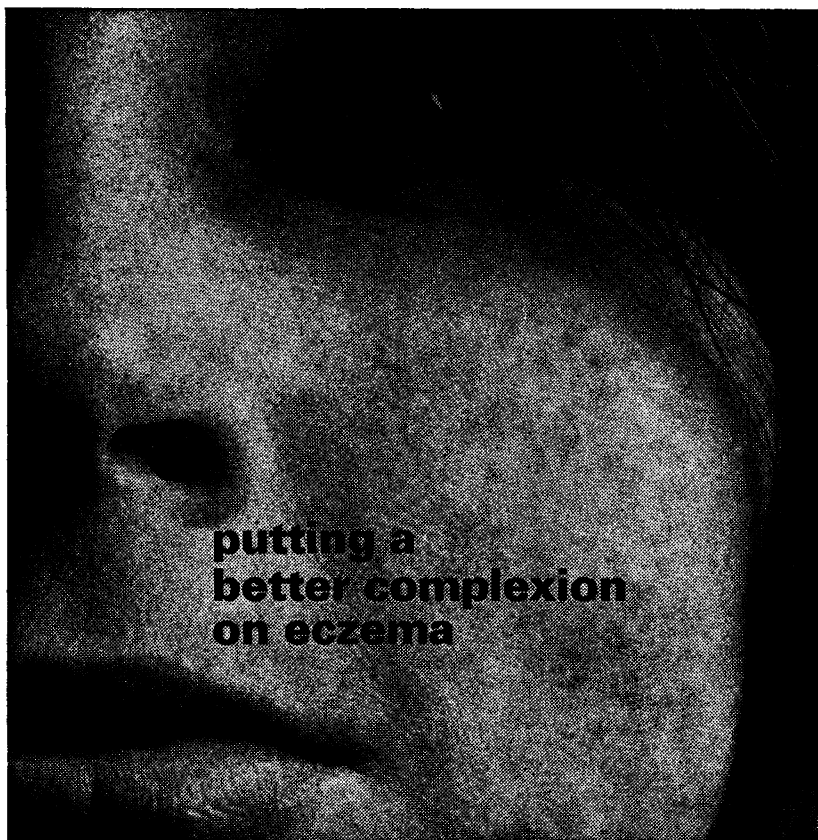


NEW ERGODRYL!

PARKE-DAVIS HOUNSLOW · LONDON · TELEPHONE: HOUNSLOW 2361

BETTER
MEDICINES
FOR A BETTER WORLD

01225



Hydroderm^{REGD}

Eczema and other common skin conditions, whether wet or dry, usually respond rapidly to treatment with 'Hydroderm' ointment. It provides the anti-inflammatory, anti-allergic and antipruritic actions of hydrocortisone; and the antibacterial cover of neomycin and bacitracin, which are effective against most common skin pathogens.

Moreover, there is only one base and one strength of 'Hydroderm' ointment—an added advantage when prescribing.

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



Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire

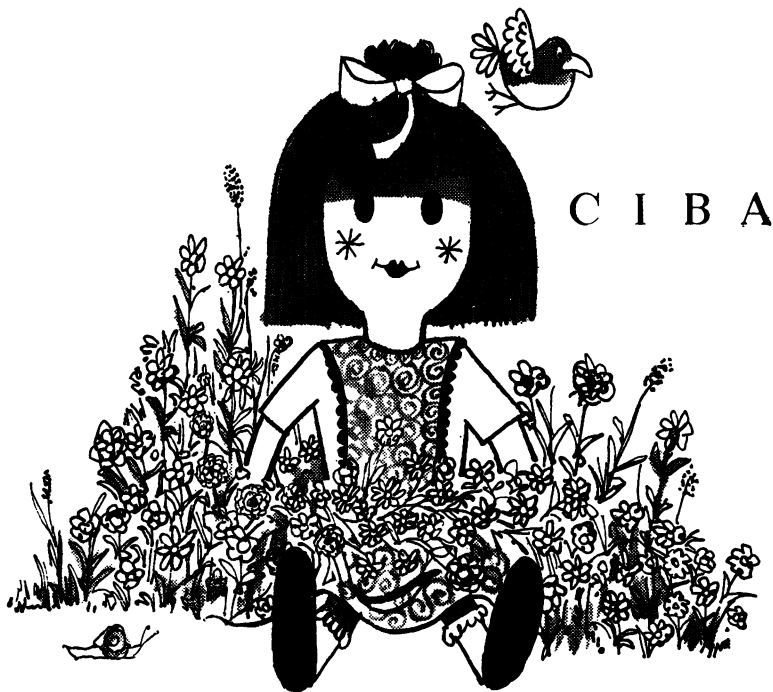
For the longest- lasting, gentlest relief of HAY-FEVER

A combination of a long-acting yet gentle decongestant with a topically-effective antihistamine, to provide prompt and sustained relief in all seasonal and perennial nasal allergies. One application at bedtime will usually maintain clear nasal airways until the morning.

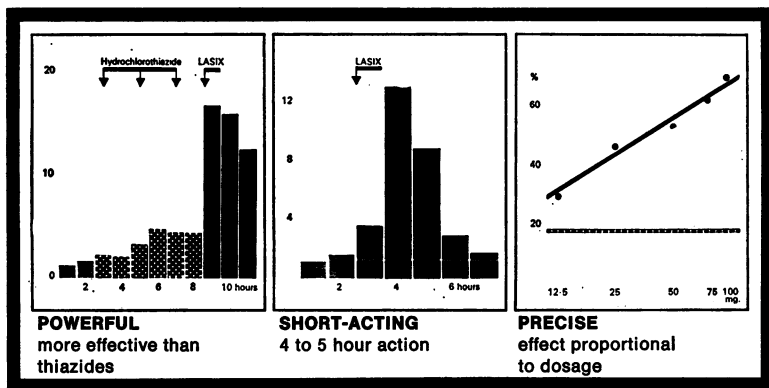
Nasal Spray or Drops: $\frac{1}{2}$ fl. oz. Basic NHS price 3s.8d.

Otrivine[®]-Antistin[®]

xylometazoline hydrochloride 0.05% antazoline sulphate 0.5%



There is one powerful short-acting diuretic with an effect that can be precisely regulated. Its generic name is frusemide. Its proprietary name is LASIX.



“represents the biggest advance in diuretic therapy since the introduction of chlorothiazide”

Practitioner. 1965, 194, 694

*Lasix is a registered trade mark
Lasix tablets contain 40 mg. frusemide*

HOECHST

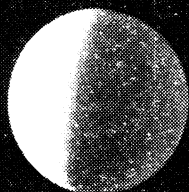


**SERVICE IN THE
CAUSE OF MEDICINE**

Hoechst Pharmaceuticals Ltd., Portland House, London SW1



BETTER MEDICINES FOR A BETTER WORLD



Sustained relief of peptic ulcer all through the night

Sustained relief of peptic ulcer is now possible by adjunctive treatment with Portyn* Templets*, the new and highly potent sustained-release anticholinergic. Each tablet contains 5 mg.

benzilonium bromide, Parke-Davis, for immediate release and 30 mg. for the gradual release which provides all-night inhibition of gastric activity. Available in bottles of 15 and 100.

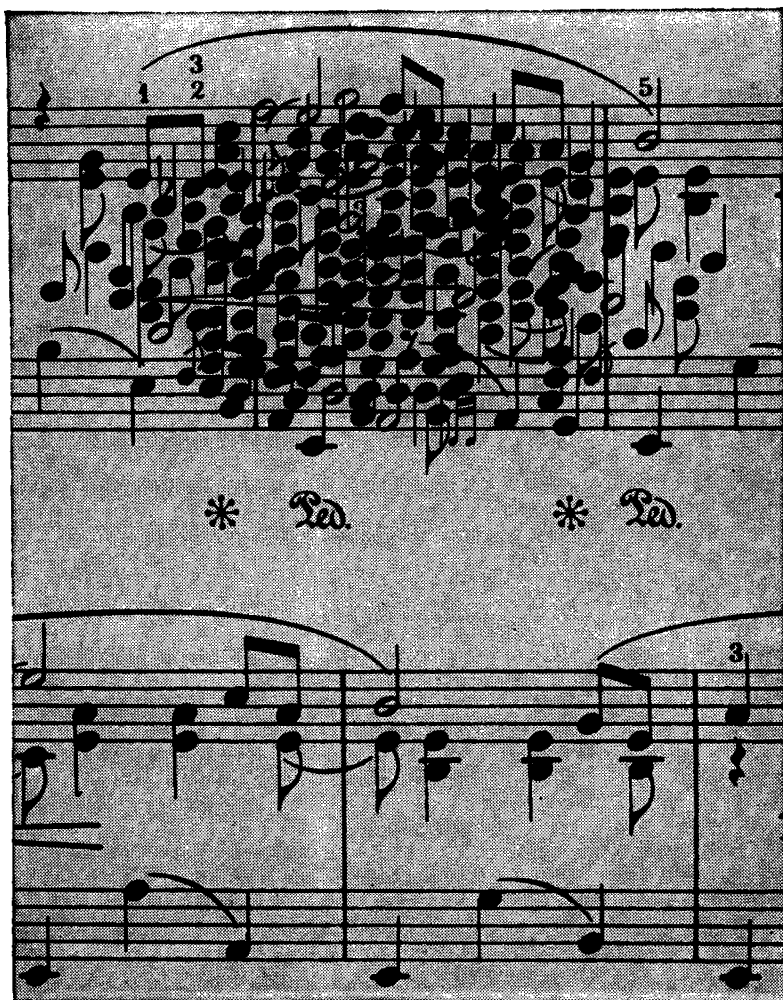
**Trade marks*

PORTYN TEMPLETS

PARKE-DAVIS

HOUNSLOW LONDON TELEPHONE HOUNSLOW 2361

O-1269



Copyright by permission of Galliard Ltd.

In mental confusion Lucidril turns discord to harmony

By encouraging the metabolism of the nerve cells of the brain, Lucidril—a virtually non-toxic drug—produces alertness and activity in mental confusion, whatever its cause.

lucidril®

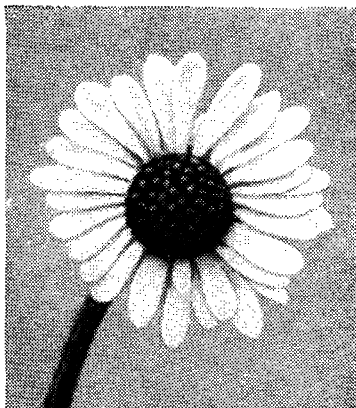
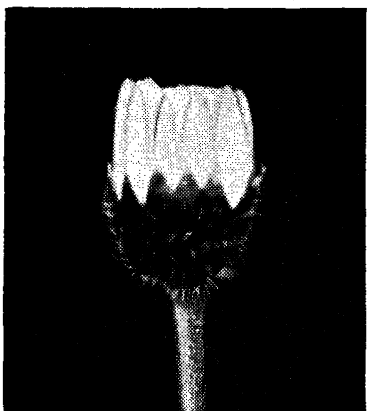
(approved name B.P. meclofenoxate)

LLOYD ANPHAR LTD., 36-38 BERKELEY SQUARE, LONDON, W.1



BETTER MEDICINES FOR A BETTER WORLD

*SLEEP comes
quickly...lasts the
whole night through...*



*...and patients awake
refreshed with Carbrital*

Quick-acting Carbrital* doesn't merely help patients to sleep. Its combination of a short-acting hypnotic and gentle long-acting sedative ensures that the sleep they have is of the right depth and duration so that when they wake up they're properly refreshed. With Carbrital there's none of the residual depression or lethargy that follows some sedation.

Carbrital is available in Kapseals* (each containing $1\frac{1}{2}$ grains pentobarbitone sodium and 4 grains carbromal) in bottles of 25 and 250. Also as an Elixir ($\frac{1}{4}$ grain pentobarbitone sodium and $\frac{3}{4}$ grain carbromal per teaspoonful) in bottles of 4, 16 and 80 fl. oz.

*Trade mark

CARBRITAL

PARKE-DAVIS

HOUNSLOW · LONDON · TELEPHONE: HOUNSLOW 2361

(O-1288)

'Indomethacin is a valuable drug for the treatment of patients with various types of arthritis.'

Brit.med.J., 1965, 1, 1354 (22 May)

INDOCID[®] in the rheumatic diseases

Indomethacin

REGD

now also available as suppositories

For the majority of patients, oral administration of 'Indocid' (as capsules) is preferred, but in certain circumstances it may be desirable to give 'Indocid' as suppositories. The prolonged relief of pain afforded by 'Indocid' Suppositories will amply justify this method of administration in many patients.

'Indocid' Suppositories are indicated:

- where relief of night pain and morning stiffness is particularly important. One suppository at bedtime will frequently give relief for 12 to 16 hours.
- for patients susceptible to dyspepsia.
- for patients unable to tolerate an effective dosage of 'Indocid' by mouth.

'Indocid' is supplied as 100 mg suppositories and 25 mg capsules.

Detailed information is available to physicians on request.

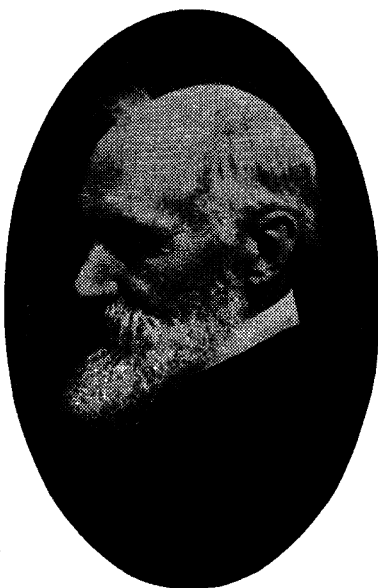


MERCK SHARP & DOHME LIMITED, HODDESDON, HERTS

THE INTERNATIONAL STANDARD OF THERMODYNAMIC TEMPERATURE IS THE DEGREE KELVIN

The degree Kelvin, adopted by General Conference of Weights and Measures in October 1960, is the degree interval of the thermodynamic scale on which the temperature of the triple point of water is 273.16 degrees exactly. It is named after William Thomson, Lord Kelvin, the British physicist, whose contribution to thermodynamics marked one of the great scientific advances of the Victorian age.

William Thomson, Lord Kelvin (1824-1907), one of the most distinguished of British physicists, is perhaps best known for his work in the field of electricity, especially with application to submarine telegraphy. He was the first man to state the principle of the dissipation of energy briefly summarized in the second law of thermodynamics.



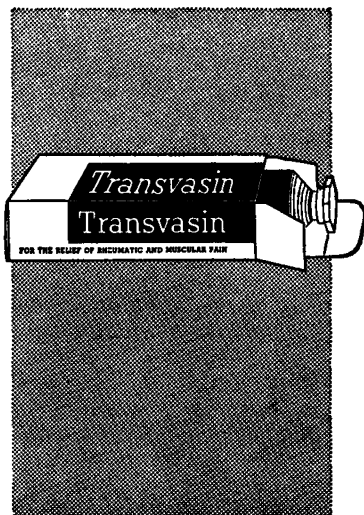
TRANSVASIN is the standard therapy...for the relief of rheumatic symptoms

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

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.



LLOYD-
HAMOL
Ltd

36-38 BERKELEY SQUARE, LONDON W.1

THE COLLEGE OF GENERAL PRACTITIONERS

14 Princes Gate, London, S.W.7

Associateship

Any registered (or provisionally registered) medical practitioner is eligible for admission as an associate, provided he gives an undertaking that if he enters or remains in general practice he will continue approved postgraduate study and will uphold and promote the aims of the College to the best of his ability.

(A provisionally registered medical practitioner shall cease to be an associate if he fails to obtain registration within two years of qualification.)

Membership

The Council of the College admits to membership, after consultation with the Board of Censors, registered medical practitioners who have been qualified for not less than seven years and have been engaged in general practice for not less than five years or, as an associate, for three years.

An applicant for membership must:—(1) Be proposed and seconded by two members of the College—not being in partnership with each other. (2) Submit evidence concerning his practice, experience, and academic and administrative achievements. (3) Submit himself to an interview with the board of censors, if required. (4) Give an undertaking that he will continue approved postgraduate study while he remains in active general practice, and that he will uphold and promote the aims of the College to the best of his ability. The Council may seek supporting evidence of his eligibility from his sponsors, the board of the faculty in whose area he resides, and, if so required, from others whom he or his sponsors may choose to appoint.

Forms of application for admission to associateship and membership may be obtained from The Secretary, The College of General Practitioners, 14 Princes Gate, Hyde Park, London, S.W.7. Telephone No. KNI 6262.

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7-10 CHANDOS STREET, CAVENDISH SQUARE, LONDON, W.1.

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- ★ *Maximum period of repayment*
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