

you

won't

get

a

dramatic

response

with

Rautrax

because

Rautrax

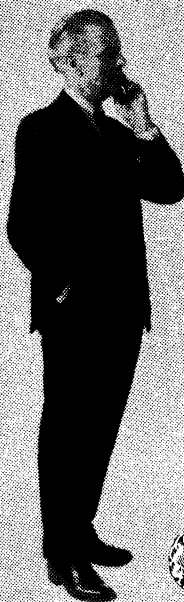
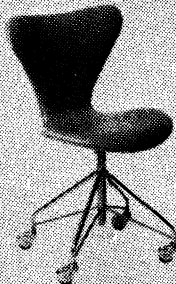
lowers

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

RTI-65J

A new and unique topical gel for the treatment of inflammatory and traumatic lesions of the mouth

BONJELA is an alcoholic gel containing choline salicylate and a quaternary ammonium compound with antiseptic properties.

FORMULA Choline salicylate 8.7%, Cetyltrimethylbenzylammonium chloride 0.01%, Alc. (95%) 39.0%, Menthol 0.057%, Glycer. 4.6%.

INDICATIONS In a series of trials it has been shown to be approximately 90 per cent effective in bringing rapid relief from pain in oral lesions. It was also shown to hasten considerably the healing process.

Among the conditions successfully treated were:

Herpes labialis	Gingivitis	Glossitis	Thrush
Oral ulcerations	Cheilosis	Denture sores	Infant teething

PRESENTATION Bonjela is available in 10 gm. tubes at a basic N.H.S. cost of 2/8½ per tube. Literature is available on request.



LLOYDS' PHARMACEUTICALS LTD., 36-38 Berkeley Sq., London, W.1
An associate company of Lloyd-Hamoll Ltd.,

CLINICAL TRIALS conducted with Bonjela showed that the product was significantly effective in 93% of cases, and have produced the following results:

1. An investigation with 232 patients showed that relief from pain in lesions of the mouth occurred within one to three minutes. (1)
2. An investigation with 123 patients evaluated the product as effective in 86%; partially effective in 11%, and ineffective in 3%. (2)
3. An investigation with 75 patients

showed that the product was significantly effective in 93% of cases, and effective in some measure in all. (3)
4. These American investigators found Bonjela to be more effective than any other therapy available.

References:

- (1) Case reports on File, Medical Department, The Purdue Frederick Company, Yonkers, New York.
- (2) J. New York State Dental Society, 1965, 37, 169.
- (3) J. Dental Medicine, 1965, 20, (3) 99-103.

out of step
because of
migraine
or vertigo

The suffering associated with these disorders often forces patients to deviate from their daily routine. 'Stemetil', by reducing the frequency and severity of attacks and by its calming action, helps sufferers to "get back in step" with their normal activities.

Stemetil



'Stemetil' is a trade mark, the property of May & Baker Ltd
Dagenham Essex indicating its brand of prochlorperazine.

●
MA3167



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



Gen. (daily) pract., v. highly recc.,
Unlimit.poss. for joy,
Immed. opp. for doc. (or spec.),
No drawbacks to annoy....
No general practice, you might think,
Exists of such a class---
Stay, yes there does! As daily drink,
Some Guinness, in a glass!

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



Go to sleep
quickly...
more soundly...
and wake refreshed...



JUST ONE CAPSULE

in most cases of insomnia, gives your patient a good night's sleep. Combining a moderate dose of quick-acting barbiturate with a long-acting sedative, Carbrital* not only induces sleep rapidly, but ensures that the sleep pattern follows a natural, unbroken curve, so that your patient wakes feeling rested and refreshed. 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 ($\frac{1}{2}$ 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



Distalgesic erases pain

tablets containing 32.5 mg. dextropropoxyphene and 325 mg. paracetamol



CHILD CARE

Just Published

This book is the second to be published from a series of articles that have appeared in the "Current Practice" section of the BRITISH MEDICAL JOURNAL. It gives practical up-to-date advice on problems faced by general practitioners. The articles that make up the book cover the period from infancy to adolescence, and in their scope cover child-care in the broadest sense, with sections on normal development, adoption, puberty, and behaviour disorders as well as the diagnosis and management of childhood diseases. The authors are consultant paediatricians or leading authorities in their fields, but the emphasis throughout has been on a practical approach. It is hoped that the book will be a useful guide for all family doctors.

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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

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

For the **cough**
and **congestion**
of **bronchitis**
and **colds**

'Actifed' Compound Linctus

**provides rapid and
effective relief**

It combines the decongestant properties of pseudoephedrine and the antihistamine effect of triprolidine with the proven cough-controlling action of codeine.

Formula

30 mg. pseudoephedrine hydrochloride,
1.25 mg. triprolidine hydrochloride, B.P.C. and
10 mg. codeine phosphate, B.P. in each 5 ml.

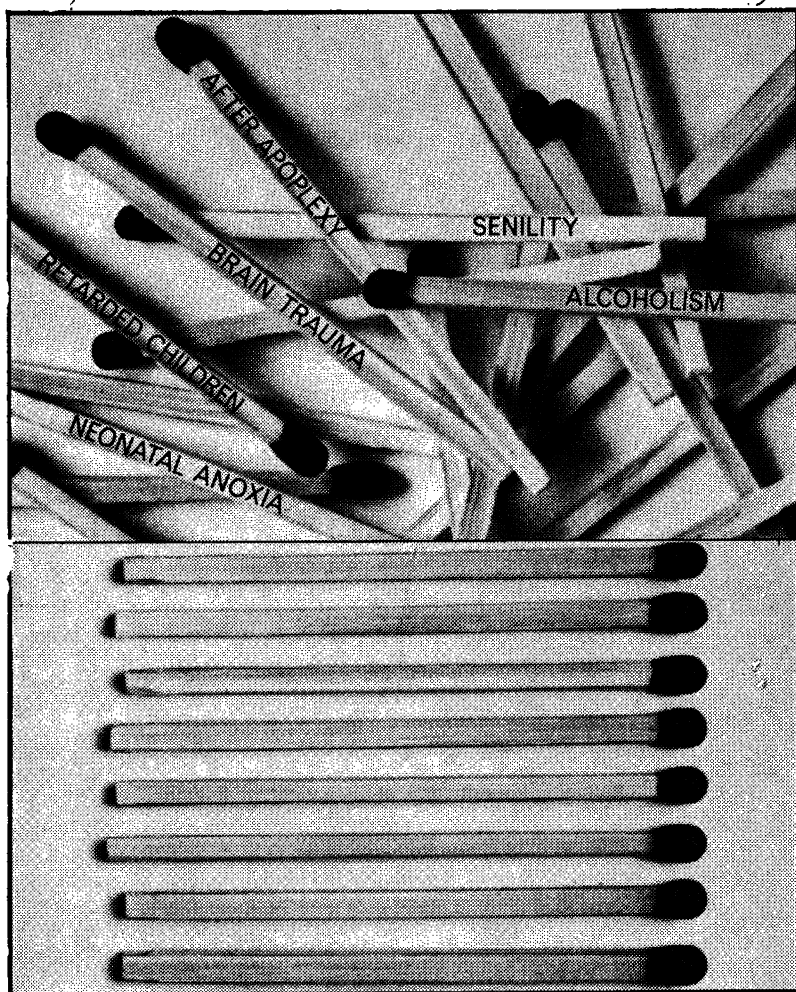
N.B. Although pseudoephedrine causes virtually no pressor effect in persons with normal blood pressure, 'Actifed' Compound Linctus should be used with caution in patients with cardiovascular disorders.

when the complaint is cough—
'Actifed' brand **Compound Linctus**

Also available: 'Actifed' Tablets and Syrup each containing pseudoephedrine and triprolidine for the relief of nasal and respiratory congestion.



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



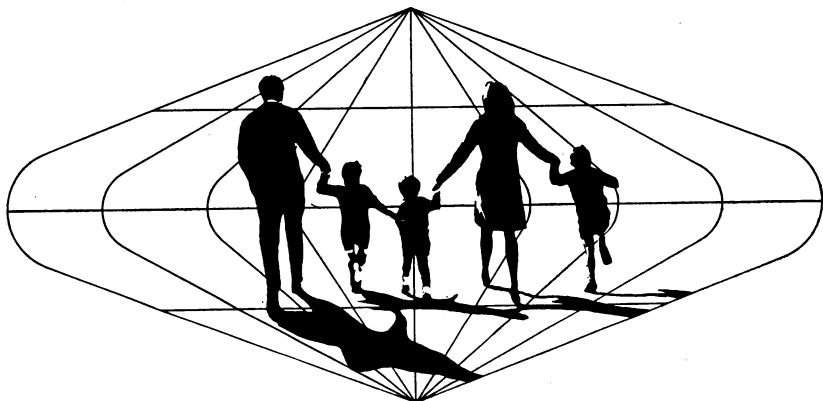
In mental confusion Lucidril turns discord to harmony

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

Lucidril is available as 300 mg. tablets in 30's and 100's; basic NHS prices 19/6 and 57/3. Adult dosage: 900-1200 mg. daily. Available in 100 mg. tablets for children and in vials for injection.

lucidril®

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



trade mark NORINYL-1

today's most advanced conception regulator,
satisfies these demanding criteria:

Reliability

More than four thousand women have completed more than 40,000 valid treatment cycles without a single pregnancy¹. A valid treatment cycle is one in which intercourse takes place, NORINYL-1 is used as directed and no other contraceptive is employed.

Safety

The very low steroid content of NORINYL-1 is accompanied by the disappearance of some dose-dependent effects². Bromsulphthalein excretion rates in women taking NORINYL-1 could not be distinguished from those in an untreated control group³.

Simplicity

The tiny tablet is easy to swallow, the pack convenient to use and the 21-day routine virtually eliminates patient error⁴.

Tolerance

In 40,000 cycles the incidence of *head-ache*, *depression* and *breast symptoms* did not differ in any cycle, **even the first**, from that in the untreated control group. **After the second cycle**, the reported incidence of *nausea* approached pre-treatment control levels. Among *dysmenorrhoea* cases. 89.5% had no further symptoms after starting NORINYL-1. *Pre-menstrual tension* was totally relieved in 79.3% of cases¹.

Bibliography 1. Data available to the U.S. Federal Food and Drug Administration, 1966.

2. *Syntex Symposium on Low Dosage Oral Contraception*, Palo Alto, July 15, 1965.

3. *Syntex Symposium on Low Dosage Oral Contraception*, Palo Alto, July 15, 1965.

4. *Today's Drugs*—new oral contraceptives *Brit.med.J.* ii 357. 1964.

SYNTEX

World leader in steroid research

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

THE INTERNATIONAL STANDARD OF MUSICAL PITCH



... is 440 Hz (Hertz) or 440 cycles per second for A in the treble staff, within an accuracy of ± 0.5 Hertz. The first move to establish an international standard of this nature was made in May 1938 when the British Standards Institute convened a Conference, as did many other countries. A further Conference held in October 1953 endorsed the previous proposals and the Draft recommendation was approved in June 1955 by 17 member countries.

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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%

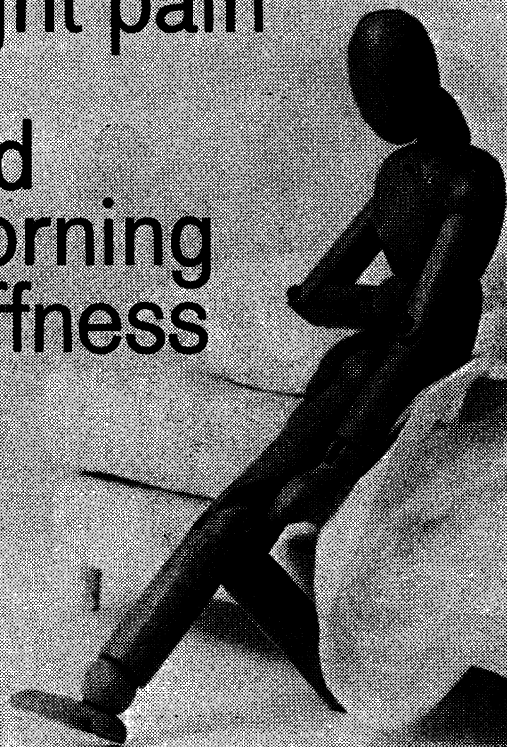
The N.H.S. price of the 30g. tube is 2s. 6d. and the cost of an average application of cream is under 1d.



LLOYD-
HAMOL
Ltd.

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night pain and morning stiffness



**"When 100 mg.
[suppository] was given
last thing at night, not
only was early-morning
stiffness relieved but
pain was lessened until
midday, up to 16 hours."
Brit.med.J., 1965, 1, 1354
(22 May)**

Supplied as 100 mg suppositories
and 25 mg capsules. Detailed
information is available
to physicians on request.



Merck Sharp & Dohme Limited
Hoddesdon, Hertfordshire
Telephone, Hoddesdon 67123

For the majority of patients, oral administration of 'Indocid' as capsules is preferred, but 'Indocid' Suppositories are particularly valuable in the relief of night pain and morning stiffness, experienced by so many arthritic patients. The prolonged relief of pain afforded by 'Indocid' Suppositories will amply justify this method of administration in such patients.

INDOCID
Indomethacin REGD

SUPPOSITORIES
in the arthritic disorders



Lasix "represents the biggest advance in diuretic therapy since the introduction of chlorothiazide."

Practitioner, 1965, 194, 694

HOECHST

Lasix is a registered trademark



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Hoechst Pharmaceuticals Ltd., Portland House, London SW1

VASOLASTINE



**A NEW
CONCEPT...**

MAIN INDICATIONS

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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.

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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.



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