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with

Rautrax

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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

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RT1-653

A NEW ORAL MEDICATION

A SAFE AND EFFECTIVE TOPICAL PREPARATION WITH IMMEDIATE ANALGESIC PROPERTIES

Bonjela provides an effective remedy for lesions of the mouth. Relief from pain and rapid healing are achieved in nine out of ten cases of oral ulceration whatever the origin.

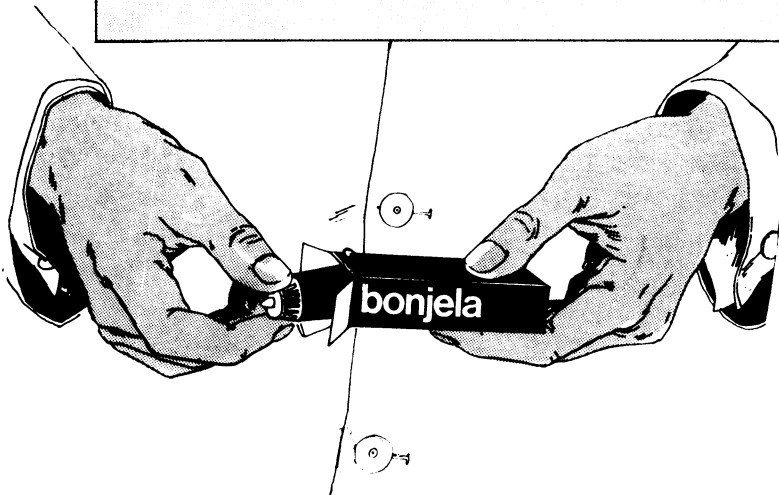
This high rate of response to Bonjela was revealed in American trials. Formal trials apart, an immediate clinical assessment may be made by applying Bonjela to any case of oral ulceration encountered. Pain or tenderness is usually relieved within a few minutes owing to the analgesic properties of choline salicylate and the anaesthetizing action of the alcoholic gel.

FORMULA: Choline Salicylate 8.7%, Cetalkonium Chloride 0.01%, Alc. (95%) 39.0%, Menthol 0.057%, Glycer. 4.6%.

INDICATIONS are Herpes Labialis, Gingivitis, Glossitis, Oral Ulcerations, Cheilosis, Denture Sores, Infant Teething Disorders, Lesions of the Nasal Mucosa.

PRESENTATION: Bonjela is available in 10 g. tubes at a basic N.H.S. cost of 2/8½d. per tube.

LITERATURE and samples are available on request from Eloyds' Pharmaceuticals Ltd., 38 Berkeley Square, London, W.1. Tel: Grosvenor 6801.



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



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Tablets containing 25 mg or 10 mg ;
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A black silhouette of a person wearing a hat and using a cane, walking away from the viewer. The person is walking on a path composed of several parallel, slightly curved lines that recede into the distance, creating a sense of perspective. The background is a light, textured grey.

SPARE YOUR PATIENT WASTED DAYS OF PAIN

Fibrositis and myalgia...sprains and strains...lumbago...sciatica...displaced intervertebral disc...in these and many other painful muscular conditions *Norgesic* gives the patient a better chance of early pain relief than simple analgesics, and quickly gets him on the move again. *Norgesic* contains not only an analgesic – paracetamol – but orphenadrine citrate, a highly effective agent to relieve painful muscle spasm. Because muscle tension and stiffness so often contribute to pain¹, this formulation can give relief extending beyond the scope of simple analgesics. Furthermore, the patient contributes to his own recovery through his ability to move freely again^{1,2}.

By relieving local pain and easing stiff and painful muscles, *Norgesic* gives rapid and reliable relief, restores mobility and cuts short the time the patient is out of action.

1. The Practitioner (1963) 191:660;

2. Medical World (1959) 91:20



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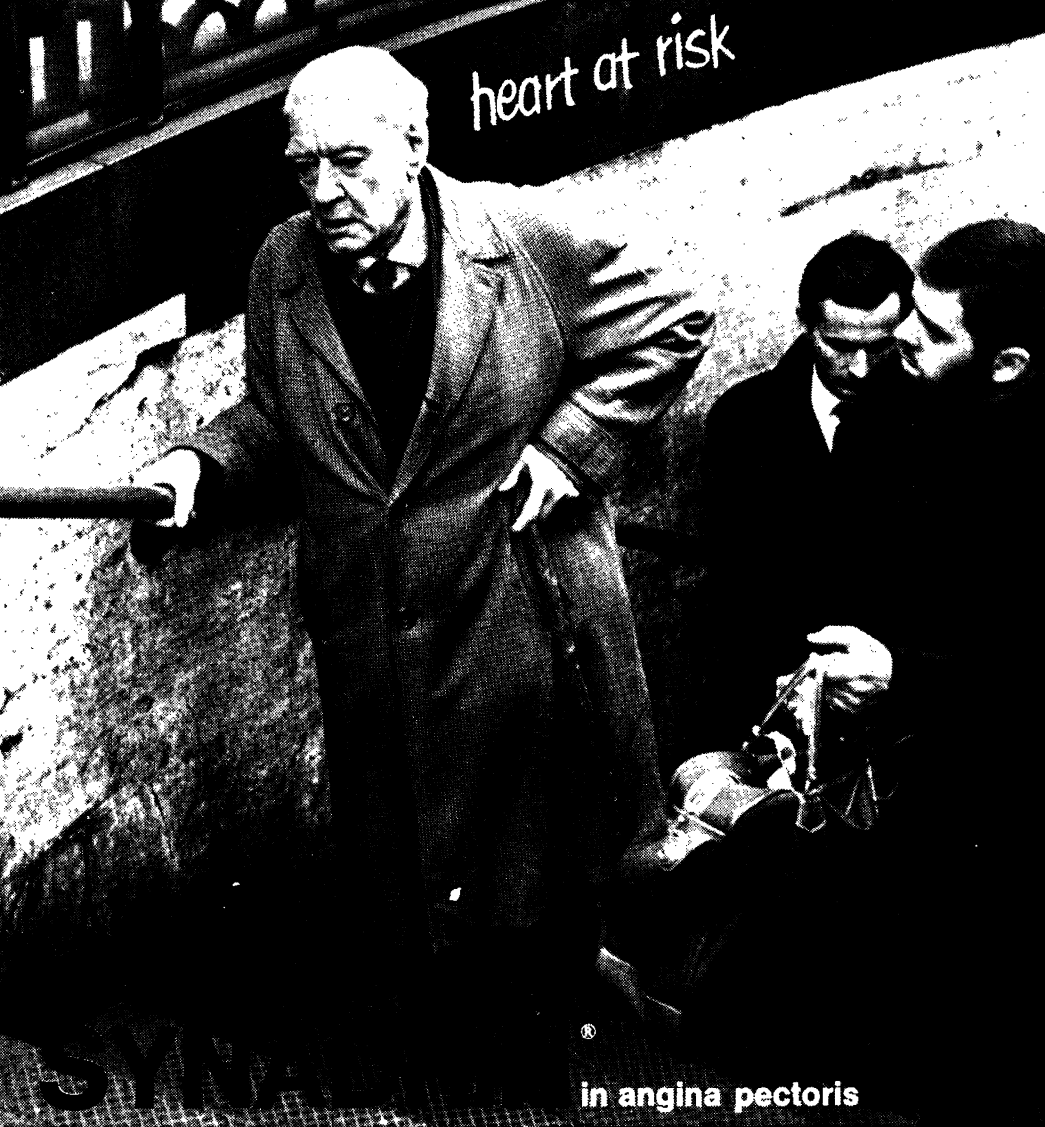
Norgesic

Each *Norgesic* tablet contains Orphenadrine Citrate B.P.C. 35 mg. and Paracetamol B.P. 450 mg. Dosage is two tablets three times daily. Basic N.H.S. cost: 500 tablets, 71/4; 100 tablets 14/8

Orphenadrine is a research development of N. V. Koninklijke Pharmaceutische, Fabrieken v/h Brocades, Stheeman and Pharmacia, Amsterdam, Holland

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treats the patient rather than his attack

Synadrin reduces the incidence of anginal attacks during long-term treatment. Its effectiveness is shown by a number of double-blind studies;¹⁻⁷ it is indicated in all forms of ischaemic heart disease.⁸⁻¹⁰ Synadrin acts by producing a prolonged improvement in the coronary blood supply. Synadrin tablets contain 15 mg. prenylamine lactate. Treatment is initiated with a dose of two tablets three times a day.

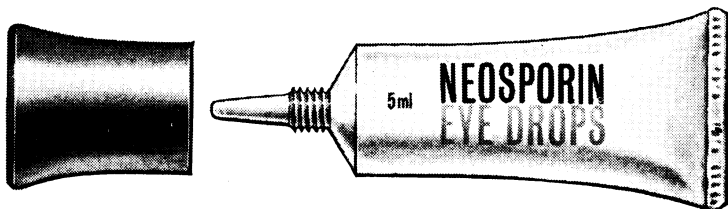
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2. Med. J. Aust., 1962, *7*, 429
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5. Canad. med. Ass. J., 1963, *89*, 248
6. Amer. J. med. Sci., 1964, *247*, 156
7. Zschr. f. Ther., 1965, *2*, 82-86
8. Dtsch. med. Wschr., 1960, *85* (32), 1405
9. Med. Welt, 1960, *35*, 1781
10. Med. J. Aust., 1963, *7*, 487



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Portland House London SW1

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for bacterial eye infections

Containing polymyxin B sulphate, neomycin sulphate and gramicidin, 'Neosporin' Eye Drops can be used routinely for the prevention and treatment of conjunctivitis, blepharitis and virtually all other bacterial eye infections.

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Effective against *Ps. pyocyanea*

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Pack designed to minimise contamination of the preparation

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Issued in special dropper tubes of 5 ml.



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



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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 ($\frac{1}{4}$ grain pentobarbitone sodium and $\frac{3}{4}$ grain carbromal per teaspoonful) in bottles of 4, 16 and 80 fl. oz.

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of Rastinon has been well and
truly proven. So has its
effectiveness.

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hypoglycaemic
drug for
general use, and
it should be
tried first.”¹**

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The importance of early discovery lies in initiating treatment of the diabetic at a stage where pathology may be retarded. Diet is valuable at this point, and there is evidence that remission has occurred after the use of tolbutamide (Rastinon).² This may be the result of beta-cell regeneration, and it points to the value of tolbutamide (Rastinon) in treating potential diabetics.

RASTINON FIRST

More than 2,000 clinical studies, and 3,000,000 successfully treated dia-

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“We prefer to use tolbutamide (Rastinon) first, this having the fewest side effects...”⁴

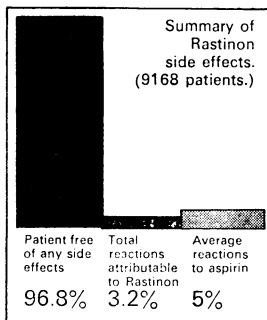
Rastinon is presented in uncoated scored white tablets containing 0.5 G. tolbutamide, having a diameter of 13 mm.

The identification marks on the tablets are as follows:



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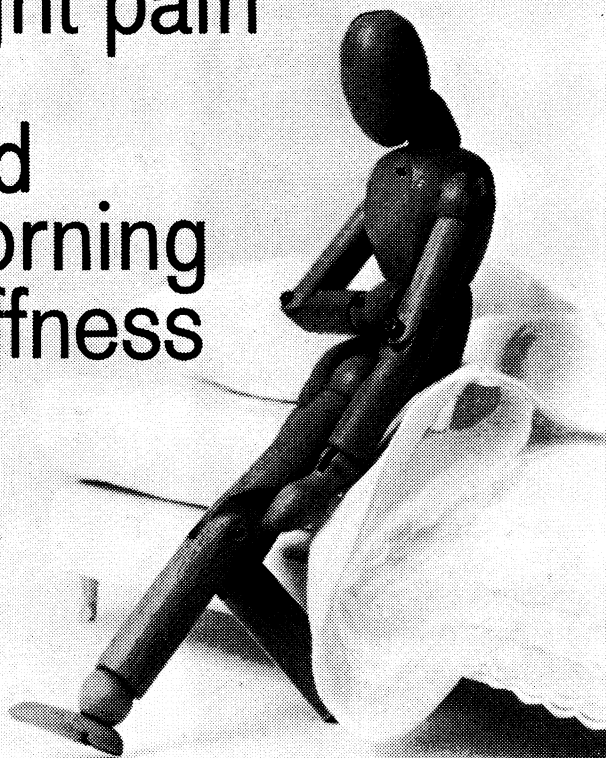
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4. Faludi, G., *Journal of the Medical Women's Association*, 1963, *18*, 733.



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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)**

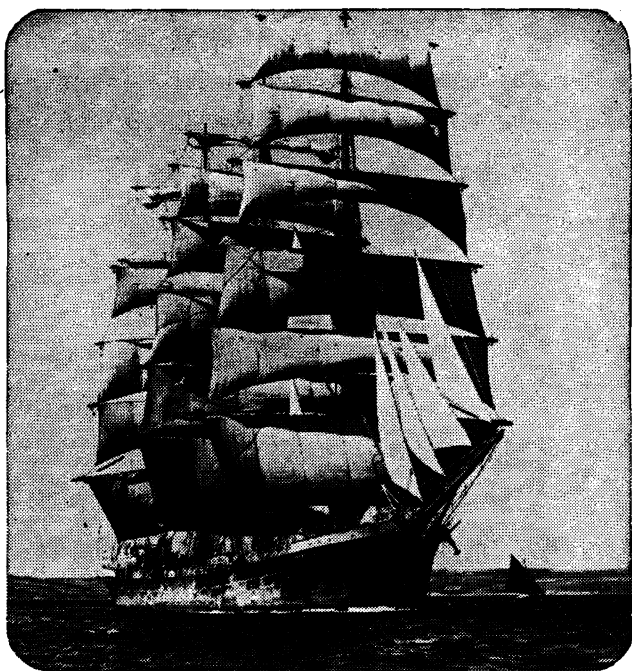
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and 25 mg capsules. Detailed
information is available
to physicians on request.



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INDOCID
Indomethacin REGD
SUPPOSITORIES
in the arthritic disorders



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in respect of each designation. In the days of the barque shown above, standards for sail canvas may not have been instituted; but the standard of British seamanship was just as high as it is today.

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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.

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Tetrahydrofurfuryl Salicylate.....	14%
Base	to 100%

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

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pair



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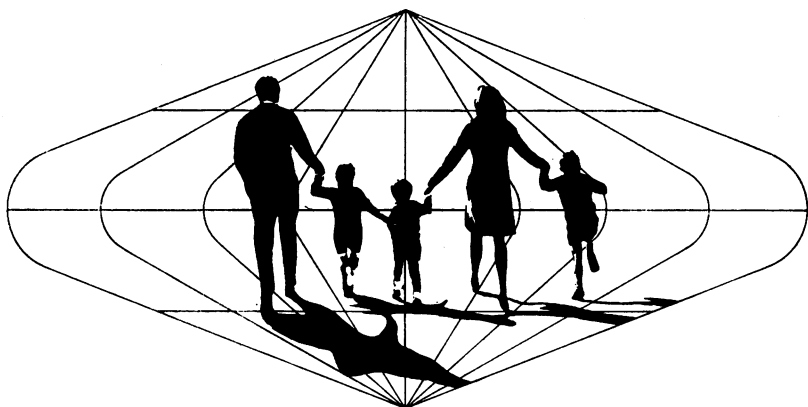
Practitioner, 1965, 194, 694

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trade mark NORINYL-1

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

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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.

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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.

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

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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



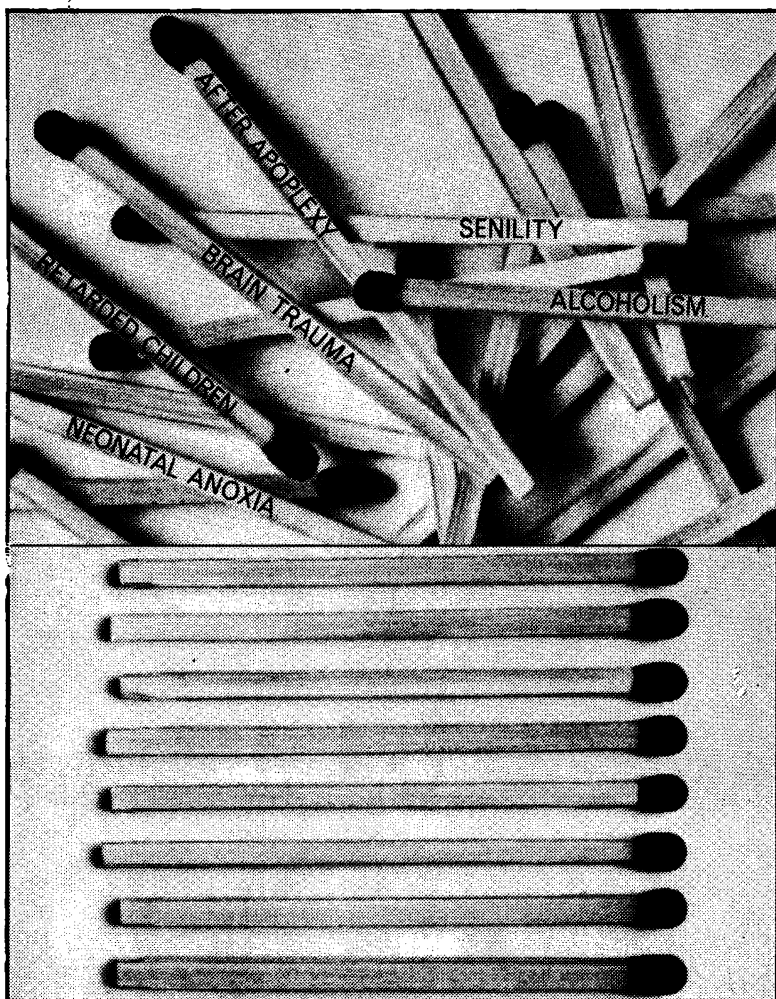
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At the first sign of migraine new **ERGODRYL*** is indicated. Ergodryl—a combination of ergotamine tartrate, caffeine citrate and Benadryl*—exerts a four-fold action in the symptomatic relief of migraine and Horton's syndrome (histamine headache). 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*

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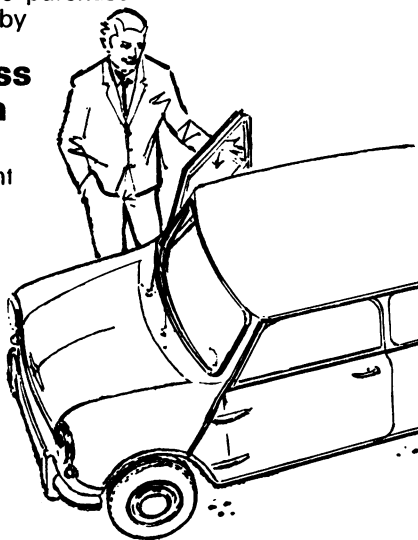
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The charges, including breakfast, are as follows:

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