



just like clockwork

... 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



When Anxiety is more than a furrowed brow



TRIPTAFEN-MINOR Trade Mark **calms the patient and regulates associated depression**

A furrowed brow can indicate anxiety. Perhaps worry at home or at his work has prompted him to seek your advice. He feels lethargic and irritable. He needs the benefit of your understanding — and Triptafen-Minor to calm him.

Triptafen-Minor is ideal for patients with minor neuroses who need treatment—the sort you see so often. It might be the working housewife who cannot stand the pressure of the office and home life. It might be a retired patient, bored and fed up with his lonely life. It could be a student depressed with exams.

Whatever the cause, Triptafen-Minor will calm your patient and regulate any associated depression.

Each Triptafen-Minor tablet contains: Amitriptyline hydrochloride BP 10 mg, Perphenazine BP 2 mg. Full information is available on request.

Triptafen is a Trade Mark of ALLEN & HANBURY LTD LONDON E2

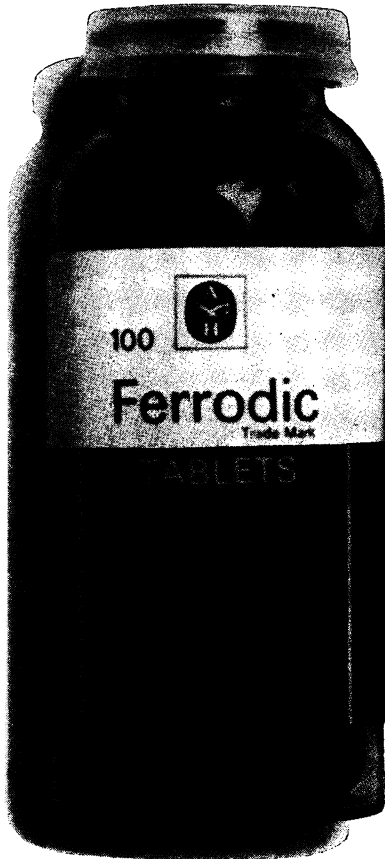


FERRODIC

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effective oral iron therapy



- Minimal side effects
- Highly soluble in gastric juice
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- Can be sucked or chewed

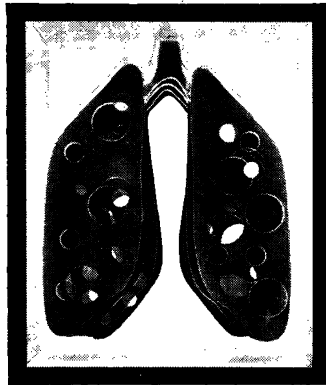
make the iron routine a pleasure



Each Ferrodic tablet contains: Ferrous iron (as ferrous carbonate) 50mg, ascorbic acid 12.5mg.

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in bronchitis more effective than ampicillin or tetracycline



Compared with ampicillin

In a controlled single-blind trial involving 50 patients with chronic bronchitis SEPRIN* was shown to be more effective than ampicillin, with reference to reduction of sputum volume and purulence.

Sputum volume reduction

There was a significantly greater reduction in mean sputum volume after treatment with SEPRIN than after treatment with ampicillin.

Sputum purulence reduction

23 out of 24 cases with purulent sputum receiving SEPRIN improved as compared with 16 out of 22 cases with purulent sputum receiving ampicillin. (Sputum was graded according to MRC criteria). The success rate for SEPRIN was significantly higher than for ampicillin.

Clinical improvement

Clinically, 24 out of 25 cases receiving SEPRIN responded as compared with 19 out of 25 receiving ampicillin.

Reference:

Postgrad med J. (1969) 45, Supplement (November) 86.

*Trade Mark

Compared with tetracycline

In a trial designed to compare the effect of SEPRIN with that of tetracycline in the treatment of chronic bronchitis, it was found that a week's course with SEPRIN was more beneficial than a week's course of tetracycline.

24 patients received SEPRIN and 22 received tetracycline. Objective data was collected from the two groups at the beginning and at the end of treatment.

Sputum Volume

The decrease in mean sputum volume after treatment, as a fraction of the initial measurements, was significantly larger for the SEPRIN group.

Sputum purulence

Objective grading of reduction in purulence of the sputum showed better results with SEPRIN than with tetracycline at the end of treatment.

Reference:

Postgrad med J. (1969) 45, Supplement (November) 91.

SEPRIN Tablets, SEPRIN Paediatric Suspension and SEPRIN Paediatric Tablets contain trimethoprim and sulphamethoxazole.

Full information is available on request.



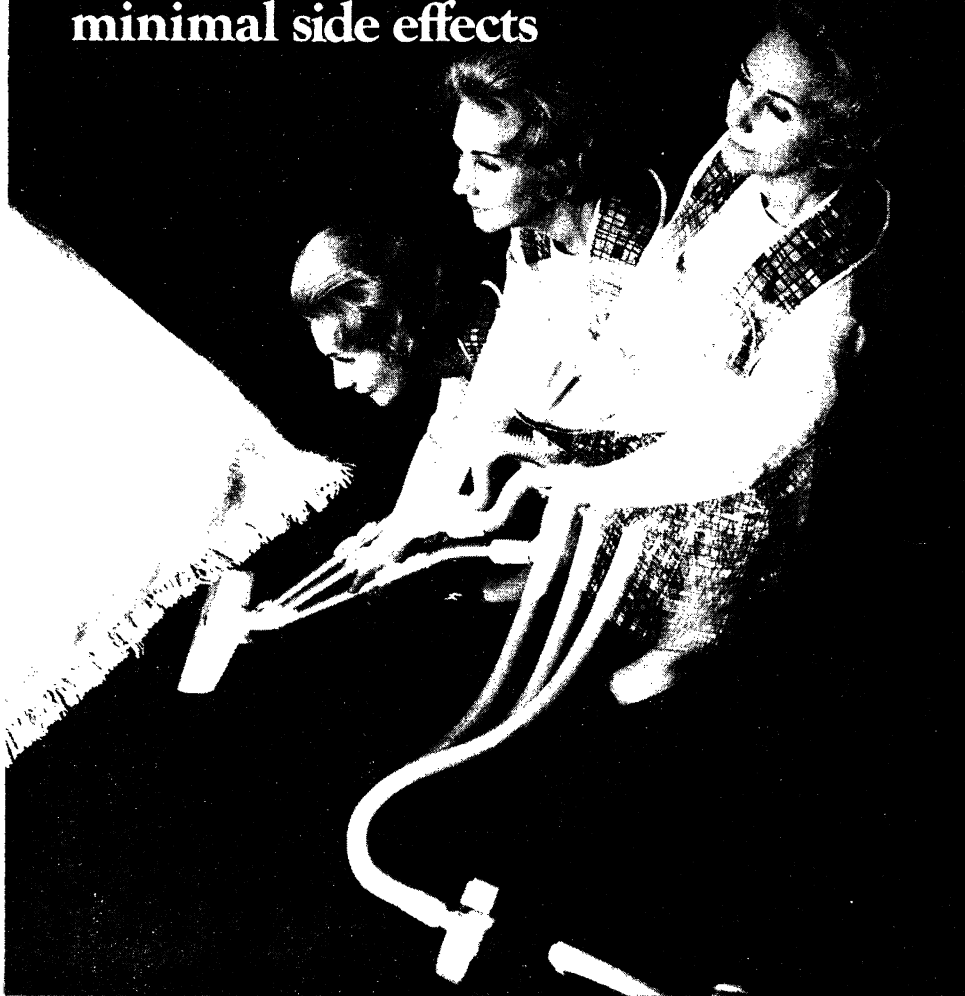
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Burroughs Wellcome & Co.
(The Wellcome Foundation Ltd.) Dartford, Kent

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Septtrin
an advance on the antibiotics

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minimal side effects**



Inderal-80 brings new stability to the hypertensive patient

Smooth and gradual reduction of blood pressure. No postural or exercise hypotension. Round-the-clock control of blood pressure, even whilst supine. Effective in renal and essential hypertension. Minimal side effects. 'Inderal'-80 depends for its effect on a specific pharmacological action. Before using 'Inderal'-80, it is important that doctors should read the detailed literature for information on dosage, precautions and contraindications. We shall be glad to send you further information.

Inderal-80

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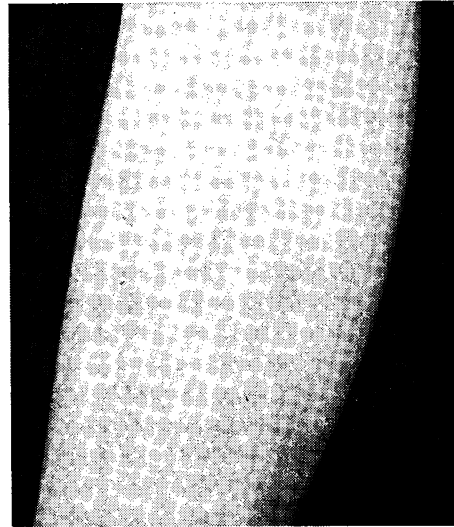
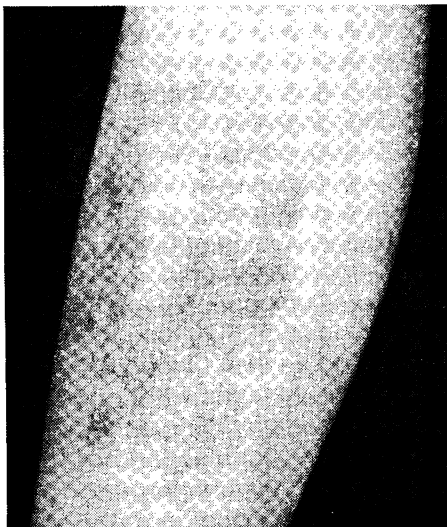
Fucidin H Ointment offers the antipruritic/anti-inflammatory action of hydrocortisone combined with the rapid bactericidal action of Fucidin, minimising the risks of the adverse effects of the more potent steroids and the considerable risk of sensitisation caused by many topical antibiotics.

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Sodium fusidate B.P. 2%;
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Infected eczema on leg of 55 year old man

After 7 days' treatment with Fucidin H Ointment

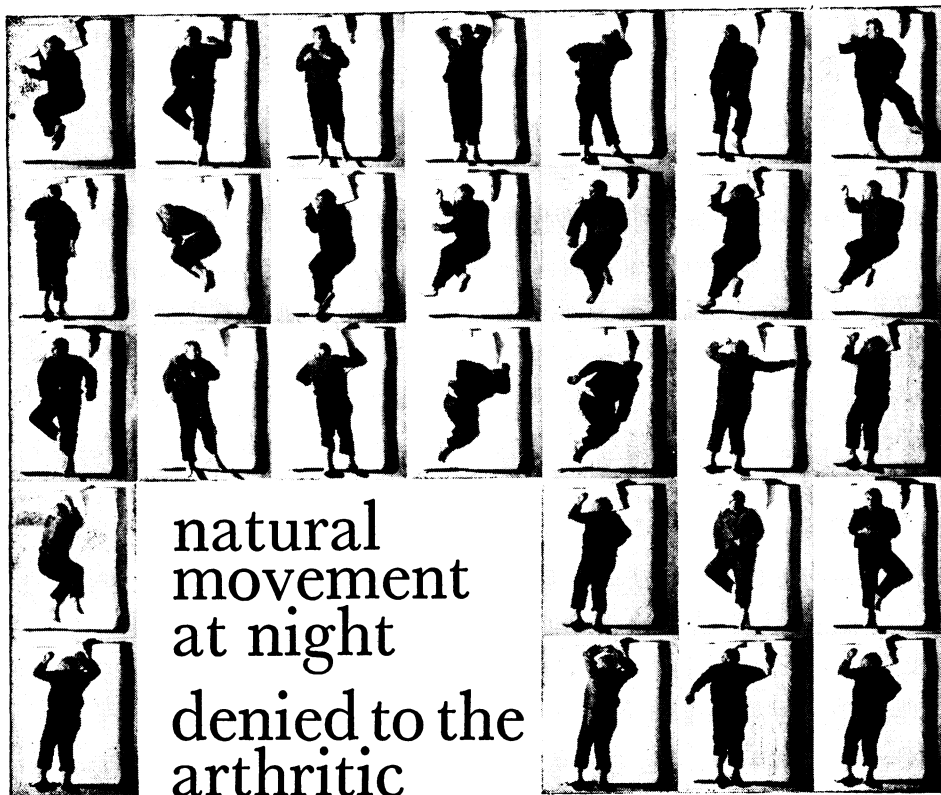
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Lancet, 1970,i,881 (25 Apr)

For many patients afflicted by arthritis, ‘Indocid’ Suppositories can bring about a noticeable improvement during the night. Many will enjoy a better night’s sleep, less interrupted by pain and stiffness, and find it easier to get started in the morning. The addition of ‘Indocid’ Capsules will help to keep them mobile during the afternoon and evening.

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In most hypertensive patients, the dosage of 'Aldomet' has always been simple. The additional tablet strengths will now make it even simpler by providing greater flexibility in treating the individual patient.

Supplied as tablets containing 125 mg, 250 mg and 500 mg methyldopa/MSD and, for emergency use, as an injection. Detailed information is available to physicians on request. 'Aldomet' is a registered trademark.

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References

1. Med. Sci. (1967) May p. 37-49
2. Brit. Med. J. (1969) 4: 803

Each Norinyl-1 pack contains 21 tablets of
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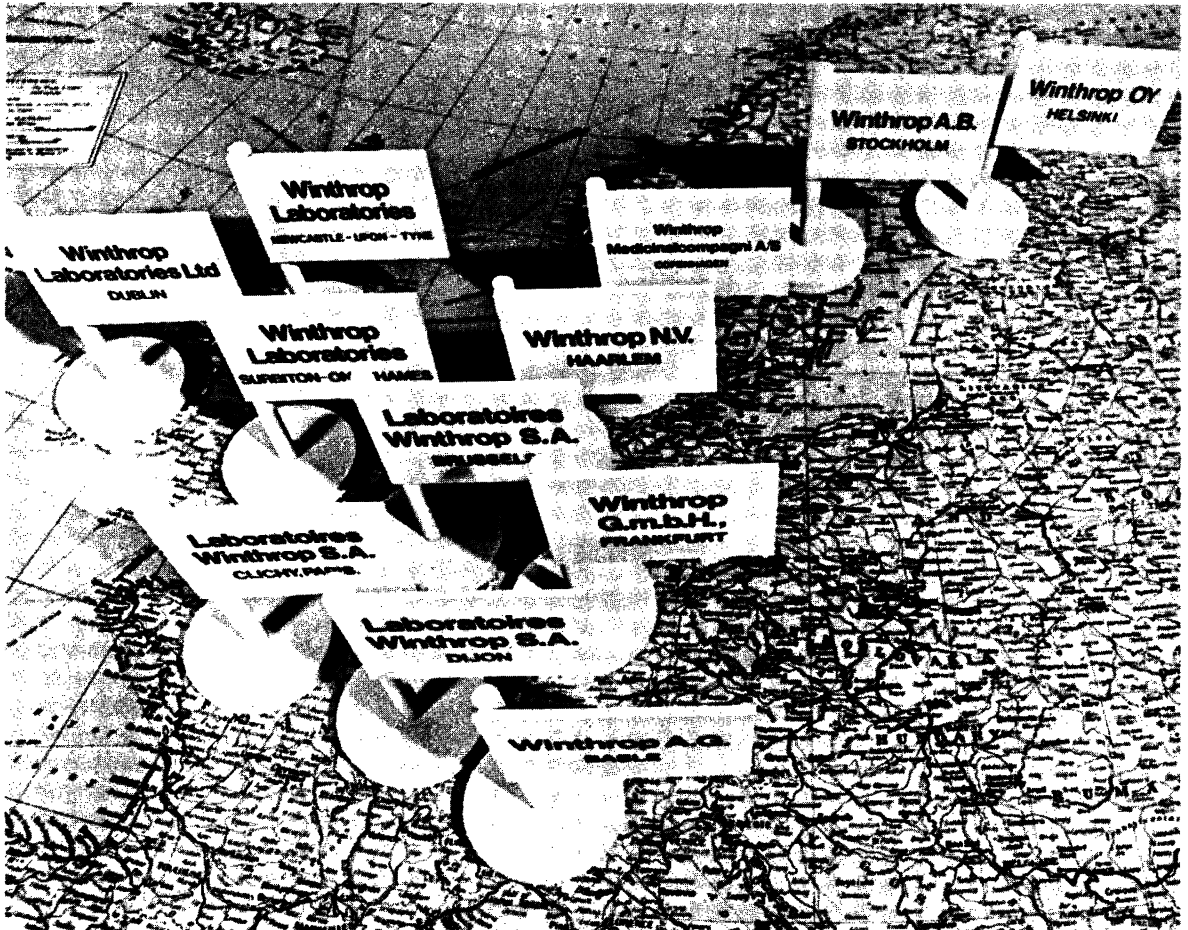
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Penicillins and Cephaloridine weaken the cell wall.

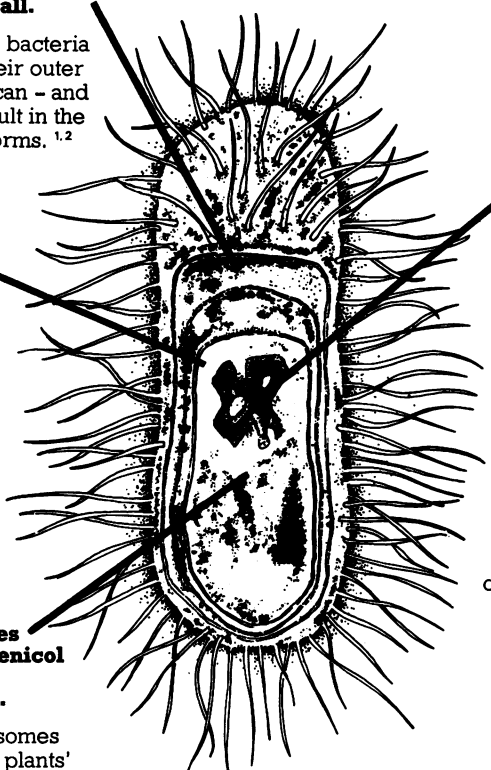
This may kill the bacteria by removing their outer defences. But it can - and often does - result in the survival of L-forms. ^{1,2}

Sulphonamides, Trimethoprim and Nitrofurantoin block the metabolic pathways.

Each of these antibacterials blocks only one specific step in the process. Very often these particular steps can be by-passed without detriment to the bacteria. ¹

Tetracyclines and Chloramphenicol affect the ribosomes.

Though the ribosomes are the 'assembly plants' of the cells, their function is controlled by DNA. Unless this control is knocked out, the cell functions are never completely destroyed. ²



Artist's impression of Esch. coli.

Only Negram destroys bacterial DNA, the basis of all bacterial life!

DNA controls the whole structure and function of bacteria. For cells to divide and multiply, the DNA must replicate itself.

It is at this point that Negram attacks. It prevents the replication of DNA. This fundamental disruption of the control element not only prohibits the proliferation of bacteria but destroys the complete bacterial system. ³

1. Hosp. Practice, (1967) 2 : 54
2. Ann. Rev. Microbiol, (1965) 19 : 209
3. J. Bact. (1969) 98 : 96

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right from the start**

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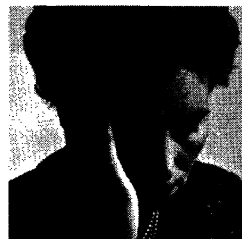
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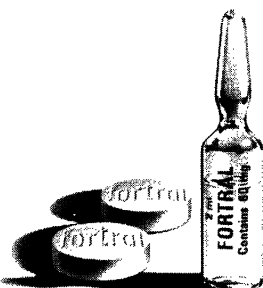


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whenever pain is too great
for ordinary analgesics



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Negram Tablets

Formula: Each tablet contains 500 mg. nalidixic acid.

Adult Dosage: For acute infections, 2 tablets q.i.d. for at least 7 days, reducing to 1 tablet q.i.d. for chronic infections.

Basic NHS Cost: (2 q.i.d.) 5/10d. a day. Availability: Containers of 56 tablets.

Negram Suspension

Formula: Each 5ml. spoonful contains 300 mg. nalidixic acid.

Paediatric dosage: 1 ml. Suspension (60 mg.) per kg. body weight (25 mg./lb.) daily for at least 7 days.

For children of average weight and development:

1 month-1 year: 2.5 ml. (150 mg.) 2-4 times daily; 1-2 years: 5 ml. (300 mg.) 2-3 times daily

2-6 years: 5 ml. (300 mg.) 3-4 times daily; 6-14 years: 10 ml. (600 mg.) 2-4 times daily

Basic NHS Cost: (5 ml. t.i.d.) 1/10d. per day.

Availability: Bottles of 150 ml. and 500 ml.

Side Effects:

Gastro-intestinal or subjective visual disturbances may occur but are readily reversible on reduction or discontinuation of therapy.

Precautions:

Use with caution in patients with liver disease and raised intracranial pressure.

Patients should avoid excessive exposure to sunlight. Possible risks should be carefully weighed against benefits in the first trimester of pregnancy.

Not recommended for infants less than 1 month old.

FORTRAL

Fortral Tablets

Each tablet contains 25 mg. pentazocine hydrochloride

Indications: For all degrees of pain in acute and chronic conditions; following minor and major surgery; in obstetrics and dentistry.

Adult Dosage: The dosage should be tailored to the individual patient.

Usual dose 2 tablets (50 mg.) every 4 hours after meals adjustable within the range of 1-4 tablets every 3-4 hours.

Paediatric Dosage: 1-6 years: The small dosage necessary is more conveniently given by injection.

6-12 years: 1 tablet (25 mg.) every 3-4 hours as necessary.

Basic NHS Cost: 100 tablets 33/2d.

Presentation: Tablets of 25 mg. pentazocine in packs of 100 and 500.

Fortral Injection

Fortral injection contains 30 mg. pentazocine per ml.

Indications: For severe, acute or chronic pain in a wide range of medical and surgical conditions, as an adjunct to anaesthesia, and in obstetrics.

Adult Dosage: Fortral can be administered by intramuscular, intravenous or subcutaneous injection. The dosage should be tailored to the individual patient: 1-2 ml. (30-60 mg.)

Dose may be repeated every 3-4 hours.

Paediatric Dosage: 1-12 years: Maximum single dose—1 mg./kg. intramuscularly or 0.5 mg /kg. intravenously.

Dose may be repeated every 3-6 hours.

Basic NHS Cost: 10 x 2 ml. ampoules 39/4d., 10 x 1 ml. ampoules 20/8d.

Presentation: 1 ml. and 2 ml. ampoules (30 mg. pentazocine per ml.) in boxes of 10.

Side Effects:

Dizziness, nausea and vomiting sometimes occur, but tend to decrease after a few doses.

The concomitant administration of an anti-emetic is recommended in conditions where nausea and vomiting can occur.

Precautions:

Caution in severe renal, hepatic and respiratory impairment and in patients previously on large doses of narcotics. Ambulant patients should not drive nor operate machinery.

Until further information is available Fortral should be given with caution in the first trimester of pregnancy.

Contra-indications: Established respiratory depression. Raised intracranial pressure.

Severe head injury or pathological brain conditions. Convulsive disorders.

Patients receiving MAO inhibitors.

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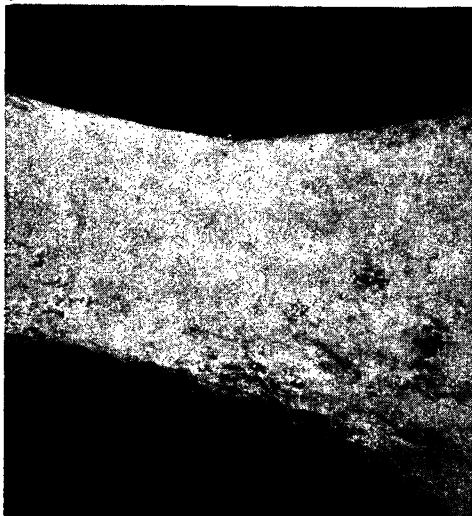
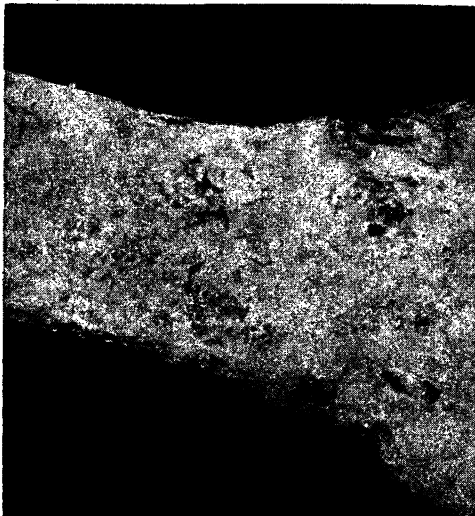
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