

First in bronchitis

Septtrin* bactericidal to respiratory tract pathogens including *Haemophilus influenzae*.

Septtrin quickly reaches effective blood levels and produces an exceptionally rapid clinical response.

Septtrin was more effective compared with antibiotics (ampicillin and tetracycline) in reducing sputum purulence and sputum volume.^{1,2}

Septtrin first utilisation of antibacterial synergy between trimethoprim and a sulphonamide.

*Trade Mark

References

1. *Brit med J*, (1969), 4, 470.
2. *Postgrad med J*, (1969), 45, Supplement, (November) 91.

For the whole family - SEPTRIN Tablets, SEPTRIN Paediatric Suspension and SEPTRIN Paediatric Tablets, containing trimethoprim and sulphamethoxazole.

Full information is available on request.



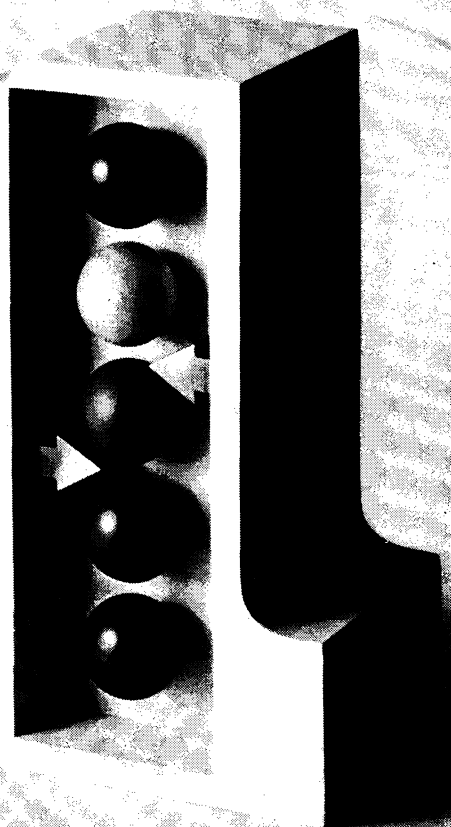
Wellcome



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

Septtrin

an advance on
the antibiotics



SEPTRIN eradicates infection by a double blockade of bacterial metabolism.

Triptafen-Minor calms the anxious patient and lifts any associated depression



Patients of many types with minor neuroses—the harassed housewife, the sufferer from insomnia, the businessman facing redundancy, the patient who has suffered a recent bereavement, the anxious student—can benefit from treatment with Triptafen-Minor.

In a recent trial*, in which 103 final-year university students took part, 94% were improved, much improved or recovered after three weeks treatment with Triptafen-Minor.

**Brit.J.clin.Pract., (1970) 24, 210.*

Each Triptafen-Minor tablet contains amitriptyline hydrochloride BP 10 mg and perphenazine BP 2 mg. Full information is available on request.



Triptafen is a Trade Mark of ALLEN & HANBURYS LIMITED LONDON E2 6LA

Drawing by Simone Geary, aged 11 years.

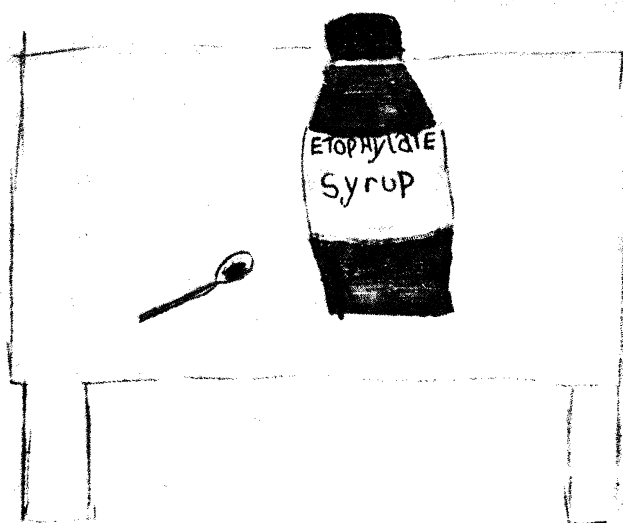
ETOPHYLATE

Syrup is Reliable and

SAFE

Bronchodilator for children of
all ages and has a pleasant

Orange

 Flavour.

ETOPHYLATE Syrup is readily accepted by children of all ages. A clinical investigation involving 22 children under the age of 12 months showed that ETOPHYLATE was useful in the relief of infective bronchospasm and devoid of any harmful effects.

Reference: The Practitioner (1968) 200; 833-835

Further information available on request

DELANDALE LABORATORIES LIMITED,
37 Old Dover Road, Canterbury, Kent.





Tanderil[®]
Geigy

**Helps
arthritic
joints
to move
again
without
pain**

*4 major
benefits of Tanderil
antirheumatic therapy*

Intense Analgesic activity

*Significant reduction of
morning stiffness*

Improved joint mobility

Reduced joint swelling

Availability

*Tanderil is available as coffee-
coloured, sugar-coated tablets
containing 100 mg. and as
suppositories containing 250 mg.
4-butyl-2-(4-hydroxyphenyl)-
phenylpyrazolidine-3,5-dione
monohydrate (Oxyphenbutazone
B.P.)*

*Detailed literature describing any
product will be supplied on request*

**Geigy Pharmaceuticals,
Hurdsfield Industrial Estate
Macclesfield Cheshire**



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.

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Dartford, Kent.

*Trade Mark



PRO-ACTIDIL
in allergies up to 24 hour control

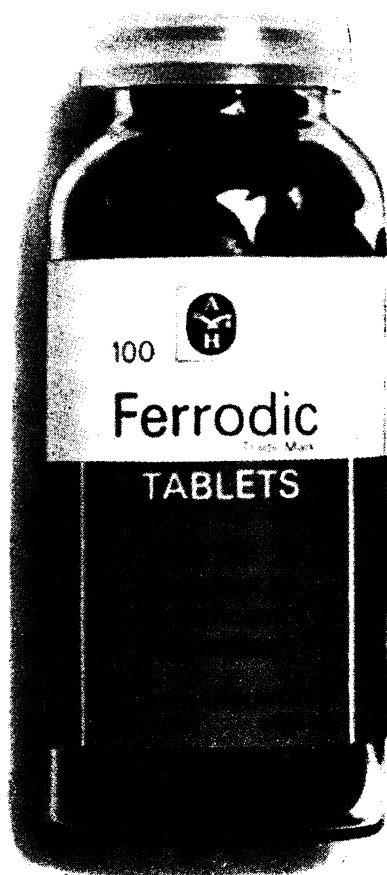
PA 1

FERRODIC

Trade Mark

TABLETS

effective oral iron therapy



- Minimal side effects
- Highly soluble in gastric juice
- Pleasant taste
- 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.

Ferrodic is a Trade Mark of
ALLEN & HANBURY LTD LONDON E2 6LA



Angina Pectoris. There's no need to give up.

There is a stage in the development of angina when the patient is suffering more and more attacks and is consuming an ever increasing amount of trinitrin.

But there is still no need for the patient – or his doctor – to give up.

It is in just this situation that 'Inderal' can be so helpful.

'Inderal' gives the heart continuous protection against the effects of physical or emotional stress.

Because the heart has less unproductive work to perform, it needs less oxygen.

The balance between myocardial oxygen demand and the supply from diseased coronary arteries becomes more favourable.

Attacks are fewer, capacity for exercise is substantially improved and lost confidence is regained.

Even in severe angina there is no need to give up.

There is irrefutable evidence from 21 double-blind trials to show that 'Inderal' helps make life worth living again.

Detailed information, available on request, should be consulted before prescribing.



Imperial Chemical Industries Limited, Pharmaceuticals Division,
Alderley Park, Macclesfield, Cheshire.

Day after day of freedom from asthmatic attack



The unique mode of action of disodium cromoglycate offers the asthmatic patient outstanding benefits. A prophylactic treatment, it prevents the onset of asthmatic episodes - thus minimising long-term damage to lung tissue. Freedom from asthma attacks permits a happier, more normal life for the asthmatic patient.

Published clinical reports confirm that with INTAL COMPOUND, the incidence and severity of acute attacks is considerably reduced - even in patients on conventional therapy such as bronchodilators, antihistamines and corticosteroids. Less time is lost from work or school, exercise tolerance is improved and a consistent clinical comment on disodium cromoglycate has been the total absence of serious side effects.

INTAL COMPOUND - supplied in SPINCAPS (each containing 20 mg disodium cromoglycate, and 0.1 mg Isoprenaline Sulphate BP in powder form, together with an inert carrier). For use in a special insufflator - SPINHALER.

Full information is available on request. The Technical Services Department, Fisons Limited-Pharmaceutical Division, Loughborough, Leicestershire.

There's
nothing else like

INTAL Co.

Prophylaxis
in asthma



INTAL, INTAL COMPOUND, SPINCAP and SPINHALER are Fisons trade marks.

‘The ideal potassium preparation
has not yet been found.’

Brit. Heart J., 1970, 32, 267 (May)



BUT NOW
the diuretic that entirely
obviates the need for
potassium supplements

‘Moduretic’ is a completely new diuretic from Merck Sharp & Dohme that induces a highly effective diuresis as well as helping the body to *conserve* its natural balance of potassium.

‘Moduretic’ offers the physician the means of treating patients with a diuretic while avoiding the limitations imposed by potassium supplements. Indeed, ‘Moduretic’ conserves body potassium so effectively that potassium supplements are contra-indicated.

‘Moduretic’ is available as peach-coloured, diamond-shaped tablets containing 5 mg amiloride hydrochloride/MSD and 50 mg hydrochlorothiazide/MSD.

Detailed information is available to physicians on request.

‘Moduretic’ is a registered trademark.

0-2163

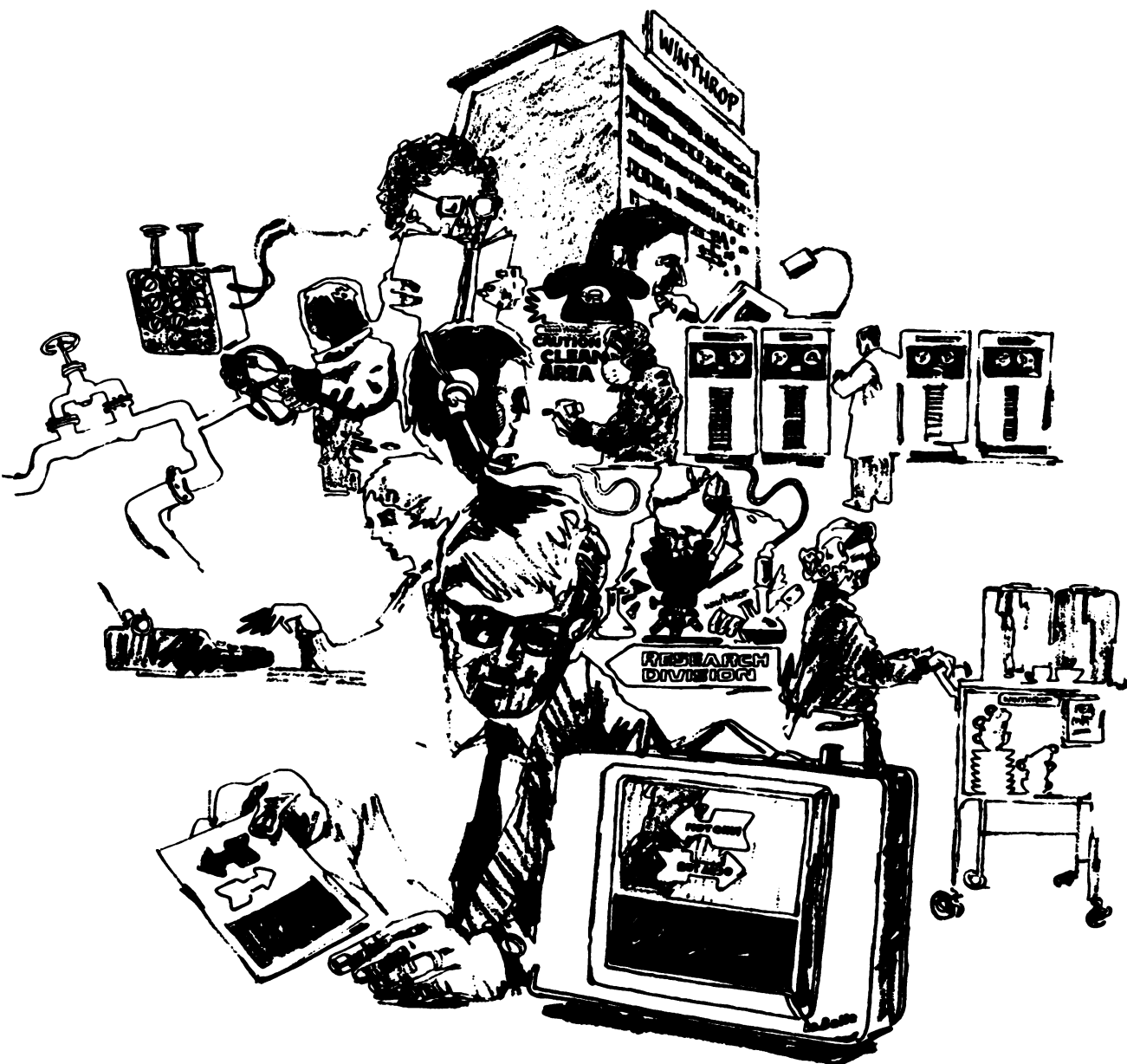


Merck Sharp & Dohme Limited

Hoddesdon, Hertfordshire Telephone, Hoddesdon 67123

MODURETIC
 **DIURETIC**

We're your patients too!



Like everyone else we get our fair share of upset stomachs, bronchitis, urinary infections and all the other ills that flesh is heir to. But when we go to see our doctors we may literally get a dose of our own medicine. That suits us fine. For we know just how much care goes into our products from the initial research to the final quality-control tests.

So when we get a prescription for Actal or Franol or Negram or any of our other products we know that no effort has been spared to make them the finest that science and technology can produce.

We're proud to be associated with our products.

We have complete confidence in them.

The same confidence as we have in those whom we choose to be our doctors.

WINTHROP

FORMERLY

THE BAYER PRODUCTS COMPANY

Winthrop Laboratories, Surbiton-upon-Thames, Surrey

Makers of Fortral Negram Franol Panadol Hexopal pHisoHex Panadeine Co Stromba Actal Solpadeine Dibotin Bronchilator Lobak

All product names mentioned are registered trade marks.

Latest research suggests unique action of Negram

Penicillins and Cephaloridine weaken the cell wall.

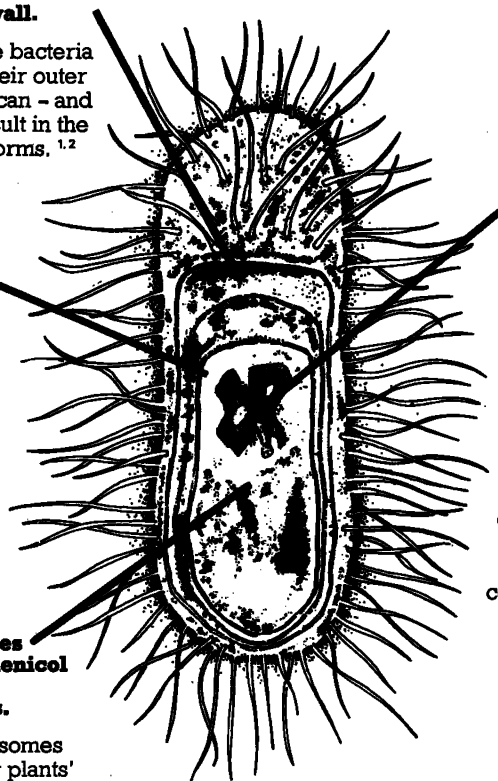
This may kill the bacteria by removing their outer defences. But it can - and often does - result in the survival of L-forms.^{1,2}

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

in urinary infections
negram
right from the start

WINTHROP
FORMERLY
THE BAYER PRODUCTS COMPANY

Take the pain out of your practice



Slipped Disc



Malignancy



Osteoarthritis



Trigeminal Neuralgia



Coronary



Herpes Zoster



Sprains and Strains

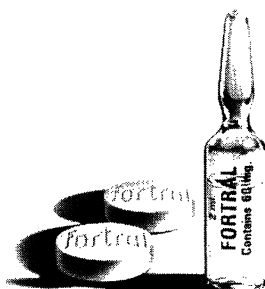


Fractures

NON-DDA

FORTRAL

**whenever pain is too great
for ordinary analgesics**



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THE BAYER PRODUCTS COMPANY

negram

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.

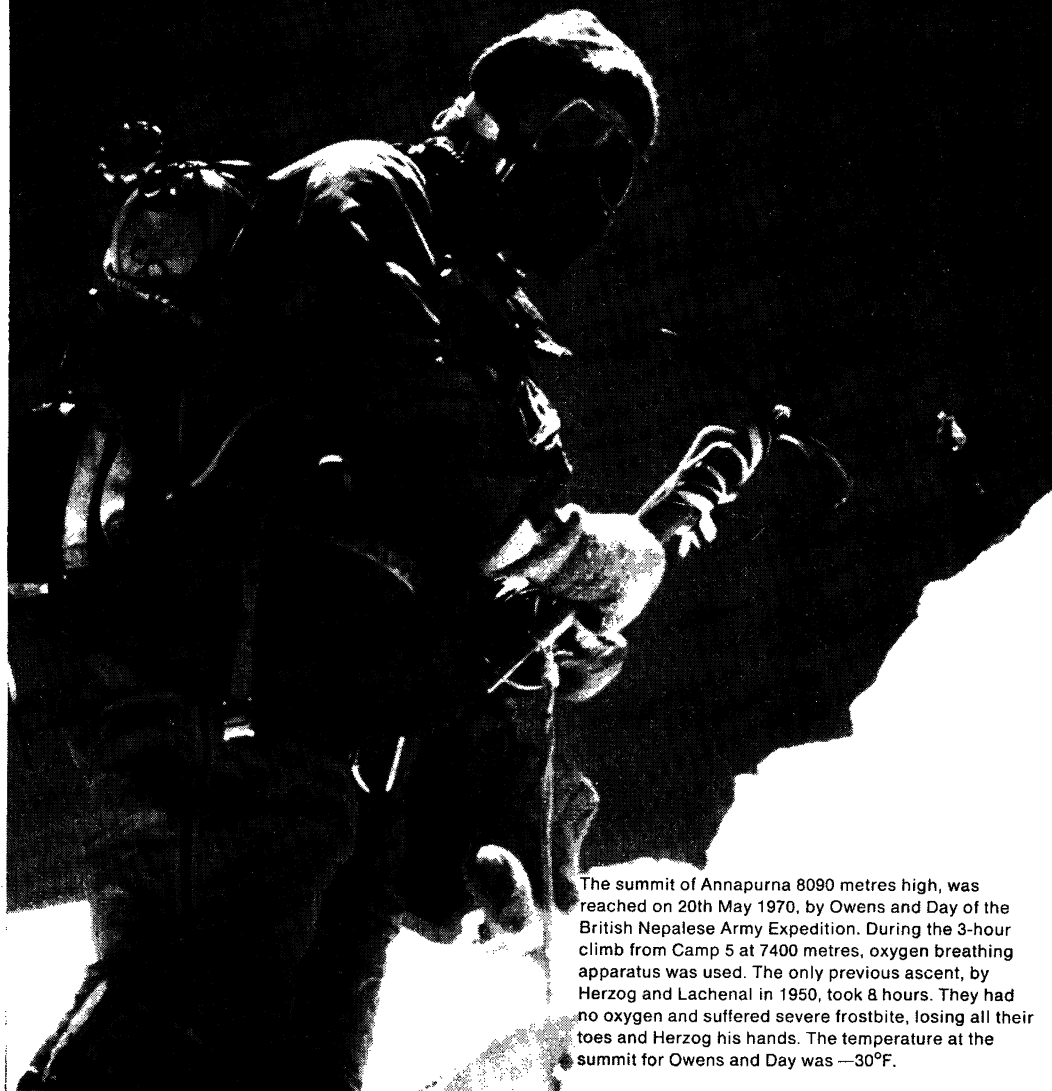
Negram and Fortral are registered trade marks

Full information available on request from

Winthrop Laboratories, Surbiton-upon-Thames, Surrey.

WINTHROP
FORMERLY
THE BAYER PRODUCTS COMPANY

Transvasin at the summit



The summit of Annapurna 8090 metres high, was reached on 20th May 1970, by Owens and Day of the British Nepalese Army Expedition. During the 3-hour climb from Camp 5 at 7400 metres, oxygen breathing apparatus was used. The only previous ascent, by Herzog and Lachenal in 1950, took 8 hours. They had no oxygen and suffered severe frostbite, losing all their toes and Herzog his hands. The temperature at the summit for Owens and Day was -30°F .

ON ANNAPURNA the members of the British Nepalese Army Expedition chose Transvasin to relieve muscular pain. Three British climbers used it:

"One suffered badly strained back and chest muscles following involvement in an avalanche. The second developed severe intercostal fibrositis, and the third had badly bruised himself after falling 30 feet and jamming in a crevasse. Transvasin gave considerable relief to all three climbers."

Personal communication, 3rd September 1970.

Transvasin was also used with great success by many other members of the party who complained of various other aches and pains.

IN GENERAL PRACTICE too, Transvasin provides effective relief from muscular and rheumatic pains. It contains esters of nicotinic and salicylic acids which ensure a rapid hyperaemic and analgesic effect.

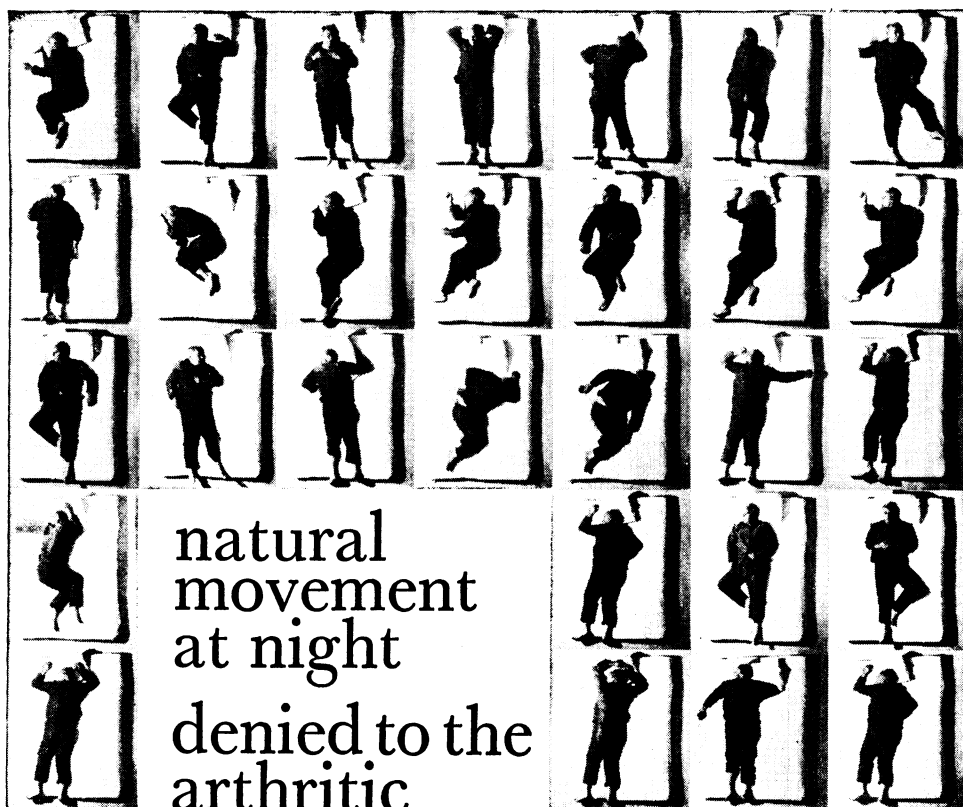
Available in 30 g. tubes.

Basic NHS price 12½p, plus P.T.

Full information is available on request.

Lloyd-Hamoll Ltd., London W.1

Transvasin – always in action
against muscular and rheumatic pain



"To get through the day is a hard enough fight for the patient with crippling osteoarthritis or severe rheumatoid arthritis, but when nights have been sleepless and pain-wracked, the next day is started with physical and psychological stores depleted and the patient already exhausted at the starting-post."

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.

Indocid
Indomethacin/MSD®

SUPPOSITORIES
AND CAPSULES



The informative literature, available on request, should be consulted before prescribing. ® denotes registered trademark. Supplied as 100 mg suppositories, 25 mg and 50 mg capsules, and a suspension (25 mg/5 ml).

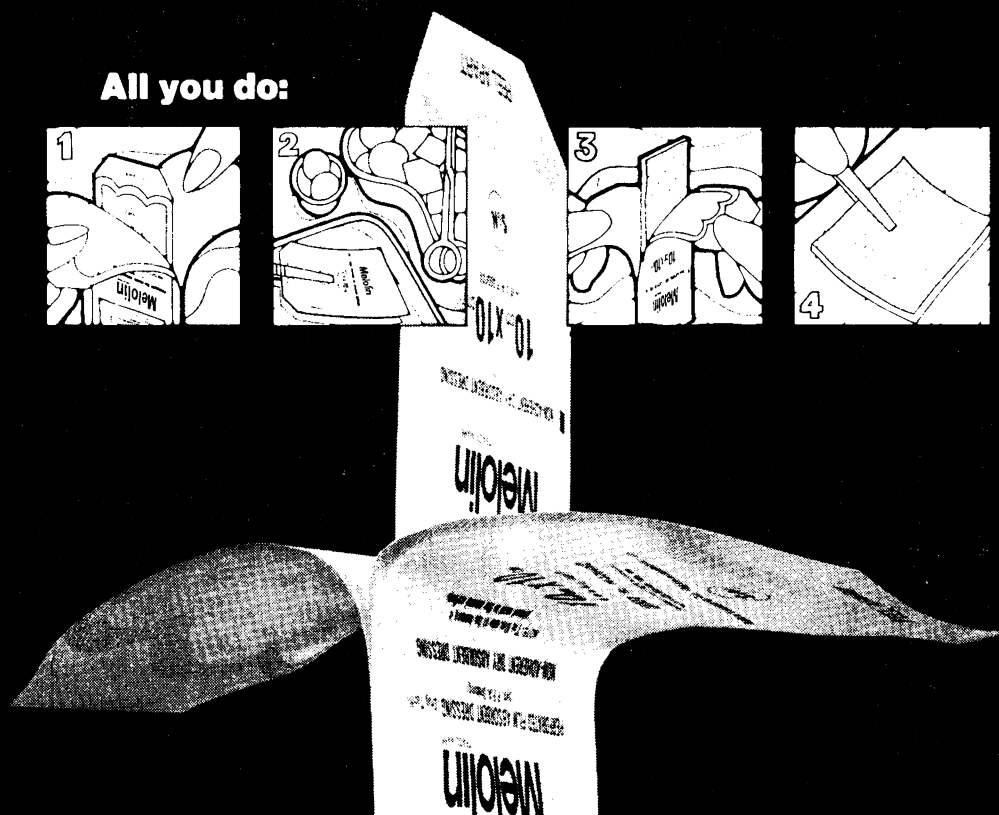
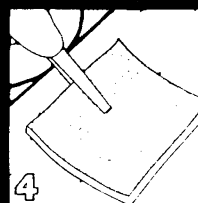
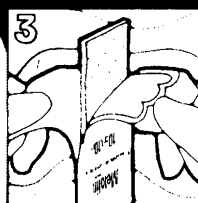
Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire Telephone, Hoddesdon 67123

0-2097

DOUBLE SECURITY

**Melolin, 10cm x 10cm is now available sterilised,
double-wrapped in peel pack.**

All you do:



Put it on, leave it on. Melolin can stay on until the wound heals. Granulation tissue cannot 'grow into' the dressing—the next-to-skin surface is a one-way polyester film; blood and exudate soak *through* this, are held in the pad behind. The wound is clean and dry.
Dressing size, 10 cm. x 10 cm.* Let us send you a specimen. Please write to Smith & Nephew Ltd., Welwyn Garden City, Herts.

*Other Melolin dressings: 5 cm. x 5 cm., single wrapped. 10 cm. x 10 cm., 10 cm. x 20 cm., and 20 cm. x 30 cm., supplied in bulk unwrapped.

Melolin

For more information please write to
Smith & Nephew Limited,
Bessemer Road,
Welwyn Garden City, Herts.



NORINYL-1

hormonally 'balanced' oral contraceptive

suitable for every generation of fertile woman

- ☐ 4 years' U.K. clinical experience
- ☐ lowest incidence of side-effects because of minimal bio-potency^{1,2}
- ☐ used with satisfaction by over 200,000 U.K. women
- ☐ first choice by over 2,000 U.K. doctors



References

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

Each Norinyl-1 pack contains 21 tablets of
Norethisterone B.P. 1mg and Mestranol B.P. 50mcg

Full prescribing information available on request



SYNTEX

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

**BEDFORD COLLEGE
(UNIVERSITY OF LONDON)
DEPARTMENT OF SOCIOLOGY**

**Short course in Sociological Research on the
Family—Implications for General Practice**

A two-week course designed to introduce General Practitioners to contemporary sociological work on the family will be held from 5–16 July 1971. Twelve speakers will introduce such selected topics as the family and child-rearing, adolescence, mental illness and subnormality, bereavement. Participants will be asked to consider, in small discussion groups, their implications for general practice and patient care.

The course has been approved by The British Postgraduate Medical Federation (University of London) under Section 63 of the Health Services and Public Health Act 1968 and will automatically count for seniority payments or for the postgraduate training allowance. Preference will be given to general practice trainers and the number of participants will be limited to 24.

Write for details and application forms to Professor M. Jefferys, Social Research Unit, Bedford College Annexe, Peto Place, Marylebone Road, London, N.W.1.

University of London

**THE BRITISH POSTGRADUATE
MEDICAL FEDERATION
REGIONAL ADVISER IN
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Applications are invited from general practitioners in active group or partnership practice for the post of Regional Adviser in General Practice in the South-West Metropolitan Hospital Region. The holder will be a member of the staff of the Regional Postgraduate Dean at the Central Office of the Federation. The appointment will be equivalent to 2-days a week for 1 year in the first instance, renewable for a further period of up to five years. The salary will be £2,076 per annum (related to academic scales) and the post will be superannuable.

Further information may be obtained on application to the Director, British Postgraduate Medical Federation, 14 Millman Mews, Millman Street, London, W.C.1., quoting ref. RAGP. Closing date 15th February.

PARTNERSHIP offered after short assistantship to young British Graduate in progressive nine man group. Initial salary £4,000. Purpose built premises, full ancillary staff, appointments, night and weekend rota, maternity unit. Obstetrics essential. Apply: Dr. P. J. Morrell, 8, Union Road, Shirley, Solihull, Warwickshire. 021-705-2024.

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**VOCATIONAL TRAINING IN GENERAL
PRACTICE**

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Royal College of General Practitioners

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In association with

The Universities of Dundee and St Andrews

Residential Course

3–7 April 1971 in St Andrews

A 5-day residential course on teaching in general practice will be held in St Andrews 3–7 April 1971. The course is recognized under Section 63 of the 1968 National Health Service Act. Application should be made as soon as possible to: **The Course Secretary, 166 Nethergate, Dundee DD1 4DR.**

In the treatment of Dermatitis Fucidin[®] 'H' Ointment fills a definite need

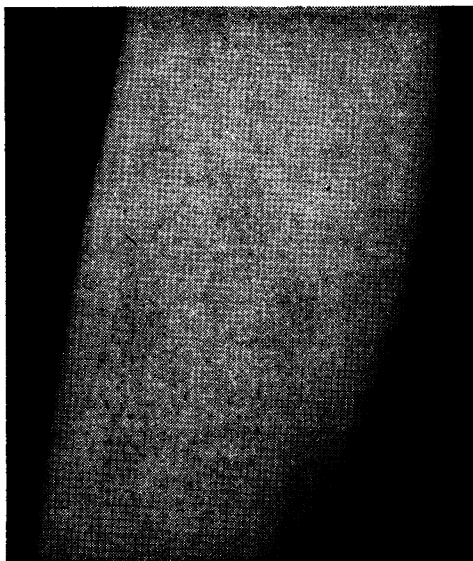
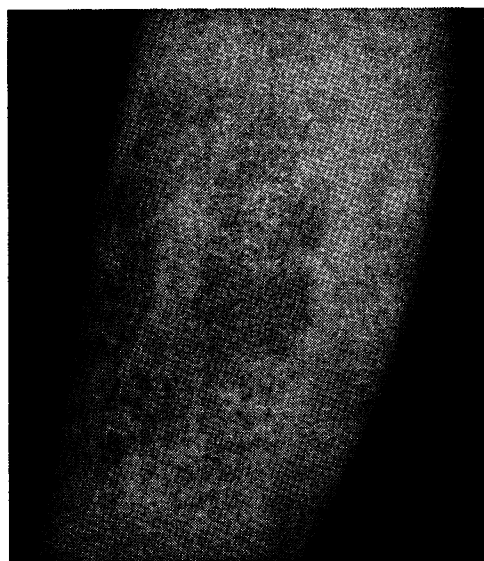
Fucidin H Ointment offers the antipruritic/anti-inflammatory action of hydrocortisone combined with the rapid bactericidal action of Fucidin, minimising the risks of the adverse effects of the more potent steroids and the considerable risk of sensitisation caused by many topical antibiotics.

Fucidin H Ointment:
Sodium fusidate B.P. 2%;
hydrocortisone acetate B.P.
1% in a neutral ointment base.
available in tubes containing
10G & 25G.

Infected eczema on leg of 55 year old man

After 7 days' treatment with Fucidin H Ointment

Photographs from Leo Laboratories' Library of British Dermatological Case Histories, 1969



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