



An outstanding year in British Medical History

1948 will be remembered as the year in which the National Health Service came into being.

It may also be remembered as the year in which Roter tablets first became available to the Medical Profession in the United Kingdom. In the intervening 21 years Roter has provided superlative service to those suffering from peptic ulcer and its sequelae, *and has not been superseded.*

The record is impressive. Hundreds of thousands of chronic cases, both of the duodenal and gastric varieties—resistant to conventional treatment—have been relieved of their pains and miseries and given a new lease of life. Equally good service has been rendered to post-operative relapse cases.


Roter is still the most effective and economical therapy available. N.H.S. basic cost of initial treatment is 30p per week and maintenance—where needed—only 15p per week or less.

Roter treatment is ambulant and produces no side effects.

Literature and samples available on request from:

F.A.I.R. Laboratories Ltd., Twickenham, Middlesex

Halt at the flashing light



Flashing lights and visual disturbances, classically early warnings of migraine, are signals for arresting all manifestations of an attack – at onset. MIGRIL* acts in the minutes between initial warning and the otherwise inevitable full-blown attack. As well as containing an effective dose of ergotamine (2mg in each tablet), enhanced by caffeine, MIGRIL contains the anti-emetic, cyclizine. Nausea and vomiting, due to migraine itself or to ergotamine, are very effectively relieved. MIGRIL, taken at the first warning of an attack, provides a specific treatment that the patient will learn to rely on. Full information is available on request.

*Trade Mark.

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



Migril masters migraine

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 & HANBURY'S LIMITED LONDON E2 6LA



**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,
Hurdfield Industrial Estate
Macclesfield Cheshire**

Stemetil **stops** **the** **vertigoround**

'Stemetil'
not only
relieves specific symptoms in
vertigo, nausea, vomiting, and migraine
but also has a calming, stabilizing effect.
This helps the patient to take
a more relaxed, confident view of his condition
and allays the fears
which may precipitate further
attacks.

'Stemetil'*
preparations of prochlorperazine
are available as tablets, syrup, injection solution
and suppositories.

An M&B brand Medical Product
Full information available on request
May & Baker Ltd
Dagenham Essex RM10 7XS
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Septrin* bactericidal to respiratory tract pathogens including *Haemophilus influenzae*.

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

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

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

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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.



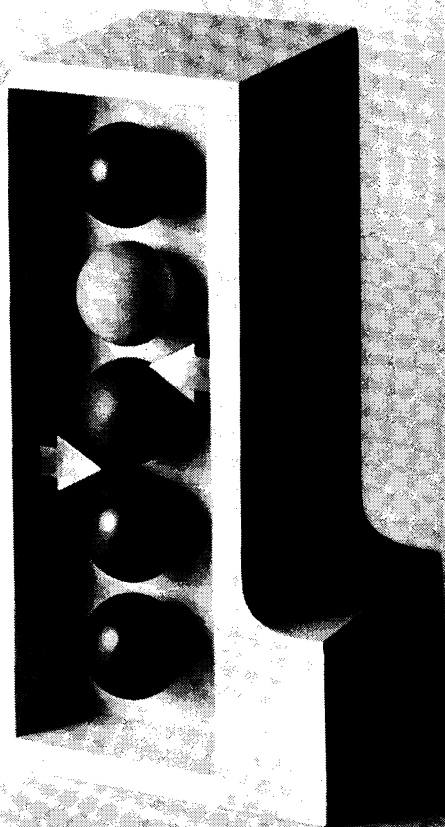
Wellcome



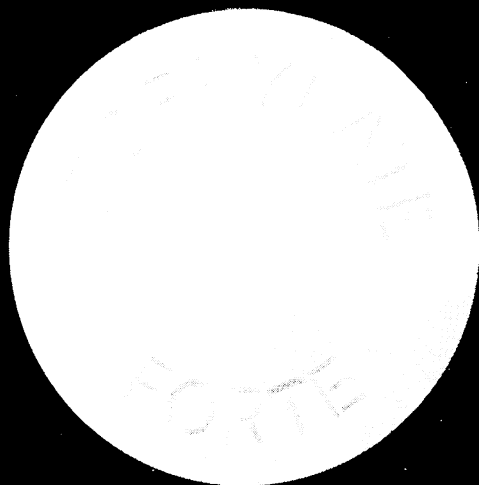
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the antibiotics



SEPTRIN eradicates infection by a double blockade of bacterial metabolism.



as effective as aminophylline
without the problem of gastric irritation

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SAFE BRONCHODILATOR**

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Skin ulcers can be a problem in any patient



when slough delays healing

Skin ulcers, pressure sores, accidental injuries and burns are all a problem when slough delays healing. This is where Aserbine can help. Aserbine carefully separates the dead tissue and allows the living tissue to heal normally. Aserbine Cream is used for dressing and Aserbine Solution for washing between dressings.

Aserbine promotes cleavage between dead and living tissue by maintaining a low pH at the tissue surface. Using Aserbine will keep the wound clean and free from the dead tissue which is a potential harbour for infection.

Aserbine

**clears the way for
faster healing**

Aserbine (regd) is prepared from clinically established organic acids in propylene glycol. Full information from Bencard, Great West Road, Brentford, Middx.

Aserbine  **Bencard**



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.

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PRO-ACTIDIL
in allergies up to 24 hour control

PA 1.

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Certainly several important risk factors are present: overweight – stress – cigarette smoking, and, frequently found in the presence of the other three – raised blood lipids.

In the treatment of hyperlipidaemia, Atromid-S has been shown to produce remarkably consistent results; it also exerts a beneficial effect on abnormal clotting factors.

CLOFIBRATE
Atromid-S 500

TRADE MARK

for the patient at risk



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

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**Before 'Eraldin',
he'd have thought twice about going**

In angina, 'Eraldin' makes the going easier for patient and doctor

Easier for the Patient. His confidence is restored because his heart is protected against the effects of stress. Emotional situations no longer herald anginal attacks. Although he still knows his physical limits, these have been extended—by 'Eraldin'.

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and the heart alone—against excessive sympathetic stimulation. This cardioselectivity permits protection in a broader group of anginal patients. Management is straightforward and dosage is on a simple twice or thrice daily basis.

**If your patient needs trinitrin
he also needs**

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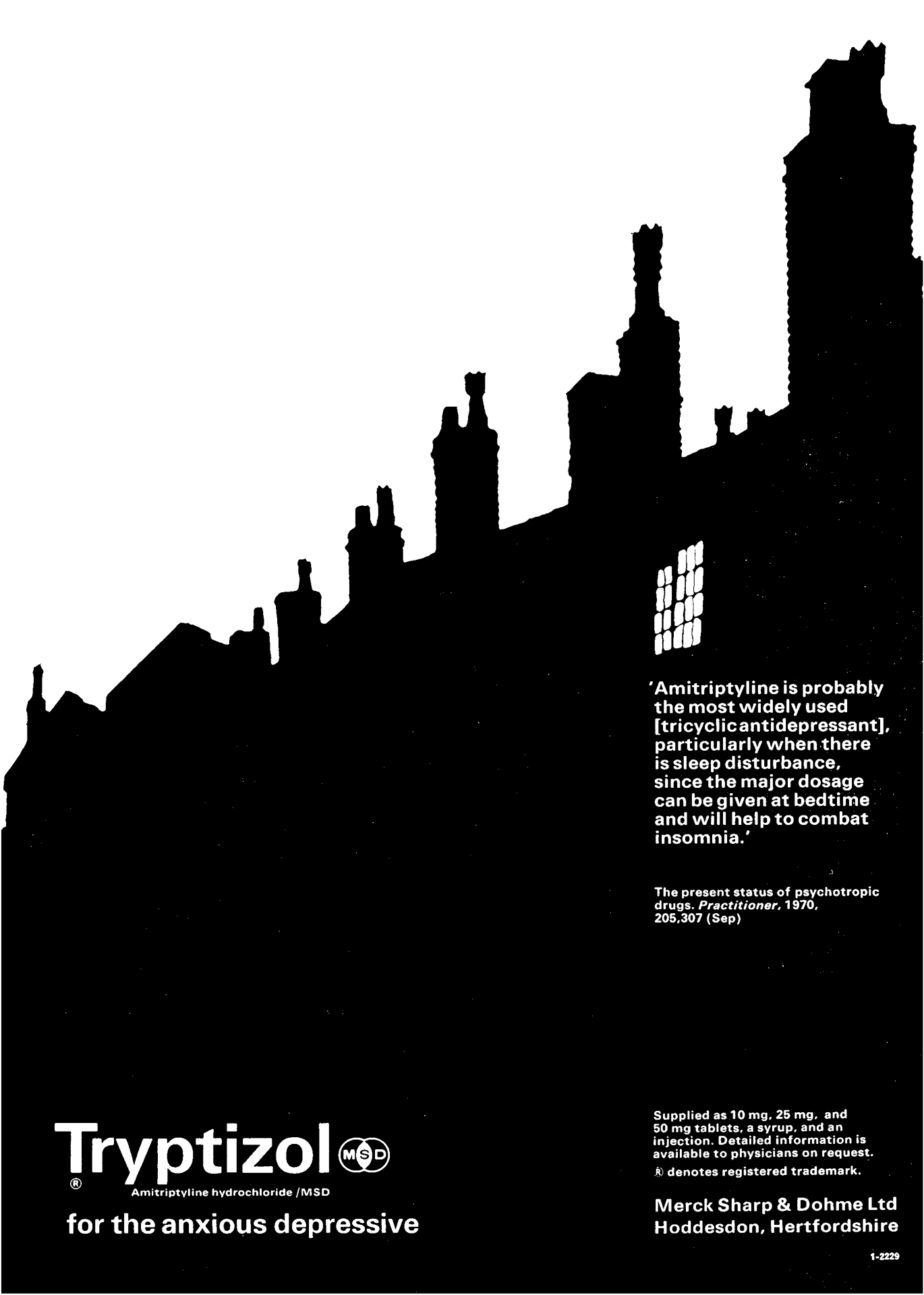
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Leaders in cardiovascular research. Imperial Chemical Industries Ltd., Pharmaceuticals Division, Alderley Park, Macclesfield, Cheshire.



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'Amitriptyline is probably the most widely used [tricyclic antidepressant], particularly when there is sleep disturbance, since the major dosage can be given at bedtime and will help to combat insomnia.'

The present status of psychotropic drugs. *Practitioner*, 1970, 205,307 (Sep)

Tryptizol 
Amitriptyline hydrochloride /MSD

for the anxious depressive

Supplied as 10 mg, 25 mg, and 50 mg tablets, a syrup, and an injection. Detailed information is available to physicians on request.
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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.

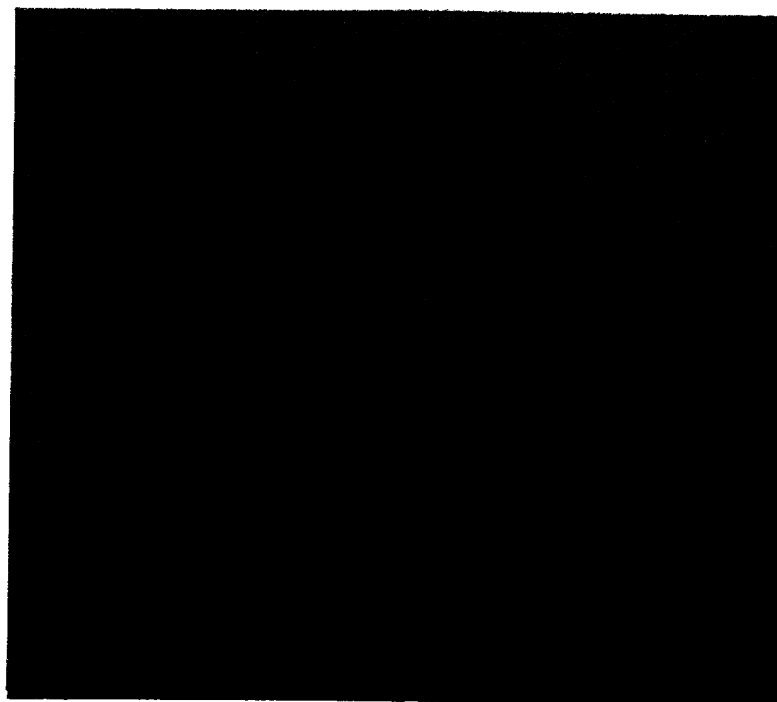
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INTAL Co.

Prophylaxis
in asthma

 **FISONS**

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Bonjela has been shown in formal American trials to bring rapid relief from pain in 90% of all cases of oral ulceration, herpes labialis, gingivitis and denture sores. By rapid relief is meant marked alleviation of pain within 2-3 minutes.

These results have now been confirmed by a controlled trial conducted recently by a British dental surgeon.* 89.3% of the patients receiving Bonjela experienced relief from pain which lasted in 59.5% of these patients for 3 hours or more. Among the conditions treated were recurrent

aphthae, denture trauma, herpetic lesions and soft tissue trauma.

*Marshall, K. F., "A topically applied salicylate gel." *Brit. Dent. J.*, 1969, 127, 139.

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

INDICATIONS: Herpes labialis, gingivitis, oral ulcerations, cheilosis denture sores, infant teething disorders.

PRESENTATION: Bonjela is available in 10 g. tubes at a basic N.H.S. cost of 14p per tube.

LLOYDS' PHARMACEUTICALS LTD.
103 Mount Street, London, W.1.
An associate of Lloyd-Hamol Ltd.

Literature and samples are available on request



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}

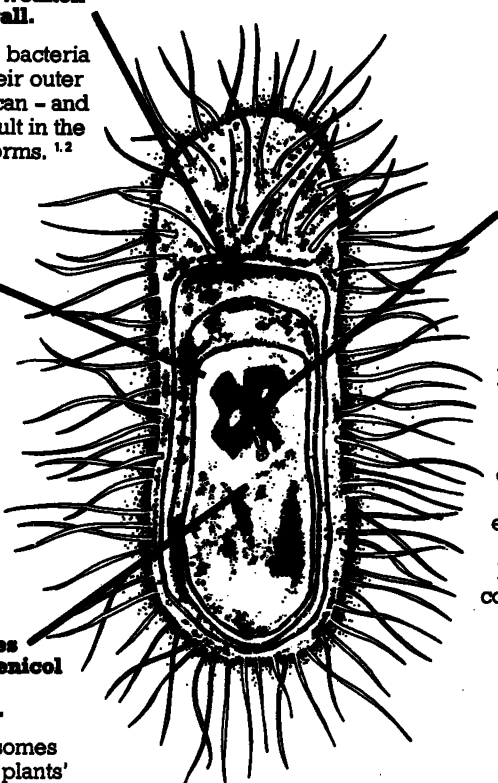
Sulphonamides, Trimethoprim and Nitrofurantoin block the metabolic pathways.

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

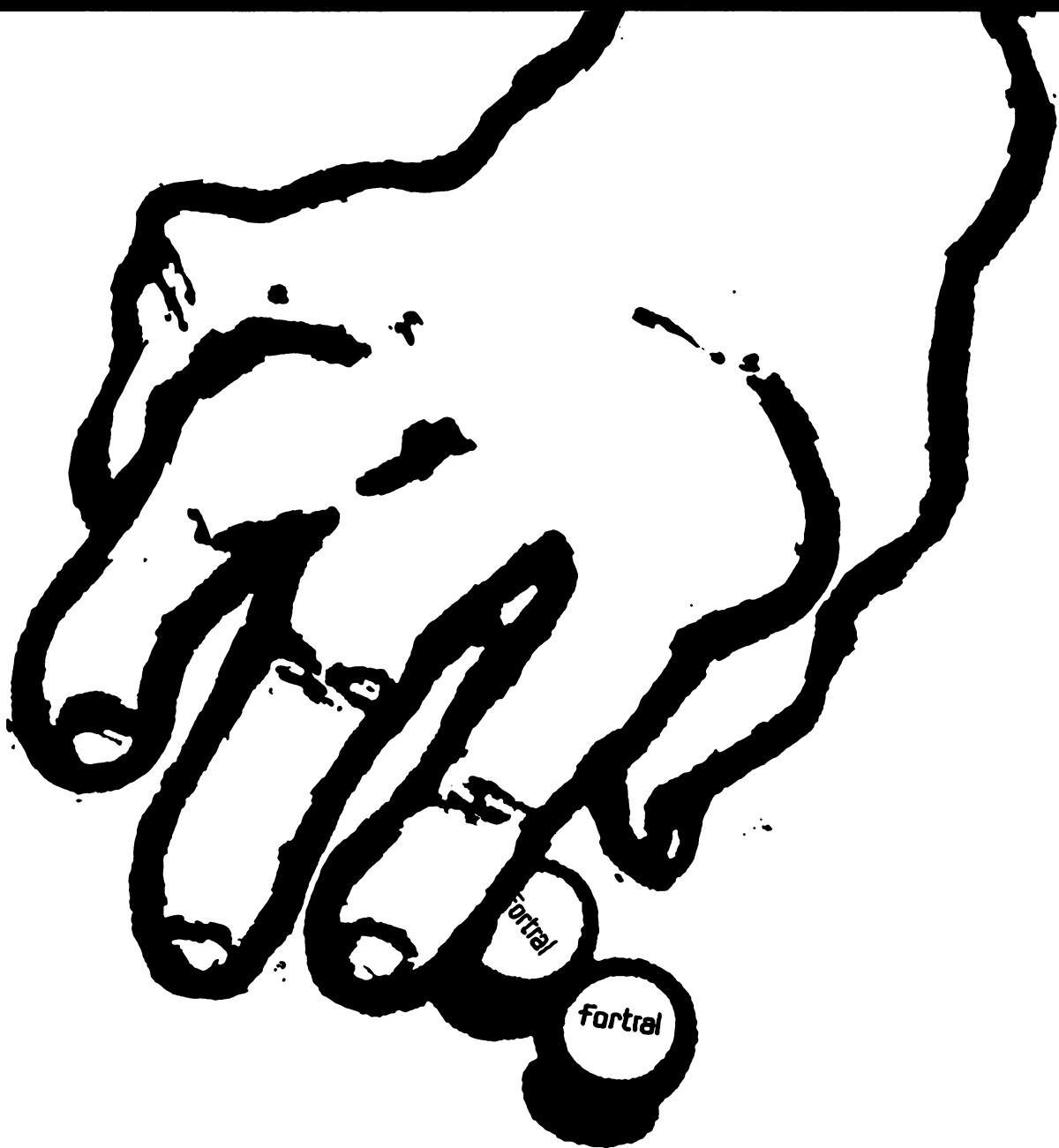
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Take the pain out of Arthritic & Rheumatic Conditions

**“... the mild sedative properties of pentazocine
will enable this drug to be used with benefit in
patients with chronic pain...”**

Brit. J. Anaesth., (1970), 42:151

WINTHROP



FORTRAL

11 tabs q.i.d., p.c.*

See dosage instructions overleaf

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.) 29p 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 (25mg./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.) 9p. 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;

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 N.H.S. Cost: 100 tablets £1.66.

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

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 is available from

WINTHROP

Winthrop Laboratories, Surbiton-upon-Thames, Surrey

'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
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'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



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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

Full prescribing information available on request

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



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Single room	£3 per night
Double room	£5 per night
Flatlet (Bed-sitting room for two, bathroom and dressing room)	£7 per night, or £40 per week
Self-contained flat (Double bedroom, sitting room, half kitchen and bathroom)	£8 per night, or £45 per week

Members are reminded that children under the age of 12 years cannot be admitted, and dogs are not allowed.

Members and associates may, subject to approval, hire the reception rooms for meetings and social functions. The charges for these are:

Long room (will seat 100)	£30 for each occasion
Damask room (will seat 50)	£20 for each occasion
Common room and terrace	£20 for each occasion
Dining room and kitchen	£10 for each occasion

A service charge of ten per cent is added to all accounts to cover gratuities to domestic staff.

For the convenience of members, four car-ports, outside 14 Princes Gate, have been rented by the College and may be hired at a cost of 10s 6d per 24 hours.

Enquiries should be addressed to The Royal College of General Practitioners 14 Princes Gate, London, S.W.7. (Tel. 01-584-6262). Whenever possible bookings should be made well in advance.

In the treatment of Dermatitis Fucidin^R 'H' Ointment fills a definite need

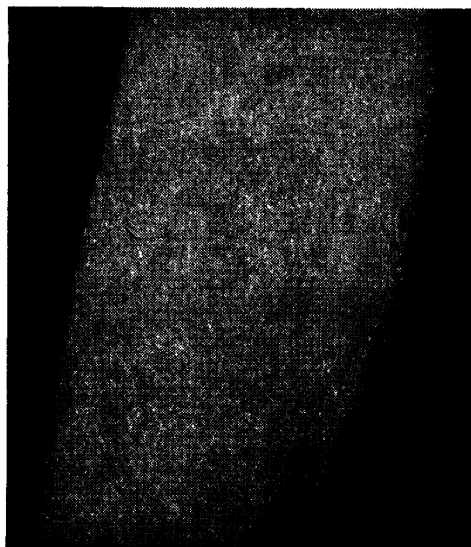
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Fucidin H Ointment:
Sodium fusidate B.P. 2%;
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1% in a neutral ointment base.
available in tubes containing
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Infected eczema on leg of 55 year old man

After 7 days' treatment with Fucidin H Ointment

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



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