

# Lucky Jim - he's been on ROTER

Jim had a peptic ulcer. His diet was hopelessly monotonous, he couldn't work and he was due for surgery.

On Roter he got almost immediate relief of pain, his ulcer healed quickly, and hospitalisation and surgery were avoided.

Lucky Jim is back at work. He's on a normal diet; is enjoying his meals and putting on weight.

Roter: available on E.C.10 in packs of 40 and 120 tablets. Dispensing packs of 360 and 720 tablets.

Roter: Bismuth subnitrate Roter 300 mg., Magnesium carbonate 400 mg., Sodium bicarbonate 200 mg., Cortex rhamni frangula 25 mg.

Literature and abstracts of clinical trials available on request F.A.I.R. Laboratories Limited, Twickenham, Middlesex.

Whatever the Allergy label

# PHENERGAN

the general purpose antihistaminic



## Effective, Versatile, Reliable

"If I have to nominate any drug as being my favourite, then the honour must go to 'Phenergan', for it goes closer to being a panacea than any other substance I know."

*G.P., 6, 7, 1969.*

'Phenergan' is a trade mark of May & Baker Ltd  
for its preparations of promethazine



An M&B Medical Product  
Full information is available on request



MAY & BAKER LTD  
Dagenham Essex RM10 7XS

# 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

# The Beecham Penicillins

.

Beecham research has produced an outstanding range  
of semi-synthetic penicillins including :

<b>Penbritin*</b>	(ampicillin)	<b>Floxapen*</b>	(flucloxacillin)
<b>Orbenin*</b>	(cloxacillin)	<b>Pyopen*</b>	(carbenicillin)
<b>Celbenin*</b>	(methicillin)	<b>Broxil*</b>	(phenethicillin)
<b>Ampiclox*</b>			
(ampicillin and cloxacillin)			

BRL also produce Maxolon\*(metoclopramide) — a modifier of gastric motility.

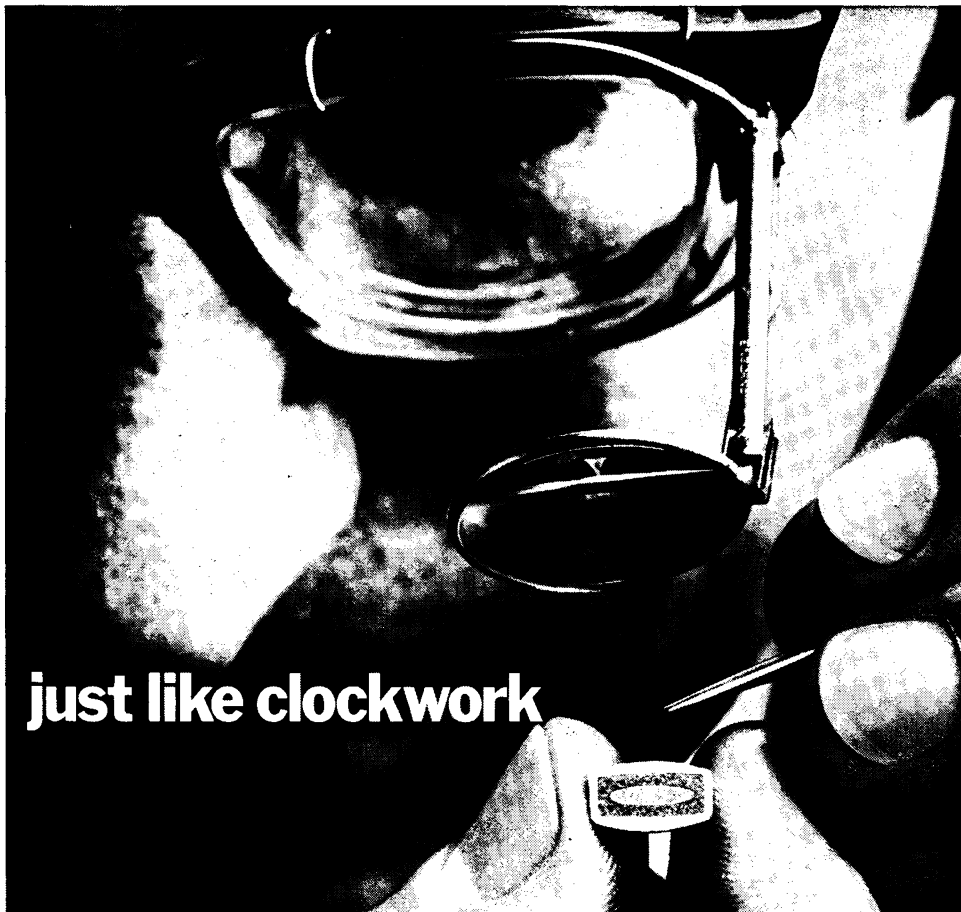
Full information on all products is available on request.



**Beecham Research Laboratories Brentford England**

\*regd.





**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**

# What is the word for emotional distress?

The presenting symptoms? "Can't sleep . . . irritable . . . no appetite . . . tired . . . aches and pains"—consultation after consultation.

The task? To penetrate behind the facade to the underlying condition.

The aim? To make the patient feel better quickly and reveal the problem, without unnecessary consultations.

Tranquillizers or hypnotics may deal with part of this aim, but only part.

Prothiaden can meet all the requirements. It is rapidly effective in both anxiety and depression. One ingredient, a single-strength capsule means straightforward dosage.

Prothiaden is well tolerated even by the elderly.

Prothiaden can mean trouble-free treatment of anxiety, depression, in fact any manifestation of emotional distress.

## Prothiaden

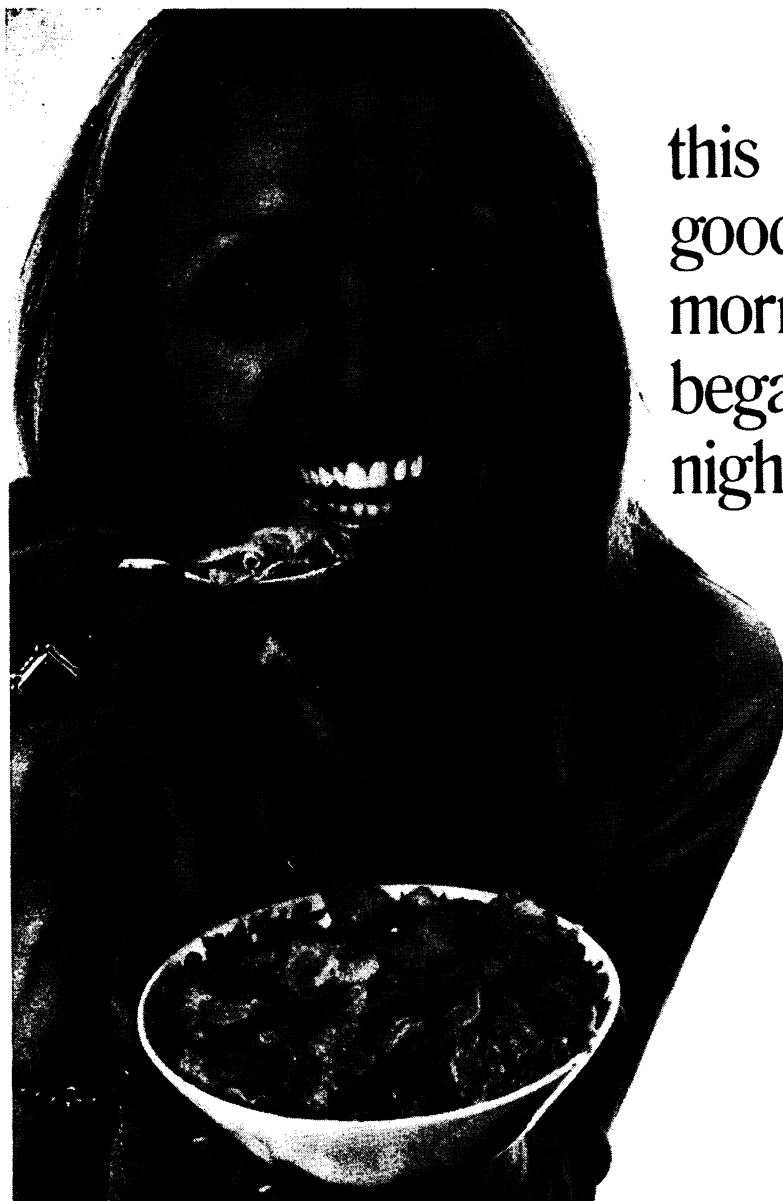


Presentation:  
hard gelatin capsules  
each containing 25 mg.  
Dothiepin hydrochloride.

Full information available on request.

The CROOKES Laboratories  
Limited,  
Basingstoke, Hants.





this  
good  
morning  
began last  
night

Debendox is the only tablet of its kind for the prevention and relief of nausea and vomiting in early pregnancy. Taken at bedtime, the special timed-release coating delays disintegration of the tablet until 4-6 hours after ingestion so that the ingredients are fully effective when the patient really needs them - when she wakes up. Over the past 12 years more than 6,000,000 women have taken Debendox to relieve pregnancy sickness. Clinical studies indicate that it is effective in 9 out of 10 patients and that there is no evidence of teratogenicity. Full prescribing information available on request.

# Debendox

outstanding in pregnancy sickness

**Merrell**

Merrell Division, Richardson-Merrell Ltd.,  
20 Savile Row, London, W1X 2AN.

Trademarks: Debendox, Merrell

# First in U.T.I.

**Septrin\*** bactericidal against urinary pathogens including *Proteus* and *E. coli*.

**Septrin** quickly attains therapeutic levels in both kidney tissue and urine.

**Septrin** 'clearly superior' to ampicillin and sulphonamides in treating UTI.'

**Septrin** first utilisation of antibacterial synergy between trimethoprim and a sulphonamide. \* Trade Mark

#### Reference

1. Leading Article, *Brit med J*, (1969), 1, 525.

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

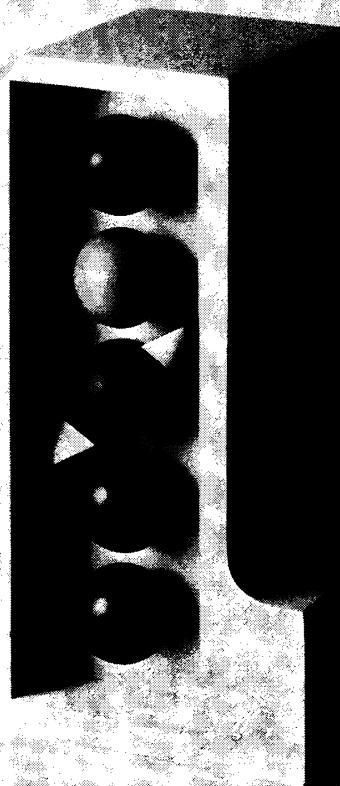
Full information is available on request.



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

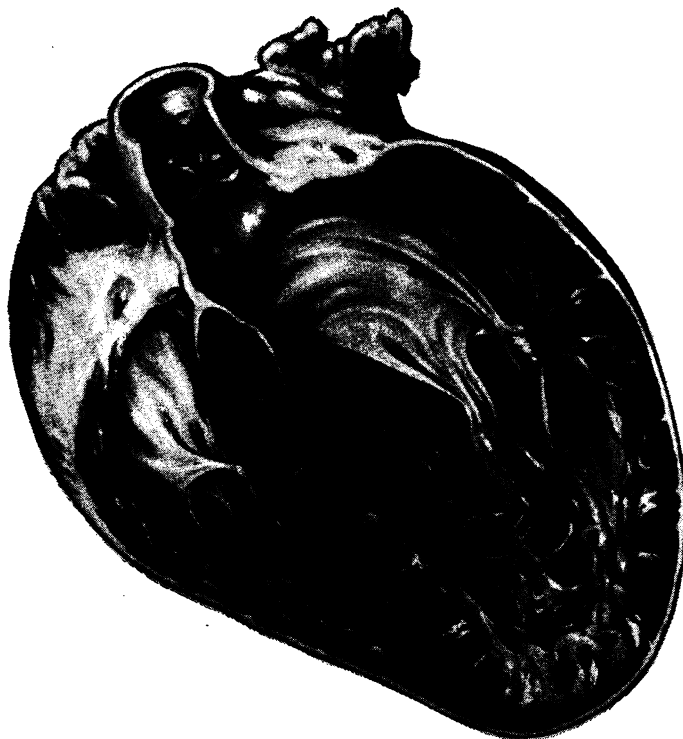
# Septrin

an advance on  
the antibiotics



SEPTRIN eradicates infection by a double blockade of bacterial metabolism.





# Half-hearted measures in the treatment of hypertension can be fatal.

There is now convincing evidence that in hypertension, whether mild or severe, blood pressure must be maintained in the normal range. Any degree of hypertension – and by inference, incomplete therapeutic control – still carries a high long-term morbidity.

Complete control is usually impracticable with conventional antihypertensive agents because of prohibitive side effects. Not so with 'Inderal'. This drug maintains normal blood pressure by night as well as day. Hypotensive crises due to changes in posture, activity or external temperature do not occur. Mental, sexual and gastro-intestinal functions are unimpaired.

'Inderal', with a thiazide diuretic, controls some 80% of hypertensive patients. It is a real step forward in preventive medicine.

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

**Inderal** TRADE MARK  
PROPRANOLOL



THE QUEEN'S  
AWARD  
TO INDUSTRY  
1966 1967 1968  
1969 1970

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

PH 759/1

**the  
joint benefits  
of  
Depo-Medrone  
local  
injections:**



■ **Rapid relief of pain,**  
usually within 12-24 hours.

---

■ **Prolonged  
anti-inflammatory effect  
lasting up to five weeks.**

Supplied: 40 mg./ml. methylprednisolone acetate  
in 1 ml., 2 ml. and 5 ml. vials.

*Now Available: 2ml. Pre-filled Syringe*

*Full instructions on usage are on the pack.*

Full product information available upon request.

**Upjohn**

UPJOHN LIMITED · CRAWLEY · SUSSEX

PL 015782D · MADE IN U.K. · MED 015782D · TRADE MARK · DEPON · Upjohn Ltd.

# 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.

**LAT  
LAST**

**a  
‘fundamental’  
treatment  
for anxiety!**

**unlike other t**  
**Integrin co**  
**basic biochemi**  
**associated v**

**INTE**

**THE 'FUNDAMENTAL' TR**

**tranquillizers,  
combats the  
mental disturbance  
with anxiety.**

**gria**

**TREATMENT FOR ANXIETY**

## ● Found effective in 90% of patients

In recent G.P. studies, Integrin was found effective in 9 out of 10 cases. In a double-blind comparison Integrin gave relief to 9% *more* patients than did chlordiazepoxide.

## ● Gives more profound relief from anxiety

Seventy eight patients, most of whom were already on tranquillo-sedatives, were switched to Integrin. Their average anxiety-rating dropped to less than a third of its previous level!

In another trial Integrin gave *complete*, as opposed to partial, relief of anxiety to 35% of patients; chlordiazepoxide to only 20%.

## ● Lifts any depressive overlay

In contrast to the tranquillo-sedatives, Integrin actually enhances mood and restores a normal sense of well-being.

## ● Most patients respond within a week

Clinical trials report that up to 90% of patients obtain relief from anxiety within the first week of treatment.

---

drowsiness not a serious problem

---

virtually free from toxicity

---

one single strength capsule with simple dosage

---

unlike the benzodiazepines, no reports of dependence

---

relieves depressive overtones

---

no effect on reaction-time at normal dosage

---

well tolerated even at 10 times normal dosage

---

# INTEGRIN

## THE 'FUNDAMENTAL' TREATMENT FOR ANXIETY

### Prescribing notes

#### *Presentation:*

Capsules each containing 10 mg. oxypertine.

#### *Indication:*

Anxiety neurosis.

#### *Usual Dosage:*

One capsule t.d.s., with a further one at bedtime if required.

#### *Safety Factors:*

Drowsiness and dizziness may occur at high dosage. No serious toxic reactions have been reported. Integrin may be potentiated by alcohol and other tranquillizers and patients should observe caution when driving. Integrin should be co-prescribed with caution with MAO inhibitors.

#### *Pack and Price:*

Containers of 100 capsules.

Basic NHS Cost of one week's treatment (1 capsule t.d.s.): 36p.

Integrin is a registered trade mark.

Full medical literature is available on request.

**a product of WINTHROP research**

Winthrop Laboratories, Surbiton-upon-Thames, Surrey.

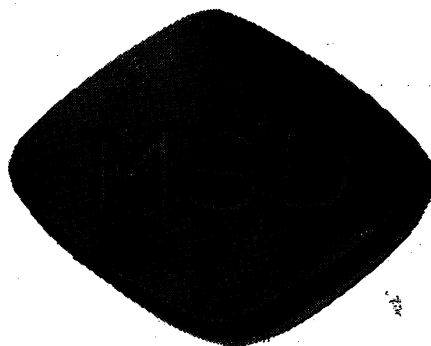
'Hypokalaemia is a common problem during prolonged diuretic therapy.'

*Brit. med. J.*, 1969, 3, 222 (26 Jul)

'Hypokalaemia resulting from powerful diuretics is not always prevented by oral [potassium] supplementation.'

*Brit. med. J.*, 1967, 1, 143 (21 Jan)

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

MODURETIC  
 DIURETIC



Merck Sharp & Dohme Ltd, Hoddesdon  
Hertfordshire Telephone Hoddesdon 67123

1-2280



# Her confidence in oral contraception depends on yours.

The low bio-activity of both progestin *and* oestrogen components<sup>1 2</sup> in Norinyl-1 produce a combination which, while providing high contraceptive reliability, can reduce the incidence of troublesome side-effects<sup>3</sup> and maintain high usage rates.<sup>4</sup>

Norinyl-1, which has now been in world-wide use for several years, is used with satisfaction by nearly  $\frac{1}{2}$  million women in Britain alone and prescribed as first choice oral contraceptive by over 2,000 U.K. doctors.

## NORINYL-1

provides the confidence  
you both need.



**Norinyl-1**  
contains Mestranol 50 mcg.  
Norethisterone 1.0 mg.

#### REFERENCES

1. Medical Science (1967) May p. 37-49.
2. Contraception (1970) 1: 57.
3. Lancet (1967) (2): 612.
4. Multi-centre trial data available to F.D.A. (1968).

Full prescribing information  
available on request:



## SYNTEX

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

**MEDICAL CLINIC GROUP** requires well-trained general practitioners to join a group practice of 8 family physicians and 7 consultants. New clinic with pathology, radiology and physiotherapy. Active research programs. Salaries competitive. University city. Three hospitals with hospital privileges. Applicants must be on the Home List of General Medical Council.

**Contact:**

Medical Director,  
Saskatoon Community Clinic,  
455 Second Avenue North,  
Saskatoon, Saskatchewan.

The Royal College of General Practitioners

**THE SCOPE OF GENERAL PRACTICE**

An extended course for young doctors in their first two years in general practice will be held every Tuesday 10.15 am — 4.40 pm from 5 October 1971 to 28 March 1972 (except 28 December and 4 January)

Speakers will open discussion on a wide variety of clinical and organisational topics with emphasis on informal discussion.

Application to **The Courses Secretary, The Royal College of General Practitioners, 14 Princes Gate, London, S.W.7**

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**POSTALOANS** (gram.) £20 to £5,000  
without security

**RICHMOND INVESTMENTS LTD.**  
4, The Green, Richmond, Surrey.

**NOTICE**

**Closure of College Accommodation**

It is regretted that it has been found necessary to close the College accommodation for the whole of the month of August and the first fortnight of September, to permit completion of the rewiring and also to cover the period of the Housekeepers' holidays. The College accommodation will reopen Monday, 13 September.

Every assistance will be given with booking alternative accommodation for members who wish to stay overnight in London during that period.

# Ointment

2% sodium fusidate B.P. in a neutral ointment base.

**The logical topical antibiotic for primary and secondary bacterial skin infections.**

Fucidin Ointment has proved clinically effective in a wide variety of common skin infections. "Its rapid, reliable, bactericidal action against most strains of staphylococcus and streptococcus combined with its good skin tolerance and proven penetration," make it a logical topical treatment wherever infection is present or threatens the skin.

Available in packs of 10g and 25g.

## References:

1. *Clin. Tri. J.*, (1966) 3: 591
2. *Brit. J. clin. Pract.*, (1967) 21: 529
3. *Ugeskrift for Læger*, (1966) 128: 204
4. *Clin. Tri. J.*, (1966) 3: 529
5. Paper read to the British Dermatological Association Meeting, Aberdeen, July 1968.



Full information available on request from:



LEO LABORATORIES LIMITED, Hayes, Middlesex. Telephone 01-573 6224