

The Beecham Penicillins

.

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

Penbritin* (ampicillin)	Floxapen* (flucloxacillin)
Orbenin* (cloxacillin)	Pyopen* (carbenicillin)
Celbenin* (methicillin)	Broxil* (phenethicillin)
Ampiclox* (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.



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

Drawing by Simone Geary, aged 11 years.

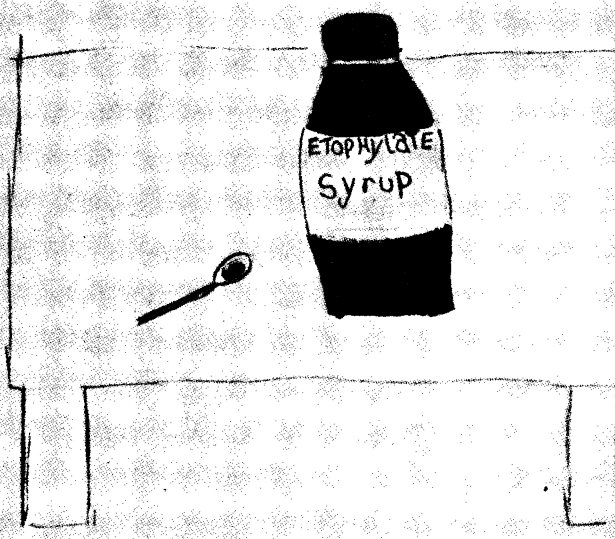
ETOPHYLATE

Syrup is Reliable and

SAFE

Bronchodilator for children of
all ages and has a pleasant

Orange

 Flavour.

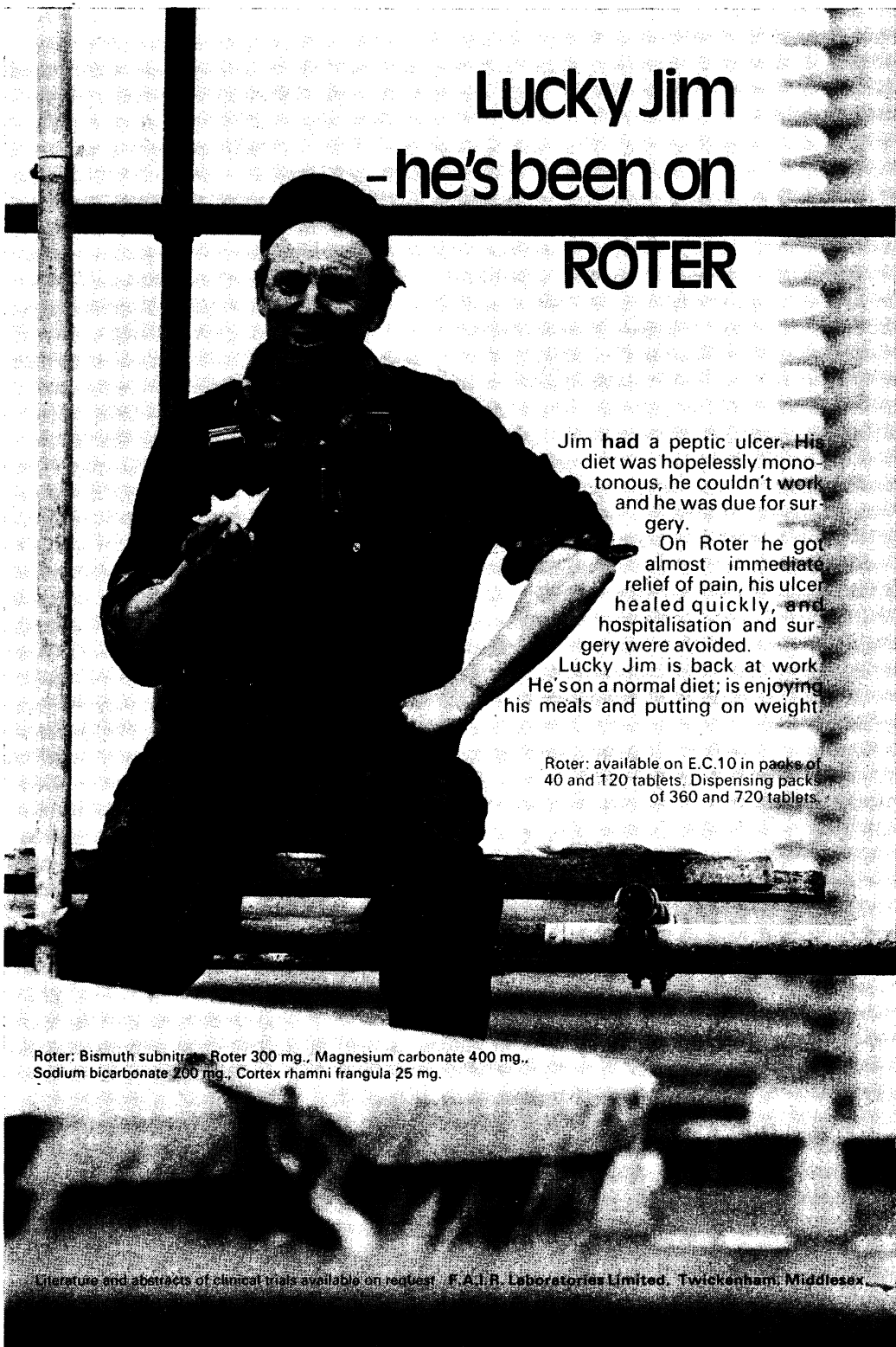
ETOPHYLATE Syrup is readily accepted by children of all ages. A clinical investigation involving 22 children under the age of 12 months showed that ETOPHYLATE was useful in the relief of infective bronchospasm and devoid of any harmful effects.

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

Further information available on request

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





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.

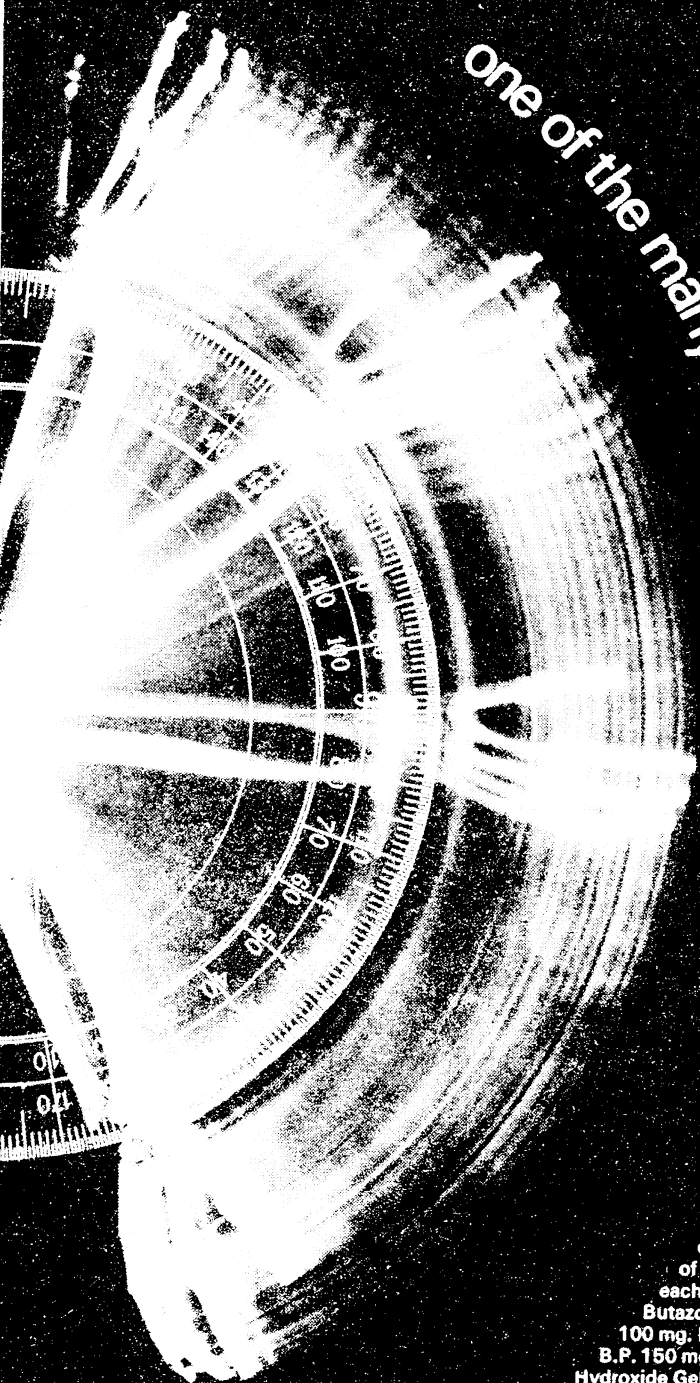
On Roter he got almost immediate relief of pain, his ulcer healed quickly, and hospitalisation and surgery were avoided.

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.



one of the many angles of Butazolidin[®]

Butazolidin[®] Alka

The modern way to
prescribe an antirheumatic agent

Unique formulation

Proved effectiveness

Excellent gastric toleration

In a recent trial
"82% of patients preferred
Butazolidin[®] Alka to
their previous drug".

Pract. 203, 1215, 357-360 (1969)

Formulated as a mantle
of two antacids around a core
of Butazolidin[®] and antacid,
each tablet contains
Butazolidin (Phenylbutazone B.P.)
100 mg. Magnesium Trisilicate
B.P. 150 mg. Dried Aluminium
Hydroxide Gel B.P. 100 mg.

Detailed literature describing
any Geigy product will be
supplied on request.

Geigy

Geigy Pharmaceuticals,
Macclesfield, Cheshire.

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.

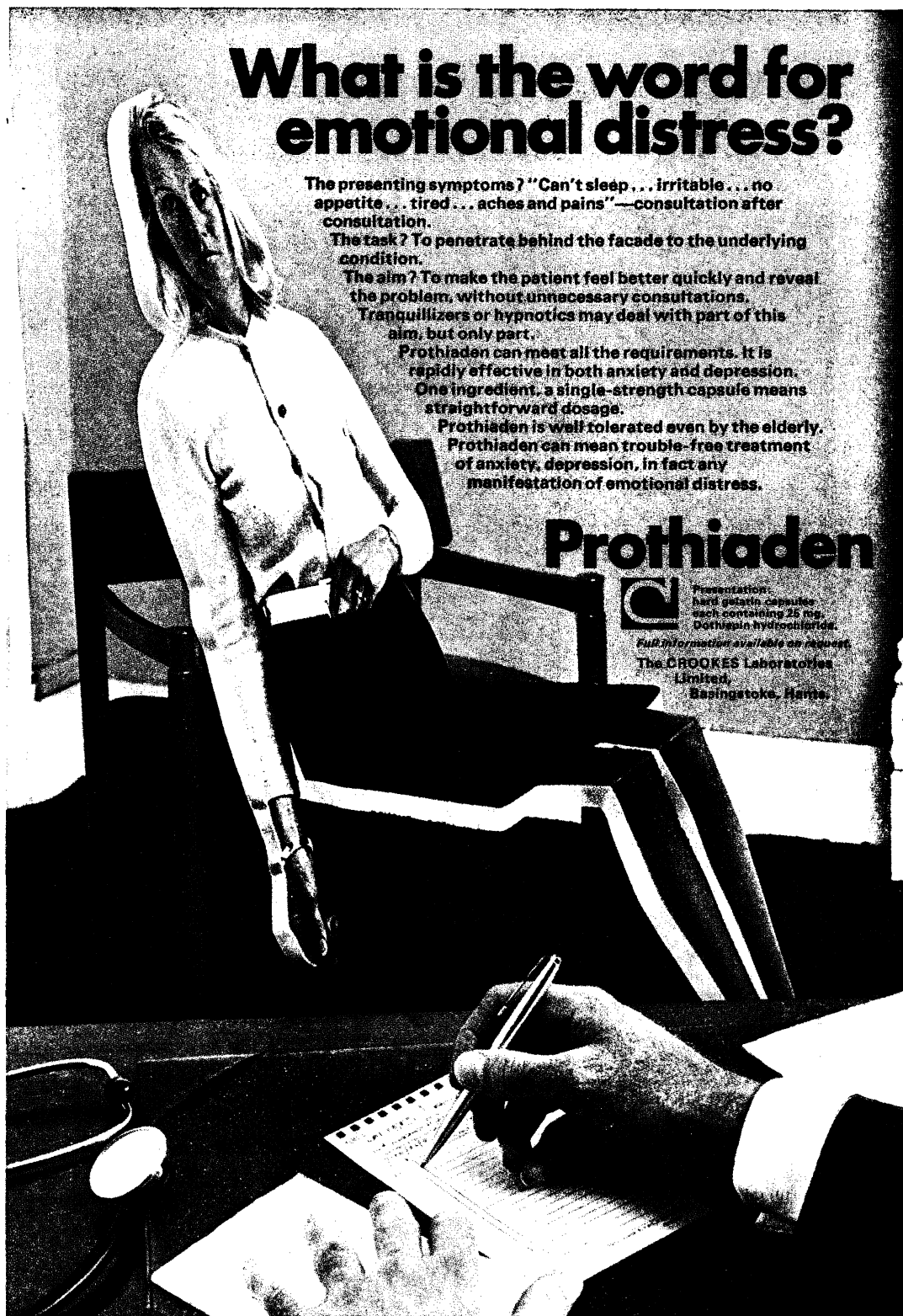
Prothiaden



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

Full information available on request

The CROOKES Laboratories
Limited,
Basingstoke, Hants.



CANDIDATE FOR A CORONARY



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.

PH 217/2

**whatever he calls it –
'lumbago'
'strained back'
'rheumatism'
'ricked back'
etc etc**

**Whatever *he*
calls it, *your*
diagnosis will
probably be an acute
musculoskeletal disorder.**

**'The terms "lumbago" and "sciatica"
are time-honoured as being expressive
of symptoms but they do not merit the
status of a diagnosis.'**

Low back pain and sciatica.

Update, 1970, 2, 1023 (Aug)

'Indocid' can help

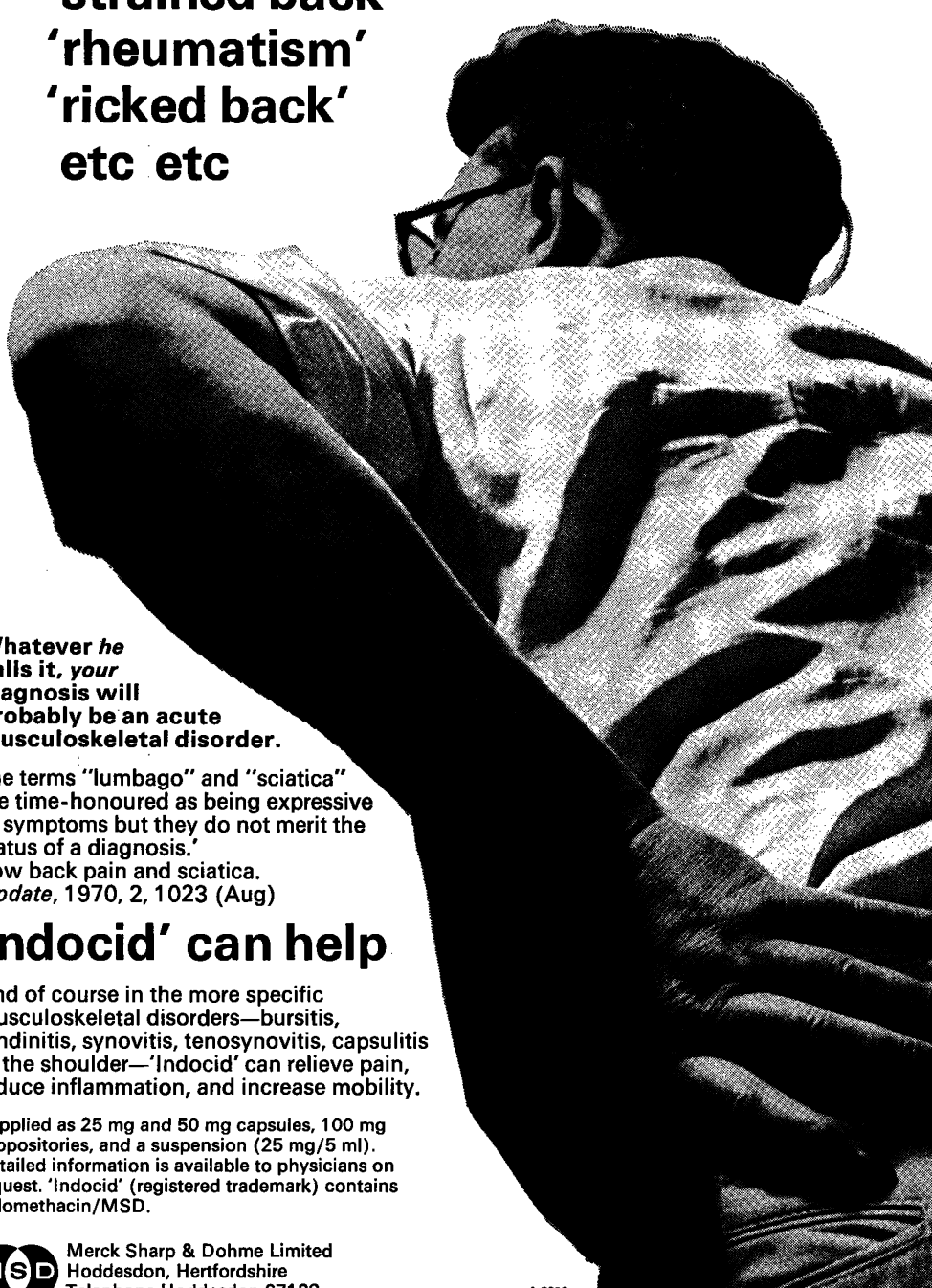
**And of course in the more specific
musculoskeletal disorders—bursitis,
tendinitis, synovitis, tenosynovitis, capsulitis
of the shoulder—'Indocid' can relieve pain,
reduce inflammation, and increase mobility.**

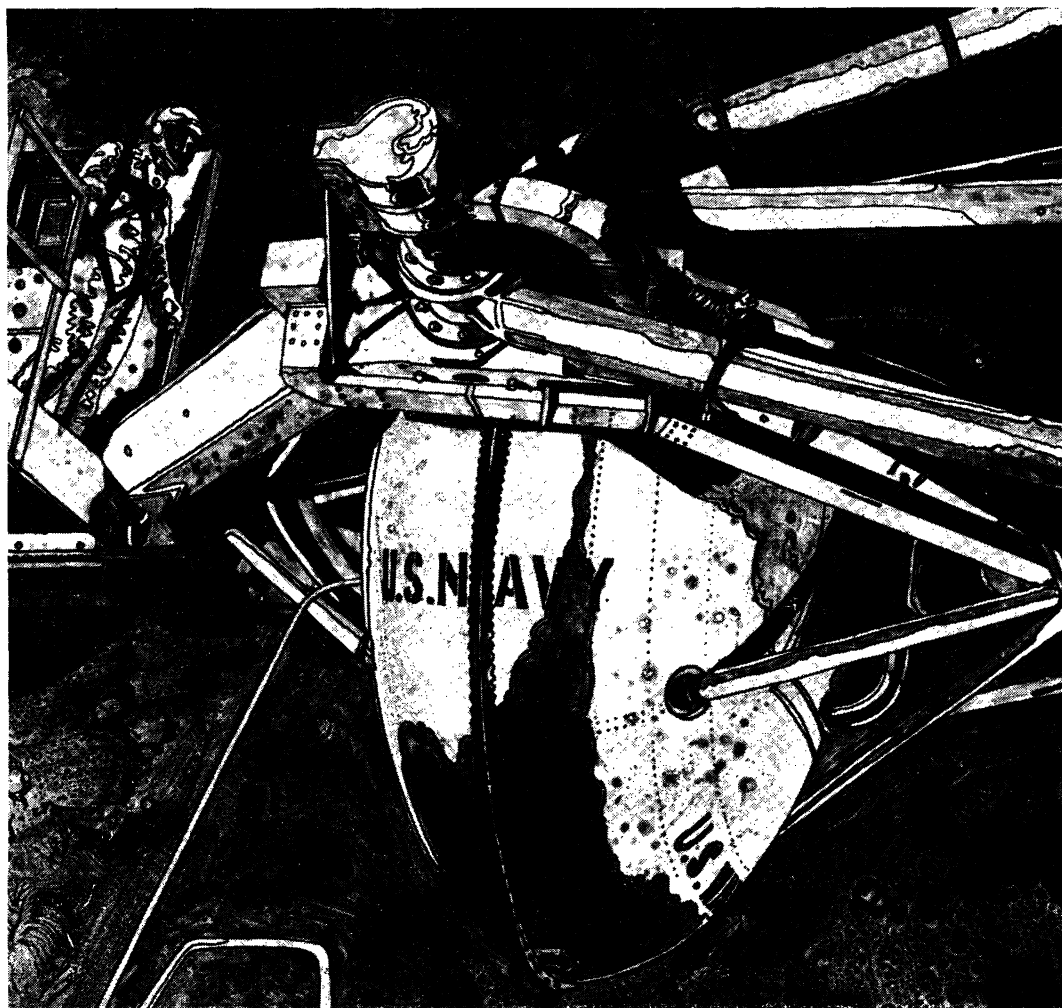
**Supplied as 25 mg and 50 mg capsules, 100 mg
suppositories, and a suspension (25 mg/5 ml).
Detailed information is available to physicians on
request. 'Indocid' (registered trademark) contains
indomethacin/MSD.**



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

1-2286





Actifed and Space age Medicine

The astronaut above is about to be subjected to G-forces in a massive centrifuge. In these situations it was thought that G-forces might restrict astronauts from performing vital tasks. To overcome this, an ingenious device which bounces light into the eye, can be made to actuate a switch or system, whenever the pupil crosses the path of the beam. This sight switch has already been adapted to help paraplegics to help themselves.

In the space programme, medical benefit has been a two-way exchange. Of the medicines taken on Apollo flights, ACTIFED* has been repeatedly chosen as the decongestant. ACTIFED TABLETS and SYRUP contain the decongestant pseudoephedrine and the established antihistamine triprolidine. ACTIFED COMPOUND LINCTUS contains, in addition, codeine. It provides effective and palatable cough control for all age groups.

Full information is available on request.

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

For Coughs with Congestion

ACTIFED COMPOUND LINCTUS



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

 **FISONS**

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

New assisted passage scheme

The formula which really assists and maintains free mucus flow in bronchial conditions—that is new **LINCTIFED* EXPECTORANT**.

LINCTIFED EXPECTORANT:
loosens thick tenacious sputum;
decreases mucosal congestion;
controls irritating, unproductive cough.

*Trade mark

Available in two forms—

LINCTIFED EXPECTORANT and
LINCTIFED EXPECTORANT PAEDIATRIC
containing guaiphenesin, pseudoephedrine,
triprolidine and codeine in a balanced
formulation. **LINCTIFED EXPECTORANT**
controls cough and clears the way for
easier breathing.

Full information available on request.

LINCTIFED EXPECTORANT
LINCTIFED EXPECTORANT PAEDIATRIC



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

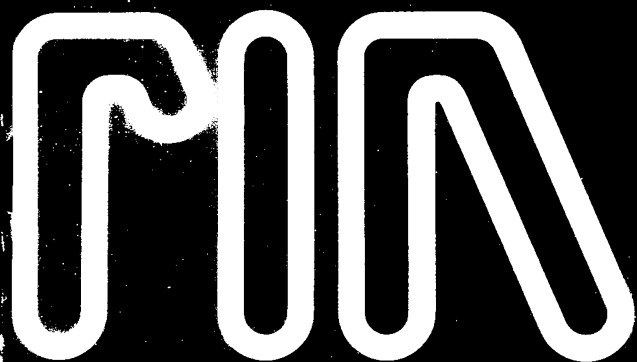
at last

**a 'fundamental'
treatment for
anxiety!**



INTEG
capsule

**unlike other
tranquillizers,
Integrin combats the
basic biochemical
disturbance
associated with
anxiety.**



10mg

**the 'fundamental'
treatment
for anxiety!**

● Found effective in 90% of patients

In recent G.P. studies improvement was shown in 9 out of 10 patients within 2 weeks. In double-blind comparisons with chlordiazepoxide, Integrin gave relief to nearly 10% more patients.

● 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 one third of its previous level.

In another trial, Integrin gave complete—as opposed to partial—relief from anxiety within 4 weeks to as many as 35% of patients: nearly twice the rate of chlordiazepoxide.

● Lifts any depressive overlay

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

● Fast action—fast clinical response

Integrin answers the need for a faster acting tranquillizer. Clinical trials show that up to 90% of patients improve 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
capsule 10mg

THE 'FUNDAMENTAL' TREATMENT FOR ANXIETY

Indications:

Acute and chronic anxiety states and psychosomatic conditions whether or not accompanied by depressive overlay; tension, apprehension, agitation and sleep disturbances.

Dosage:

The usual adult dose is one 10mg capsule three times daily, with a further capsule at bedtime if required.

In certain cases up to 60mg daily may be needed. Should a milder effect be required the midday dose may be omitted.

Side Effects:

Even in high doses, Integrin is well tolerated, with only minor, often transient, side effects. Some patients may experience some drowsiness. Dry mouth and dizziness have also been reported.

Precautions:

Alcohol or other tranquillizers may potentiate the effect of Integrin and patients intending to drive should be made aware of this. Where MAO inhibitors have been used, 2-3 days should elapse before Integrin is started.

Safety Margins:

No substantiated reports of toxicity have been received, even where patients have taken up to the equivalent of 56 capsules in 24 hours. Neither dependence nor withdrawal symptoms have been reported.

Presentation:

Containers of 100 capsules. Each grey/green capsule contains 10mg oxypertine.

Basic NHS Cost:

One week's treatment (1 capsule 10mg t.d.s.) is 36p

Integrin is a registered trade mark.

Full information is available from

Winthrop Laboratories, Surbiton-upon-Thames, Surrey.

a product of **WINTHROP** research

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 Adult Suspension, SEPTRIN Paediatric Tablets and SEPTRIN Paediatric Suspension containing trimethoprim and sulphamethoxazole.

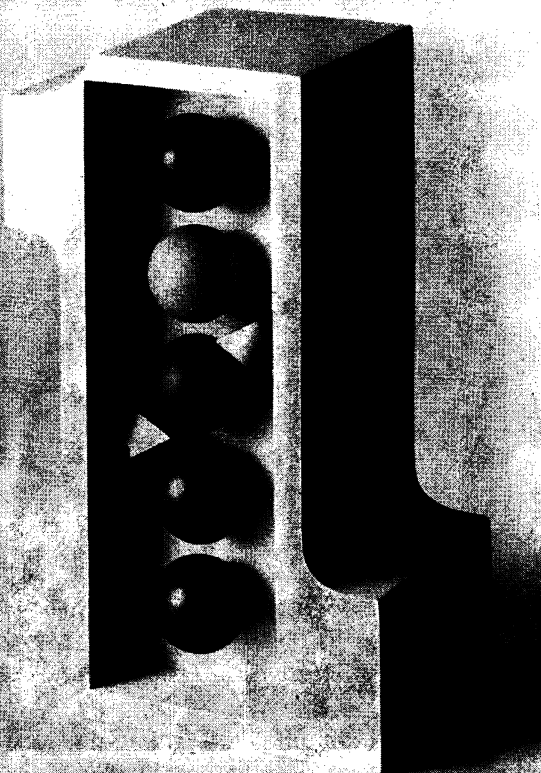
Full information is available on request.



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

Septtrin

an advance on
the antibiotics



SEPTRIN eradicates infection by a double blockade of bacterial metabolism.

Her confidence in oral contraception depends on yours.

The low bio-activity of both progestin *and* oestrogen components^{1 2} in Norinyl-1 produce a combination which, while providing high contraceptive reliability, can reduce the incidence of troublesome side-effects³ and maintain high usage rates.⁴

Norinyl-1, which has now been in world-wide use for several years, is used with satisfaction by nearly $\frac{1}{4}$ 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.

British graduate, Edinburgh, 1965. Aged 30. Married. MRCP, D.Obst.RCOG, Dip FPA. Desires partnership in semi-rural group practice with early parity. Good schools.

Available February, 1972, when service with RAF terminates. Dr R. Bond, Medical Centre, Royal Air Force, Lyneham, Chippenham, Wilts. Telephone: Bradenstoke 381.

PARTNERSHIP following assistantship with view for not more than six months (at £3,500 p.a.) to replace retiring third partner, on or after November 1. Parity in three years. British graduate under 30 with vocational training preferred. Appointment system; rota; full secretarial help; practice nurse; attached LHA staff; general-practitioner maternity hospital; full diagnostic facilities; postgraduate medical centre; health centre within 18 months. Drs J. R. EDWARDS and J. K. LLOYD, 94 Sidwell Street, Exeter, Devon.

RURAL PRACTITIONER, age 50, teaching experience and higher qualifications, seeks partnership in group practice, preferably working from health centre. Family need to return to urban life. Box No. 126, JOURNAL OF THE ROYAL COLLEGE OF GENERAL PRACTITIONERS, 5 Bentinck Street, London, W.1.

CLASSIFIED ADVERTISEMENTS

The charge for this service is 3s. 0d. per line, plus 2s. 6d. if a Box Number is required. Advertisements should be addressed to: The Journal of the Royal College of General Practitioners, Classified Advertisement Department, 5 Bentinck Street, London W1H 4AE.

Publications

Copies of the following publications may be obtained from E. & S. Livingstone Limited, Teviot Place, Edinburgh.

Reports from General Practice		
No. 1. Vocational Training	25p	The Aetiology of Congenital Abnormalities 37½p
No. 3. Additional Payments for Wide Experience and Notable Service in General Practice	5p	The Early Stages of Chronic Bronchitis 52½p
No. 4. General Practice in the New Towns of Britain	30p	Preventive Medicine in General Practice 52½p
No. 5. Evidence of the College of General Practitioners to the Royal Commission on Medical Education	32½p	The Quality of Medical Care 25p
No. 8. General Practice in South-west Wales	37½p	Clinical Problems of Practice 42½p
No. 9. Obstetrics in General Practice	37½p	Anaemia in General Practice 30p
No. 10. The Practice Nurse	37½p	The Art of Listening 37½p
No. 11. General Practice teaching of undergraduates in British Medical Schools	52½p	Early Diagnosis 42½p
No. 14. The Future General Practitioner	25p	The Age of Discretion 37½p
Symposia		
Hazards of Middle Age	25p	The early detection of imported and endemic disease 37½p
Problems of Sex	30p	Society and its general practitioners 52½p
The Art and Science	37½p	Adolescence and its problems 52½p
Accident Management	30p	Psychiatry and general practice 52½p
Nutrition in General Practice	37½p	Sixth and seventh ages of man 52½p
Arthritis in General Practice	25p	Communicable diseases 52½p
Migraine in General Practice	25p	The Management of Staff in General Practice 52½p
Mental Health and the Family Doctor	25p	Man, Milieu and Malady 52½p
Rheumatology in general practice	52½p	Group Practice 75p
Rehabilitation	25p	Survey of General Practitioners' care of their Patients in the Hospital Service 30p
		Other publications
		Training for General Practice (2nd Edition) 22½p
		Epidemic Winter Vomiting 5p
		Memorandum for the Guidance of Trainers 5p
		Group Practice, Ancillary Help and Government Controls 37½p

Ointment

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

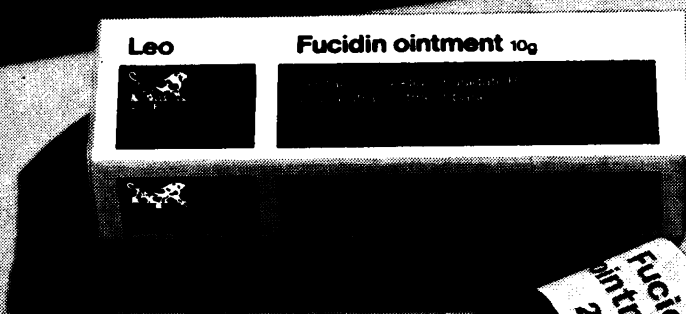
The logical topical antibiotic for primary and secondary bacterial skin infections.

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 Laeger*, (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