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'Fesovit' timed release capsules replace iron stores depleted by poor eating habits, and help to meet the daily requirements for essential vitamins B and C. The unique 'Spansule' Capsule is formulated to release the majority of the

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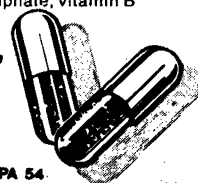
Fesovit



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Full information is available upon request
'Fesovit' contains ferrous sulphate, vitamin B complex and vitamin C.

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SFT:PA 54

Latest U.T.I. results: Septrin first again

Antibacterial	All Gram-negatives	Strep. faecalis	All bacteria
SEPTRIN	99.4%	100%	99.1%
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Ampicillin	83.3	100	84.4
Tetracycline	79.3	55.0	76.9
Sulphonamide	81.3	0	73.8

Septrin b.d. TRADE MARK **right for urinary tract infections**

In a study¹ involving 173 general practitioners in Scotland, *in-vitro* sensitivities of isolates from acute urinary infections were tested against 6 oral and 5 parenteral antibacterials. Percentage sensitivities to the 6 oral antibacterials are tabulated above.

¹ *J int med Res*, (1974), 2, 400.

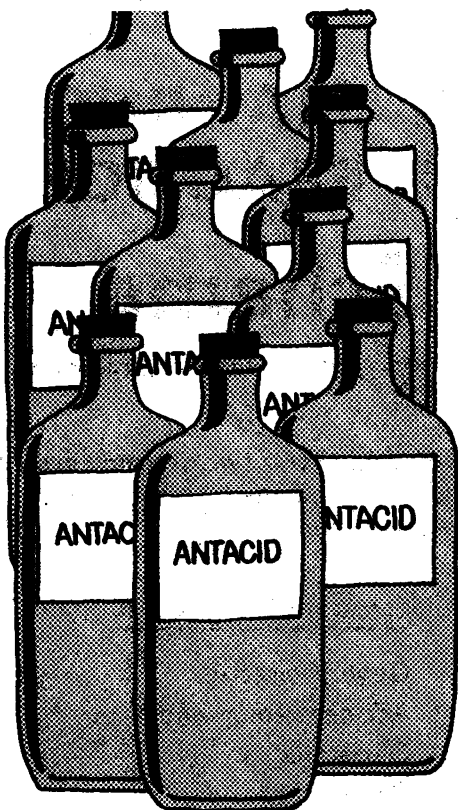
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Wellcome Medical Division
The Wellcome Foundation Ltd
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Septrin contains trimethoprim and sulphamethoxazole.



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That's why Maxolon is so much better. A month's course of treatment will allow four out of five of your dyspeptic patients to enjoy complete freedom from symptoms.

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Maxolon
achieves what antacids can't



Maxolon* (metoclopramide) is a product of
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General practice
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Psychiatry
Ear, Nose and Throat
Medicine
A different general practice

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Organisation will be held by the Somerset Postgraduate Centre and includes half-day release training in ophthalmology, community medicine, laboratory medicine, chest diseases, family planning and organisation and methods of practice — with continuous 'feed back' involvement.

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Applications by 31 August for appointment interviews end of September: The Sector Administrator, Musgrove Park Hospital, Taunton. Tel. 3444 Ex. 4040.

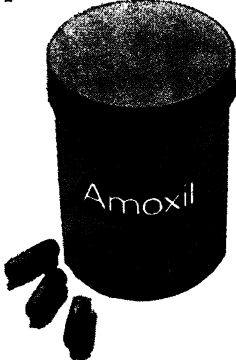
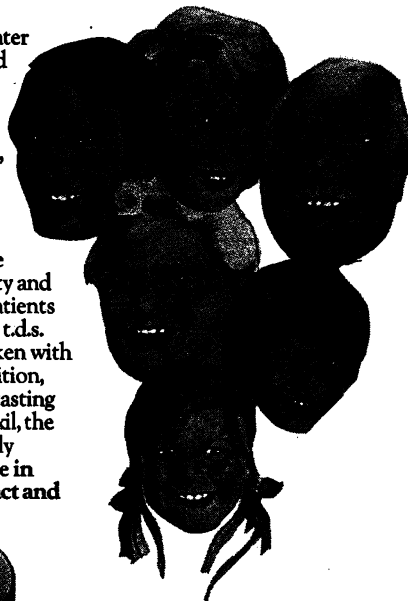
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References

1. 'Antibiotics under the microscope' A film freely available to the medical profession.
2. Brit. med. J., (1972), 3, 13.
3. Curr. Med. Res. & Opin., (1972), 1, 10.
4. Brit. J. Dis. Chest., (1972), 66, 185.
5. Lancet, (1975), 505.

Full prescribing information on Amoxil (regd), amoxycillin, is available from Bencard, Brentford, Middlesex.

 Bencard

makes all the difference.



Free on request to doctors
and students -
**DIVERTICULAR
DISEASE OF THE COLON**
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or will not tolerate bran...**



...the best alternative is Normacol!*

A high residue diet with added fibre in the form of unprocessed bran is rapidly being recognised as the most effective treatment for diverticular disease. However, there are patients who cannot tolerate bran or who find it unpalatable. And of course there are always those who will not take something unless it's 'medicine'. For them, the best alternative to bran is Normacol.

Normacol provides the bulk which is necessary to prevent segmentation of the sigmoid colon and effect a lowering of the intracolonic pressure. Symptoms can thus be rapidly relieved and bowel habits restored to normal.

*Painter NS, Paper read at the Annual Meeting of the Association of Surgeons of Great Britain and Ireland, Aberdeen 4th February 1973.

Normacol

Normacol Standard brown coated granules containing Sterculia BPC 62% and Frangula BPC 1949 8%

Normacol Special white coated granules containing Sterculia BPC 62% alone

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MIGRIL is the most widely used symptomatic anti-migraine preparation in Britain.

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John died last week from ischaemic heart disease – Now his immediate family is your concern

Ischaemic heart disease now causes more than 25% of all deaths in the United Kingdom.¹

Patients with familial hypercholesterolaemia (Type II) are particularly at risk. Moreover, the family and relatives of affected individuals are also prone to premature death from IHD.²

Prompt identification and treatment offer the only opportunity to prevent early onset of the condition.³ The most significant therapeutic advance is QUESTRAN.^{3,4} QUESTRAN restores the normal lipid balance, reducing plasma cholesterol by as much as 40%.⁵ In this respect QUESTRAN is superior to Clofibrate.^{6,7}

QUESTRAN*

Restores lipid balance and protects your patients at risk from IHD

References:

1. *On the State of the Public Health* (1973) p.31, H.M.S.O.
2. Slack, J. (1969) *The Lancet* 2: 1390
3. West, R. J. and Lloyd J. K. (1973) *Arch. Dis. Childhood* 48: 370
4. Fredrickson, D. S. (1971) *Brit. Med. J.* 2: 187
5. *Lipids & Heart Disease*, (1968) p. 71
6. Levy, R. et al (1972) *Annals Int. Med.* 77: 267
7. Lloyd, J. K. et al (1973) *Lipid Metabolism and Atherosclerosis*, (*Excerpta Medica*) p. 71



Further information available on request from:

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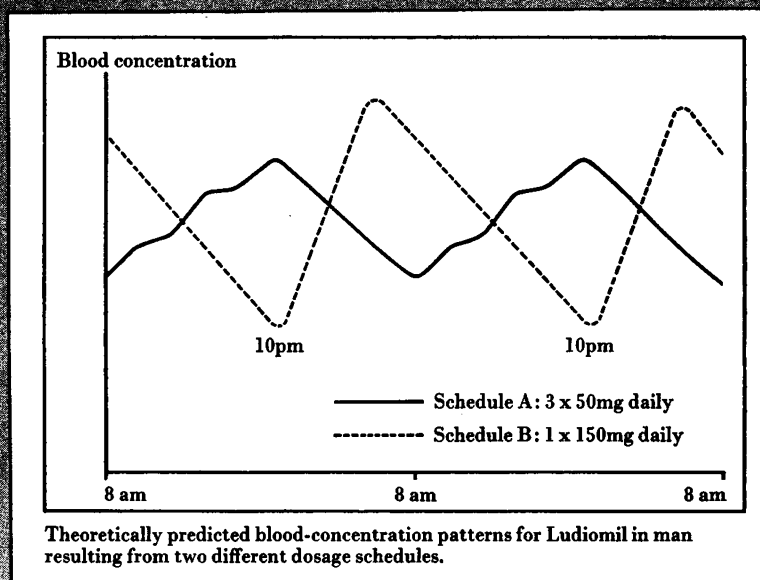
Ludiomil[®]

maprotiline hydrochloride

Ludiomil is a new tetracyclic antidepressant with a unique pharmacological profile. In some respects its effects are similar to earlier antidepressants such as amitriptyline and imipramine. There are also significant differences which should prove advantageous:

Once daily dosage at night*

Pharmacokinetic studies have shown Ludiomil to have a long half-life of 27-58 hours,¹ so the same steady state blood levels are produced whether it is given three, twice or once daily. Though there may be daily peaks and troughs oscillating around steady state levels, this does not affect its therapeutic activity.²



Ludiomil is less sedative than amitriptyline but more so than imipramine, so given at night it helps the patient to sleep and may reduce the need for sleeping tablets.^{3,4}

Full dosage right from the start

Ludiomil can be given in full dosage at once in the majority of patients, particularly with a once daily dosage at night.^{2,3,5} Even in 150mg daily dose at the outset for severe depression, several well controlled studies have shown that Ludiomil did not produce more side effects than a 75mg daily dose of amitriptyline or imipramine.^{4,6,7}

*Where preferred t.d.s. regimes may be used

References

- 1,6,7,8. Proc.Symp. Depressive Illness, Bern, 1972; 2,3,5. Symp. Stratford, 1974;
4. Int.Pharmacopsychiat., 1971, 6, 236; 9. Jnl. de Pharmacol., 1974, 3, Suppl. 2, 100;
10. S. Afr.med.J., 1976, 100, 32, p.47 (Symposium Proceedings available on request).

Simplifies the treatment of depression

Rapid onset of action

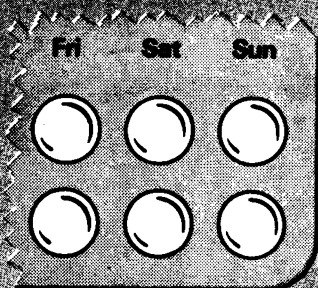
A clinical trial¹ has been reported in which trials which suggests that Ludiomil has a more rapid onset of action. In no trial has the speed of action of Ludiomil been significantly less than that of other drugs. Depression, anxiety and insomnia all begin to improve in 1-2 days. However, full benefit is not achieved until after 2-4 week's treatment.

Days of treatment	Ludiomil		amitriptyline	
	f	%	f	%
1	—	—	—	—
2	1	4.76	—	—
3	7	33.33	3	15.00
4	12	57.14	3	15.00
5	13	61.90	3	15.00
6	14	66.67	4	20.00
7	15	71.43	6	30.00
14	19	90.48	16	80.00
21	21	100	20	100
	2 cases not reported		2 cases not reported	

Cumulative frequency record of onset of effect (S.Afr.med.J., 1974, 48, 47)

Also relieves associated anxiety

Ludiomil rapidly relieves anxiety associated with depression,^{4,5} and therefore reduces the need to prescribe tranquilisers as an adjunct to antidepressant therapy.



R Ludiomil 75mg^{*}
mitte 28

for moderate depression
sig. $\dot{\bar{t}}$ nocte

for severe depression
sig. $\dot{\bar{v}}$ nocte

^{*}Ludiomil is available as 25mg, 50mg and 100mg tablets in 100s, and unique 75mg tablets in daily reminder packs containing 28 tablets.

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'There was a more rapid and complete resolution of symptoms with minocycline ...'

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minocycline	76%	100%
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...and particularly convenient

'The small dose of minocycline is particularly convenient for use by ambulant patients, especially those who are going to work.'

Minocycline 100 mg: one twice daily.

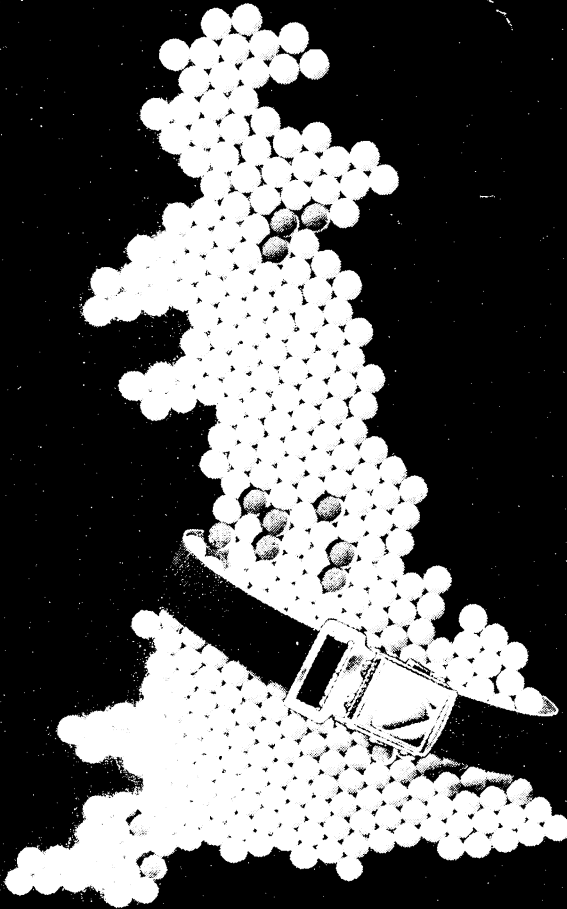
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*Trade Mark

*General Practitioner Research Group
Practitioner (1975) 214, 110



MINOCIN

in Urinary Infections

Journal of the Royal College of Physicians of London

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F. T. de Dombal, Jane C. Horrocks	Computer-aided Diagnosis and Decision-making in the
G. Warmsley and P. D. Wilson	Acute Abdomen
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Applications are invited for a Lectureship in the Department of Psychological Medicine in the University of Glasgow. The post will be based jointly at the Southern General Hospital and in the University Department of General Practice. Salary according to placement on the University scale for clinical teachers. The maximum on the Lecturers' scale is £6,915 a year. Appropriate superannuation scheme will apply.

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In reply please quote Ref. No. 3656/1.

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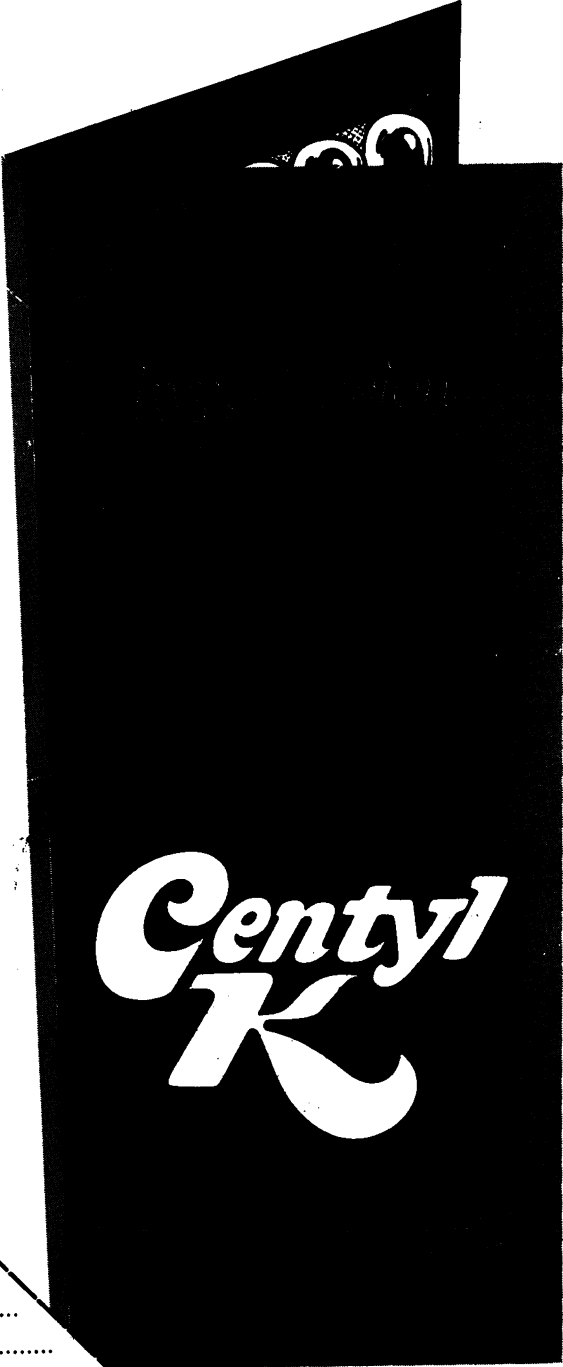
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