

MULTI-CENTRE INTERNATIONAL STUDY SHOWS THAT

## Beta-blockade reduces cardiac mortality

An important multi-centre international study† has demonstrated an improved prognosis for patients with recent anterior myocardial infarction who were on long-term practolol therapy and concludes that *these findings are likely to be applicable to other beta-adrenoreceptor antagonists.*

It recommends that because of severe side effects in the long-term use of practolol an alternative beta-blocking agent should be used.

Just such an alternative is Beta-Cardone. Thoroughly researched since 1962, and clinically investigated for seven years, Beta-Cardone is particularly notable for its prolonged effective action.

†Br. med. J. (1975) 3, 735.

Beta-Cardone: % reduction in exercise tachycardia after 400mg dose orally



The exceptionally long action of Beta-Cardone in exercise tachycardia is clearly illustrated in this chart. As long as 24 hours after a 400 mg dose, *there is still an 18.5% reduction in exercise heart rate.*

Protection for the heart day and night

# Beta-Cardone

the longer acting beta-blocker



Beta-Cardone (Sotalol hydrochloride) is a trade mark of DUNCAN, FLOCKHART & CO. LTD., LONDON E2 6LA. Full information is available on request.

DF78/147/HN

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**Better for him because Septrin has a powerful activity against the causative pathogens ensuring a rapid response and high success rates.<sup>1,2</sup>**

**Better for mum because the twice-daily dosage of Septrin removes the worry of giving medicine at awkward times of the day and night.**

1 *J infect Dis*, (1973), 128, suppl, 629. 2 *Canad med Ass J*, (1975), 112, 87S.

Septrin contains trimethoprim and sulphamethoxazole.

FULL PRESCRIBING INFORMATION IS AVAILABLE ON REQUEST.

Wellcome Medical Division, The Wellcome Foundation Ltd., Berkhamsted, Herts



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# SEPTRIN

TRADE MARK

# Amoxil making all the difference

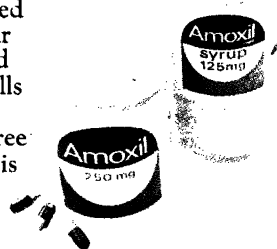


**And throughout Britain.** Because doctors everywhere now recognise the advantages of Amoxil in respiratory infections.

Amoxil ensures faster relief of symptoms<sup>1</sup> for all respiratory patients and longer periods free from infection for the chronic cases<sup>2</sup>.

Three main factors are responsible for this. Firstly, Amoxil is more completely absorbed into serum<sup>3</sup>. Secondly, unlike other antibiotics it penetrates equally well through inflamed and uninfamed bronchial membrane barriers<sup>4</sup> to clear even the most entrenched pockets of infection<sup>5</sup>. And thirdly, extensive studies have shown that Amoxil kills bacteria more rapidly than other antibiotics<sup>6,7</sup>.

These three factors, together with a trouble-free dosage, contribute to the Amoxil difference which is appreciated by doctors and patients everywhere.



**makes all the difference  
in respiratory infections everywhere.**

1. Practitioner (1974), 212, 123.  
2. Chemotherapy (1973), 18, (Suppl.) (19), 1.  
3. Br. Med. J., (1972), 3, 13.  
4. Excerpta Med. I.C.S. (1974) No. 326, 130.  
5. S.A. Med. J., (1973), 47, 719.  
6. Antimicrob. Ag. Chem. (1975), 7, (2), 179.  
7. Antibiotics under the Microscope. A film freely available to the medical profession.

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

# **Talpen**

talampicillin

**makes  
ordinary ampicillin  
...ordinary**

Talpen is particularly well absorbed in comparison to ordinary ampicillin

**Peak blood levels are twice as high  
and are usually achieved in half the time<sup>1</sup>**

**The incidence of diarrhoea is greatly reduced<sup>2</sup>**

**The t.i.d dosage is more convenient.**



Following oral administration, Talpen is particularly well absorbed and rapidly hydrolysed to give high blood levels of ampicillin. Talpen makes more ampicillin available more quickly.

Talpen has proven its reliability over a wide range of infections, including respiratory infections where it has achieved a 95% success rate.<sup>2</sup> It has also been shown<sup>2</sup> that with Talpen there is a significant reduction in the incidence of diarrhoea, a common and sometimes troublesome occurrence with oral ampicillin.

Talpen, at a dosage of one tablet tid, offers distinct advantages over ordinary ampicillin which recommend it as the new standard therapy for routine infections.

**Indications:** Typical indications include: Acute and Chronic Bronchitis, Pneumonia, and ENT infections.

**Usual Adult Dosage:** One tablet three times a day.

Each tablet contains 250mg of the ampicillin ester, talampicillin hydrochloride.

**Contra-indication:** Penicillin hypersensitivity.

**Precaution:** Talpen is not recommended for patients with severe renal or hepatic impairment.

**Side-effects:** As with other penicillins. An erythematous rash may occasionally occur, the incidence is particularly high in patients with infectious mononucleosis.

Each 250mg of talampicillin hydrochloride is chemically equivalent to 169mg of ampicillin. Further information is available on request:

1. Jones, K.H., et. al., 1975, to be published. 2. Br. J. Clin. Pract., 1975, 29, 255.



**Talpen\*** is a product of British research at  
**Beecham Research Laboratories** Brentford England  
 A branch of Beecham Group Limited PL 0038/0209 \*regd.

# Talpen

**a major advance on ampicillin**

talampicillin



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Magnapen destroys all the bacteria commonly met in general practice, so it can be used with confidence to treat distressing infections rapidly and with the safety of a penicillin.

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Magnapen\* (flucloxacillin with ampicillin in equal parts) is a British product originated by:



**Beecham Research  
Laboratories**  
Brentford, England.

\*regd.



...time to call on the  
greater certainty of  
**Magnapen**

# MINOCIN

## in bronchitis

### highly effective sometimes vital

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But in more serious circumstances that seat belt could save your life.

The same could be true of Minocin.\*

Minocin (minocycline) protects against the hazards of bronchitis, but unlike traditional tetracyclines and some semi-synthetic penicillins is also highly effective against resistant staphylococci—the pathogens which could threaten your patient's life. Staphylococcal pneumonia is the only really life endangering infective hazard in bronchitis.<sup>1</sup>

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Full prescribing information is available.

**Lederle** **Lederle Laboratories**

Research for British Medicine

A Division of Cyanamid of Great Britain Ltd.,  
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*Brit Med J.*, (1970), *Lancet*, Article 1, (1969), 124-125

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