

# 'ILOSONE'

TRADE MARK

Too recent to be in the books of reference yet, but its virtues will ensure wide and early recognition as an outstanding antibiotic development.

'Ilosone' possesses a spectrum effective against most of the common pathogens. It gives quicker, higher and more prolonged activity than any other member of the erythromycin group. Moreover, 'Ilosone' is extraordinarily safe.

## PRESENTATION

**'PULVULES' 'ILOSONE'**

125mg.  
250mg.

**SUSPENSION 'ILOSONE'**

125mg. per 5cc. when prepared.

## DOSAGE

250mg. every six hours (1 Gm. daily), doubled in serious infections.

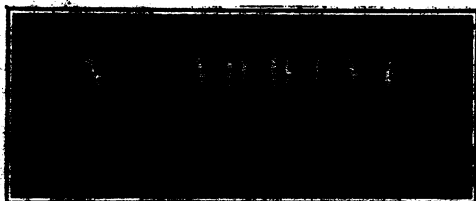
Half to two teaspoonfuls or more.

A *Lilly* Discovery

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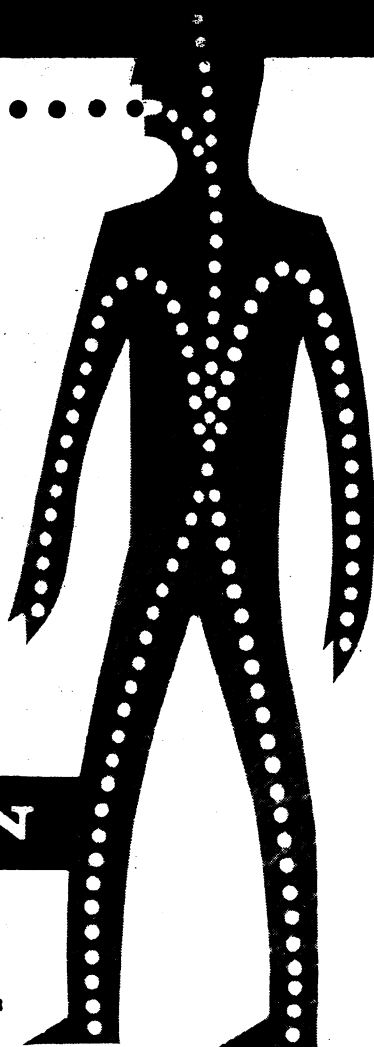
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dermatophyte infections  
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\**Therapeutische Umschau* 1952, 8, 143



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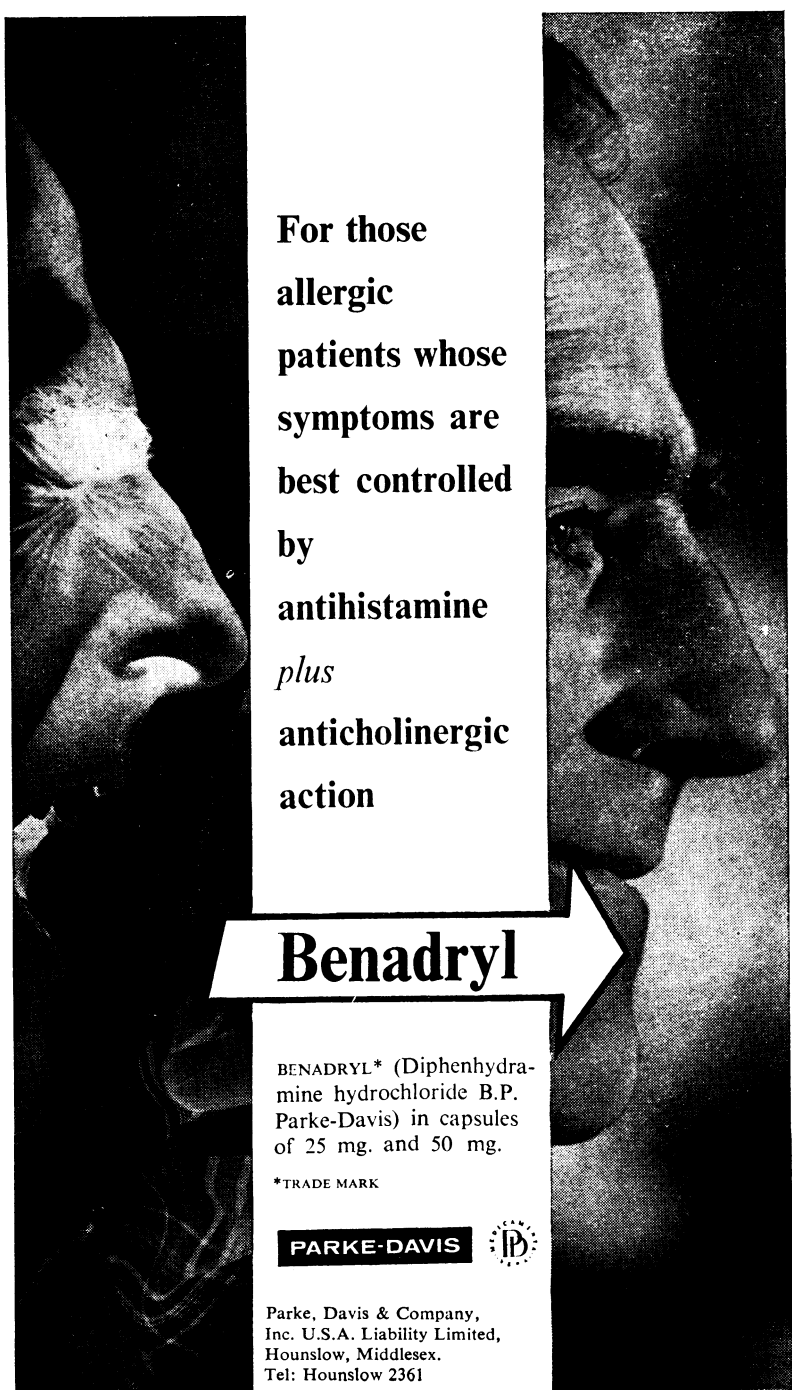
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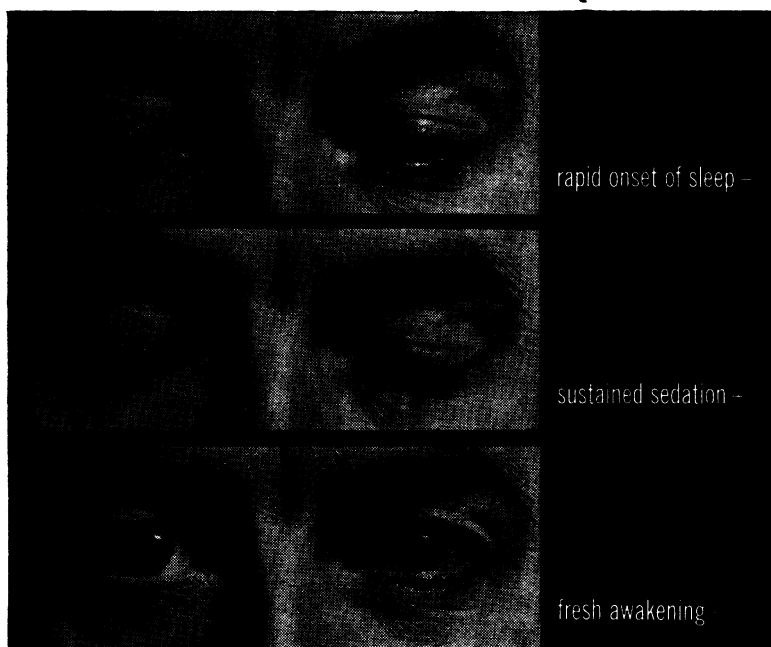
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**SEARLE**

For all sufferers from insomnia not due to pain, CARBRITAL\* can provide sleep of natural duration and depth. Combined in this preparation are a quick-acting hypnotic (pentobarbitone sodium), and a mild longer-acting sedative (carbromal). Thus, CARBRITAL brings about rapid onset of sleep and sustains it for several hours, yet leaves the patient free from undesirable residual depression on awakening

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*in all types of insomnia*



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'CREMOSTREP' is an oral anti-diarrhoeal agent containing succinylsulphathiazole (Sulfasuxidine\*) and streptomycin, chosen for their powerful synergistic, anti-bacterial activity.

*Advantages are:—*

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Dosage: Average adult dosage — 4 teaspoonfuls (20 ml.) 2 to 4 times daily before meals.

*For full information please refer to literature.*

*The United Kingdom N.H.S. basic cost is 2s. 2d. per fl. oz.  
Supplied in bottles of 3 fl. oz.*

## **CREMOSTREP\***

'Sulfasuxidine'-streptomycin suspension

*Each 100 ml. contains:*

*Succinylsulphathiazole ('SULFASUXIDINE') — 10 G.;  
Streptomycin — 1 G.; Kaolin — 10 G.*

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**Dose:** 1 or 2 tablets every four hours, or as prescribed.

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**Dose:** 2 tablets every four hours, or as prescribed.

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**Presentation:** Tax Free Dispensing Packs 300 and 600 tablets.

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- \* prompt relief of pain
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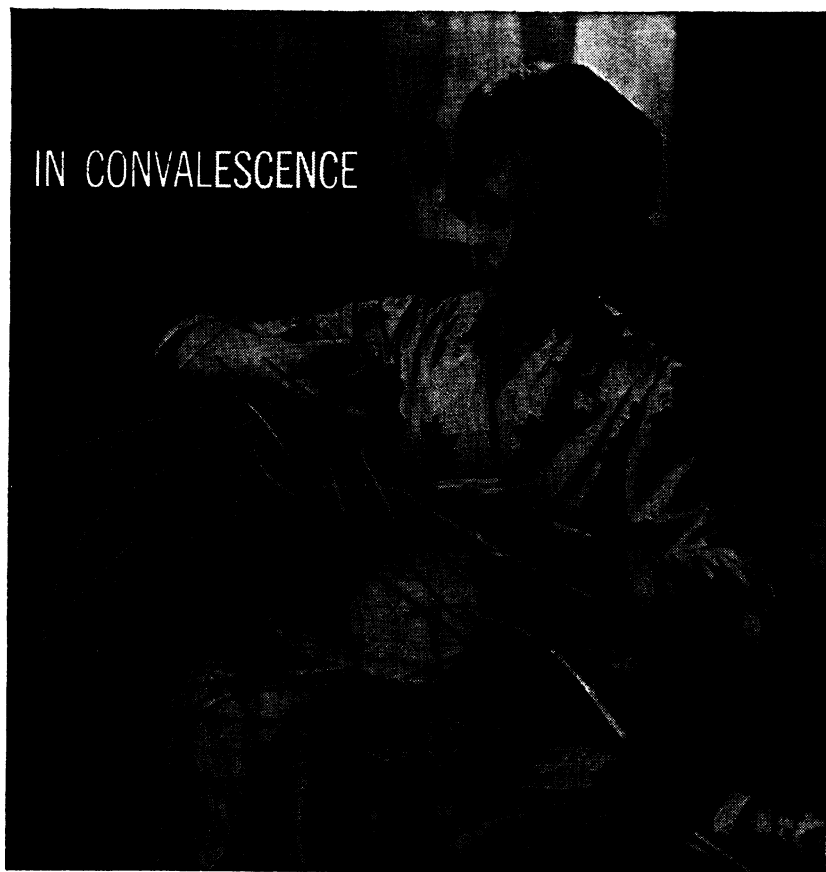


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a new, non-amphetamine appetite suppressant

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for the ACTIVE obese patient  
predictable weight loss  
from a single capsule daily

for the  
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## **dependable weight loss without stimulation**

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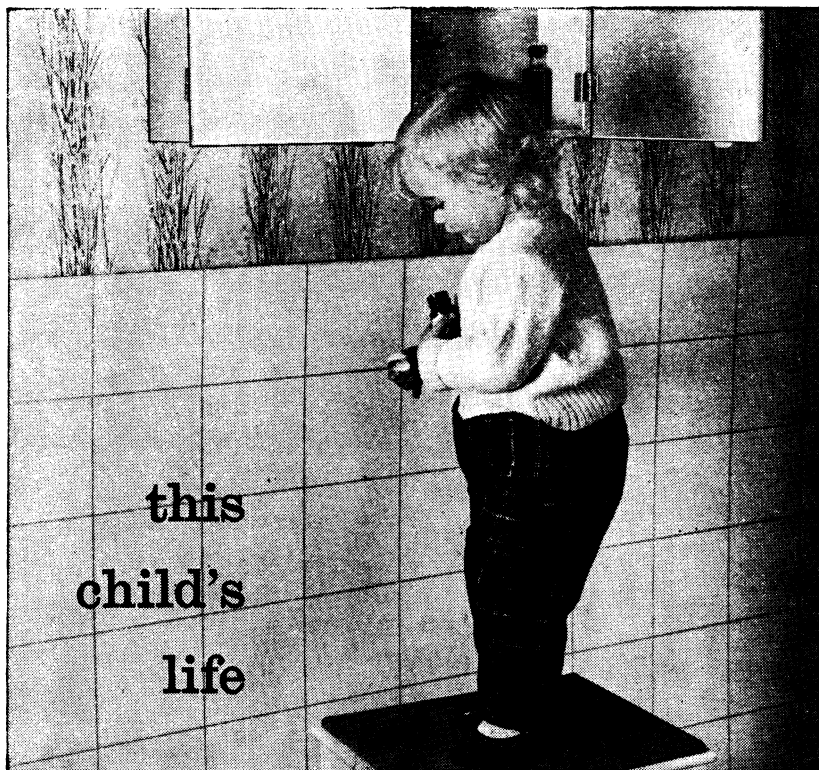
bottles of 30 capsules	8/8 + PT	11/- + PT
300 capsules	78/- + PT	89/4 + PT



**RIKER LABORATORIES LIMITED Loughborough Leicestershire**

'Duromine' is a trade mark

RKDMJ 194



this  
child's  
life

## may depend on the safety of 'Distaval'

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As as hypnotic at bedtime:

ADULTS: 50 mg.—200 mg.

INFANTS AND CHILDREN: 25 mg.—100mg.

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ADULTS: 25 mg. two or three times daily.

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'Distaval' (25 mg. tablets).

'Distaval' Forte (100 mg. tablets).

Basic cost to N.H.S. of 12 tablets from dispensing pack of one hundred—1/- or 2/8d. according to strength.

### REFERENCES:

Practitioner, 1959, 183, 57.

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J. Coll. gen. Pract., 1958, 1, 398.

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Med. Wld. (Lond.), 1960, 93, 26.

Brit. J. Pharmacol., 1960, 15, 111.

# 'DISTAVAL'

TRADE MARK



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FPH12/60B

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*one week's cough treatment*  
for as little as 8d a day  
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PHOLTEX

specifically designed  
for prolonged effect

gives hours of relief  
with a single dose through  
ion-exchange release



**up to ten hours effect from a single dose**  
by the smooth and prolonged release of *pholcodine*  
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**more complete relief of unproductive cough**  
because the cough suppressant activity of *pholcodine*  
is potentiated and reinforced by the antihistamine and  
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#### **dosage**

1 teaspoonful (4 ml.) at minimum intervals of eight hours.

#### **composition**

Each teaspoonful contains *pholcodine* 15 mg. and  
*phenyltoloxamine* 10 mg. as resin complexes in a  
thixotropic vehicle.

#### **basic N.H.S. prices**

2 fl. oz. 5/4

20 fl. oz. 49/4 (Dispensing Pack)

RIKER

**RIKER LABORATORIES LIMITED**

*Loughborough Leicestershire*

\*Pholtex is a registered trade mark

RKPJ 205

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for the tense and anxious patient

# EMOTIONAL EQUILIBRIUM

with 1 mg  
once a day



# MODITEN

*Squibb Fluphenazine Dihydrochloride*

## SQUIBB



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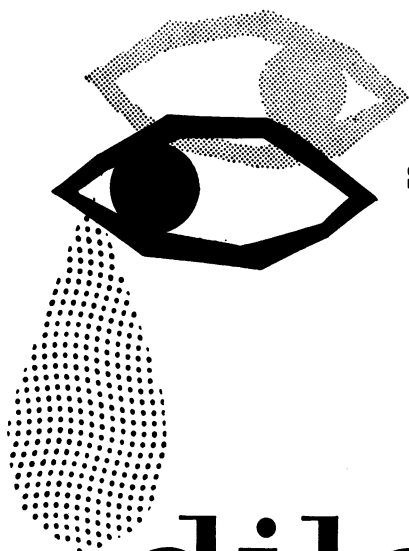
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**DOSAGE:** *1 mg. daily.* If necessary, the total daily dosage may be increased to 1 mg. b.i.d. or two 1 mg. tablets given as a single dose in patients with relatively severe symptoms who have had a trial at lower dosages. A daily dose in excess of 2 m.g. is rarely necessary, and when employed should be used with caution.

**SUPPLY:** Coated 1 mg. tablets, bottles of 25, 100 and 500.

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A  
significant  
new  
compound



**dilosyn**  
TRADE MARK                      METHIDILAZINE                      HYDROCHLORIDE

For prompt,  
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- \* INHERENTLY SUSTAINED ACTION
- \* RAPID ABSORPTION—RAPID RELIEF
- \* LOW TOXICITY—MINIMAL SIDE EFFECTS
- \* INHIBITS CAPILLARY PERMEABILITY  
AND OEDEMA
- \* CLINICALLY PROVED IN A WIDE RANGE  
OF ALLERGIC AND PRURITIC CONDITIONS

**Dosage**

ADULTS: One tablet (8 mg.) twice daily.  
CHILDREN: One teaspoonful (4 mg.) twice daily.  
In some patients it may be necessary to adjust the dosage to meet individual requirements.

**Packings**

Tablets (compression coated) 8 mg.,  
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Syrup, 4 mg. per teaspoonful,  
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PATIENTS  
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المرض



## VILLESCON\* LIQUID

1-phenyl-2-pyrrolidino-pentane hydrochloride, with vitamins

*THE MODERN TONIC IN TRADITIONAL FORM*

Results of a recent survey conducted by this company and illustrated here graphically, indicate that more doctors would prefer to prescribe Villescon as a Liquid.



1 —————

2 —————

**1** Over 73 per cent of tonic prescribers prefer to prescribe liquid tonics—mainly because their patients prefer the traditional bottle of medicine.

**2** No less than 60 per cent of tonic prescribers would prefer Villescon were it in liquid form.

*The introduction of Villescon Liquid is in direct response to this situation.*

**DOSAGE** Adults—2-3 teaspoonful two or three times daily before meals. Children ½-1 teaspoonful according to age.

**Patients on Villescon Liquid**

**EAT BETTER • BREATHE BETTER • FEEL BETTER**



Manufactured and distributed in the U.K. by Pfizer Ltd., Sandwich, Kent for  
C. H. BOEHRINGER SOHN, INGELHEIM AM RHEIN

Registered proprietors of the Trade Mark.

\*Regd. Trade Mark

**NEW ACTION** against moniliasis

# **SPOROSTACIN**

TRADE MARK

## **CHLORDANTOIN CREAM**

SOOTHING · ODOURLESS · NON-STAINING · CHEMICALLY DIFFERENT



**shaped to penetrate**

### **EXCEPTIONAL FUNGICIDAL ACTIVITY**

The unique molecular structure of the active agent penetrates the fatty barrier of the fungous cell membrane.

Active Ingredients:  
Chlordantoin 1.0% w/w  
Benzalkonium chloride 0.05% w/w

### **OUTSTANDING CLINICAL RESULTS**

This new compound offers:  
simplicity — patient acceptance  
—rapid relief of symptoms—high  
percentage of culture-free cures.

(Lapan.B., Am. J. Obst. & Gynec. 78:1320,1959)



**advice she needs . .**  
yet hesitates to ask

When repeated pregnancies threaten health of the patient and welfare of her family, the physician's counsel is a timely safeguard.

Authoritative material is available on request, to assist the effective prescription and patient instruction in the method.

**DELFIN** Vaginal Cream  
**PRECEPTIN** Vaginal Gel  
**ORTHO-GYNOL** Vaginal Jelly  
**ORTHO-CREME** Vaginal Cream  
**ORTHO** Vaginal Diaphragm



aiding the physician's responsibility in planned parenthood

Ortho Pharmaceutical Limited  
Saunderton · Buckinghamshire



IN ANXIETY  
AND TENSION

# Fentazin

PERPHENAZINE

2 mg. three times daily

Fentazin tablets contain  
2 mg or 4 mg perphenazine.  
Bottles of 50 and 500.



ALLEN & HANBURYS LTD  
Bethnal Green London E2



'FENTAZIN' is a trade mark  
AH 184

in the treatment of  
peptic ulcer

**ROTER**

has particular  
advantages



**ROTER** achieves a high cure rate and often gives effective control of even refractory chronic cases which have resisted other treatments.

**ROTER** in many cases obviates the need for hospitalization or surgical intervention.

**ROTER** helps patients to keep ambulant and symptom-free with a minimum of medication and with few, if any, dietary restrictions.

**ROTER** in general practice enables the physician to take adequate care of his gastric cases without frequent or prolonged supervision.

**ROTER** has no known side effects.

**ROTER** requires no supplementary medication such as sedatives or anti-spasmodics.

**ROTER** shows a saving in cost when compared with conventional methods of treatment.

#### REFERENCES

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#### FORMULA

Each Roter tablet contains:

Bismuth Subnitrate Roter (350 mg.), Magnesium Carbonate (400 mg.), Sodium Bicarbonate (200 mg.) and Cortex Rhamni Frangulae (25 mg.).

#### PACKINGS OF ROTER TABLETS

Tins of 40 and 120, also dispensing sizes, 360 and 720 (P.T. exempt). Basic N.H.S. price: Under 1/- for 10 tablets.

**ROTER TABLETS are in Category "S". Literature on Request.**

**F.A.I.R. LABORATORIES LTD • TWICKENHAM • MIDDLESEX**

## **THE COLLEGE OF GENERAL PRACTITIONERS**

**41 Cadogan Gardens, London, S.W.3**

### **Associateship**

Any registered (or provisionally registered) medical practitioner is eligible for admission as an associate, provided he gives an undertaking that if he enters or remains in general practice he will continue approved postgraduate study and will uphold and promote the aims of the College to the best of his ability.

(A provisionally registered medical practitioner shall cease to be an associate if he fails to obtain registration within two years of qualification.)

### **Membership**

The Council of the College admits to membership, after consultation with the Board of Censors, registered medical practitioners who have been qualified for not less than seven years and have been engaged in general practice for not less than five years or, as an associate, for three years.

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