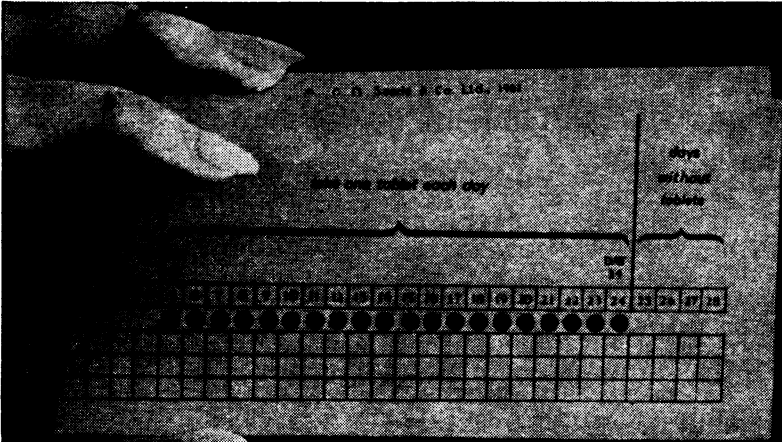


# CONOVID-E

Registered Trade Mark

brand of norethynodrel and mestranol

*the standard oral contraceptive*



*norethynodrel:  
the most widely used  
oral contraceptive compound  
in the world*

PROVED IN 8 YEARS OF

CLINICAL EXPERIENCE AND IN CLINICAL TRIALS

INVOLVING MORE THAN 45,000 WOMEN

CONOVID-E is available as tablets of 2.5 mg. norethynodrel with 0.1 mg. mestranol (ethinyloestradiol 3-methyl ether) in wallet packs of 20 (one month's supply). Each pack contains a dosage chart and full directions for use. Retail cost of 20 tablets: 8/9d. Basic NHS cost of 20 tablets: 5/10d. CONOVID tablets are also available.

A Physicians' Reference Manual is available on request.

SR 522

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*leaders in oral contraceptive research* G. D. SEARLE & CO LTD HIGH WYCOMBE BUCKS



# FERROMYN

**for anaemia in pregnancy**

The value of Ferromyn in pre- and post-natal iron deficiency anaemias has been established.

Of the organic iron salts available Ferromyn produces a superior haemoglobin rise—clinical trials show that a daily haemoglobin response of 1-2% may be expected from 1 tablet three times daily. Intolerance to Ferromyn is less than 1%

## **Presentation**

Tablet, capsule and elixir.

## **Formulae**

*Ferromyn* Ferrous Succinate 150 mg.

*Ferromyn 'B'* Ferrous Succinate 150 mg.

Riboflavin 1 mg. Nicotinamide 10 mg.

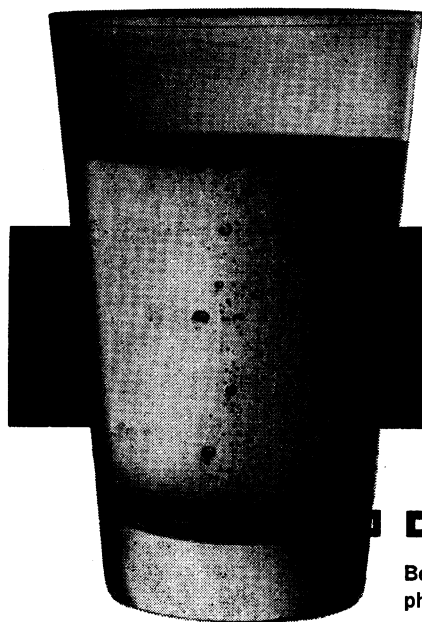
Aneurine Hydrochloride 1 mg.

**CALMIC**

CALMIC LIMITED • CREWE • CHESHIRE

Telephone: Crewe 3251 (7 lines)

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the corticosteroid tablet  
your patients  
**DRINK**

# Betnesol

the soluble steroid

Betnesol is a tablet of *soluble* betamethasone phosphate. It dissolves spontaneously in water to form a palatable, tinted, particle-free solution for oral administration.

#### **Greater consistency of therapeutic effect**

By reducing particle size of corticosteroids, efficiency of their absorption is increased. The ultimate attainable is a true solution, the form in which Betnesol is taken. This ensures maximum absorption, the most consistent therapeutic effect, and allows reduction of dosage in certain cases.

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Because no solid steroid reaches the stomach, the incidence of gastric disturbance is even less with Betnesol than it already is with betamethasone alcohol (Betnelan). Betnesol Tablets give further good reasons for making betamethasone your *standard* corticosteroid for treating such conditions as asthma, allergies and dermatoses. This compound has enhanced anti-inflammatory activity, and negligible effect on sodium and potassium balance. It offers renewed benefit to patients on long-term steroid treatment.

## BETNESOL

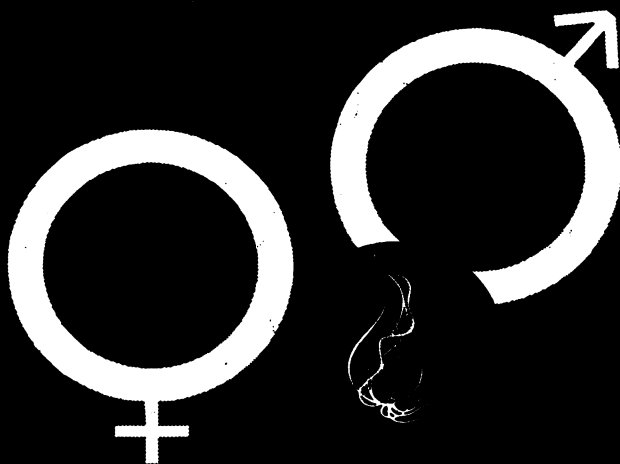
Small, scored tablet 0.5 mg  
betamethasone (as disodium  
phosphate).

In bottles of 30, 100 and 500.  
Half-strength (0.25 mg) tablets are  
available in the same quantities.

The name Betnesol is a Glaxo trade mark



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**'Flagyl'**

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METRONIDAZOLE

entirely **ORAL** treatment

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A 21 tablet "Prescriber Unit"  
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in the treatment of  
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**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

*Therapie der Gegenwart*, 1953, 3, 108  
*Gazz. Med. Ital.*, 1954, 113, 343  
*Die Medizinische*, 1955, 4, 163  
*British Medical Journal*, 1955, 2, 827  
*C.R.S. Biol.*, 1956, 150, 1019  
*Am J. Gastroenterology*, 1957, 28, 439  
*Wiener Med. W.*, 1958, 108, 218  
*Ärztliche Praxis*, 1958, 10, 766  
*Journal Lancet*, 1960, 80, 37

#### 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**

**"Hence, loathed Melancholy"**

—Milton, L'Allegro



# allegron

nortriptyline hydrochloride

*an important new tool  
in the hands of the doctor*

*effective in a wide variety  
of behaviour disorders*

ALLEGRON may be described as a truly *multi-phasic psychotrope*, embodying anti-depressant, anti-anxiety and anti-hostility\* activity in a single substance, to a degree of effectiveness comparing favourably with other drugs. Of some 2,000 patients reported on by 150 clinical investigators, almost four out of five showed satisfactory response, and of these, almost four out of five by the end of the second week. ALLEGRON is suitable for patients in and out of hospital. It has also shown particular power to relieve anxiety and depressive symptoms associated with many medical disorders and in childhood and old age. It is a valuable adjunct in psychotherapy.

\*In common with drugs to which it is related, ALLEGRON does not counteract hostility in the same way as it controls such symptoms as depression and anxiety. While it may, in some cases, increase hostility, it usually mobilizes or re-directs the hostility in a manner that is therapeutically desirable.

**Side effects** with ALLEGRON are relatively infrequent and usually mild. As with all potent psychotropic drugs, however, certain precautions should be observed. Full information has been or is being made available to all members of the medical profession. Please inquire if you have not yet received it.

#### **Dosage:**

Usual recommended dosages (in divided doses) are  
20–100 mg. daily for adults,  
10–75 mg. daily for children (1–2 mg. per kg. of body weight)

#### **Presentation:**

ALLEGRON is available as  
tablets 10 mg. (yellow), Basic N.H.S.  
Cost of 25 tablets from pack of 100—2s. 8d.  
tablets 25 mg. (orange), Basic N.H.S.  
Cost of 25 tablets from pack of 100—5s. 4d.  
liquid (10 mg. per 5 ml.), Basic N.H.S.  
Cost of 115 ml. bottle—4s. 6d.  
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Further information is available on request

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TRADE MARK

(2mg. norethisterone with 0.1mg. mestranol) tablets

## totally effective

No pregnancies occurred in trials embracing more than 4,000 patients and 22,000 cycles of use.

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No serious side reactions have been encountered, those reported being mild and transient, disappearing on continuance of therapy.

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The Council for the Investigation of Fertility Control has approved ORTHO-NOVIN tablets for general use subject to the physician's prescription.

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unique 'DialPak'  
takes the doubt  
out of dosage



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oral contraceptive

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or cor pulmonale

**Ledermycin<sup>†</sup>**

demethylchlortetracycline Lederle

Dosage: Two 150 mg. tablets/capsules  
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non-thiazide

***Aquamox<sup>†</sup>***

quinethazone Lederle

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Dosage: One or two 50 mg. tablets  
once a day

serve the physician best

In the treatment of coronary heart disease with or without angina

# Peritrate SA aids survival

by encouraging the development of collateral circulation\*  
by prolonging increase in myocardial blood flow

\*Lumb, G. et al., (1962) *Angiology*, 13. 463.

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long-acting vasodilator with a twelve-hourly dosage schedule

Each tablet of Peritrate SA (sustained action) contains 80 mg. pentaerythritol tetranitrate (PETN). Also available: Peritrate plain tablets of 10 mg.; Peritrate with phenobarbitone tablets containing 10 mg. PETN with 15 mg. phenobarbitone; and Perifenil tablets each containing 20 mg. PETN and 75 mg. phenelzine (Nardil).

Full prescribing information on request.

William R. Warner & Co. Ltd., Eastleigh, Hampshire. Telephone: Eastleigh 3131.

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helps convalescent patients  
TO EAT BETTER...FEEL BETTER

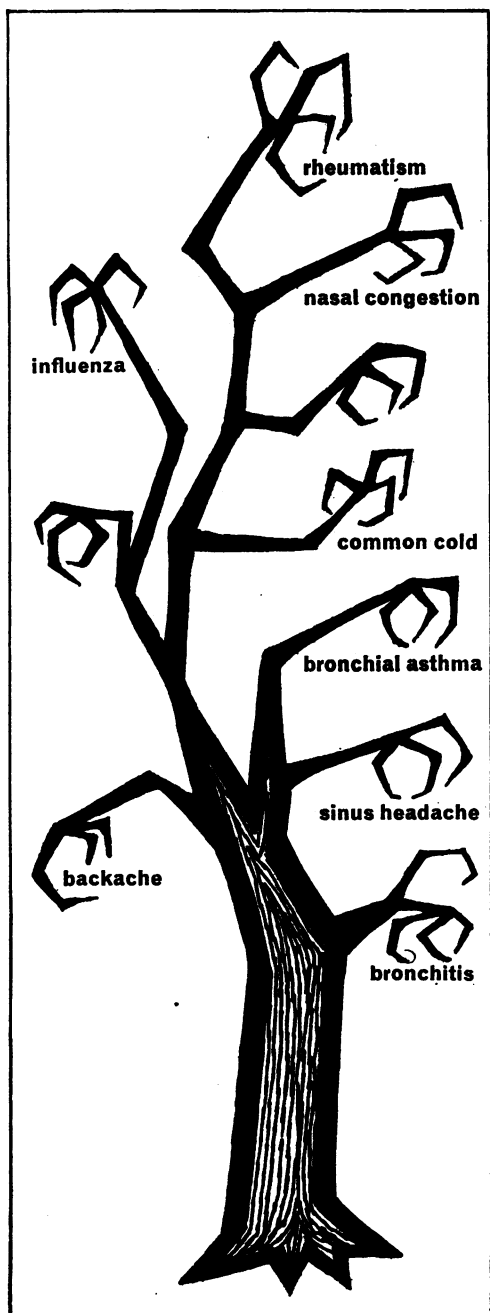


Taken during convalescence after influenza and other debilitating illnesses, METATONE\* restores appetite and speeds the return to full activity. METATONE is a pleasantly-flavoured tonic, combining the appetite-promoting substances vitamin B<sub>1</sub> and strychnine with mineral glycerophosphates. *Supplied in bottles of 8, 16 and 80 fl. ozs.*

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for winter nasal congestion

**Tedral SA**

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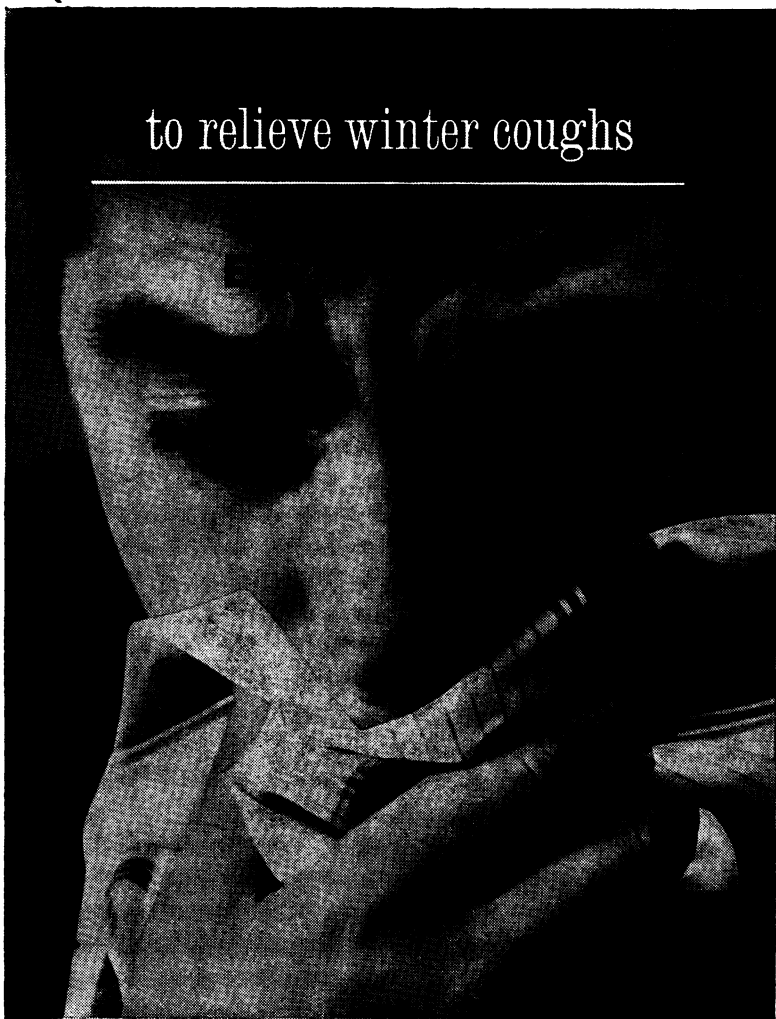
**Veganin** each tablet contains aspirin 250 mg., phenacetin 250 mg., codeine phosphate 10 mg.  
**Rinurel** each tablet contains 150 mg. paracetamol, 150 mg. phenacetin, 25 mg. phenylpropanolamine hydrochloride and 22 mg. phenyltoloxamine dihydrogen citrate **Biomydrin Nasal Spray** neomycin sulphate 0.1%, gramicidin 0.005%, thonzylamine hydrochloride 1.0% phenylephrine hydrochloride 0.25% **Tedral SA** each sustained action tablet contains theophylline 180 mg., ephedrine hydrochloride 48 mg., phenobarbitone 25 mg.

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to relieve winter coughs

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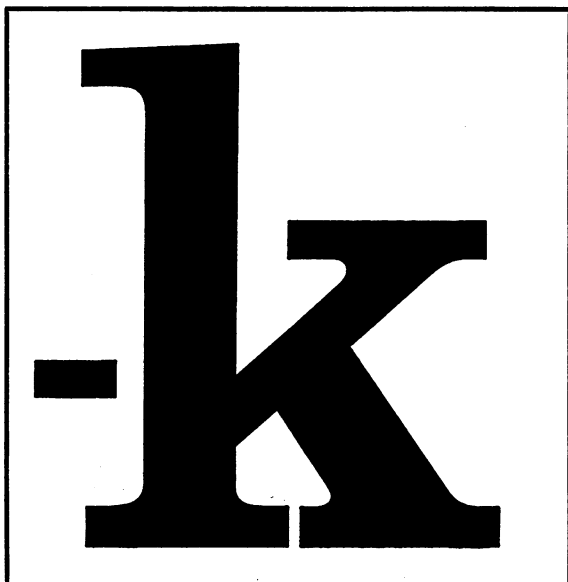
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and in many  
antihypertensive regimes

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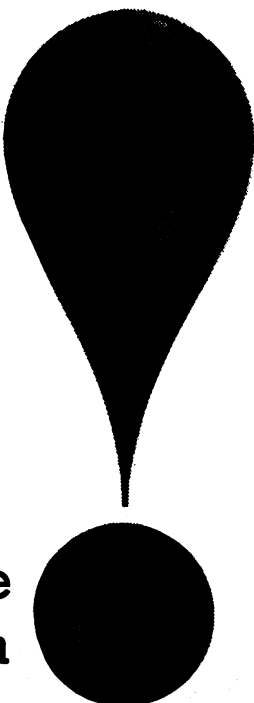
HydroSALURIC-K is supplied as pink, sugar-coated tablets containing 25 mg hydrochlorothiazide and 572 mg potassium chloride (equivalent to 300 mg potassium). The potassium chloride is enclosed in a reliable enteric coating to avoid nausea and vomiting.

*Detailed information on indications, dosage, administration, precautions and bibliography is available on request.*

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is not enough**

To combat an incipient attack of migraine, oral ergotamine alone is inadequate. It needs the potentiating effect of caffeine. **Above all, it needs a rapidly acting anti-emetic to counter its main defect as well as the vomiting resulting from migraine itself.**

'Migril' contains every one of the necessary ingredients — ergotamine tartrate, caffeine, and the proven anti-emetic cyclizine hydrochloride.

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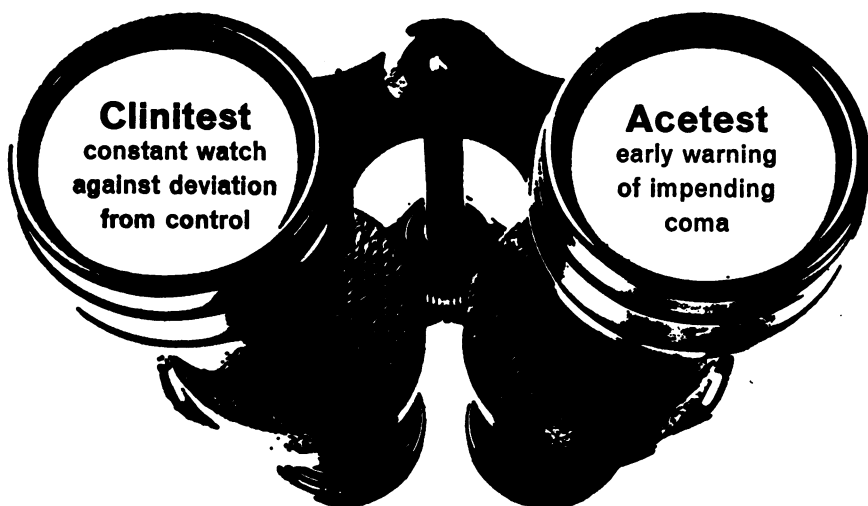
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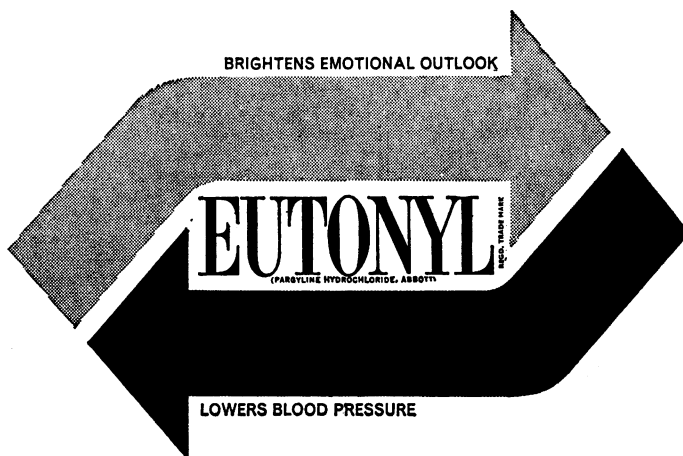
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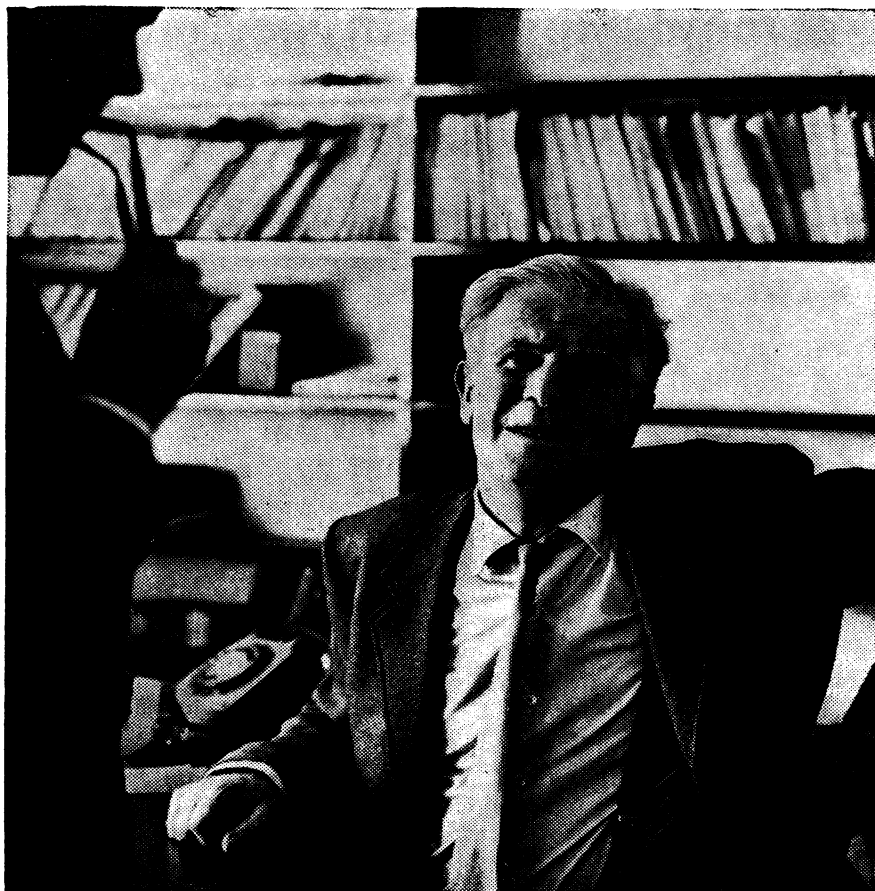
Eutonyl is supplied in two strengths as Eutonyl (25 mg pargyline hydrochloride) and Eutonyl-Ten (10 mg pargyline hydrochloride) Film-tabs\*, in bottles of 100.

Comprehensive literature is available on all aspects of this important new agent: dosage, side effects, precautions and the wide measure of agreement on its clinical efficacy even in the most difficult cases.

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Today's Drugs. Brit. med. J. 1: 39, 1963

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**FOR DAYTIME  
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# depression anxiety



sleep  
disturbance

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Amitriptyline hydrochloride

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**the antidepressant with intrinsic tranquillising properties**

TRYPTIZOL is an outstanding anti-depressant, particularly valuable for its tranquillising effect on the anxiety and insomnia—characteristically early morning awakening—which so often accompany depression.

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