

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.

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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

when the problem is
basically
a matter
of Mind
over Mucosa

Anxiety, frustration, and similar manifestations of nervous or emotional stress are known to play a vital role in the aetiology of peptic ulcer and other gastro-intestinal disorders. Effective treatment of these conditions, therefore, should do more than provide transient relief of distressing local symptoms—it should also act decisively at the primary source of the trouble.

'STELABID' now places in the hands of the practitioner the means of implementing this essential dual approach to therapy.

**Consider the
Unique
4-point Action
of**

- * relieves anxiety and tension
- * reduces gastric secretion
- * inhibits motility and spasm
- * prevents nausea and vomiting

'Stelabid'

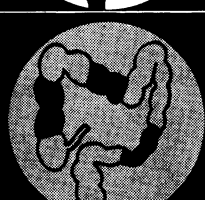
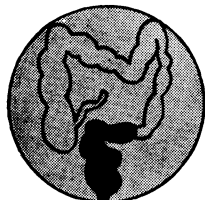
Each tablet contains 1 mg. 'Stelazine' (trifluoperazine)
—calms yet leaves the patient alert—and 5 mg.
'Tyrimide' (isopropamide iodide)—the powerful
anticholinergic with the day-long action.

COMBATS CAUSE AND EFFECT IN DIGESTIVE DYSFUNCTION

a new product of

SMITH KLINE & FRENCH LABORATORIES LTD
Welwyn Garden City, Herts

'Stelabid', 'Stelazine' & 'Tyrimide' are trade marks
Brit. Pat. No. 772921 *SBD:PA190*



In Ulcerative Colitis

extensive clinical experience

confirms

SALAZOPYRIN

BRAND OF SALICYLAZOSULPHAPYRIDINE

to be

a drug

of significance

in to-day's management

of this distressing

disease.

Outstanding characteristics of Salazopyrin treatment are

- Prompt remission of symptoms
- Bleeding and frequency of stools sharply reduced
- Abdominal cramp controlled
- In many cases rectal mucosa heals within a month
- Fever subsides, appetite improves
- Can be given safely over long periods of time

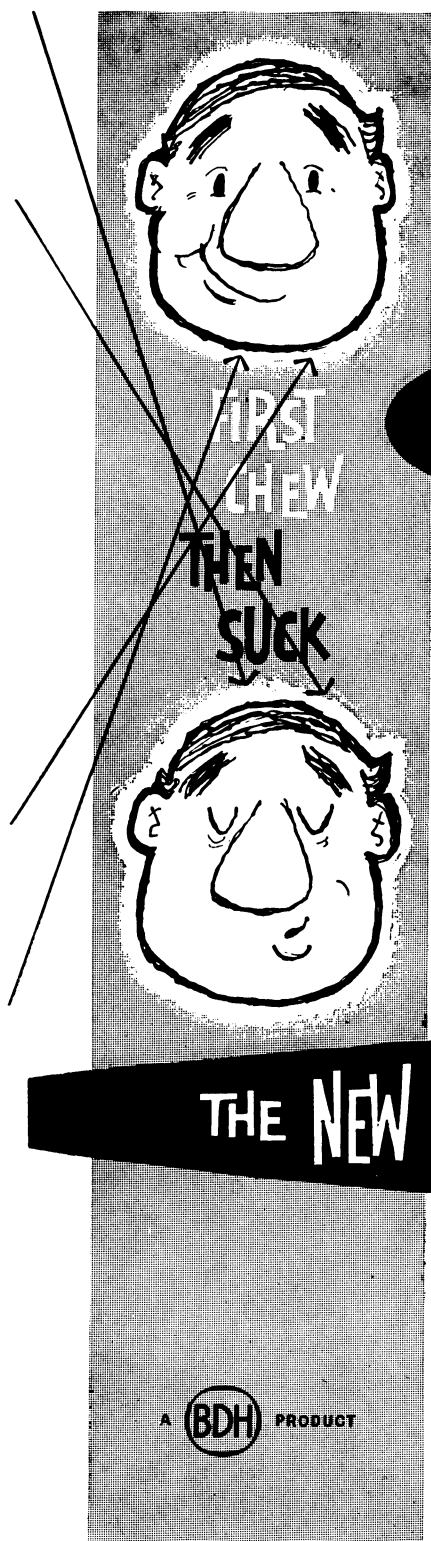
SALAZOPYRIN is also a safe and effective product in other forms of colitis and regional enteritis.



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Almacarb

ALMACARB tablets are prepared from an aluminium hydroxide-magnesium carbonate co-dried gel made by an entirely new process. (Brit.Pat.812503) Aluminium hydroxide gel has been used for some years as an antacid in suspension, but until the introduction of Almacarb no means had been discovered by which its full acid-neutralising capacity could be retained through the process of drying and tableting. In Almacarb the full antacid potential is retained and its action is rapid and sustained.

ALMACARB—DOSAGE. One tablet to be chewed as an initial dose, and thereafter one tablet to be sucked slowly at frequent intervals.

THE NEW IMPROVED ANTACID TABLET

ALMACARB is presented as peppermint-flavoured tablets, each containing 0.375 g. of aluminium hydroxide-magnesium carbonate co-dried gel.

In strips of ten foil-wrapped tablets in cartons of 40 at 3/- and 200 at 12/-.

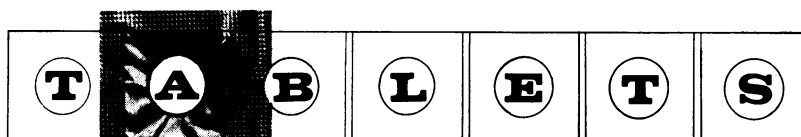
Basic NHS prices subject to purchase tax.

**THE BRITISH DRUG HOUSES LTD.
(MEDICAL DEPT.) LONDON N.1**

a more convenient and economical
presentation of hydrocortisone
for ulcerative colitis

EFCORTELAN SOLUTION

TRADE MARK



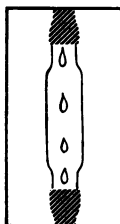
Given as a nightly rectal drip, soluble hydrocortisone (Efcortelan) has been demonstrated to afford rapid alleviation of symptoms of ulcerative colitis in most patients. Symptomatic relief is accompanied by an improvement in the sigmoidoscopic findings and in the colonic mucosa.

The method of treatment is quite suitable for the patient to carry out himself provided the attack is not severe.

With soluble Efcortelan, hormonal side-effects are avoided. If further attacks occur they can usually be

reduced by another course of treatment.

Only one of the new Efcortelan Solution Tablets in the appropriate amount of normal saline (100-120 ml) is needed to prepare the retention enema. It is therefore the ideal presentation for home treatment.



EFCORTELAN SOLUTION TABLETS

Foil strip of 7 tablets (one week's treatment). Each tablet contains 100 mg hydrocortisone (as water soluble sodium succinate).

Subsidiary Companies or Agents in most countries

**GLAXO LABORATORIES LTD,
GREENFORD, MIDDLESEX
BYRON 3434**

ACTAL ACTUALITIES NO. 6

ACTAL AMBASSADORS

This Actal ambassador represents a very small country that is usually about to become part of a much larger country. The Government has changed at least six times during his 10 years of office, but the change usually means nothing more than a trip home and back, since the rebels never have an ambassador to replace him. He never gets called to a summit, and very rarely has the opportunity of tendering an ultimatum. The combination of too many cocktails, a surfeit of smoked salmon, and the trauma of carrying on inane conversations in a foreign language tends to be bad for his stomach.

Fortunately for diplomatic relations, his dyspeptic pain is soon dispelled with Actal. He never has to sneak off from pompous occasions to use a bottle and spoon, because he knows that when he takes Actal he gets all the activity of a liquid antacid in tablet form. In fact, Actal is one of the few things he appreciates about being an ambassador.

His diplomatic immunity is obtained through the agency of his doctor and the makers of Actal, Bayer Products Ltd., of Kingston-upon-Thames, whose associated exporting company is Winthrop Products Ltd. To them, Actal is sodium polyhydroxyaluminium monocarbonate hexitol complex (360 mg.). They also know that the ingredient cost of a week's treatment (2 tablets t.d.s.) is only 1/10½d.



NULACIN "has revolutionized the treatment of duodenal ulcer"

"This new method of the administration of antacids (Nulacin) has revolutionized the treatment of duodenal ulcer . . . milk drip is no longer part of our therapeutic stock in trade."
 PROC. ROY. SOC. MED., December, 1958, 51, 1063

NULACIN tablets, when allowed to dissolve slowly in the mouth, provide intragastric milk-alkali drip therapy safely and effectively for both the bed-ridden and ambulant patient. They may be relied on to provide a treatment for peptic ulcer as well as other conditions associated with gastric hyperacidity.



The safety and effectiveness of Nulacin therapy has been proven by "in vivo" clinical work carried out in many countries. References to this work include :—

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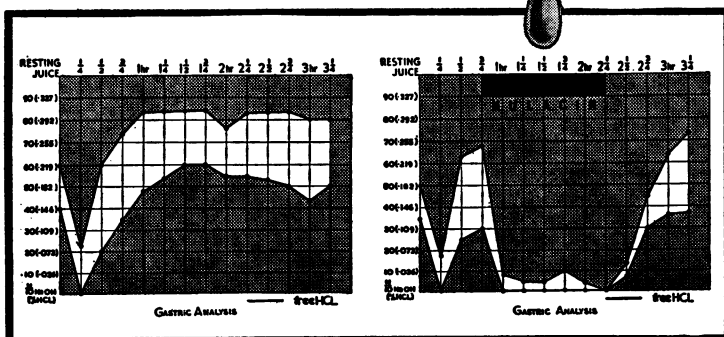
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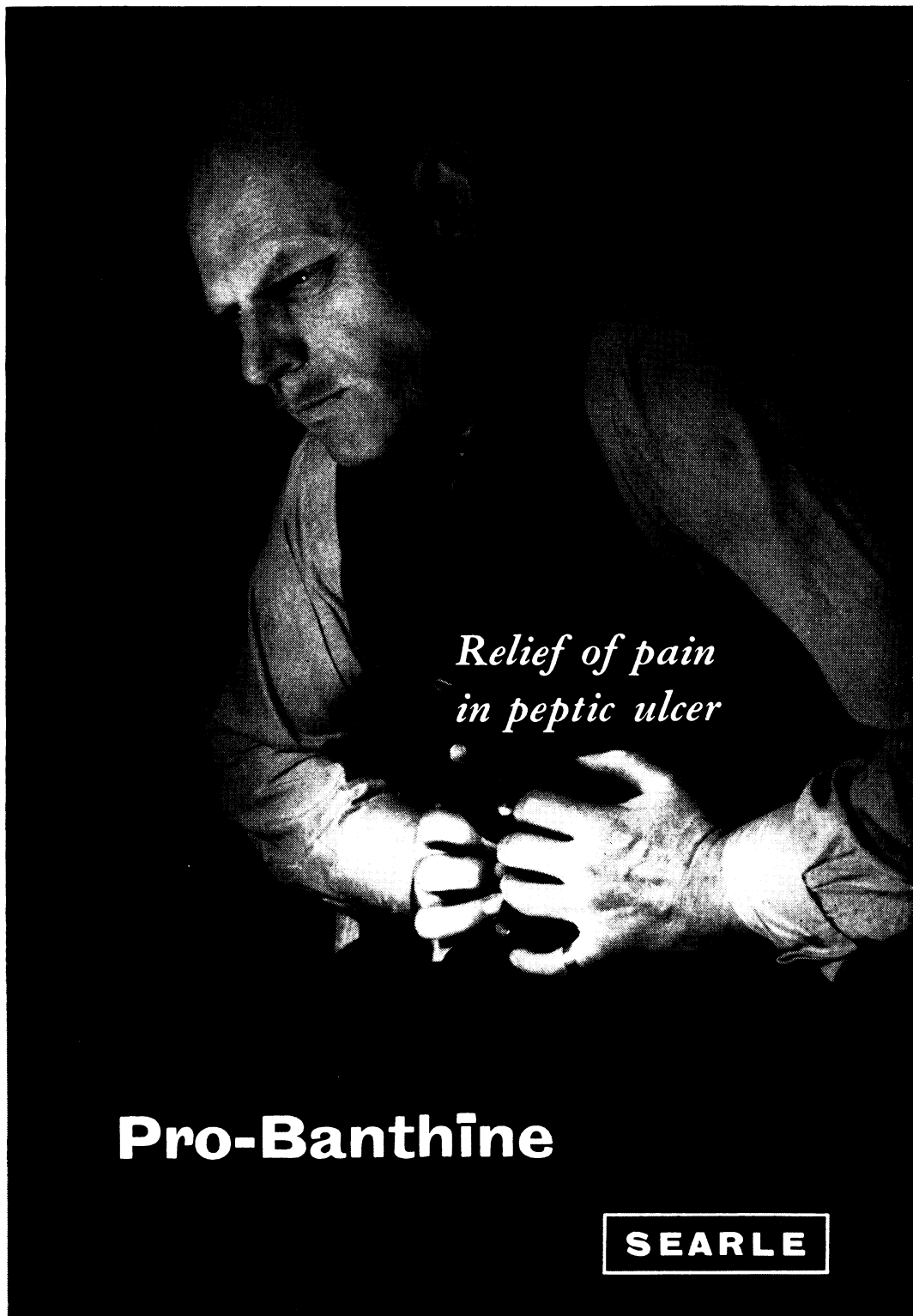


Nulacin tablets have no B.P. equivalent. The Basic N.H.S. price of the 25 tablet tube is 2/-.



Further information is available from :

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*Relief of pain
in peptic ulcer*

Pro-Banthine

SEARLE

BRAND OF PROPANTHELINE BROMIDE

freedom from pain



In peptic ulcer, freedom from acid means freedom from pain. With single, intermittent doses of antacids, peaks of acidity and bouts of pain are inevitable.

But when Prodexin tablets are sucked, continuous flow and efficient buffering give not merely relief, but *constant protection* from acid pain and a safe level of acidity to encourage the ulcer to heal.

Prodexin

the continuous-flow buffer antacid

EACH PRODEXIN	Aluminium glycinate 0.2 gramme
TABLET CONTAINS:	Light magnesium carbonate 0.1 gramme
PACKAGES:	30 and 240 tablets • Basic N.H.S. cost 3/1d. and 23/4d.



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ASPIRIN IS SAFER WHEN IT IS SOLUBLE

*Soluble aspirin is safer
when it is stable*



N.H.S. Basic Price 1 2/6 for 500 tablets in foils.

SOLPRIN provides soluble aspirin in its most stable form and dissolves rapidly in water to form a solution of calcium acetylsalicylate.

SOLPRIN is easy to take and palatable. It has proved rapid and reliable in its analgesic effect and is extremely well tolerated, even in prolonged and massive dosage.

SOLPRIN is not advertised to the public and is available only on prescription. Clinical samples and literature will be supplied on request.

SOLPRIN

REGD.

Soluble and substantially neutral

RECKITT & SONS LIMITED, PHARMACEUTICAL DEPARTMENT, HULL.



Miss Otis regrets she's unable to lunch today

In diarrhoeic conditions due to infection, clinical experience has shown 'Sulphamezathine' to be far superior to the non-absorbable sulphonamides. 'Sulphamezathine' can be given with safety to patients of all ages, and renal complications are most unlikely to occur.* Furthermore, 'Sulphamezathine' dispenses with the need for using antibiotics—especially those of the costly "broad-spectrum" group.

* Brit. Nat. Form (Stand. Edn.) 1960, p. 45.

On prescription, 'S-mez' is recognised by the chemist as an abbreviation of 'Sulphamezathine'.

'Sulphamezathine'

Sulphadimidine B.P.

TRADE MARK



IMPERIAL CHEMICAL INDUSTRIES LIMITED
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WILMSLOW CHESHIRE
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'ALUHYDE'

for prompt, safe symptomatic medication in
hyperchlorhydria and peptic ulcer

'ALUHYDE' tablets present a new combination with these advantages...

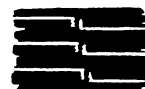
'ALUHYDE' effects safe, reliable, non-systemic neutralization by means of two of the most preferred modern antacid adsorbents...



'ALUHYDE' permits of quick mental sedative-effect by its inclusion of a barbiturate recognized for minimal cumulative potential...



'ALUHYDE' provides antispasmodic action through its content of an agent long known for its favourable influence against hypermotility...



Formula—

Each tablet: Dried Aluminium	
Hydroxide Gel. B.P.C.	- 3.75 gr.
Magnesium trisilicate B.P.	- 3.75 gr.
Quinalbarbitone sodium B.P.	- 0.50 gr.
Tinct. Belladonnæ B.P.	- 3 m.

Packings—Regular packs of 50 ; bottles of 500 (dispensing)

*Samples available on personally signed request
of qualified physicians only*

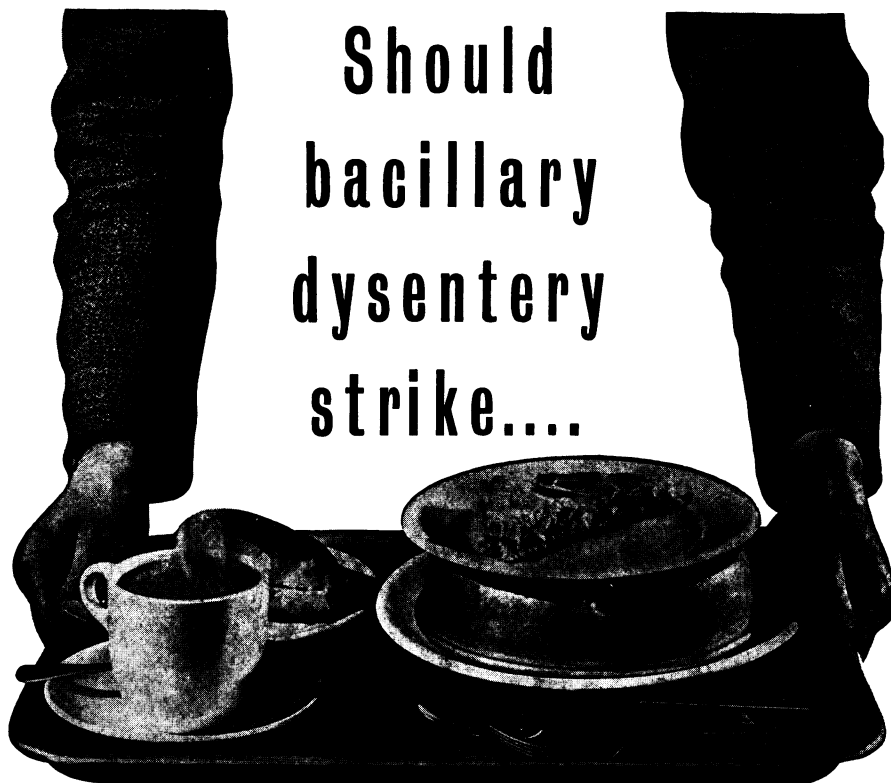
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... 'Streptotriad' is indicated for the rapid control of the acute attack and is likely to prevent the patient from becoming a carrier, either during the convalescent or chronic stage of the disease. 'Streptotriad' is often effective also in the treatment of the symptomless carrier.

Presentations: Tablets, and as granules sufficient to prepare 1½ fl. oz. of suspension. Each tablet or 3.6 ml. (approx. one teaspoonful) of the prepared suspension contains:

STREPTOMYCIN SULPHATE	65 mg.
SULPHATHIAZOLE	100 mg.
SULPHADIAZINE	100 mg.
SULPHAMERAZINE	65 mg.

Detailed information is available on request

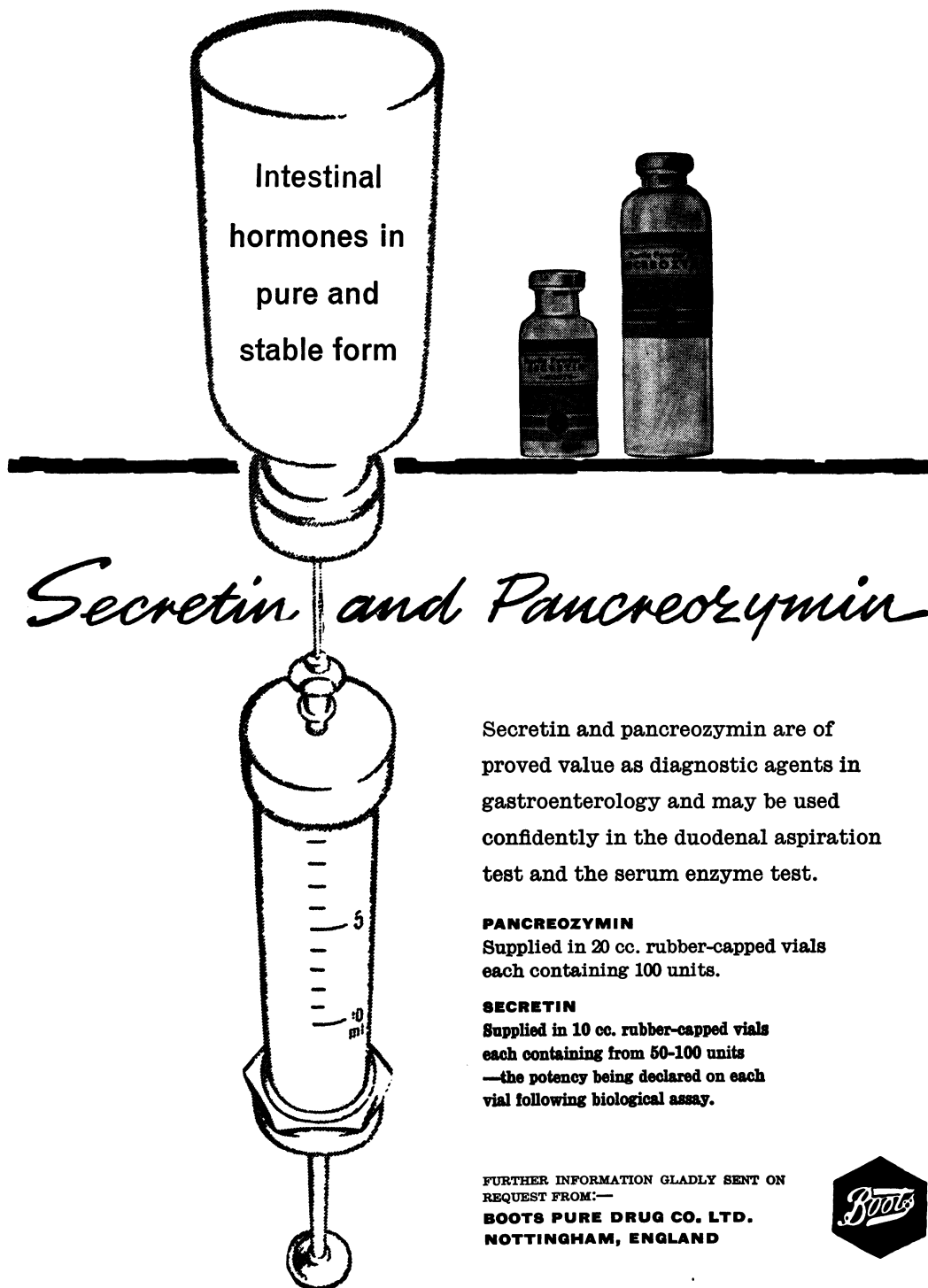


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hormones in
pure and
stable form


Secretin and Pancreozymin

Secretin and pancreozymin are of proved value as diagnostic agents in gastroenterology and may be used confidently in the duodenal aspiration test and the serum enzyme test.

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Supplied in 20 cc. rubber-capped vials each containing 100 units.

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Supplied in 10 cc. rubber-capped vials each containing from 50-100 units —the potency being declared on each vial following biological assay.

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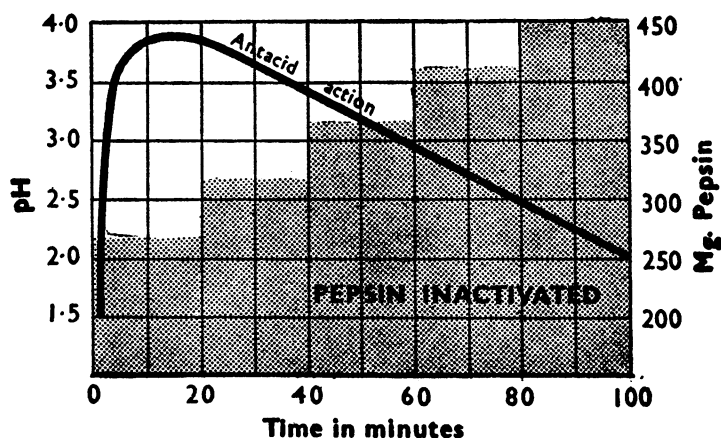


IN ULCER THERAPY



Bislumina was specifically developed to embody in a single preparation all those properties considered therapeutically desirable in an agent for the local treatment of peptic ulcer and allied dyspeptic disorders.

Bislumina combines inactivation of pepsin with a sustained antacid action and protection of the inflamed gastric mucosa.



BISLUMINA Tablets

each containing Bismuth Aluminate 795 mg.

Magnesium Oxide 100 mg.

Dosage: 1-2 tablets, three times daily before meals.

Packs of 12, 30 and 250. Basic N.H.S. Price: 2/11

for 30 tablets.

Also available: BISLUMINA Cream 12 fl. oz. bottles.

Dose, 1-2 dessertspoonfuls.

*Samples and
Literature gladly
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