

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

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'

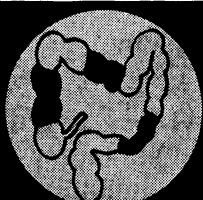
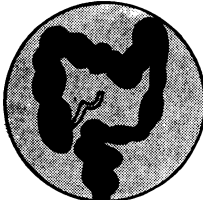
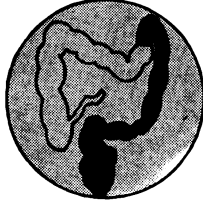
Each tablet contains 1 mg. 'Stelazine' (trifluoperazine)—calms yet leaves the patient alert—and 5 mg. 'Tyrimide' (isopropamide iodide)—the powerful anticholinergic with the day-long action.

COMBATS CAUSE AND EFFECT IN DIGESTIVE DYSFUNCTION

a new product of

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 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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PREDSOL ENEMA

THE FIRST PRESENTATION OF A CORTICOID IN A DISPOSABLE PLASTIC BAG

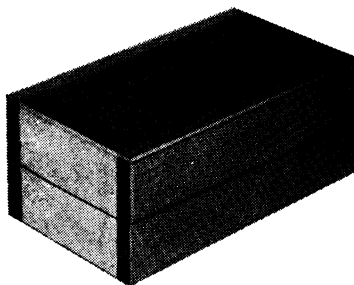
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The course of treatment is one Predsol Enema contained in a disposable plastic bag, self administered nightly for about a month, a course to which the majority of patients will respond.

1. *British Medical J.* 1958, 2, 1072.

2. *Lancet* 1960, 1, 517.

Predsol Enema is available in boxes holding a weeks supply of seven plastic tubes each containing 100 ml. Instructions to the patient are enclosed.



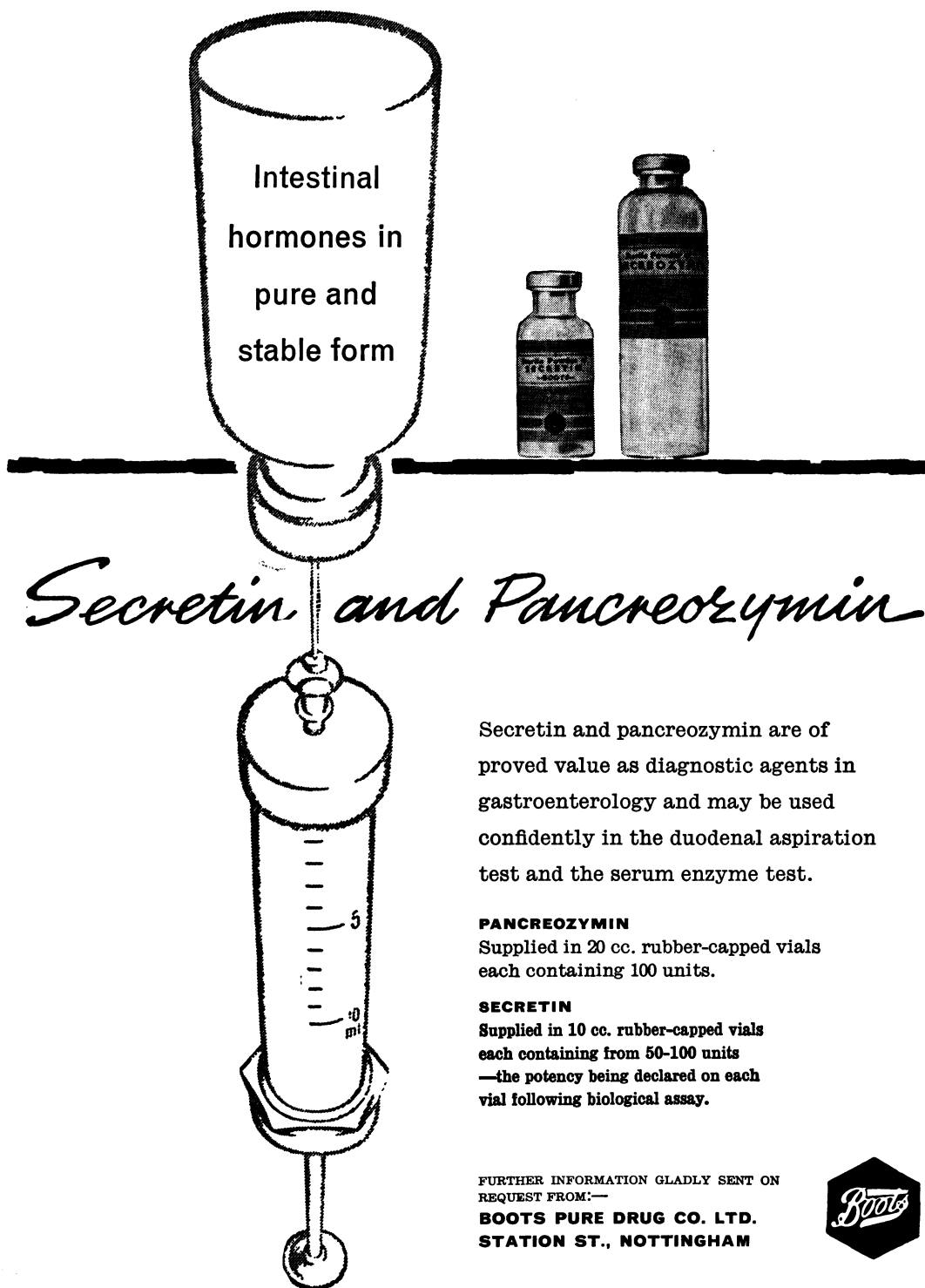
PREDSOL RETENTION ENEMA

20 mg water-soluble prednisolone in a disposable plastic bag for self administration.



Predsol is a Glaxo trade mark

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Intestinal 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.

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

SECRETIN
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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It is worthy of note



'Sulphamezathine', first introduced by I.C.I. 18 years ago, has steadily advanced to become Britain's best known and most widely used sulphonamide. The British National Formulary 1960 has this to say:—

- Probably the best sulphonamide for routine use
- Particularly suitable for children
- A compound of high activity
- Produces high blood levels when given six hourly
- Toxic effects are rare
- Fulfils all the theoretical advantages of a sulphonamide mixture
- The drug of first choice for urinary tract infections and for bacillary dysentery.

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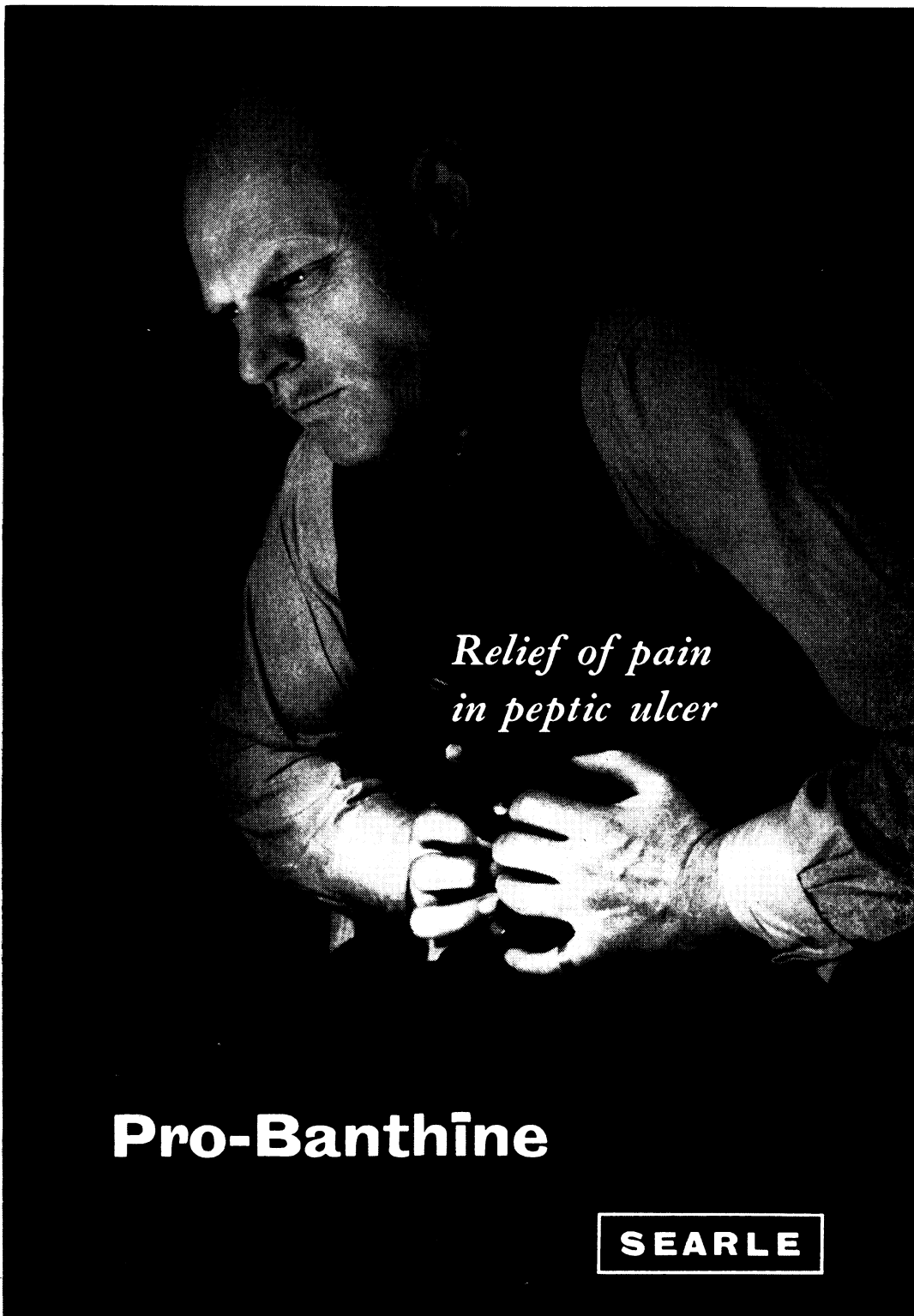
(Sulphadimidine B.P.)

TRADE MARK

Basic N.H.S. cost: 1/7½d. per 25 tablets (0.5 gramme). 3/4d. per 100 ml. oral suspension (0.5 gramme per teaspoonful).



IMPERIAL CHEMICAL INDUSTRIES LIMITED PHARMACEUTICALS DIVISION WILMSLOW CHESHIRE
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in peptic ulcer*

Pro-Banthine

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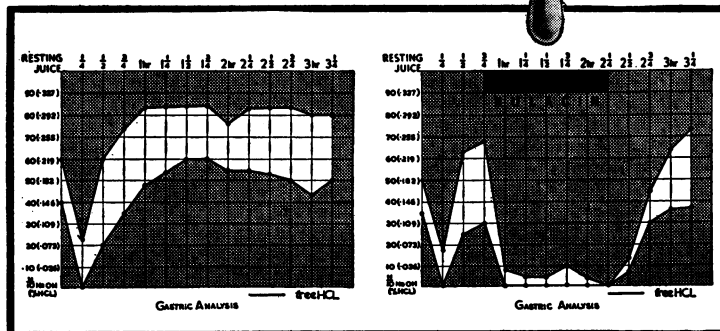
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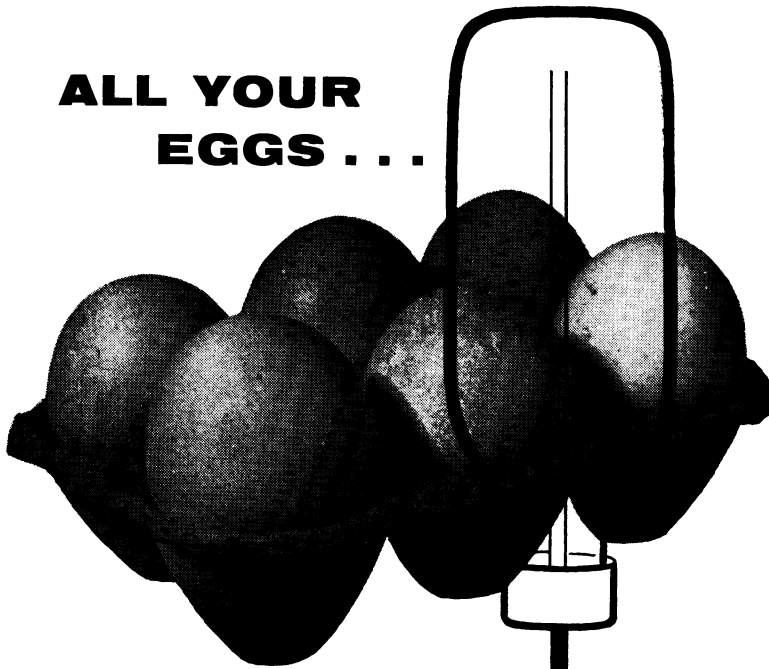
Nulacin tablets have no B.P. equivalent. The Basic N.H.S. price of the 25 tablet tube is 2/-.



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*In 500 and 1000 ml.
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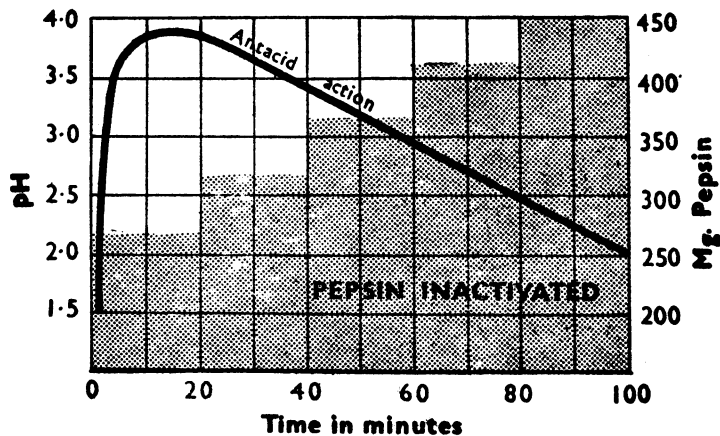
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Bislumina combines inactivation of pepsin with a sustained antacid action and protection of the inflamed gastric mucosa.



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each containing Bismuth Aluminate 795 mg.
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Dosage: 1-2 tablets, three times daily before meals.
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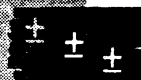
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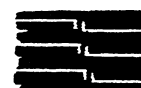
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