

ECONOMY PRESCRIBING

without detriment to the treatment of patients

CREMALGIN is a long acting rubefacient of high quality supplied at realistic cost on E.C.10. Every CREMALGIN prescription issued for the treatment of Rheumatism, Fibrositis, Sciatica, Lumbago, Muscular Pain and associated conditions represents up to 50% saving to the National Health Service. Doctors are writing more than 150,000 prescriptions for rubefacient balms each month and have readily accepted this valuable means of sound N.H.S. Economy.

*Methyl Nicotinate 1.0%
Glycol Salicylate 10.0%
Histamine Dihydrochloride 0.1%
Capsicin 0.1%
Excipient q.s.

Basic Price to N.H.S.: 1 oz. dispensing tube 1/9d. 16 oz. dispensing jar, per oz.—1/2½d.

Note that these prices cover a full ounce prescribed

CREMALGIN

* Long-acting Rubefacient

WEST PHARMACEUTICAL COMPANY LTD.

82 VICTORIA STREET, LONDON, S.W.1

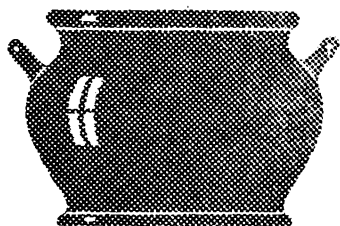
TEL: TAT 2580

No more decoration



The tree-like *Monstera* is one of the most intriguing of all house plants and undoubtedly owes much of its popularity to the ease with which long-lasting decorative effects can be achieved under a variety of conditions. In antibiotic medicine, however, it is practical effectiveness that counts, for no doctor has time for a product which proves merely decorative. The popularity of the now improved injectable forms of Penidural is due to the dramatic, long-lasting effects that can be achieved, with intriguing simplicity, in treatment and prophylaxis, often using a single dose of these unique preparations.

PENIDURAL BY INJECTION



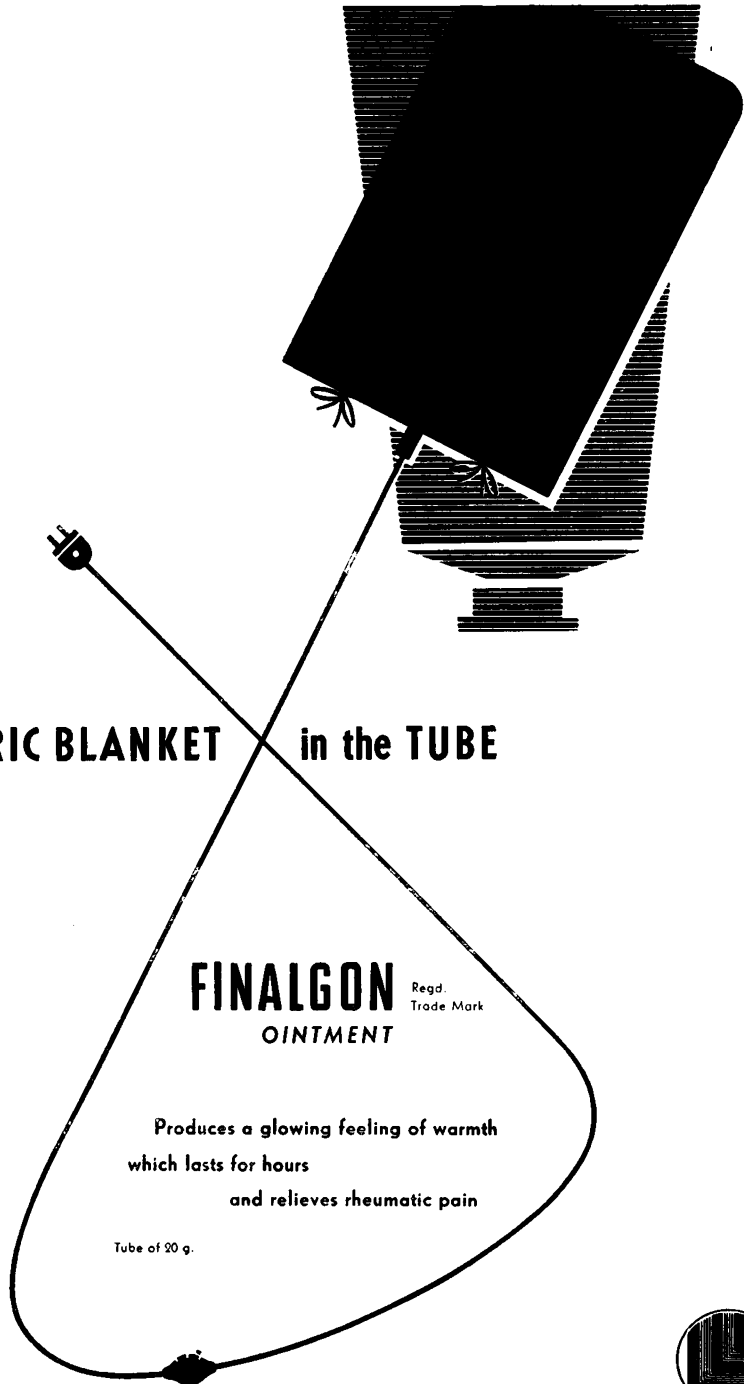
LONG-ACTING 300,000 units of benzathine penicillin per c.c. Packs of single 4 c.c. and 10 c.c. vials.

ALL-PURPOSE 600,000 units of benzathine penicillin fortified with 300,000 units of each of potassium and procaine penicillin G. Packs of single 1.2 megaunit vials.

The word 'Penidural' is a registered trade mark of

1 d. 2

JOHN WYETH AND BROTHER LIMITED, CLIFTON HOUSE, EUSTON ROAD, LONDON, N.W.1



The
ELECTRIC BLANKET in the **TUBE**

FINALGON Regd.
Trade Mark
OINTMENT

Produces a glowing feeling of warmth
which lasts for hours
and relieves rheumatic pain

Tube of 20 g.



LEWIS LABORATORIES LTD., LEEDS 9

**relieves the
pain of
rheumatoid
arthritis**

**helps the patient
to help himself**

The man with arthritis goes in constant fear of pain. Always nagging, sometimes severe, pain undermines his spirit, and erodes his determination to take the risk of movement. Pain is the limiting factor in his life: he knows he must move, but the fear of pain prevents him. 'Daprisal' defeats pain, and helps him to overcome the limitations imposed on him by his disease. 'Daprisal' helps him to keep moving.

DAPRISAL
defeats pain
with small safe doses
of simple drugs



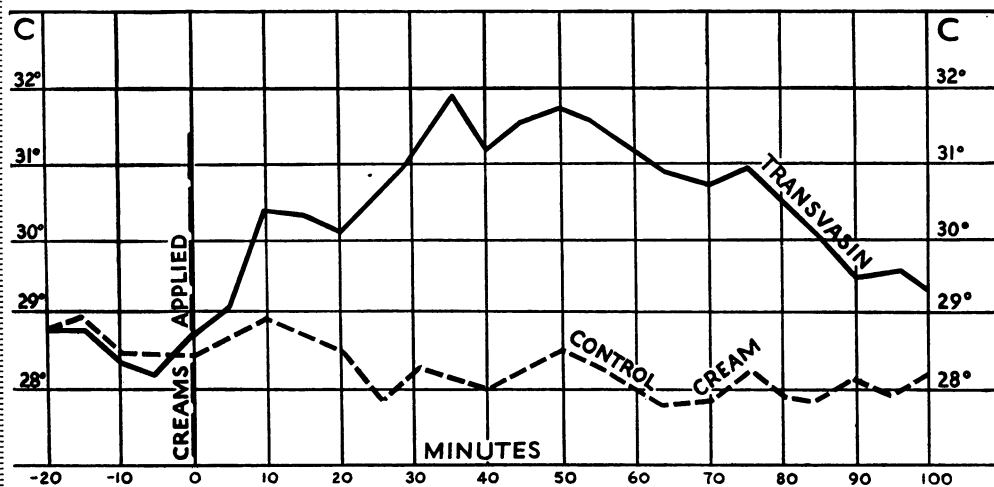
Each 'Daprisal' tablet contains 5 mg. 'Dexedrine', 52 mg. amylobarbitone, 160 mg. acetylsalicylic acid, and 160 mg. phenacetin.



*Smith, Kline & French, represented by
Menley & James, Ltd., London, S.E. 5*

DSP106

An experiment to show the effect of Transvasin on skin temperature



The graph above is of an experiment to measure the effect of Transvasin on skin temperature on a subject. The solid line plots the skin temperature before and at intervals after a single application of one inch of cream (0.924 grams) from a tube of

Transvasin. The broken line gives similar information with regard to the application of a plain vanishing cream used as a control. Skin temperatures were measured with an electro-thermo couple every five minutes for two hours.

IT IS GENERALLY agreed that cases of soft-tissue rheumatism and of many types of arthritis benefit by hyperaemia of the affected tissues. Transvasin, which contains two quick-acting esters of nicotinic acid, induces such a deep and prolonged hyperaemia at the same time as it produces superficial erythema.

In addition to the esters of nicotinic acid, Transvasin contains the fat- and water-soluble esters of salicylic and p-aminobenzoic acids. Both these well-tried analgesic drugs are readily conveyed through the skin in therapeutic quantities and enable an effective concentration to be built up where they are needed.

Transvasin is now being widely prescribed, with successful clinical results. Since a very small quantity is sufficient for each application, the cost of treatment is extremely low.

COMPOSITION

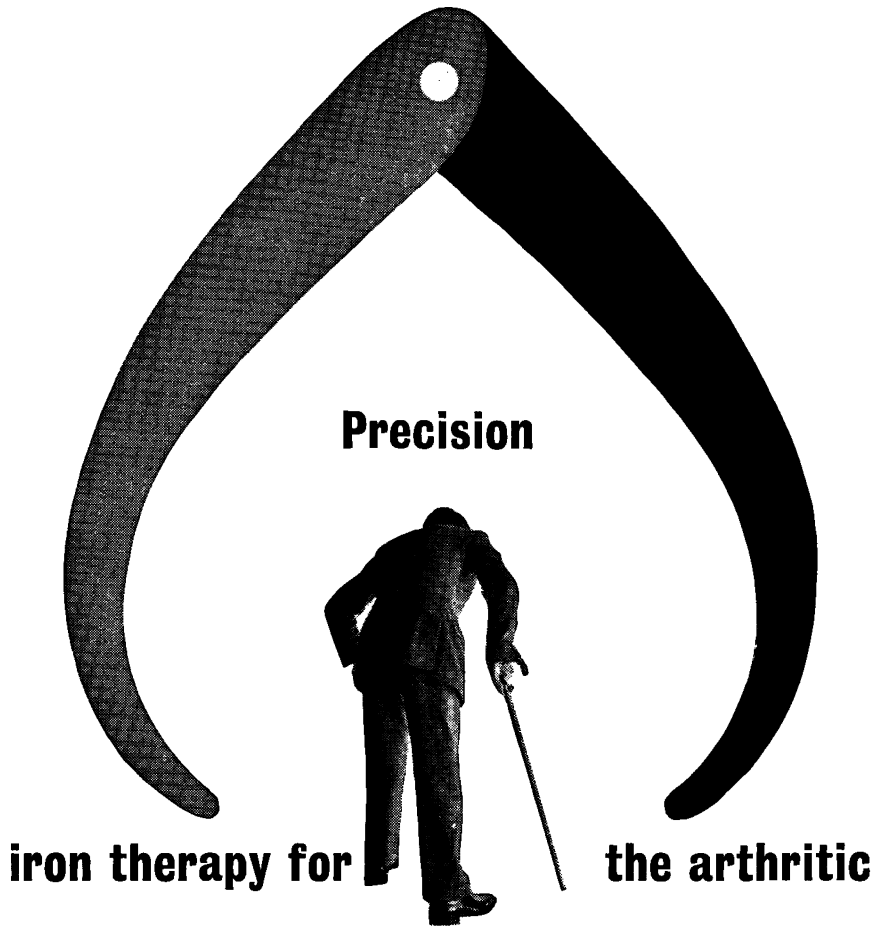
Salicylic acid tetrahydrofurfuryl-ester ...	14%
Nicotinic acid ethyl-ester	2%
Nicotinic acid n-hexyl-ester	2%
p-Aminobenzoic acid ethyl-ester	2%
Water-miscible base ad	100%

Transvasin is available in 1 oz. tubes, basic N.H.S. price of 2/6+Purchase Tax, and is not advertised to the public. Samples and literature will be gladly sent on application.

Transvasin

LLOYD-HAMOL LTD., 11 WATERLOO PLACE, LONDON, S.W.1. WHITEHALL 8654/5/6

'Transvasin' is a registered trade mark of Lloyd-Hamol Limited



"The common association of an anaemia with rheumatoid disease has been recognised for many years . . ."

Iron?—"Blood transfusions have been given with good results but improvement has been transient".

Oral iron?—"The prolonged administration of iron by mouth has not proved very effective".

Intravenous iron?—" . . . the difficulty of giving such injections to patients with joint deformity is a drawback as well as the liability to cause unpleasant side reactions".

Intramuscular iron?—"Clearly, an iron preparation for intramuscular injection free from

side effects and fairly rapidly absorbed would be a great advantage . . . It is concluded that . . . in the treatment of the anaemia of rheumatoid arthritis . . . intramuscular iron is as beneficial as intravenous iron and easier to administer." *Ann. Rheum. Dis.*, 1956, **15**, 51.

Conclusion:

A fall in haemoglobin is a common feature in arthritis and its restoration to normal is an essential part of the treatment. Restoration of a normal haemoglobin level can be quickly and surely achieved with Imferon.

Imferon TRADE MARK **IRON-DEXTRAN COMPLEX**



Pioneers in Parenteral Iron Therapy · Benger Laboratories Limited, Holmes Chapel, Cheshire

Relief of Rheumatic Pain in General Practice

1. Formulation of succinate overcomes toxicity of massive dosage of aspirin

Pain caused by all forms of rheumatism can now be relieved promptly by massive aspirin dosage *without fear of toxicity*. The Berex formulation of aspirin (3.7 gr.) and calcium succinate (2.8 gr.) has overcome this old problem so effectively that your patients can safely administer the drug themselves. Repeated visits to the surgery for supervision of administration are unnecessary.

2. Side-effects fewer and milder

Even after prolonged dosage, Berex produces no toxic effects. The prothrombin level is maintained and there is no hæmorrhagic tendency.* Prolonged periods of relief can be enjoyed in safety. The patient is simply instructed to reduce the initial high dosage as soon as the pain diminishes. Side effects, if present at all, are fewer and milder.

3. Encourages tissue respiration

Experimentally, by Warburg test, it has been shown that the inhibitory action of salicylate on tissue respiration is completely offset when it is combined with succinate. Succinate encourages cellular respiration and stimulates the respiratory enzyme systems. It is to this stimulating action that the beneficial effect of succinate is attributed.

* "No abnormal prolongation of prothrombin time even after 68 days of succinate-salicylate." "The results also show that this succinate-salicylate formulation combines safety and efficacy, permitting wide use both for treatment and maintenance without the excessive supervision required in many other forms of therapy." Delaware State Med. J., 1954, 26, 22.



BEREX

Trade Mark

**FOR PROMPT RELIEF OF PAIN
ASSOCIATED WITH
ALL FORMS OF RHEUMATISM**

PROMPT RELIEF of all rheumatic pains by massive aspirin dosage is now made safe by the Berex succinate-aspirin formulation. Prolonged dosage does not lower the prothrombin level, and does not therefore produce hæmorrhagic tendency.

FORMULA :

Calcium succinate 2.8 gr., acetylsalicylic acid 3.7 gr.

IN TABLET FORM :

basic N.H.S. price, 4 8½d.—100 tablets; 24 3d.—600 tablets.

BEREX HAS NEVER BEEN ADVERTISED TO THE PUBLIC

A professional sample will be sent on request to:

MEDICAL DEPARTMENT: CLINOD PHARMACEUTICALS LTD.
BELVUE ROAD NORTHOLT, GREENFORD, MIDDLESEX

Butazolidin

REGD. TRADE MARK

In Superficial thrombophlebitis

Butazolidin's outstanding reputation in the treatment of rheumatic disorders should not overshadow its value in rapidly relieving pain and swelling and in restoring normal temperature in superficial thrombophlebitis.

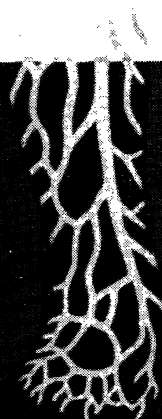
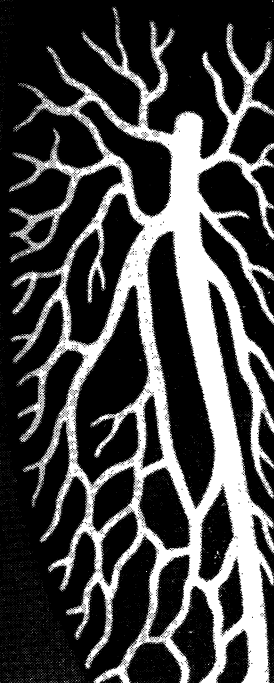
It is rarely necessary for treatment to last more than one week.

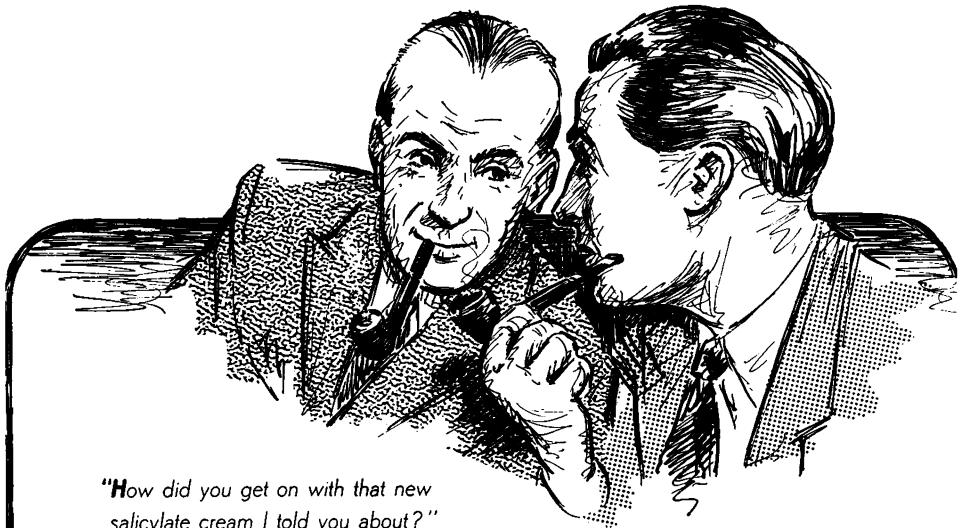


Geigy

Detailed literature is available on request.

**Geigy Pharmaceutical Company Ltd.,
Wythenshawe, Manchester, 23**





"How did you get on with that new salicylate cream I told you about?"

"You mean Algesal?"

"Yes — local salicylate by inunction and all that"

"Very well. Matter of fact, I was meaning to tell you about it — it is extraordinarily effective for soft tissue rheumatism and it works without irritating the skin."

"Seems to bear out what that fellow said the other day at the Medico-Chi meeting, that the site of action of the salicylates in the rheumatic syndromes may be peripheral, at tissue level."

Algesal

10% diethylamine salicylate in a soothing vanishing cream

**non-irritant, skin penetrating salicylate
for the relief of rheumatic pain by inunction**

Full literature and samples gladly sent on request to the manufacturers:
E. G. H. LABORATORIES LTD, PERU STREET, SALFORD 3, LANCS.

Aspirin intolerance in rheumatoid arthritis

BUFFERIN—the new, better-tolerated analgesic

Most successful answer yet discovered The latest report by the Joint Council Committee of the Medical Research Council and the Nuffield Foundation (on clinical trials of cortisone, ACTH, and other therapeutic measures in chronic rheumatic diseases) confirms the findings of the previous year. "At the end of two years, therefore, as previously reported at the end of one year, it appears that for practical purposes there is remarkably little to choose between cortisone and aspirin in the management of this group of patients." (British Medical Journal, 1955, 2, 695.)

As aspirin is a far cheaper and less dangerous therapeutic agent it is obvious why practitioners prefer it to cortisone. But there is still the problem of aspirin intolerance which affects as many as 42% of arthritic patients. And Bufferin, the new analgesic which reduces gastric upset to a negligible minimum, is certainly the most successful answer yet discovered. (J.A.M.A., June 4, 1955, p. 387.)

Far better tolerated — even by arthritics Bufferin combines acetylsalicylic acid with the antacids aluminium glycinate and magnesium carbonate (gentle antacid agents which do not produce "acid rebound"), and is well tolerated — even by arthritics. In blind trials amongst arthritics with proven intolerance to ordinary aspirin, 70% had no gastric symptoms after taking large doses of Bufferin over periods of 4 to 16 months. (J.A.M.A., June 4, 1955, p. 387.)

Acts twice as quickly as aspirin Not only is Bufferin better tolerated by the stomach than ordinary aspirin, but its pain relieving ingredient is absorbed twice as quickly into the blood-stream. Trials show that on an average the 10-minute salicylate level after taking Bufferin was more than 20% higher than the 20-minute level after taking ordinary aspirin (J. Amer. Pharm. Assoc. 1950, 39: 21.)

**BUFFERIN HAS NO EQUIVALENT IN THE B.P. OR NATIONAL FORMULARY.
THIS FULLY JUSTIFIES THE PRESCRIPTION OF BUFFERIN ON E.C.10.**

BUFFERIN

TRADE MARK

ANTACID ANALGESIC

A detailed, fully documented leaflet and sample are available on request to the makers, Bristol-Myers Co. Ltd., Dept. B, 211 Blackfriars Road, London, S.E.1.

Formula: *Acetylsalicylic Acid 5 gr.: Aluminium Glycinate $\frac{3}{4}$ gr.: Magnesium Carbonate 1 $\frac{1}{2}$ gr.*

For **OVER-ACIDITY** *prescribe*

VICHY CELESTINS

WORLD-FAMOUS FRENCH SPA WATER

Bottled as it flows from the Spring

Holding an undisputed place in the therapeutics of rheumatism and arthritis, as well as in disorders of the digestive and urinary tract, Vichy-Celestins is invaluable to sufferers from these ailments.



Sole Agents in the United Kingdom:

INGRAM & ROYLE LIMITED

50 Manchester Street, London, W.1



... but for the affected joint

SODIUM GENTISATE

(GABAIL)

in Rheumatic Disease

Sodium Gentisate (Gabail) gives results similar to large doses of salicylate, with however —

NO increase in prothrombin time
NO lowering of alkaline reserve
NO tinnitus or aural symptoms
NO gastric irritation

•
 In coated tablets 0.5G.
 Dose: Upwards of 2
 tablets thrice daily

Distributors: **THE ANGLO-FRENCH DRUG CO. LTD.** 11-12 GUILFORD STREET, LONDON, W.C.1



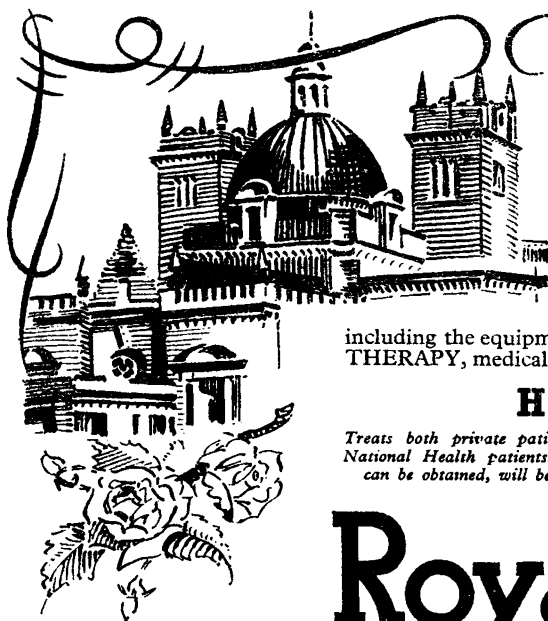
CAIRN HYDRO HOTEL

HARROGATE

The only Hotel in Harrogate with a full suite of medical baths under expert attention. A comfortable friendly place with good food and good service and personal attention. Spacious bedrooms, with gas fires or radiators, some with private bathrooms. Pleasant gardens. A few minutes' walk from the Royal Baths and Pump Room.

TELEPHONE: HARROGATE 4005/8

TRUST HOUSES LIMITED



RHEUMATISM AND KINDRED AILMENTS

Harrogate, the largest treatment centre in Great Britain, is actively engaged in providing all types of physical treatment in connection with the rheumatic disease and all types of physical rehabilitation. Extensive alterations have taken place, including the equipment of the establishment with DEEP POOL THERAPY, medical gymnastic facilities and occupational therapy.

HARROGATE

Treats both private patients under its All-Inclusive Treatment Scheme, and National Health patients. Medical enquiries as to cost, and how treatment can be obtained, will be welcomed by—D. ROBERTS, Manager, Section 4.

Royal Baths

HARROGATE