

The intensified need for protection

Vitamins A and D routine

In winter there is always a serious need for a dietary supplement of vitamins A and D. This year, with strain lowering resistance still further, the need to build up a strong vitamin barrier to infection is greater than usual. Adexolin presents vitamins A and D as concen-

trates, free from bulky oil, and pleasant to the palate. The routine of one to two Adexolin Capsules a day is a sound prophylaxis against minor ills, and does much to help the practitioner with his problem of limiting the number of persons needing frequent medical attention.

ADEXOLIN CAPSULES

in tins of 25, 100, 500 and 1000

For NIGHT BLINDNESS due to Vitamin A deficiency

PRODUCTS OF THE
GLAXO LABORATORIES

This first symptom of vitamin A deficiency is particularly dangerous in present black-out conditions. Rapid vitamin A saturation can be secured with Prepalin, which presents the vitamin alone, highly concentrated and free from fishy oil. The liquid contains 72,000 i.u. per cc.; each 3 m. capsule contains 24,000 i.u.

Capsules in boxes of 25, 100, and 1,000. Phials, 8 cc.

PREPALIN

GLAXO LABORATORIES LTD., GREENFORD, MIDDLESEX · BYR0n 3434

CARBOHYDRATE
PROTEIN
MINERALS
VITAMINS



FAREX

full nourishment in a light diet



To provide a digestible source of carbohydrate, and even of protein, is relatively simple. The achievement of Farex is that these nutritional factors are combined in one highly digestible food with minerals and vitamins essential to a balanced diet. Farex is, indeed, the only single food in which this object has been achieved. As a food for invalids, and for weaning, Farex provides the maximum of nourishment with the minimum of digestive effort. And for those in good health (including the busy practitioner), Farex makes an enjoyable, light and sustaining meal, complete in itself, or as a valuable dietary supplement. Farex can be flavoured to individual preference, and being ready-to-serve, is easily prepared when necessary by the patient himself.

COMPOSITION OF FAREX Each ounce of Farex contains Protein 4.26 gms; Fat .72gms; Carbohydrate 20.40 gms; Calcium 213 mgms; Phosphorus 114 mgms; Iron 4.26 mgms; Vitamin A 1900 i.u.; Vitamin B 40-50 i.u.; Vitamin D 625 i.u.

GLAXO LABORATORIES LTD., GREENFORD, MIDDX. BYR0n 3434

TREATMENT BY MILTON SPRAY



For Catarrh, Coryza and Common Affections of the Throat..

THE value of Milton as a stable and uniform hypochlorite germicide, and as a solvent of excess mucus is well-known to most practitioners.

But recent work has shewn that the liberation of hypochlorous acid gas by spraying exerts a lethal effect upon air-born bacteria — with very obvious advantages in the treatment of nasal, oral and pharyngeal disorders, and in the protection of the patient's family.

It has revealed also that spraying is, on the whole, preferable to gargling, both in results obtained and in increased convenience to the patient.

AN IMPROVED SPRAY

Successful treatment depends upon the accuracy and continued efficiency of the spray. To this end, Milton Proprietary Limited have produced a spray, without metal parts capable of corrosion by Milton Antiseptic, and with a high degree of hand-finish in nozzle, etc., to ensure accuracy and evenness of the cloud. The price of the spray is only 3/- and it is obtainable from or through any chemist.

AN ECONOMICAL TREATMENT

Milton for nasal or oral use is of course very inexpensive, the dilution being high. The cost of the spray is made as low as possible and, since its service will continue from year to year, is not a burdensome outlay for the patient.

MILTON ANTISEPTIC

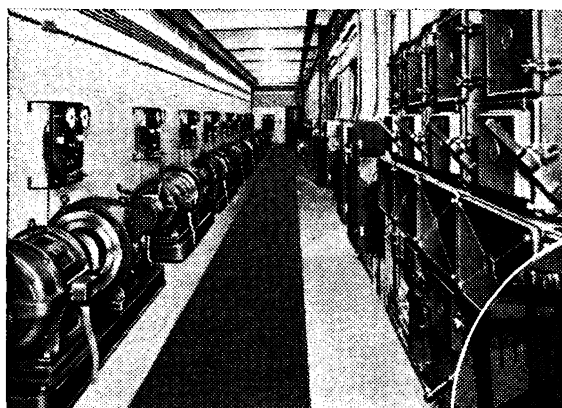
"And the best antiseptics are not those which, in vitro, have the greatest germicidal power, but those that have a powerful proteolytic action, such as Dakin's fluid, which rapidly destroys dead or dying tissues, and acts, therefore, like a chemical bistoury. It would probably be true to say that the process by which the germs disappear is of little moment so long as they do disappear."

Lister Memorial Lecture, Royal College of Surgeons of England, April 5th, 1939.

For the benefit of practitioners who have not, so far, prescribed the use of Milton, we would remind them that like the Carrell-Dakin solution, Milton is a hypochlorite antiseptic but that it is absolutely non-caustic, uniform and completely stable, thus retaining full germicidal powers.

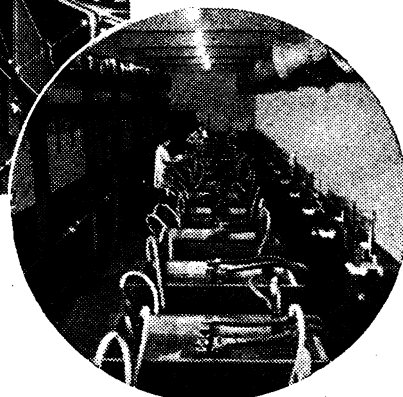
For the treatment of nasal and oral sepsis Milton has the following special recommendations:

- It is non-caustic and cannot harm the most delicate membrane.
- It is the only antiseptic generally available that will dissolve mucus and so carry away bacteria embedded therein.



Battery of motor generators used for the manufacture of Milton by a special electrolytic process.

The electrolysis tanks.



★ We shall be very pleased to supply literature and free professional sample on application to Medical Department, Milton Proprietary Ltd., John Milton House, London, N.7.

PROPHYLAXIS AND VITAMIN B

"IN FULL FAIR TIDE

LET INFORMATION FLOW
THAT EVIL IS HALF CURED

WHOSE CAUSE WE KNOW"

Rev. Charles Churchill (1731-1764)

To-day when preventive medicine is, or should be, our ideal, we may well make far stronger statements than this. Half-cured or quite cured is admirable, but is not wholly prevented even better? Of the known causes of disease so many are removable, so why are they not removed? If a disease is preventable, then we may justifiably ask, with the late King Edward, why is it not prevented? For prevention is not only better, it is often easier than cure.

In no sphere of medicine can prophylaxis be accomplished with such ease and certainty as in that which embraces the deficiency diseases. Scurvy, beri-beri and pellagra are rare in this country to-day, and every case of rickets should be regarded as a disgrace to the community in which it occurs. Nevertheless, though the absence of gross deficiency diseases may deceive the unwary into believing that the quality of the diet is beyond reproach, yet the prudent physician will take every precaution to ensure that this is really so.

Let us enquire into just one respect in which the everyday diet of the people of to-day may so easily be inadequate. Can it be said that the bread of to-day contains enough Vitamin B₁ to satisfy the demands of the body? The introduction of the roller-mill in the latter part of the nineteenth century has had a most profound effect on this problem. It has been shown that, largely from this one cause, the average diet of to-day contains only about two-fifths of the Vitamin B₁ content of even the Poor Law diet of a hundred years ago. Is it too much to suppose that such a drastic reduction in vitamin content may produce widespread ill-health?

Constipation, to quote but one example, is among the commonest of the minor ailments that we meet to-day, and since it has been shown experimentally that an adequate supply of Vitamin B complex is necessary for the maintenance of the proper tone in the musculature of the intestinal tract, it may well be that much intestinal ill-health is due to a lack of this important substance. White bread and chronic constipation so often go together that they look temptingly like cause and effect.

It was to remedy the deplorable state of affairs brought about by the almost universal abandon-



Rev. Charles Churchill
From "The Poetical Works of Charles Churchill," published in 1779.

ment of wholemeal flour that Bemax was introduced to the medical profession and to the public. Bemax is, in fact, the stabilized germ of the wheat, and consequently its regular addition to the diet replaces what has been removed by the artificial conditions under which flour is prepared to-day. In addition to Vitamin B₁ Bemax contains Vitamins A, B₂ and E besides a large mineral content, and for this reason its regular use forms a valuable addition to the everyday diet which, without it, may so easily be deficient in some important respect.

To-day may we not fairly improve on Charles Churchill's lines by saying, in this respect at least, "That evil is *removed* whose cause we know"?

BEMAX



320 - 420

Whole Wheat
Dried Pulses
Pork



50 - 70

Liver
Egg yolk
Nuts
Oatmeal
Bran



30 - 50

Wholemeal Bread
Porridge
Dried Fruits
Eggs



15 - 30

Milk
Mutton
Veal
Chicken
Tomato
Orange
Apple
Banana
Lettuce
Carrots
Beetroot



5 - 15

White bread
Sago
Tapioca
Cooked Beef
Herring
Cheese
Rhubarb
Celery
Marrow

Under 5

VITAMIN B₁ IN FOODS

Biochemical J., 1935, and other sources.

(The figures represent International Units per ounce.)

Laboratory reports and clinical sample of Bemax sent to medical men on application to :

Vitamins, Ltd. (The Bemax Laboratories), (Dept. B.4), 23, Upper Mall, London W.6.

PROGESTORAL TREATMENT OF

Habitual Abortion

Threatened Abortion

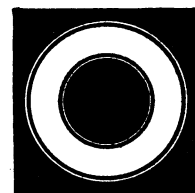
Epimenorrhœa

Amenorrhœa

Metropathia Hæmorrhagica

Post-Partum After-Pains

It is now possible to meet the above indications by oral therapy, using *Progestoral*—the new synthetic preparation with a similar action to that of the corpus luteum hormone, Progesterone. Well tolerated in all dosages. 5 mgm. and 10 mgm. tablets.



Samples and information available from

ORGANON LABORATORIES LTD.

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