British Itledical Journal

THE JOURNAL OF THE BRITISH MEDICAL ASSOCIATION.

Including an Epitome of Current Medical Literature.

WITH SUPPLEMENT.

No. 3275.

SATURDAY, OCTOBER 6, 1923.

Price 1/3

Pituitrin

The word "Pituitrin" identifies the extract of the posterior lobe of the pituitary gland introduced into medicine by Parke, Davis & Co. in the year 1908. Pituitrin is standardised physiologically; physicians and surgeons may rely on its possessing in full measure the characteristic therapeutic properties of the fresh gland substance.

Pituitrin causes an increase in blood pressure more prolonged than that produced by Adrenalin. It is of great value in the treatment of shock, and for maintaining blood pressure and steadying the heart in acute illness.

Pituitrin exerts a stimulating influence on atonic non-striated muscle, and is invaluable in cases of uterine inertia, ischuria, intestinal distension after abdominal operations, etc. Pituitrin is used for the prevention or control of hæmoptysis and other hæmorrhage due to lack of arterial tone, also in menorrhagia and metrorrhagia. It is particularly valuable in post-partum hæmorrhage.

Pituitrin is beneficial in cases of enuresis due to atony of the sphincter of the bladder; its constringent effect on the muscular wall of the bladder relieves postoperative urine retention.

PITUITRIN is supplied in 'Glaseptic' ampoules of 0.5 c.c. or 1 c.c.

For further particulars please refer to our booklets, "Pituitrin" and "Gland Therapy," which will be sent to physicians, post free, on request.

PARKE, DAVIS & CO., 50, Beak St., Regent St., LONDON, W.1.

Telephone: REGENT 3260 (six lines).

Telegrams: "CASCARA," LONDON.