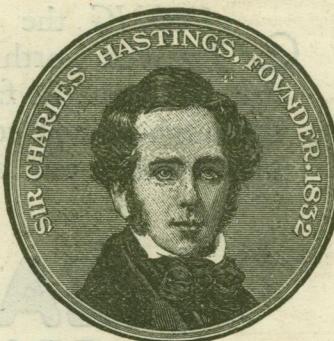


AUG 11 1927

The

British Medical Journal

THE JOURNAL OF THE BRITISH MEDICAL ASSOCIATION.



WITH SUPPLEMENT.

No. 3473.

SATURDAY, JULY 30, 1927.

Price 1/3

DECEPTIVE CONSTIPATION.

THE clinical relations of constipation are now known to be extensive; but the constipation itself is not always recognised. Visceral activity, resulting in evacuation, may be regular in matter of time, yet altogether inadequate in matter of completeness. Partial elimination may, by its very deceptiveness, be even more dangerous than complete retention.

Many cases of anaemia, of persistent headaches and other algias, of general pelvic discomfort, and even of menstrual irregularities, are associated with, if not due

to, defective glandular, nervous, or muscular activity, and consequent inadequate peristalsis.

It is in this state of affairs that ENO's "Fruit Salt" is often of the greatest help; whilst good habits are being re-established by means of diet, exercise, and hygienic measures generally.

ENO's "Fruit Salt" is mild yet certain in action, of invariable purity, and is so pleasant and refreshing to the palate that patients can be relied on to take it regularly when the doctor orders it.



"THE PANEL DOCTOR'S POCKET BOOK"

The Proprietors of ENO's "Fruit Salt" will deem it a privilege to send to any member of the Medical Profession a copy of the latest addition to their series of Pocket Remembrancers. This publication contains in a concise yet comprehensive form much useful information regarding panel practice and its many intricate details, and will be sent with or without a trial bottle of their preparation, as desired.

J. C. ENO LTD VICTORIA EMBANKMENT LONDON E.C.4