

A name to conjure with.

'Largactil' has been a name to conjure with in psychiatric medicine for over sixteen years. An influence of such magnitude and long duration can be explained by examining this legendary name.

'Largactil' was so named because of its LARGE variety of ACTIons ; apart from being the first major tranquillizer, it acts in two other pharmacologically distinct ways – as a potentiator of central nervous depressants, including analgesics, narcotics and sedatives, and as an anti-emetic.

'Largactil' has achieved success in the fields of psychiatry, general medicine and anaesthetics in an ever-widening range of indications. These include major and minor psychoses ; as an adjuvant to E.C.T. ; drug withdrawal ; senile dementia ; the control of terminal pain and nausea and vomiting.



**Alone, or as an adjuvant –
are you making FULL use of
'Largactil' ?**

Full information is available on request
An M&B brand Medical Product

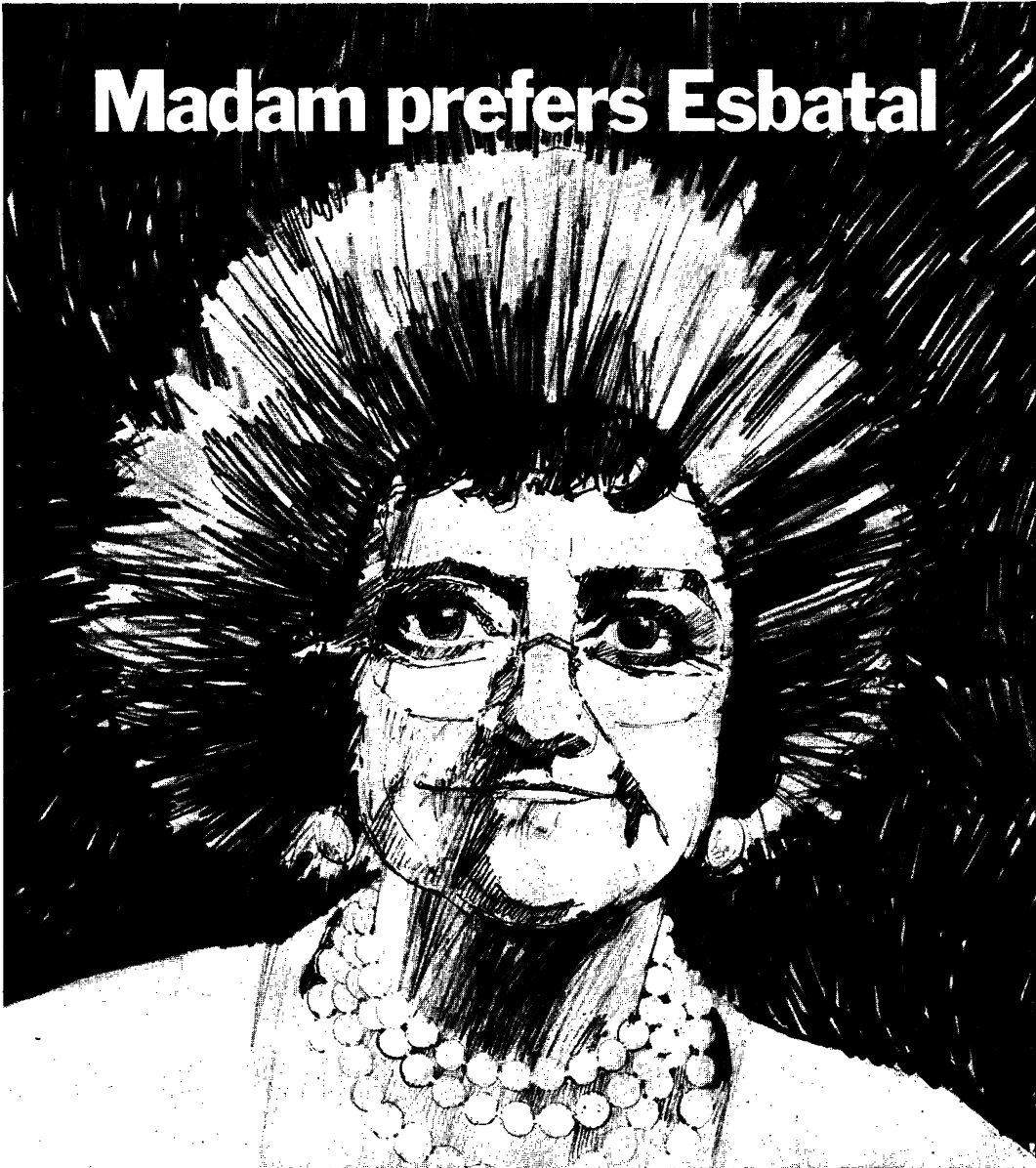


MAY & BAKER Ltd
Dagenham Essex RM10 7XS



'Largactil' is a trade mark of May & Baker Ltd for its preparations of chlorpromazine.

Madam prefers Esbatal



"Seventy-five per cent of patients spontaneously complained of various degrees of tiredness on methyl dopa, as against 10 per cent on bethanidine (ESBATAL) and 17 per cent on guanethidine."¹

"Side-effects are fewer and milder..."²

"The lower incidence of side-effects, and the more rapid response to change in

dosage makes bethanidine (ESBATAL) a more satisfactory drug."³

"Thus bethanidine (ESBATAL) not only on grounds of cost but also because of its therapeutic effectiveness has a strong claim to be considered as today's first choice of drug treatment of severe hypertension."⁴

1 Brit med J, (1968), 1, 135. 2 Brit med Abst, (1967), 7, 309. 3 Brit med J, (1971), 1, 99. 4 Brit med J, (1968), 1, 313.

Full information about ESBATAL* (bethanidine sulphate) is available on request.



Wellcome

Burroughs Wellcome & Co.
(The Wellcome Foundation Ltd.),
Dartford, Kent. DA1 5AH

*Trade Mark



ESBATAL

the effective antihypertensive with fewer side-effects