The balance of nature : a series of ecological subjects. 4, Portuguese Man-of-War.

Contributors

C.L. Bencard Ltd.

Publication/Creation

London : C.L. Bencard Ltd., [between 1955 and 1965?]

Persistent URL

https://wellcomecollection.org/works/h9qudkqm

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection 183 Euston Road London NW1 2BE UK T +44 (0)20 7611 8722 E library@wellcomecollection.org https://wellcomecollection.org



The Balance of Nature: 4

A series of ecological subjects

The observation of sea life has, not unexpectedly, revealed the strangest examples of animal interdependence, but few are more curious than Physalia, the Portuguese Man-of-War. Its quaint name is a happy one for what is in fact an offensively and defensively equipped floating community.

For Physalia is no mere jellyfish. It is hardly a single animal at all. It is a social unit of different sorts of individuals (polyps) which work together in unison for the benefit of the unit, or "colony", as a whole.

There are other examples of "colonial animals", of which corals are the most familiar. But the Portuguese Man-of-War is almost exceptional in the extent of specialisation (polymorphism) achieved by its members, and the degree to which they have sacrificed their individuality to the needs of the "community".

Some of them have become tentacle-like weapons of attack and defence (the dactylozooids), some perform a nutritive function (gastrozooids) and others are reproductive (gonozooids).

One forms the float (pneumatophore), with an erectile crest or "sail", by which the colony is propelled by the wind, trailing below it the fiercely stinging tentacles for the capture of prey—the pelagic fishes of the open ocean.

Physalia must certainly be one of the most primitive and interesting examples of co-operation in the animal world.

Adapted from a photograph by Dr. D. P. Wilson, F.R.P.S.

PRODEXIN

—controls hyperacidity and peptic ulcer

PRODEXIN has been developed with the object of providing a compact tablet that will give prolonged relief of hyperacidity with a minimum of interference with normal physiological processes.

It is recognised that when used for treating hyperacidity, alkalisation upsets the secretory balance of the stomach, and delays or arrests normal peptic digestion. The antacid buffer action of Prodexin tablets however, reduces gastric acidity to a definite, safe and equable level of between $pH_{3,5}$ and 4.5, sufficient to relieve the pain and discomfort of hyperacidity and to create favourable conditions for the healing of peptic ulcer with as little interference as possible with acid secretion and digestion.

Prodexin tablets sucked at regulated intervals give controlled protection superior to that obtained from a milk-alkali drip, and without its marked acid-stimulatory effect or its practical disadvantages. Prodexin tablets are pleasant to take—bland, smooth, non-gritty and palatable. They are individually wrapped so that they may be conveniently carried loose in the pocket for treatment away from home.

PRODEXIN

is a Registered Trade Mark

DOSAGE:

For best results one tablet should be allowed to dissolve *slowly* in the mouth. If the tablets are chewed and swallowed the *duration* of the antacid action is correspondingly reduced and more frequent doses may be required.

For hyperacidity: One to two tablets as required, or every two hours. For prevention of hyperacidic attacks:

One tablet every two hours.

For peptic ulcer: One to three tablets every hour depending on the severity of the condition.

PACKAGES AND PRICES:

30 tablets 5/3d. (Retail). 240 tablets 28/4d. (Basic N.H.S. Price). Average daily N.H.S. cost of treatment 8½d.

REVISED PRICES, OCTOBER 1955: 30 tablets (Retail) 5/6d. 240 (basic N.H.S. price) 30/4d.



C. L. BENCARD LTD.

PARK ROYAL, LONDON, N.W. 10

Telephone : ELGar 6681

Telegrams: Bencarlond, Harles, London

Printed in England

S.678