THE PURELY BRITISH DEFENCE AGAINST PREVALENT STRAINS OF FLU

'Influenza remains probably the most important uncontrolled infectious disease in Britain.'

Yet a high measure of prevention can be achieved with a single injection of ADMUNE GB1160, now reformulated and containing a more effective dosage.

'Vaccines have to be changed periodically...to accommodate the shifts and drifts in the antigens of the natural virus...an injection of a modern killed influenza vaccine will usually protect 70-80% of those vaccinated.' ibid.

ADMUNE GB1160 is such a vaccine, made by the most advanced methods, and it offers protection against both the new Scotland and the Port Chalmers A Strains, as well as the Hong Kong B Strain.

'An annual injection is justifiable for persons in whom an attack of flu might be especially hazardous—those with chest disease, for example, and elderly persons in institutions...a more rational policy for industry may prove to be the vaccination of those key workers among whom even a small increase in absence may be critical.' ibid.

An ADMUNE GB1160 immunisation programme can alleviate the additional strain on a practice during an influenza outbreak, and it can significantly reduce the chance of hospital admissions among older people.

All good reasons for protecting your patients with

New formula
ADMUNE GB 1160
The purely British flu vaccine

Each 0.5 ml dose contains:
A/Scott/94/74 (H3N2) 400 I.U.
A/PC/73 (H1N1) 400 I.U.
B/HK/8/73 360 I.U.

Admune is the Trade Mark of DUNCAN, FLOCKHART & CO. LTD. LONDON E2 6LA
Full information is available on request.

DF75/40/NN
timely release
from tea & toast anaemia

‘Fesovit’ timed release capsules replace iron stores depleted by poor eating habits, and help to meet the daily requirements for essential vitamins B and C. The unique ‘Spansule’ Capsule is formulated to release the majority of the iron not in the stomach where it can cause gastric irritation but in the duodenum and jejunum where the absorption of iron is optimal.

© This is not a clinical diagnosis. It is merely a convenient and familiar way of describing those anaemias caused by poor eating habits, e.g. a diet made up almost exclusively of tea and toast.

‘Fesovit’ and ‘Spansule’ are trade marks
Full information is available upon request
‘Fesovit’ contains ferrous sulphate, vitamin B complex and vitamin C.

Fesovit
Smith Kline & French Laboratories Limited,
Welwyn Garden City, Hertfordshire AL7 1EY

‘SPANSULE’ CAPSULES
At risk

'. . . deaths from heart failure and left ventricular failure . . . were the commonest causes of death [in untreated hypertensive patients]; Antihypertensive Agents, Medicinal Chemistry, Volume 7, Academic Press, New York and London, 1967, p 9

The challenge
To lower blood pressure while maintaining cardiac function. 'Aldomet' lowers blood pressure more physiologically by decreasing peripheral vascular resistance. Cardiac output is usually maintained without cardiac acceleration. This differs from antihypertensives which may jeopardise cardiac function by an excessive lowering of cardiac output. 'Aldomet' can also help maintain renal integrity.

Aldomet®
Methyldopa, MSD
Prescribe by name

'Aldomet' is available as 125 mg, 250 mg, and 500 mg tablets — and an injection for emergency use. ≠ denotes registered trademark. Detailed information is available to physicians on request.

Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire, EN11 9BU

75-3612
For those patients who cannot or will not tolerate bran...

...the best alternative is Normacol.*

A high residue diet with added fibre in the form of unprocessed bran is rapidly being recognised as the most effective treatment for diverticular disease. However, there are patients who cannot tolerate bran or who find it unpalatable. And of course there are always those who will not take something unless it's 'medicine.' For them, the best alternative to bran is Normacol.

Normacol provides the bulk which is necessary to prevent segmentation of the sigmoid colon and effect a lowering of the intracolonic pressure. Symptoms can thus be rapidly relieved and bowel habits restored to normal.


Normacol

Normacol Standard brown coated granules containing Sterculia BPC 62% and Frangula BPC 1949 8%
Normacol Special white coated granules containing Sterculia BPC 62% alone
Normacol Antispasmodic orange coated granules containing Sterculia BPC 62% and Alverine Citrate 0.5%
Normacol Diabetic brown coated granules is identical with Normacol Standard except for the absence of sugar

Further information and samples on request

NORGINE LIMITED 26-28 Bedford Row London WC1B 4RC
A ball... a dog... brake lights.
Your seat belt grips preventing a minor cut or bruise—this time.
But in more serious circumstances that seat belt could save your life.

The same could be true of Minocin.”

Minocin (minocycline) protects against the hazards of bronchitis, but unlike traditional tetracyclines and some semi-synthetic penicillins is also highly effective against resistant staphylococci—the pathogens which could threaten your patient’s life. Staphylococcal pneumonia is the only really life endangering infective hazard in bronchitis.¹

So whenever you treat bronchitis be sure from the start and put safety first with Minocin.
Have you seen the Amoxil difference?

Clinical features reported in numerous studies on Amoxil include faster absorption, higher urinary concentrations, and better penetration through bronchial membrane barriers, all contributing to the greater clinical success achieved with this antibiotic. In fact, the Lancet concluded recently "Amoxycillin [Amoxil], seems to be a genuine improvement on ampicillin..."

Experience in practice confirms Amoxil's safety and convenience. Amoxil patients benefit from the simple t.d.s. dosage which can be taken with or without food. In addition, there are very pleasant tasting paediatric syrups. Amoxil, the antibiotic that's currently making all the difference in respiratory, urinary tract and paediatric infections.

Recent microscopic studies have provided further explanation of the outstanding clinical success of Amoxil. They showed clearly that Amoxil produced more rapid bacterial cell death than other antibiotics.

References
1. 'Antibiotics under the microscope'. A film freely available to the medical profession.

Full prescribing information on Amoxil (preglyl amoxycillin), is available from Benecard, Brentford, Middlesex.

Bencard

makes all the difference.
Is there a chance of his bronchitis becoming chronic?
In bronchitis
Septrin b.d. leaves nothing
to chance

Septrin has a powerful action against the pathogens likely to cause acute episodes of bronchitis; *H. influenzae*, the most troublesome organism, is highly sensitive.

Septrin has been shown to give better results than ampicillin¹ and tetracycline² with regard to:

* Rapidity of resolution of symptoms.
* Eradication of pathogens from sputum.
* Conversion of purulent to mucoid sputum.

SEPTRIN first

FULL PRESCRIBING INFORMATION IS AVAILABLE ON REQUEST.

Wellcome Medical Division
The Wellcome Foundation Ltd.
Berkhamsted, Herts


Septrin contains trimethoprim and sulphonmethoxazole.
FRUSEMIDE

now available as
FRUSID

the proven, rapid
onset diuretic with
the gentle action

Impeccable quality and
proven bio-availability

After oral administration of
Frusid/DDS A tablets to
fasting human subjects, peak
plasma concentrations of the
drug were reached within
30 minutes of dosing. . . .
Plasma concentration time
relationship of Frusid/DDS A after administration
of a 40mg tablet each point is
the mean ± S. E. M.

Independent
Laboratory Report

This well known work of
art the fountain called
Manneken Pis stands on
the Rue de l’Erable in
Brussels and dates from
before 1619. Legend
tells us that the
statuette depicts the son
of a rich bourgeois who
when lost was found by
his parents at the corner
of the Rue de Chene
while assuming the well
known posture.
Reproduced by
permission of the Belgian
Tourist Office.

Frusid is the trade mark applied
to formulations containing
Frusid/DDS A BP 40mg. Available in
packs of 50, 250, and 1000.
Basic NHS cost:
Tablets 100 £2.29
(ex 1000 pack)

DDS A

Further information and samples on request from
the Medical Information Department, DDS A Pharmaceuticals, 310 Old Brompton Road London SW5
dyspepsia? heartburn? gastritis?

Maxolon takes his stomach off his mind!

Maxolon actually prevents unpleasant symptoms arising by co-ordinating motility throughout the upper gastric tract. Oesophageal reflux, duodenal reflux and gastric stasis can all be prevented. This means that 4 out of 5 of your dyspeptic patients can enjoy complete freedom from symptoms—and forget all about their stomach worries!

Full information is available on request

pre-empts peptic pain

Maxolon* (metoclopramide) is a product of Beecham Research Laboratories, Brentford, England.  

*regd.
John died last week from ischaemic heart disease -
Now his immediate family is your concern

Ischaemic heart disease now causes more than 25% of all deaths in the United Kingdom.1

Patients with familial hypercholesterolaemia (Type II) are particularly at risk. Moreover, the family and relatives of affected individuals are also prone to premature death from IHD.2

Prompt identification and treatment offer the only opportunity to prevent early onset of the condition.3 The most significant therapeutic advance is QUESTRAN.4 5 QUESTRAN restores the normal lipid balance, reducing plasma cholesterol by as much as 40%.4 In this respect QUESTRAN is superior to Clofibrate.6

QUESTRAN
Restores lipid balance and protects your patients at risk from IHD

References:
1. On the State of the Public Health (1973) p.31, H.M.S.O.
2. Black, J. (1969) The Lancer 1, 190
5. Lipton & Heart Disease, (1973) p. 71

Further information available on request from:

BRISTOL LABORATORIES,
Division of Bristol-Myers Company Ltd.,
Stamford House, Langley, Slough, SL3 6EB.

*QUESTRAN is the Bristol trade mark for the only palatable form of cholestyramine

PL0125/5009
THE ROYAL COLLEGE OF GENERAL PRACTITIONERS

The *Scope of General Practice* Day Release Course for vocational trainees and recent entrants to General Practice will be held at The Royal College of General Practitioners, 14 Princes Gate, London, S.W.7., on Wednesdays from 1 October 1975 to 31 March 1976.

The course will be designed so that course members can influence the content within a flexible framework provided by the course organiser.

For further details and an application form please write to the Courses Secretary, The Royal College of General Practitioners, 14 Princes Gate, London, S.W.7.

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Banbury, North Oxfordshire. Partner wanted in new growing practice. Combined market town and country area. All the usual facilities available. An interest in research, POMR records, computers, and good patient care is essential. The new partner will start off with a small list and light work-load which he will be able to build up himself. Financial rewards below average at first but should build up quickly. Full details from Dr M.G. Sheldon, Hightown Road Surgery, Banbury, Oxon.

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TRAINEE ASSISTANTSHP VACANCY—EDINBURGH

Due to a cancellation Dr D.G. Illingworth, 6 Brunstfield Terrace, has a vacancy for a trainee on or after 1 October 1975.

Apply by letter or by telephone 229-2392.

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<td>Flat 1</td>
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<td>Flat 3</td>
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<td>and terrace</td>
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<td>Dining room</td>
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Enquiries should be addressed to the Accommodation Secretary, Royal College of General Practitioners, 14 Princes Gate, Hyde Park, London SW7 1PU. (Tel. 01 584 6262). Whenever possible bookings should be made well in advance.

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To use the only short acting diuretic with built-in potassium.

Starting dose – 2 tablets o.d.†

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Burinex K is 0.5 mg bumetanide with a slow release core of 675 mg (7.7 mEq) of potassium chloride.

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