

“...bronchitics

are at risk of developing lower respiratory illness and secondary bacterial infection following viral invasion”

Update Postgraduate Centre Series, Chronic Bronchitis (1973), 14.

Influenza immunisation helps everyone

Amongst the “at risk” patients, bronchitics are especially vulnerable. An immunisation programme can alleviate the additional strain on a practice during an influenza outbreak.¹ It can significantly reduce the chance of hospital admissions among older people.²

Protecting your bronchitics now with Admune influenza virus vaccine will almost certainly reduce the number of their winter exacerbations.

1. *Practitioner* (1969), 202, 424

2. *Modern Geriatrics* (1971), 1, 156



**Remember, the bronchitic is at risk
every winter—not merely during an epidemic**

Has your practice arranged an Admune immunisation programme this Autumn? To help you, surgery posters, patients' appointment and record cards (and full product information) are available on request.

**Protect your bronchitics
against flu with ADMUNE**
THE ALL-BRITISH INFLUENZA VACCINE

BDH Admune is a Trade Mark of **BDH PHARMACEUTICALS LIMITED LONDON E2 6LA.**

BDH73/113/HN.

JOURNAL PUBLICATIONS

The following have been published by *The Journal of the Royal College of General Practitioners* and can be obtained, while still in print, from the Longman Group Ltd., 43 Annandale Street, Edinburgh EH7 4AT, Scotland.

REPORTS FROM GENERAL PRACTICE

| | |
|---|-------|
| No. 1 Special Vocational Training | 25p |
| No. 5 Evidence of the Royal College of General Practitioners to the Royal Commission on Medical Education | 33p |
| No. 6 Implementation of Vocational Training | 20p |
| No. 10 The Practice Nurse | 50p |
| No. 11 General Practice Teaching of Undergraduates in British Medical Schools | 52p |
| No. 13 Present State and Future Needs of General Practice (second edition) | 60p |
| No. 14 The Future General Practitioner—Part one | 25p |
| No. 15 Teaching Practices | £1·00 |
| No. 16 Present State and Future Needs of General Practice (third edition) | £1·50 |

SUPPLEMENTS TO THE JOURNAL OF THE ROYAL COLLEGE OF GENERAL PRACTITIONERS

| | |
|--|-------|
| Classification of Disease | 25p |
| Mental Health and the Family Doctor | 25p |
| Accident Management | 30p |
| Training for General Practice (first edition) | 22p |
| Nutrition in General Practice | 38p |
| Arthritis in General Practice | 25p |
| The Hazards of Middle Age | 25p |
| Rehabilitation | 25p |
| The Aetiology of Congenital Abnormalities | 38p |
| The Art and the Science of General Practice | 38p |
| Preventive Medicine and General Practice | 52p |
| The Early Stages of Chronic Bronchitis | 52p |
| The Quality of Medical Care | 25p |
| The Clinical Problems of Practice | 43p |
| Training for General Practice (second edition) | 22p |
| Anaemia in General Practice | 30p |
| Group Practice, Ancillary Help and Government Controls | 38p |
| The Age of Discretion 20-40 | 38p |
| The Early Detection of Imported and Endemic Disease | 38p |
| Rheumatology in General Practice | 52p |
| The Management of Staff in General Practice | 52p |
| Man, Milieu and Malady | 52p |
| A Future in General Practice | 52p |
| Transport Services in General Practice | 75p |
| The Prescribing of Psychotropic Drugs | 75p |
| General Practitioners and Abortion | 75p |
| General Practitioners and Contraception | 75p |
| General Practice in the London Borough of Camden | 75p |
| The Renaissance of General Practice | 75p |
| University Departments of General Practice | 75p |
| The Medical Use of Psychotropic Drugs | £1·75 |
| A General Practice Glossary | £1·00 |

Lioresal[®]

baclofen

**relieves spasticity
due to
multiple sclerosis
and other
spinal lesions**

**A new
antispastic agent
acting
specifically at
spinal level**



C I B A

**Low incidence of serious
side effects - less likelihood of
daytime sedation, weakness and
confusion**

**Greater freedom through increased
mobility - helps patients to fend for
themselves**

Lioresal tablets each containing 10mg baclofen in containers of 100

**Full information on request
CIBA Laboratories, Horsham, Sussex**

L1/3

"I've had a bit of an accident, Doctor..."



A MINOR INCIDENT PERHAPS, BUT JUST TWO EXTRA MINUTES OF YOUR TIME COULD ADD YEARS TO HER LIFE

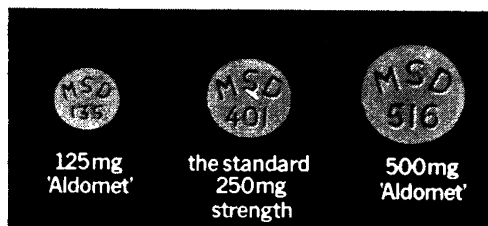
'... no doctor should miss an opportunity to record the blood pressure of a young or middle-aged patient who is a rare visitor to the surgery.'

Prognosis in hypertension.

Brit. med. J., 1970, 4, 697 (19 Dec)

The general practitioner probably has 250 (10 per cent) undiagnosed hypertensives in his practice.*

*See *Present state and future needs of general practice*, 2nd Edition, The Royal College of General Practitioners, Report XIII, 1970, p 20



Rx
Aldomet
prescribe by name

'Aldomet' is available as 125 mg, 250 mg (the standard strength), and 500 mg tablets – and an Injection for emergency use. Detailed information is available to physicians on request.

'Aldomet' (registered trademark) contains methyldopa/MSD



Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire. Telephone Hoddesdon 67123

3-6905

ESBATAL*

(Bethanidine Sulphate)

Controls all grades of hypertension



**Simple Dosage
Few Side Effects
Low Cost
Effective Control
of Hypertension**

Full information is
available on request.



Calmic Medical Division,
(The Wellcome Foundation Ltd.)
Berkhamsted, Herts. HP4 2DY.

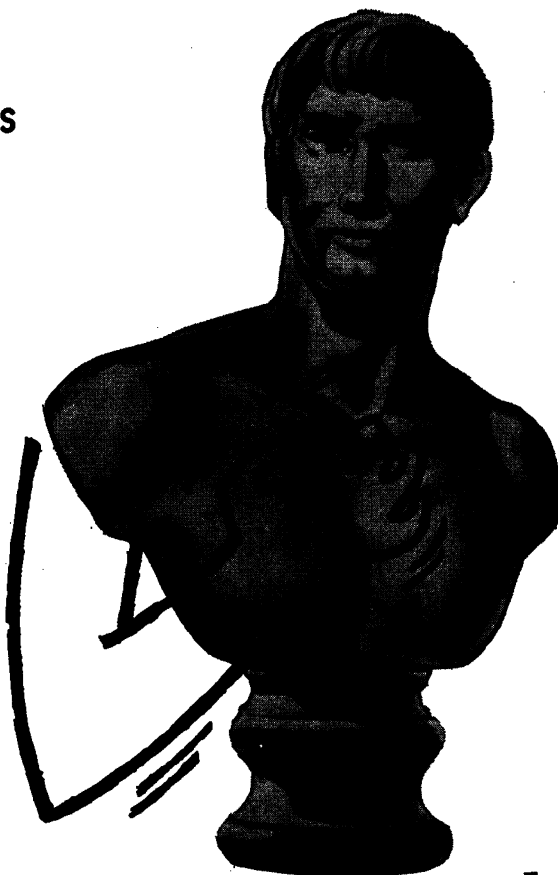
* Trade Mark



**"tenet insanabile
multos cacoethes
et aegro in corde
senescit"**

Juvenal, Satires VII, 51.

(many suffer an
incurable itch
which ages with
their ailing body)



But the dermatological itch must be soothed because the patient in scratching only aggravates the condition. In pruritus, a dermatological preparation to be effective should not only be an efficient antipruritic but also a bactericidal and anti-inflammatory agent.

Miol meets these needs. Miol has been shown to be effectively bactericidal — achieving a 99% kill against a wide range of organisms — Staph. aureus, E. coli, Ps. aeruginosa, and P. vulgaris. It is also effective against C. albicans.¹

Miol contains no antibiotics or steroids and so avoids the possible risks of sensitisation and the development of resistance associated with these substances.

¹Data held on file.

Formula

Lotion: Sodium chloride BP 2.45%; Calcium chloride BP 1.64%; Magnesium chloride BP 3.92%; Aluminium chlorhydroxy allantoinate USP 1.62% in saturated aqueous solution of camphor BP.

Cream: Sodium chloride BP 2.45%; Calcium chloride BP 1.64%; Magnesium chloride BP 3.92%; Aluminium chlorhydroxy allantoinate USP 1.62%; Chlorphenesin BP 0.10%; Camphor BP 4.00% in a bland hydrous cream base.

Miol is a Registered Trade Mark.

Full information is available on request from: Comprehensive Pharmaceuticals Limited, Laboratories: 95 Frampton Street, London, N.W.8.
Product Licence number, Cream: 2061/5000. Lotion: 2061/5001.

**a new approach
to the classical
problems of
dermatology**

miol

formula M1 lotion & cream

Brenda is and today she

For the first birthday in her life, Brenda can blow out her own candles. Because she has been treated with a new product called Migen – a short immunisation course that is simple and very effective. A fundamental treatment that for the first time gives you, the family doctor, real control over asthma.

It won't help all asthmatics but it will help those whose asthma is caused by, or complicated by, allergy. And that's no small number.



Migen is effective. Allergy has always been recognised as one of the most common causes of asthma. Recently it has been established that the most important allergenic factor in house dust is the house

dust mite; in fact, more than 90% of house dust sensitive patients are sensitive to house dust mite. And, "The rise in the mite content of dust from September to October has been shown to be directly related to an increase in asthma during this period."*

Migen immunises against the house dust mite. Immunisation against this powerful allergen raises the patients' overall level of tolerance. If he is multi-sensitive, he may well find that he no longer reacts to contact with other allergens which have previously provoked attacks. And the stress caused by fear of attack is reduced.

Migen is simple. Migen is a short course vaccine which contains pure extract of Dermatophagoides pteronyssinus, the most common British house dust mite. Just six injections form a complete course of treatment for asthma and perennial rhinitis. And each syringe is pre-filled to ensure accurate dosage.

Migen – minimal side effects. Migen's active material is released slowly but completely for maximum efficiency and minimum risk of adverse effects. Migen is adsorbed onto tyrosine, a naturally occurring amino acid, fully metabolisable in the human body.

Migen is a Bencard product. Prepared by Bencard, leaders in allergy research, Migen is the first asthma treatment to give you control over your asthma patients. Migen may be prescribed on the



Treatment pack consisting of six pre-filled syringes with sterilised needles.

*Asthma Research Council.

 **Bencard**

asthmatic is very happy.



basis of case history alone, no complicated testing techniques are necessary. However a simple confirmatory skin test kit is available on request, together with patient record cards and advice notes.

Migen. Many products have been advocated for use in the treatment of asthma. Most have drawbacks that you and your patients suffer for the sake of some relief. Now Migen offers an opportunity to treat asthma

simply and effectively.

Allergy has always had a strong hold on the asthmatic. From today a powerful and very common allergen can be controlled from your surgery, with Migen. It's asthma immunisation made easy.

Full information on Migen (regd.) is available on request from Bencard, Great West Road, Brentford, Middx.

Migen

asthma immunisation made easy.



make him cough up

Even the meanest of bronchial conditions "give" with LINCTIFED EXPECTORANT, the formula which really assists and maintains free mucus flow. LINCTIFED EXPECTORANT loosens thick tenacious sputum, decreases mucosal congestion and controls irritating, unproductive cough.

LINCTIFED EXPECTORANT* contains guaiphenesin, pseudoephedrine, triprolidine and codeine in a balanced formulation. Full information is available on request.

*Trade Mark.

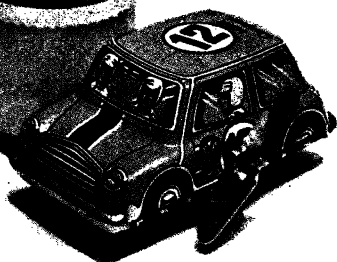
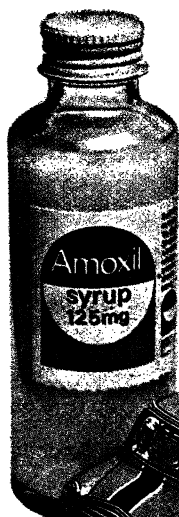
Burroughs Wellcome & Co.
(The Wellcome Foundation Ltd.) Berkhamsted, Herts.



LINCTIFED EXPECTORANT

LINCTIFED EXPECTORANT PAEDIATRIC

Excellent in chil



Amoxil is an excellent antibiotic for the commonly occurring bacterial infections in children. For a start, Amoxil is pleasant to take. The citrus-flavoured syrup or paediatric suspension pleases even the fussiest of patients.

Then Amoxil can get to work. Its broad spectrum of bactericidal activity and outstanding oral absorption¹ ensure the high serum levels necessary for a rapid response. In fact, just three daytime doses give 24 hour therapeutic effect.



Children's infections.

It is not surprising, therefore, that Amoxil's extensive clinical trials have proved it so reliable: a recent study², involving 150 children, demonstrated a success rate of 94%.

Add to this Amoxil's penicillin safety and low treatment cost and you really have an excellent antibiotic for children - and for grown-ups too.

Further information on Amoxil (regd) is available from
Bencard, Freepost,
Brentford, England.

Prescribing Information

Dosage: Adults 250 mg three times a day. Children - up to 10 years: 125 mg three times a day. In the case of severe infections the dosage should be doubled.

Presentation: Amoxil capsules 250 mg. Amoxil syrup 250 mg/5 ml, 100 ml bottle. Amoxil syrup 125 mg/5 ml, 100 ml bottle. Amoxil Paediatric Suspension 125 mg/1.25 ml, 20 ml bottle with pipette. Amoxil presentations contain amoxycillin as the trihydrate.

Contra-indication: Amoxil is a penicillin and should not be given to penicillin-hypersensitive patients.

Side effects: No serious side effects have been reported in extensive clinical trials. Those side effects which were encountered were mild and of a transitory nature.

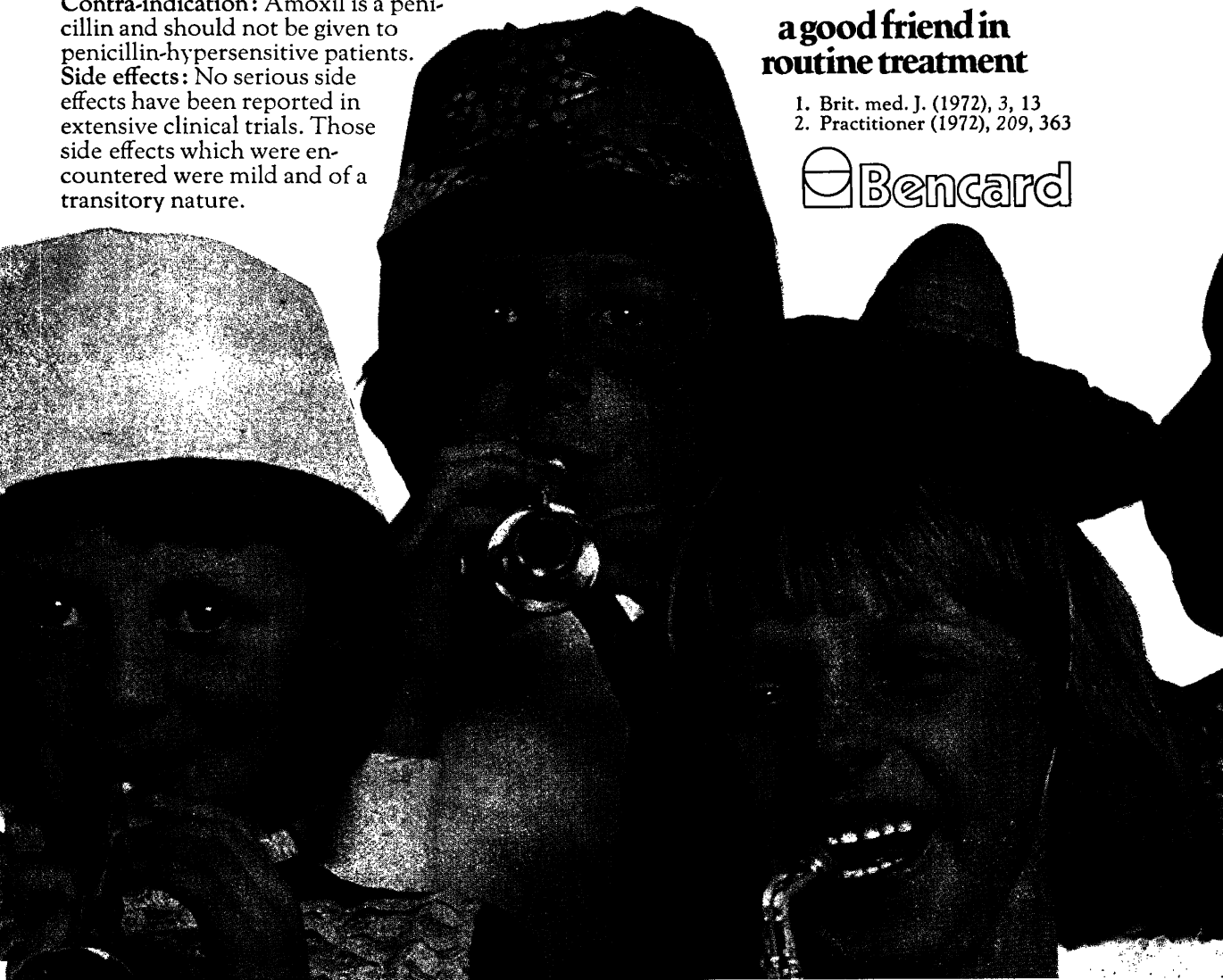
**Chest, Ear, Throat
and Urinary Infections**

AMOXIL

**a good friend in
routine treatment**

1. Brit. med. J. (1972), 3, 13
2. Practitioner (1972), 209, 363

 **Bencard**



RATES FOR COLLEGE ACCOMMODATION

Rates for college accommodation, including breakfast, will be charged as follows:

| | |
|--|----------------------------------|
| Single room | £3 per night |
| Double room | £5 per night |
| Flatlet (Bed-sitting room for two, bathroom and dressing room) | £7 per night, or £40 per week |
| Self-contained flat (Double bedroom, sitting room, kitchen and bathroom) | £8 per night, or £45 per week |

Members are reminded that children under the age of 12 years cannot be admitted, and dogs are not allowed.

Members and associates may, subject to approval, hire the reception rooms for meetings and social functions. The charges for these are:

| | |
|------------------------------------|-----------------------|
| Long room (will seat 100) | £30 for each occasion |
| Damask room (will seat 50) | £20 for each occasion |
| Common room and terrace | £20 for each occasion |
| Dining room and kitchen | £10 for each occasion |

A service charge of ten per cent is added to all accounts to cover gratuities to domestic staff.

For the convenience of members, four car-ports, outside 14 Princes Gate, have been rented by the College and may be hired at 50p per 24 hours.

Enquiries should be addressed to **The Royal College of General Practitioners, 14 Princes Gate, Hyde Park, London, SW7 IPU.** (Tel: 01-584-6262). Whenever possible bookings should be made well in advance.

Opinions expressed in *The Journal of the Royal College of General Practitioners* and the supplements should not be taken to represent the policy of the Royal College of General Practitioners unless this is specifically stated.

Any similarity between Burinex and other diuretics is purely beneficial (and so are the differences.)

Different in Chemistry

Burinex* is a new chemical entity, being derived from metanilamide; it is quite distinct from any available diuretic. Despite careful search by such techniques as autoradiography, it has not been possible to detect any metabolite in the human.

Different in Pharmacology

Burinex differs in pharmacological potency, with a dose about one-fortieth that of any other short-acting diuretic. After oral administration, diuresis normally begins at 30 minutes - "peaks" at 90 minutes and is largely complete within three hours.

Beneficial in Effect

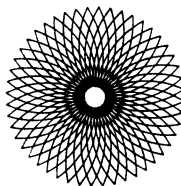
Burinex has been shown to be of value in clinical practice, not only for the seriously ill patient where a rapid diuresis is required but also for maintenance, where the predictable effect can be utilised to fit the patient's domestic circumstances and work routine. During long term treatment Burinex has proved to be very well tolerated.

Beneficial in Price

The price of Burinex is significantly less than any comparable diuretic. The long term use of Burinex would therefore represent a considerable saving in cost.

Burinex

a major new diuretic



Full information available on request



Leo Laboratories Limited,
Hayes Gate House, Hayes, Middlesex.

*Burinex is a registered trade mark
Burinex is Bumetanide.