

"...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



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(foot anatomy and shoe fitting)
- Posters and leaflets for clinics
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- Information about orthopaedic
alterations
- Advice to local authority health
departments

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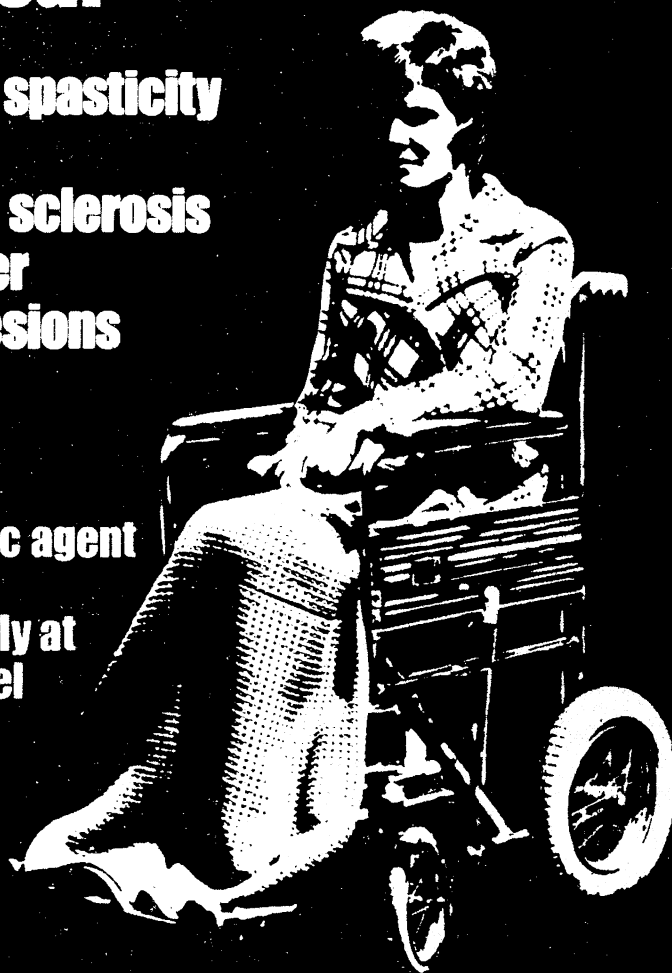
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baclofen

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

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



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

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Lioresal tablets each containing 10mg baclofen in securitainers of 100

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

LI/3

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- * The leading anti-migraine preparation for over 9 years.
- * Acts between initial warning and full-blown attack.
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- * Anti-nauseant action provided by cyclizine.

MIGRIL Ergotamine Compound tablets contain ergotamine cyclizine and caffeine.
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**Trade Mark*

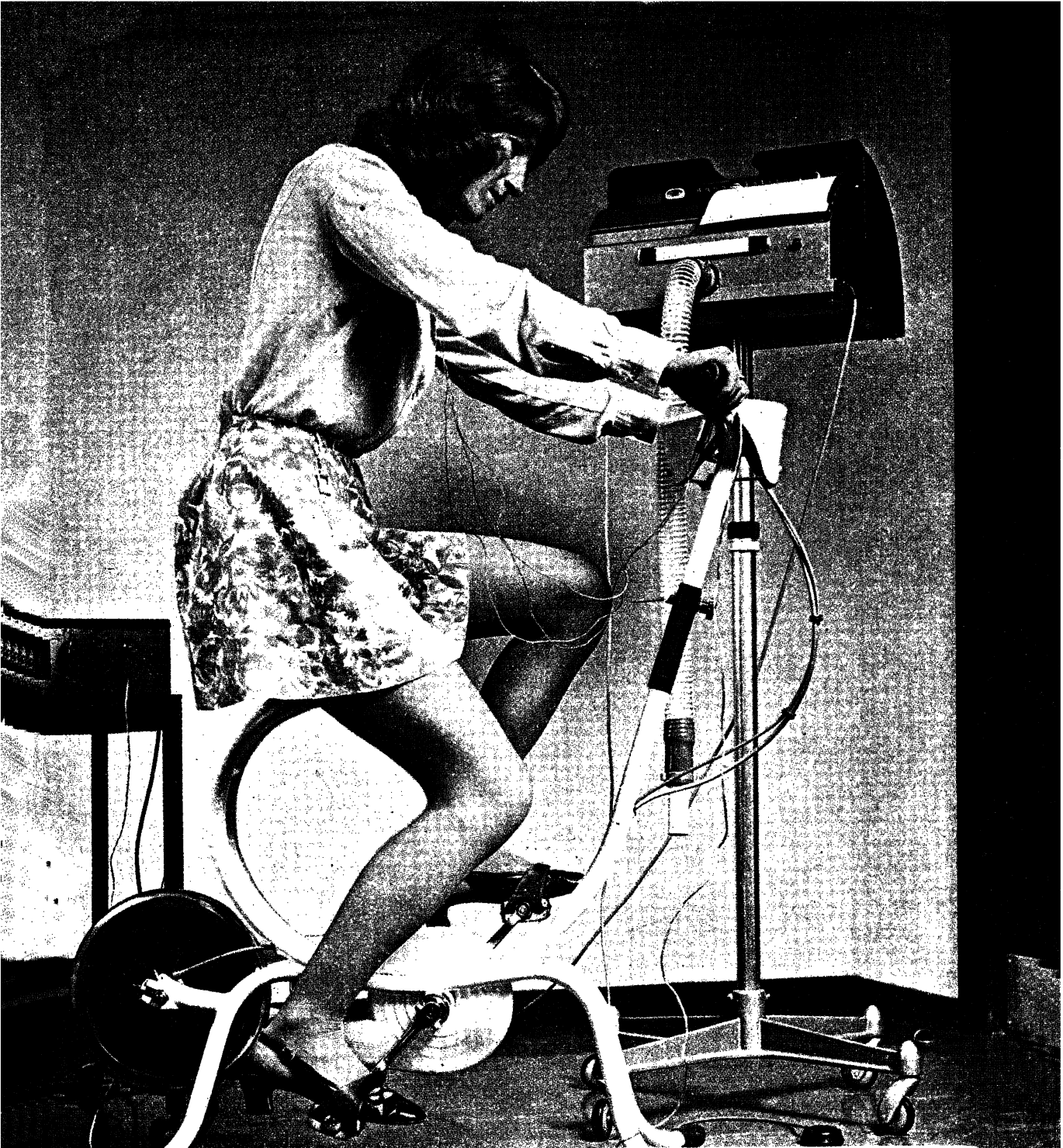


Wellcome

MIGRIL



MASTERS MILLIONS OF MIGRAINES



A recent clinical trial* proved that Ventolin controls bronchospasm AND prevents exercise-induced asthmatic attacks

**Most doctors know that for many patients with asthma,
treatment with Ventolin is all that is needed.**

Ventolin controls bronchospasm AND prevents asthmatic attacks

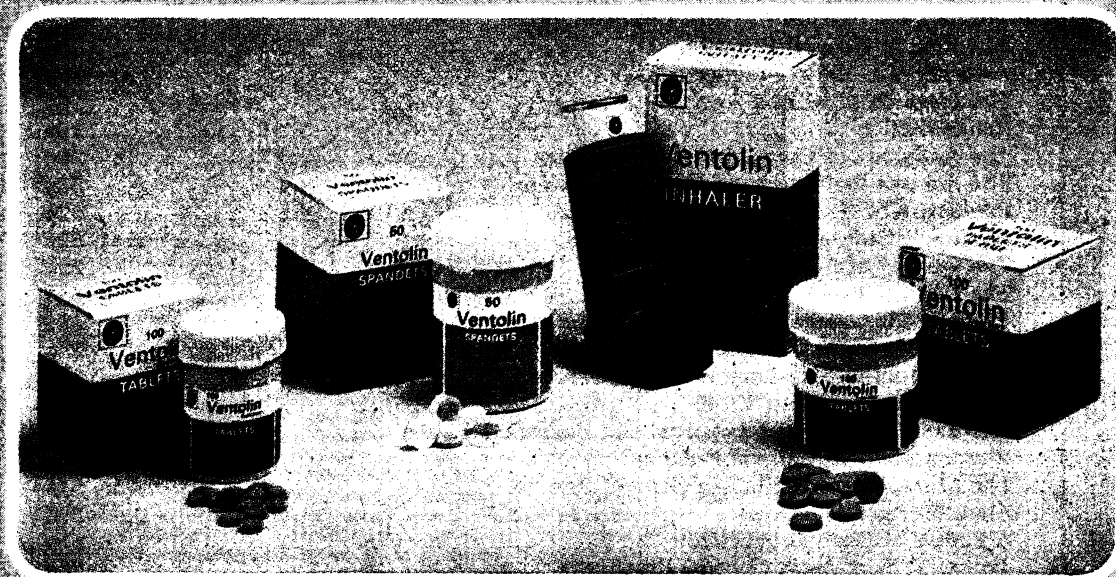
A bicycle ergometer was used to the extent necessary to induce an asthmatic attack in 9 asthmatic patients. All these patients had positive skin tests.

A dose of two inhalations of Ventolin Inhaler prior to the exercise prevented an asthmatic attack in 8 out of 9 of the patients. The one who failed, obtained full protection when the dose of Ventolin was doubled.

As a comparison sodium cromoglycate, in a dose of one capsule (2mg), was given to 6 of the same patients prior to exercise. Protection against asthma was obtained in 4 of the 6 patients.

Doubling the dose to two capsules still failed to protect the one patient who had required a double dose of Ventolin.

(Brit. J. Dis. Chest, 1972, 66, 123.)



Ventolin Inhaler - a metered aerosol of salbutamol BP - rapid, effective and long-lasting.

Ventolin Tablets 2mg and 4mg - each contain salbutamol BP as sulphate - for routine oral bronchodilator therapy.

Ventolin Syrup - contains salbutamol BP as

sulphate - fruit flavoured for ready acceptability by children.

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For the relief of bronchospasm - prescribe VENTOLIN



Full information is available on request. Ventolin and Spandet are trade marks of ALLEN & HANBURY LTD LONDON E2 6LA



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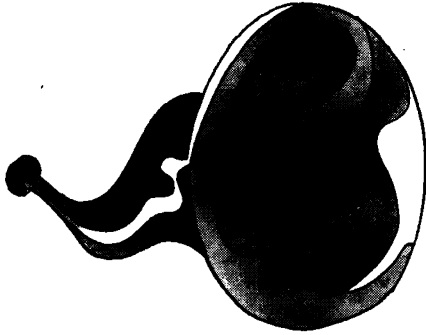
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for cold ears...



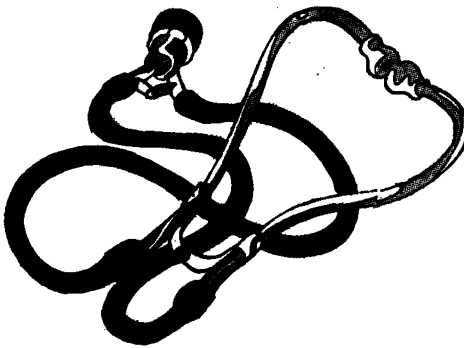
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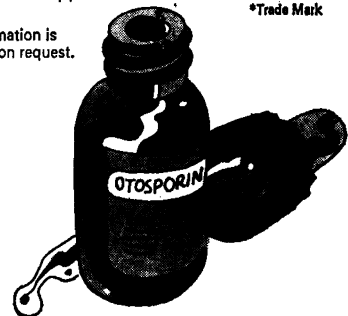


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Anti-infective/anti-inflammatory, OTOSPORIN®
Drops contain polymyxin B sulphate, neomycin
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Supplied in dropper bottles of 5 ml.

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OTOSPORIN clears infected ears



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



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."¹

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.

asthmatic is very happy.



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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.



A MULTI-PURPOSE DIURETIC

that helps to conserve the body's natural potassium

'Moduretic' owes its versatility to the complementary actions of its active constituents:

Hydrochlorothiazide—the well-established thiazide diuretic.

Amiloride hydrochloride—a potassium-conserving agent.

Besides moderating the kaliuretic effect of hydrochlorothiazide, amiloride has an additive diuretic effect; the results of some studies reflect a synergistic effect on sodium excretion.

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**HELPS TO
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THE BODY'S
NATURAL
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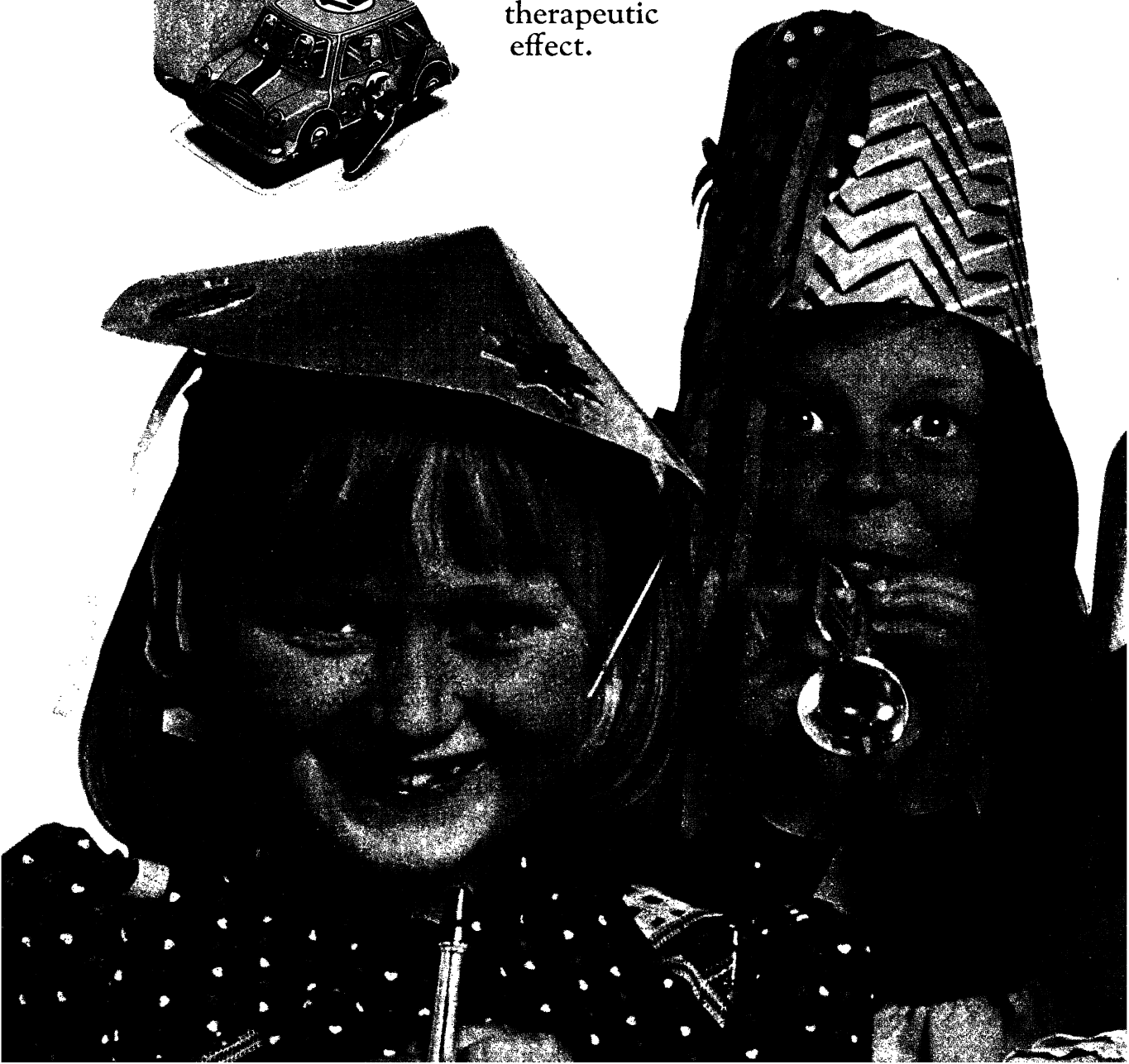
'Moduretic' is available as peach-coloured, diamond-shaped tablets containing 5mg amiloride hydrochloride and 50mg hydrochlorothiazide. Detailed information is available to physicians on request. ® denotes registered trademark.

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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.

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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.

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Brentford, England.

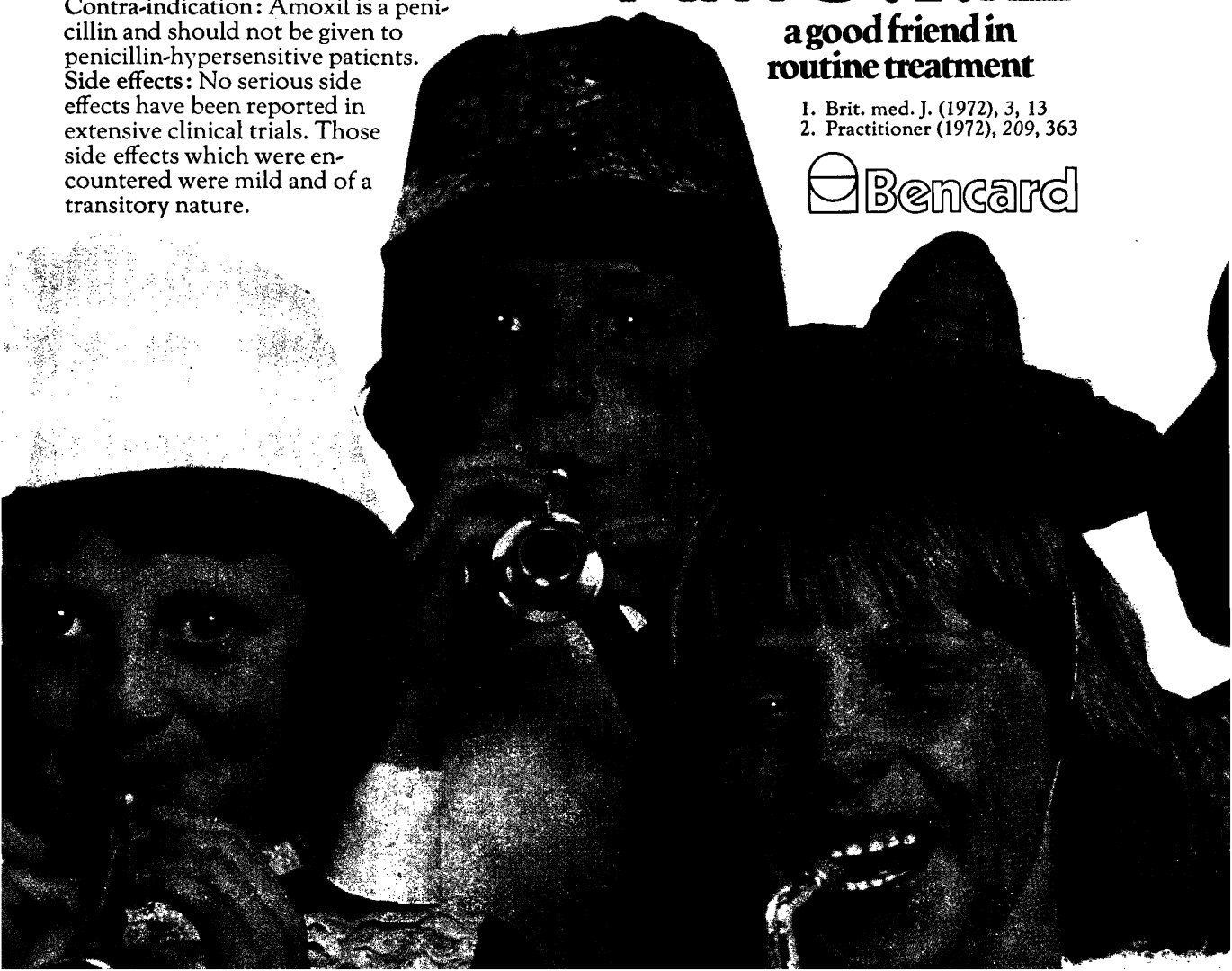
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and Urinary Infections**

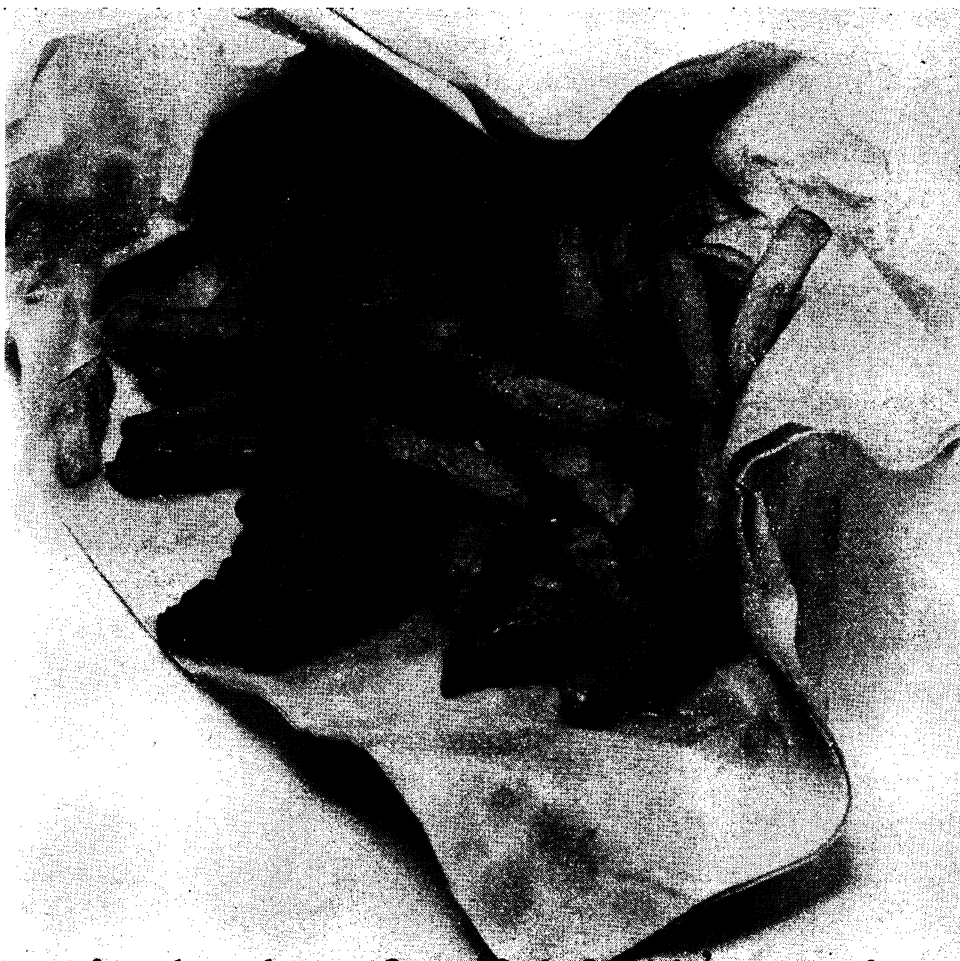
AMOXIL

**a good friend in
routine treatment**

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

 **Bencard**





timely release from 'fish & chip' 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 fish and chips.

When the next 'fish and chip' anaemia walks in, remember 'Fesovit', it makes prescribing simpler.

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CAPSULES



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'Fesovit' and 'Spansule' are trade marks.
Full information is available upon request.

'Fesovit' contains ferrous sulphate, vitamin B complex and vitamin C.

SFT: PA 123

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The action of PRIMPERAN is confined to the oesophagus, stomach and small intestine.

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Painful spasm, heartburn, nausea and vomiting are rapidly relieved without the unpleasantness of anticholinergic side-effects.

Alone, or in combination with antacids, PRIMPERAN acts more rapidly and more effectively against a wider range of symptoms than conventional antispasmodics.

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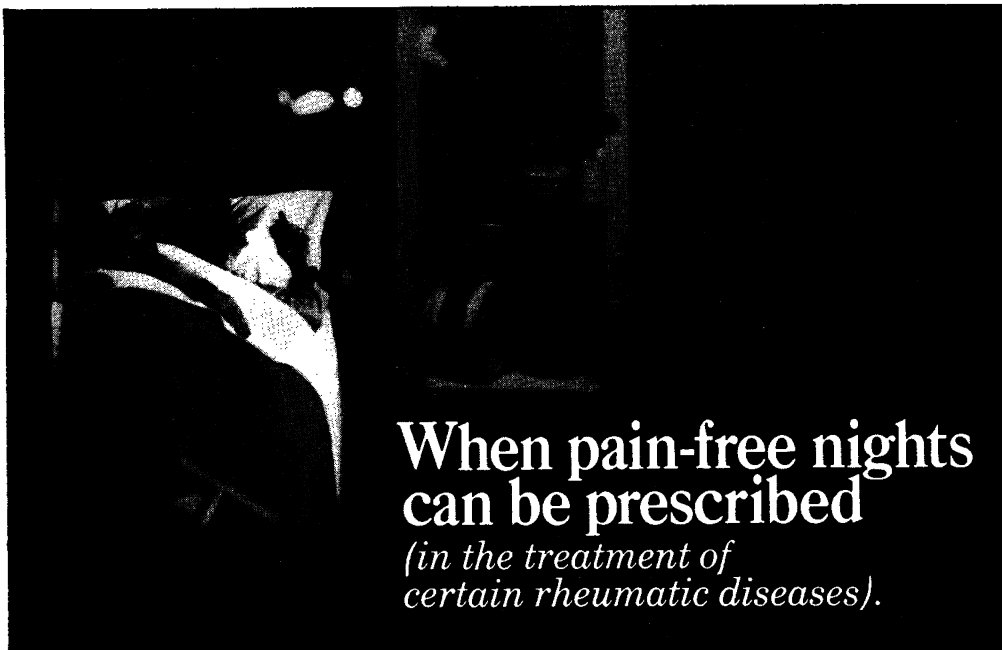
Also available as tablets and injections

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When pain-free nights can be prescribed

*(in the treatment of
certain rheumatic diseases).*

how much easier are the days that follow



'... in those rheumatic diseases accompanied by tissue inflammation pain is often worse at night or in the early morning. This trial demonstrates the particular effectiveness of indomethacin in relieving these symptoms.'

Practitioner, 1972, 208, 248 (Feb)

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The successful candidate will act as one of the practitioners working from a Health Centre near the Medical Teaching Centre at Cardiff. In this capacity he will comply with all the requirements of the National Health Service, but his list will be restricted to enable him to pursue his research interests and participate in undergraduate and postgraduate teaching.

Salary for Lecturers will be within the scale £2,652–£4,941 per annum with participation in an appropriate Superannuation Scheme.

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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.

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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.

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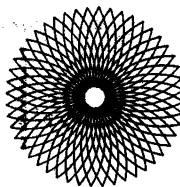
Burinex has been shown to be of value in clinical practice, not only for the seriously ill patient where a rapid diuresis is required but also for maintenance, where the predictable effect can be utilised to fit the patient's domestic circumstances and work routine. During long term treatment Burinex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

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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,
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Burinex is Bumetanide.