

Resolve now

to prevent your patients'
Hay Fever problems
this summer!

By planning to immunise your Hay Fever patients with Allpyral *- G, consisting of only 8-9 injections, you may avoid the use of antihistamines or steroids, with their well known, undesirable side-effects. A pre-seasonal course of treatment with Allpyral *- G has been shown to be effective in 90% of patients treated in British clinical trials.^{1,2}

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In order to assist you in contacting your Hay Fever patients in time for treatment, a poster is available for display in your surgery.

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1. *Practitioner*
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The Practitioner Jan. 1974

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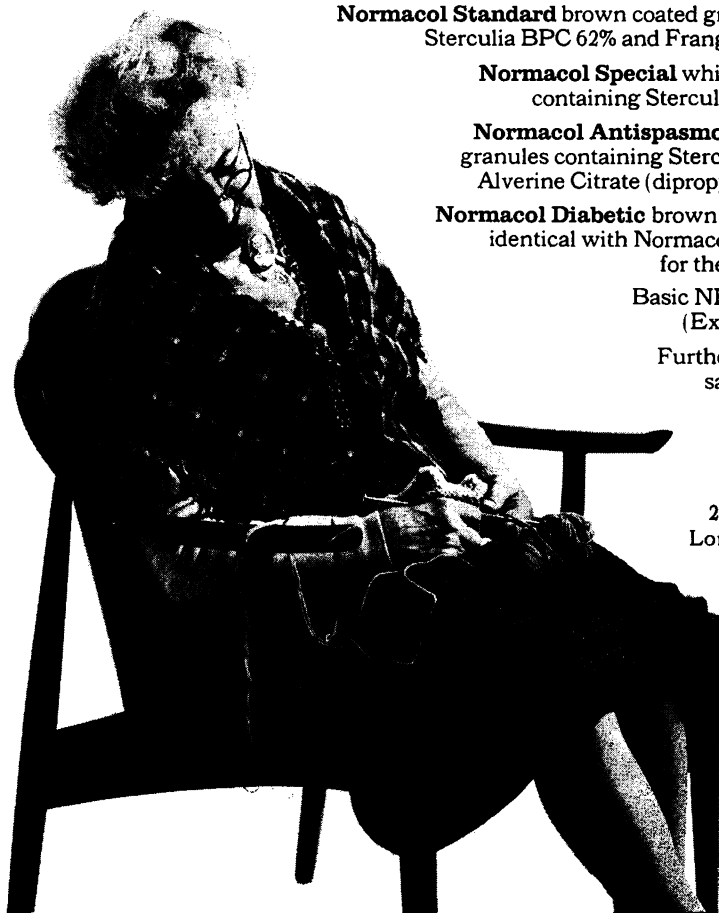
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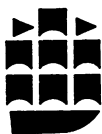
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The conference is designed for Trainees, Trainers and Regional Advisers and has been approved under Section 63 for claiming subsistence and travelling expenses. It will count as 3 sessions. Accommodation is available for the nights of 29th and 30th March.

Full details are being sent to all Trainees, Trainers and Regional Advisers in Great Britain. For further information please write to:

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Second National Conference of Trainees,
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It's all around him, all the time, yet he's never seen it. Because at only 0.3mm in length, the common dust mite doesn't advertise itself.

Yet this minute creature is responsible for a disabling disease in an estimated 300,000 Britons. Now, at last, there is a new answer. 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 this type of allergic asthma. And a new quality of life for your asthma patients.

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."*

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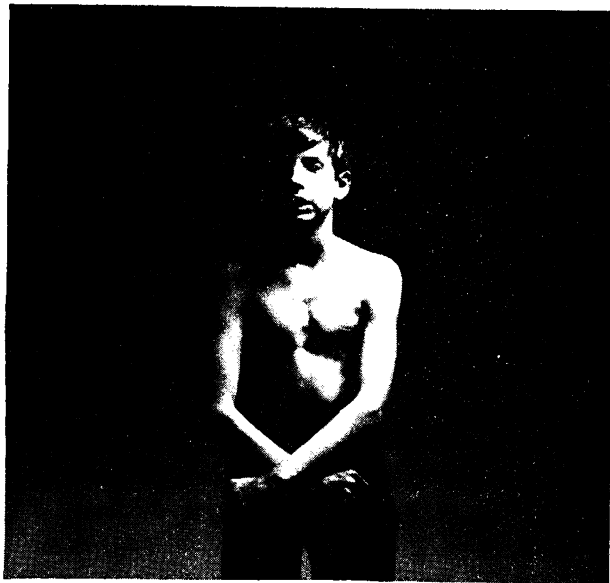
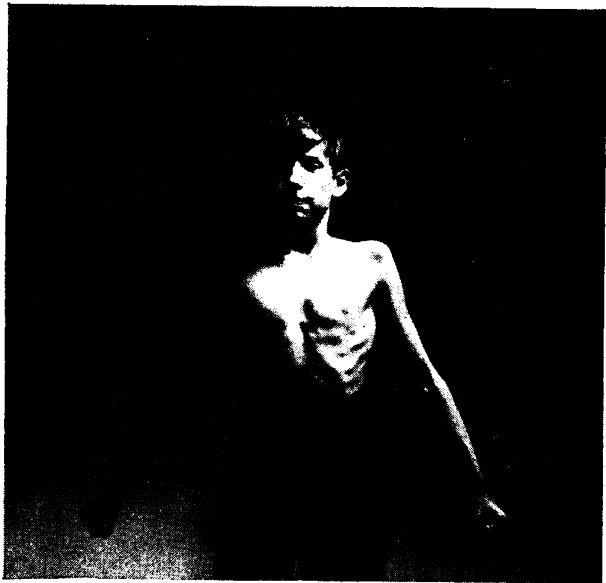


Treatment pack consisting
of six pre-filled syringes with
sterilised needles.

*Asthma
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 **Bencard**

asthmatic, the real enemy.



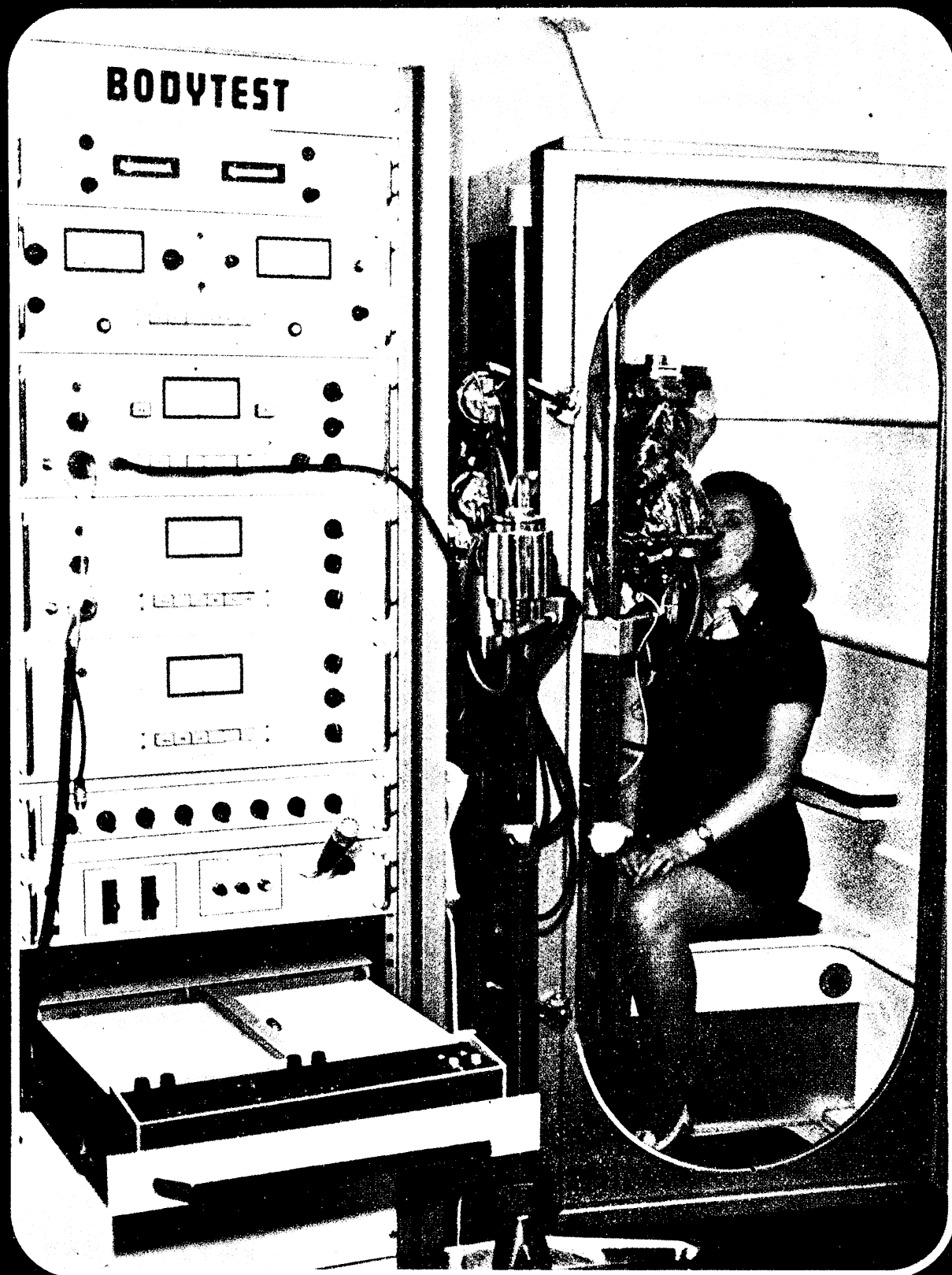
allergen can be controlled from your surgery, with Migen. It's asthma immunisation made easy.

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

"Windmills." A shoulder loosening exercise designed to aid asthmatics. The child should stand with weight thrown forwards onto the ball of the foot, making sure that his head is kept straight at all times. Breathing should be natural with the mouth shut.

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Ventolin sets a higher standard in bronchodilator therapy

Measurements Made*	Ventolin more effective	Isoprenaline more effective
FORCED VITAL CAPACITY	✓	—
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AIRWAYS RESISTANCE	✓	—
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SPECIFIC CONDUCTANCE	✓	—

The duration of effect was at least 4 hours with Ventolin but with isoprenaline it was only about 2 hours.

*The body plethysmograph was used to compare the effectiveness of salbutamol, administered as Ventolin Inhaler, with that of isoprenaline by aerosol in a double-blind, controlled trial in patients with stable asthma (*J. Amer. med. Ass.* 1972, **221**, 682). The results showed that statistically significant differences in favour of Ventolin were observed in all the parameters measured (See Table).

Ventolin is the **ONLY** adrenergic bronchodilator which is recommended for asthmatic or bronchitic patients who also have any form of heart disease or severe hypertension.



VENTOLIN INHALER — for rapid, long-lasting relief of acute bronchospasm.

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Ventolin Inhaler contains salbutamol BP. Oral preparations of Ventolin contain salbutamol BP as sulphate.

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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



**When hypertension is revealed and treatment
is indicated, consider 'Aldomet'**

Rx Aldomet
prescribe by name

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*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.

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SFT: PA 103



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There's now considerable evidence to show that Amoxil is more effective than other broad spectrum antibiotics in the treatment of chest infections.^{1,2,3,4}

There are some good reasons for this:

Firstly, Amoxil is extremely well absorbed by the oral route,⁵ attaining high bactericidal concentrations.

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Further information on Amoxil (regd.), amoxycillin,
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1. Brit. J. Dis. Chest, (1972), 66, 185. 2. Chemotherapy, (1973), 18, 1.
3. S. A. Med. J., (1973), 47, 717. 4. To be published in Practitioner.
5. Brit. Med. J., (1972), 3, 13. 6. Chemotherapy of Chronic
Bronchitis, Second Edition, (1973).

 **Bencard**

performer in chest infections



Bencard inject commonsense into the hay fever picture

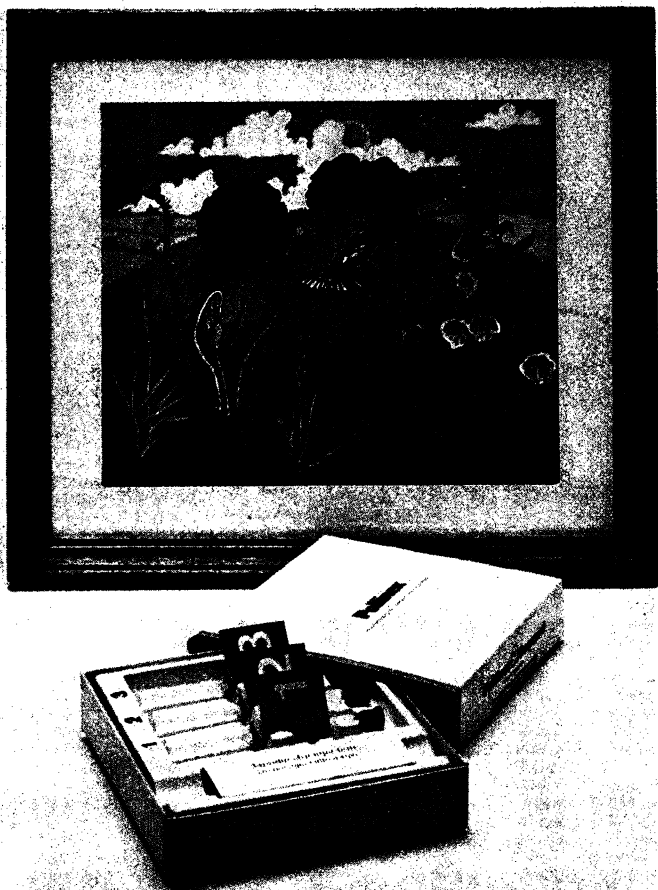
Pollinex is a new vaccine from Bencard consisting of a course of only three injections. These are administered pre-seasonally and protect the hay fever patient right through the summer. Pre-filled disposable syringes ensure trouble-free administration and accuracy of dosage.

This commonsense approach to preventive therapy results from two recent advances in allergy research by Bencard. Firstly, the grass pollen extracts are modified by a unique process

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Pollinex provides safer, simpler, immunological treatment of hay fever, so more patients can experience the relief which comes from preventive therapy.

Pollinex is directly available from stock on an E.C.10 - and can be prescribed any time from now till early April.

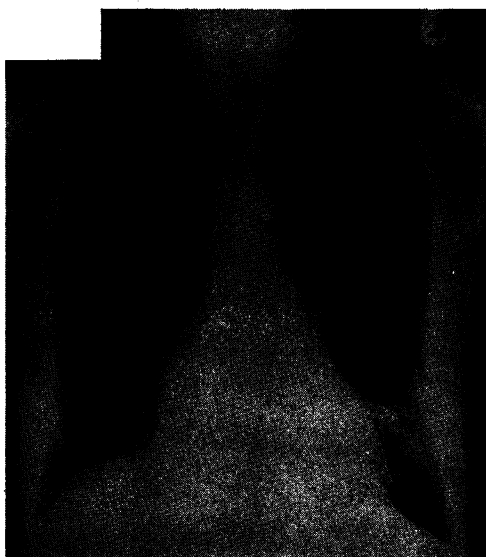


Pollinex

Commonsense in hay fever

Further information is available from Bencard, Freeport, Brentford, England.

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When mucous congestion spoils the picture and the quality of life for the bronchitic—LINCTIFED* EXPECTORANT really assists and maintains free mucous flow. LINCTIFED EXPECTORANT loosens thick, sticky, tenacious sputum and helps the bronchitic to breathe more easily.

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Trans. Amer. neurol. Ass., 1971, 96, 55

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Post of Senior House Officer in general medicine/acute geriatric medicine offered starting 1 April 1974 at the Royal Devon and Exeter Hospital, Heavitree, Exeter. The geriatric component will include case conferences and experience in all aspects of rehabilitation.

The post will be incorporated in the vocational training scheme being started in 1974 by the new Department of General Practice at the Postgraduate Medical Institute of Exeter University. The course will consist of two years of senior house officer appointments and 12 months in an approved teaching practice. A half-day release course will be held throughout the three years.

Applications should be sent as soon as possible to:

The Hospital Secretary,
Royal Devon and Exeter Hospital,
Heavitree,
Exeter.

Enquiries about the vocational training scheme should be sent to Dr D. J. Pereira Gray, The Department of General Practice, Exeter Postgraduate Medical Centre, Barrack Road, Exeter. Telephone: Exeter 70018.

NOTTINGHAM

Vocational Training for General Practice

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A 3-year undergraduate half-day release programme is run in conjunction with the Department of Community Health at Nottingham University. This is attended by Trainers and Trainees in both the Nottingham and Derby Vocational Training Schemes.

The Course is primarily designed for those who are recently registered. However applications may be considered from those who have suitable post-registration experience and who do not require a three-year programme.

The Course is recognised for high qualifications including the M.R.C.G.P.

Hospital accommodation will be available.

Letters of application containing full details and curriculum vitae, should be addressed to: **The Group Secretary, Nottingham and District Hospital Management Committee, Sherwood Hospital, Hucknall Road, Nottingham, NG5 1PD**, together with the names and addresses of two referees by 16th February, 1974. Full details of the scheme will be issued on receipt of application.

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.)

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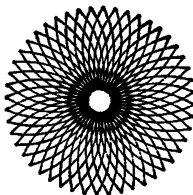
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The price of Burinex is significantly less than any comparable diuretic. The long term use of Burinex would therefore represent a considerable saving in cost.

Burinex

a major new diuretic



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