

Alistair is an he has only on

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."*

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 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



Treatment pack consisting
of six prefilled syringes with
sterilised needles.

*Asthma
Research Council.

 **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.

Migen

asthma immunisation made easy.



Business as usual during Esbatal

Hypertensive patients who want to lead normal, active lives prefer ESBATAL* because it does not commonly produce tiredness, depression or diarrhoea.^{1,2}

¹ *Br J med J* (1973) **3**: 485
² *Br J hosp Med* (1973) **8**: 45

ESBATAL

Successful in hypertension

Full prescribing information about ESBATAL (bethanidine sulphate) is available on request.



Calmic Medical Division,
The Wellcome Foundation Ltd.,
Berkhamsted, Herts.

*Trade-Mark

WE WOULD LIKE TO MAKE IT PERFECTLY CLEAR



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.

LINCTIFED EXPECTORANT and LINCTIFED EXPECTORANT PAEDIATRIC contain guaiphenesin, pseudoephedrine, triprolidine and codeine in a balanced formulation. Full prescribing information is available on request.

*Trade Mark.

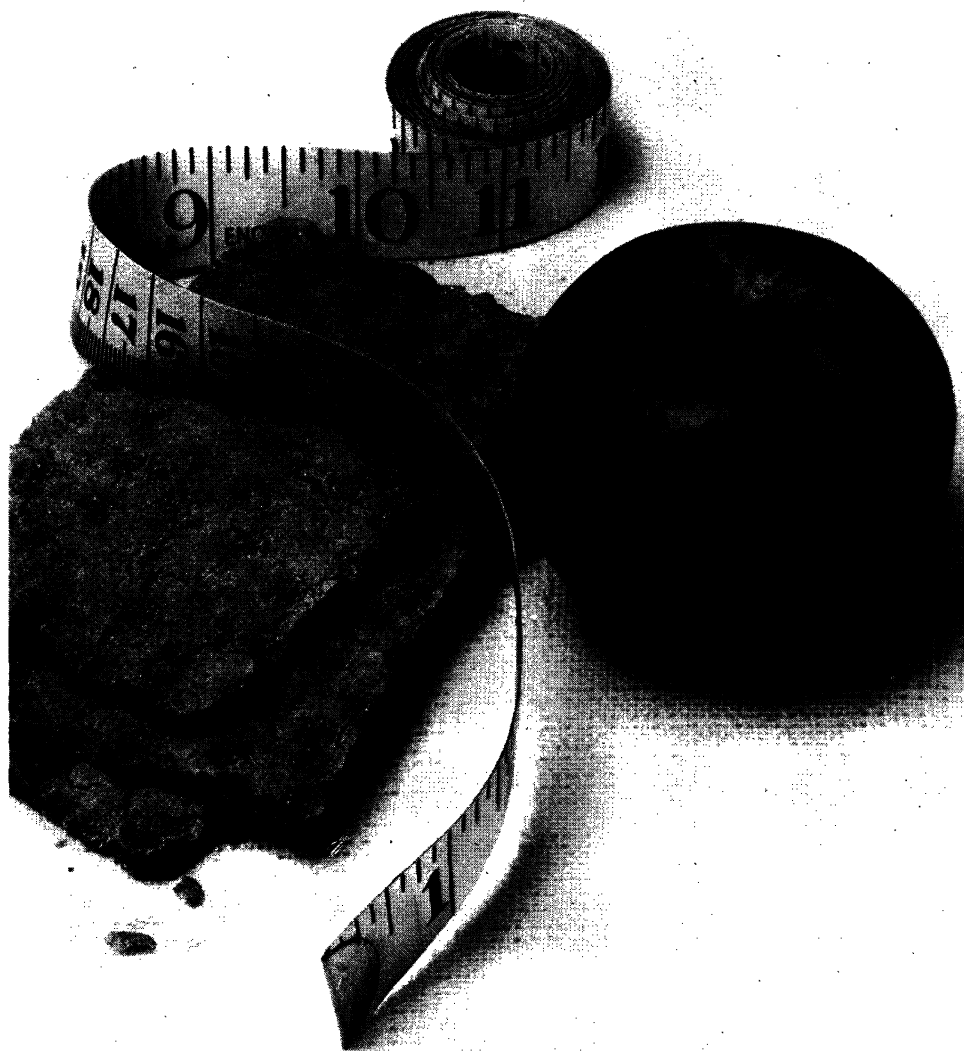


Wellcome

Wellcome Medical Division,
The Wellcome Foundation Ltd.
Berkhamsted, Herts.

LINCTIFED EXPECTORANT

effective expectoration in bronchitis



timely release from 'calorie conscious' 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 these anaemias often caused by the poor eating habits of females attempting to slim.

When the next 'calorie conscious' anaemia walks in, remember 'Fesovit', it makes prescribing simpler.

FesoVit

**'SPANSULE'
CAPSULES**



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

'Fesovit' contains ferrous sulphate, vitamin B complex and vitamin C.
SFT : PA 113

Normacol makes work for idle bowels

By increasing the bulk of the faecal mass Normacol brings about a natural stimulation of the peristaltic reflex. Normacol absorbs up to sixty times its own volume of water—this increase in bulk stimulates peristalsis and the bowels are allowed to function as they should.

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 (dipropylene citrate) 0.5%.

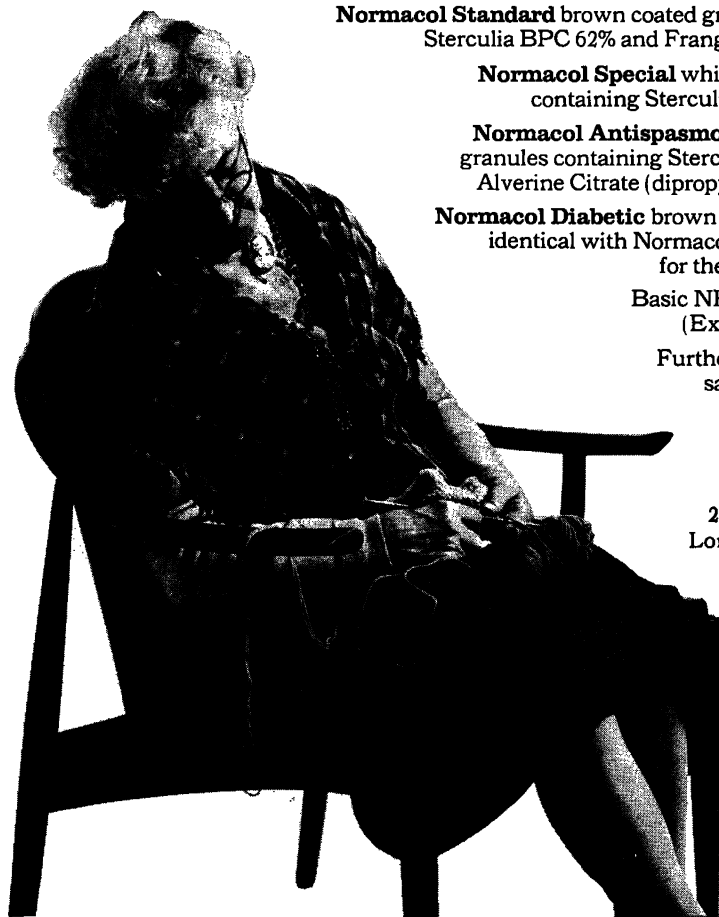
Normacol Diabetic brown coated granules is identical with Normacol Standard except for the absence of sugar.

Basic NHS price 100G. 16p
(Ex dispensing pack).

Further information and
samples on request.



Norgine Limited
26-28 Bedford Row
London WC1R 4RC



953 UK

MIGRIL

Its success has gone to their heads

* The leading anti-migraine preparation for over 9 years.

* Acts between initial warning and full-blown attack.

* Ergotamine and caffeine control the migraine headache.

* Anti-nauseant action provided by cyclizine.

MIGRIL Ergotamine Compound tablets contain ergotamine cyclizine and caffeine*

Full prescribing information is available on request.

*Wellcome Medical Division
The Wellcome Foundation Ltd
Berkhamsted Herts HP4 2DY*

**Trade Mark*



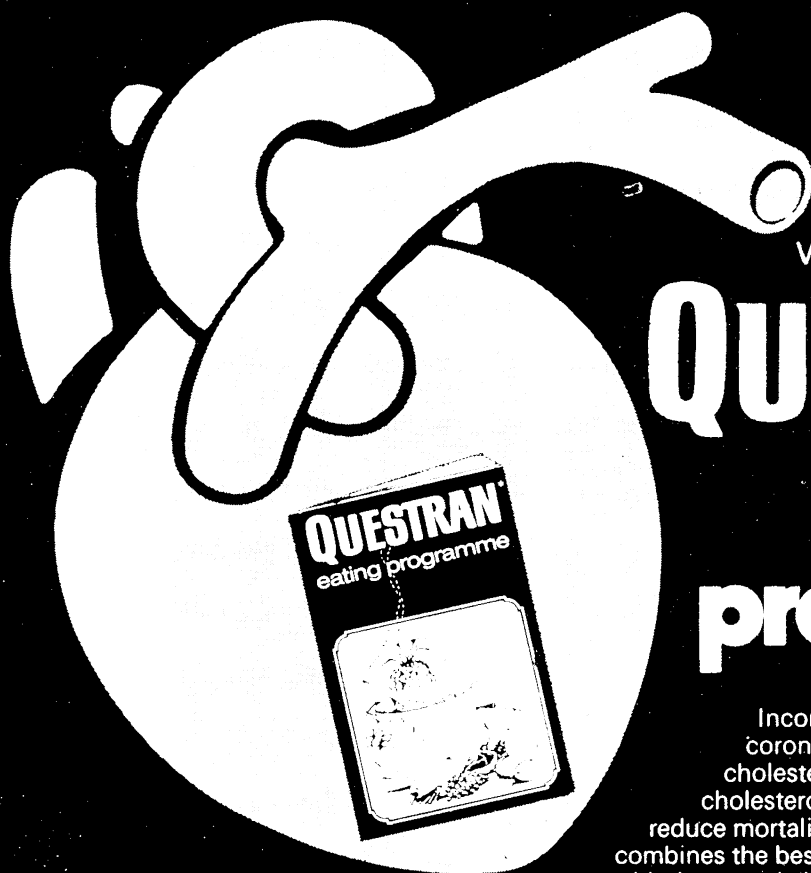
Wellcome

MIGRIL



MASTERS MILLIONS OF MIGRAINES

Protect your patients at risk from ischaemic heart disease!



write now for the

QUESTRAN^{*} eating programme

Incontrovertible evidence now exists that coronary heart disease is related to serum-cholesterol concentrations.^{1,2} Active serum-cholesterol reducing programmes significantly reduce mortality.³ The Questran Eating Programme combines the best features of a low cholesterol intake with the remarkable lipid lowering power of Questran. Reduction in cholesterol levels of 35 to 40%.⁴ protect your "At Risk" patients from the hazards of hypercholesterolaemia.

References:

1. Lancet, (1972)// :551
2. Lancet, (1969)// :1380
3. Lancet, (1972)// :835
4. Lipids & Heart Disease (1968) page 71

NOW sustained cholesterol reduction is yours for the asking

BRISTOL

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

^{*}Questran is the Bristol trade mark for the only palatable form of cholestyramine.



He's back with a

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.

And secondly, the overall absorption is

unaffected by the presence of food⁵ which means your patient doesn't have to remember to take Amoxil half an hour or whatever before meals.

Couple this with Amoxil's apparently excellent ability to penetrate into bronchial secretions^{3,6}, and you've probably explained why Amoxil out-performs other broad spectrums.^{1,2,3,4}

Amoxil t.d.s. – a far better routine for you and your patients.



avirtuoso



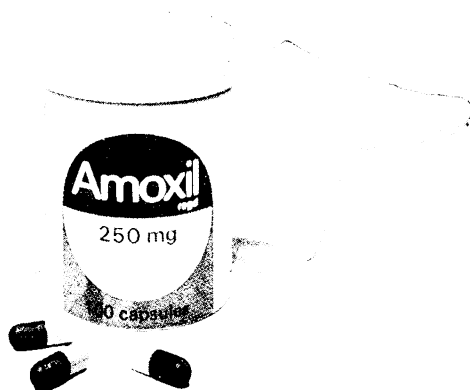
better routine

Further information on Amoxil (regd.), amoxycillin, is available from: Bencard, Brentford, Middlesex.

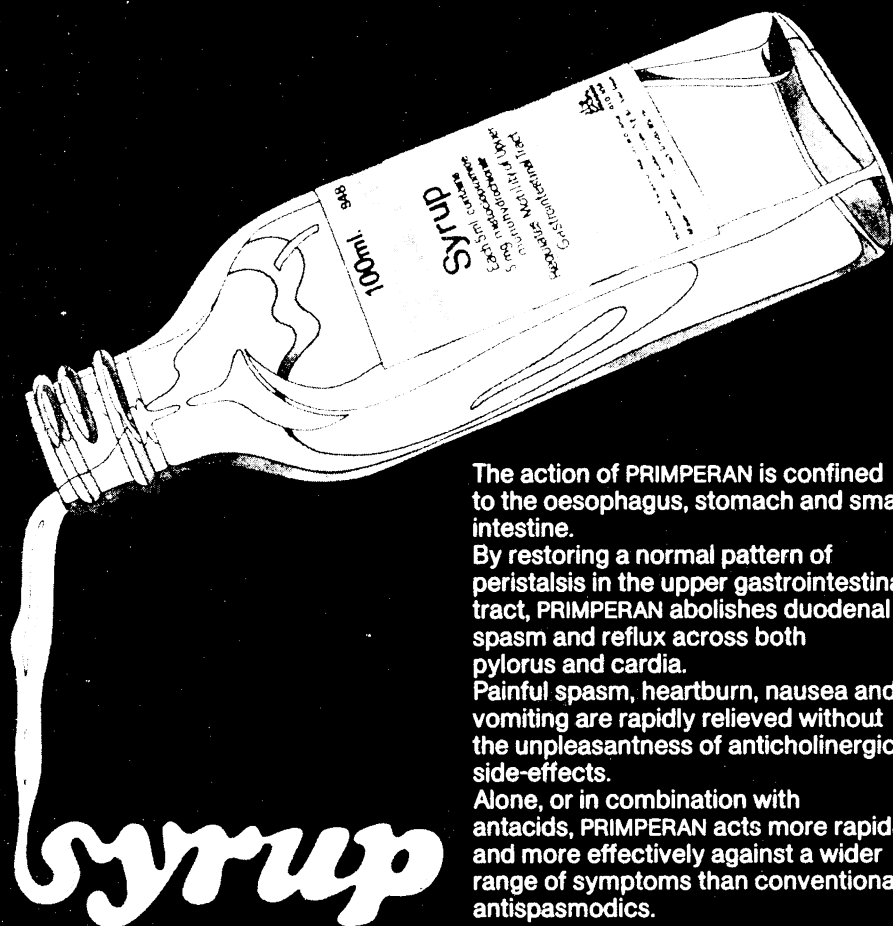
1. Brit. J. Dis. Chest, (1972), 66, 185. 2. Chemotherapy, (1973), 18, 1.
3. S.A.Med.J., (1973), 47, 717. 4. To be published in Practitioner.
5. Brit.Med.J., (1972), 3, 13. 6. Chemotherapy of Chronic
Bronchitis, Second Edition, (1973).

 **Bencard**

performer in chest infections



Better and kinder than antispasmodics



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

By restoring a normal pattern of peristalsis in the upper gastrointestinal tract, PRIMIPERAN abolishes duodenal spasm and reflux across both pylorus and cardia.

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

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

PRIMIPERAN®

Also available as tablets and injections

metoclopramide



Further information is available from

Berk Pharmaceuticals Ltd, Shalford, Surrey, England.

® Registered Trade Mark.

J4481

**EFFECTIVE IN
HYPERTENSION**

**EFFECTIVE
IN OEDEMA**

**HELPS TO
CONSERVE
THE BODY'S
NATURAL
POTASSIUM**

A MULTI-PURPOSE DIURETIC

'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.

MODURETIC[®]
◇ DIURETIC

Amiloride hydrochloride and hydrochlorothiazide



Merck Sharp & Dohme Limited, Hoddlesdon, Hertfordshire

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

4-2295

SWANSEA GENERAL PRACTICE

Vocational Training Scheme

Applications are invited from two registered doctors to enter an approved General Practice Vocational Training Scheme starting on August 1st, 1974.

The three year course consists of six months of General Medicine and six months of Obstetrics with Gynaecology, both at Morriston Hospital, followed by one year as a General Practice Trainee and the final year consists of six months in the Paediatric Department at Morriston Hospital and six months in the Casualty Department at Singleton Hospital.

The scheme is approved by the Regional Post Graduate Education Committee and the Obstetric post is recognised for the Diploma in Obstetrics.

Application forms are obtainable from: Group Secretary, Glantawe Hospital Management Committee, 137/138 St. Helen's Road, Swansea.

Further information is available from Mr. R. B. Parker, 78 Newton Road, Mumbles, Swansea, Area Tutor in General Practice. Tel. Swansea 66955.

THE WELSH POST-GRADUATE COMMITTEE SOUTH GLAMORGAN AREA HEALTH AUTHORITY

Vocational Training Course for General Practice (Cardiff)

This Vocational Training Scheme has been designed to cater both for young doctors who decide to enter General Practice on completion of their pre-registration posts and for doctors who may have spent additional time in hospital practice.

There are three schemes within the programme:

1. A three-year hospital/general practice rotating scheme which includes Obstetrics and Gynaecology, Paediatrics, Casualty and Orthopaedics and General Medicine in relation to Geriatrics as the hospital components, together with two separate periods of six months in General Practice.
2. A two-year hospital/general practice rotating scheme consisting of either psychiatry and casualty or general medicine in relation to geriatrics and casualty as the hospital components, together with one year in general practice.
3. Twelve months in general practice for those doctors with extensive hospital experience.

The general practice component will be in the General Practice Unit of the Welsh National School of Medicine and in other practices in Cardiff. Day release courses are an integral part of all the schemes. Cardiff is an attractive place in which to live and has all the advantages of a medical teaching centre.

Married accommodation is available.

Further particulars and application forms may be obtained from the

Medical Manpower Section,
University Hospital of Wales,
Heath Park,
Cardiff.

PARTNERSHIP VACANCY

LONDON BOROUGH OF BROMLEY.

Drs. Griffiths, Roberts, Tuckman, Woodall and Wootton seek a successor for their retiring partner. We work from a modern group practice centre with attached health visitors, midwife and nurse and we have access to G.P. and G.P.O. hospital beds. We are looking for a partner possibly with a special interest in epidemiologic research. Please write to us at 41 Broomswood Road, St. Paul's Cray, Kent.

MID-KENT RURAL PRACTICE REQUIRES A FIFTH PARTNER

Six months assistantship for mutual assessment. This is a vocational training practice with own practice nurse, ECG, etc. Full access to laboratory and x-ray facilities.

G.P. maternity unit.

Attached health visitors, nurses and midwives.

Please apply in writing to:

DR H. C. H. BIRD, 3 Stockett Lane, Coxheath, Maidstone, ME1 74PS.

Telephone: Maidstone 45585.

Assistant with view wanted for 3 handed partnership with exceptional facilities, in semi-rural area, 20 miles from Cork City. Box No. 103.

Readers are asked to mention *The Journal of the Royal College of General Practitioners* when replying to all advertisements.

BARNSELY HOSPITAL MANAGEMENT COMMITTEE

(Barnsley Area Health Authority with effect from 1.4.74)

VOCATIONAL TRAINING SCHEME FOR GENERAL PRACTICE

Centred on the Barnsley District General Hospital

Applications are invited from practitioners with full registration for five posts commencing 1 August, 1974. Recognised by the R.C.G.P. for the M.R.C.G.P. including two 6 months periods in general practice with training practices, and five S.H.O. six monthly posts in the following: General medicine: Geriatrics: E.N.T. with two separate day releases in Psychiatry: Paediatrics: Obstetrics and Gynaecology: with facilities for preparation and training for the DLO, DCH and D.Obst. RCOG. Also release for Dermatology: Orthopaedics: Ophthalmology and Surgery etc: Multiple postgraduate lunch time and evening meetings cover every discipline. There will be 2/3 Seminars per month on clinical and other problems associated with general practice either for half day release or evening times. Opportunities to visit and spend time in other practices trainees are not attached to will be encouraged. Some association with the Sheffield training scheme is being arranged. Single and probably married accommodation will be available but is not binding if alternative is near.

Shorter courses will be made available by the Court Organiser for those having completed S.H.O. posts beyond their registration.

Application form and further details from Group Personnel/Training Officer, Barnsley Hospital Management Committee, 118, Gaslobe Road, Barnsley.

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

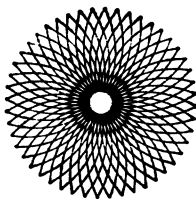
Burinex has been shown to be of value in clinical practice, not only for the seriously ill patient where a rapid diuresis is required but also for maintenance, where the predictable effect can be utilised to fit the patient's domestic circumstances and work routine. During long term treatment Burinex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