Increased exercise tolerance.

Beta-Cardone significantly prolongs the duration of exercise effort in patients with angina pectoris. The illustration below, based on six case studies, demonstrates this effect in patients exercised on a bicycle ergometer.

In this test the protective effect of Beta-Cardone was shown by a marked reduction in ST segment depression throughout: at rest, at the point of pain, and after exercise.

Fewer anginal attacks, reduced trinitrin dependence.

The increased exercise tolerance induced by sotalol results in fewer anginal attacks and decreased need for trinitrin. The graph summarises the results of a double-blind, crossover, multi-centre study involving 146 patients. 92% were given a dose of between 240 mg and 480 mg per day; 93% reported fewer attacks during sotalol therapy and 71% had a reduction of 50% or more. Compared with the baseline period, the lowered attack rate was confirmed by the parallel reduction in the usage of trinitrin tablets.


Beta-Cardone helps the anginal patient to live with his condition.

The anginal patient lives under the constant threat of painful attack. Beta-Cardone, with its pure beta-blocking activity, takes him step by logical step toward the enjoyment of a less troubled, more normal life.

The heart rate is reduced.

When cardiac contractility is lowered.

Myocardial oxygen consumption is reduced.

Exercise tolerance is increased.

Healthier-to-normal life for the patient.

BETA-CARDONE preparations of sotalol hydrochloride are available as TABLETS 40 mg (basic N15 cost £2.33 per 120 tablet pack), TABLETS 80 mg (4.35 per 100), and INJECTION 10 mg in 5 ml (£4.41 per 10 ampoules).

Adapted from the classification in Clin. Pharmacol. Ther. 10, 282.
Act now to prevent next summer's Hay Fever problems!

A pre-seasonal course of immunotherapy with Allpyral-G can be effective in preventing Hay Fever in 9 out of 10 patients\(^1,2\) and can obviate the need next summer for antihistamines or steroids.

Allpyral-G

NOW is the time to plan treatment for those Hay Fever patients who could benefit from immunotherapy with ALLPYRAL-G.

Full information is available on request

**Dome Laboratories**

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DM 640
a versatile and highly effective
diuretic that helps to conserve the body’s natural potassium

Experience has shown that 'Moduretic' meets the specific needs of the physician who prescribes a thiazide for

the control of oedema and hypertension
when excessive loss of body potassium should be prevented

elderly patients
whose dietary intake of potassium is suspect

oedematous or hypertensive patients
who do not—or cannot—take potassium supplements with their therapy

digitalised patients
where potassium depletion is always a major hazard

prolonged therapy
where hypokalaemia should be prevented

MODURETIC®
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Amiloride hydrochloride and hydrochlorothiazide

'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.

Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire
This bed contains over

Migen
asthma immunisation made easy.
This bed is alive. Crawling with Dermatophagoides pteronyssinus, the common house dust mite.

The mite is found “...almost everywhere that human beings live, but particularly where they sleep”. Brit. med. J., (1969), 2, 723. It has also been identified as “…the most common cause of allergic asthma in this country, particularly in children”. Brit. med. J., (1970), 2, 501.

The house dust mite is an extremely potent allergen. In fact it has been calculated that the inhalation of mite material in an amount weighing less than one whole live mite would be capable of precipitating an allergic reaction.

The mite population lives on human skin scales. Each of us sheds about 5 g. of dander a week and 0.5 g. - 1 g. of this accumulates in beds and bedding, an amount which can support up to 10,000 mites. For most people, this thriving subculture means little. But to the allergic asthmatic it could mean the difference between a dream and a nightmare.

Avoidance is Impossible
In the home, it is virtually impossible to remove every trace of the mite. The ubiquitous creature exists in beds, carpets, curtains, cushions anywhere that human beings and domestic dust come together. Even immaculate dwellings produce dust samples rich in live mites, their excreta and dead remains - all potent allergens. This is why the most effective way of controlling house dust mite sensitivity is immunisation.

Migen – for the prevention of Asthma

Migen is a new short course vaccine which immunises against the house dust mite.

So it does not simply treat the symptoms of asthma - it prevents them. Immunisation against the powerful house dust mite allergen can raise the patient's 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 the fear of attack is reduced.

Migen is the first treatment that gives you, the family doctor, real control over asthma.

Migen and Simplicity
There was a time when immunisation was both a complicated and lengthy business. Not so with Migen. Just six injections form a course of treatment for asthma and perennial rhinitis. With each syringe pre-filled to ensure easy administration and accurate dosage.

Migen and Safety
In Migen the active material is adsorbed on to tyrosine - a naturally occurring amino acid which is metabolised in the human body. The active material is therefore released slowly but completely for maximum effectiveness and minimum risk of adverse effects.

Diagnosis
Migen may usually be prescribed on the basis of a careful case history alone. A Diagnostic Aid has been devised to help identity, by case history, those patients who are most suitable for Migen treatment. If the diagnosis is still in doubt after the case study then the Migen Skin Test Kit may be used for confirmation. Both the Diagnostic Aid (which also includes notes for the guidance of patients) and the Skin Test Kit are available on request from Bencard.

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 you an opportunity to treat the most common form of allergic asthma. From your surgery.
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
'SPANSULE' CAPSULES

Smith Kline & French Laboratories Limited,
Welwyn Garden City, Hertfordshire AL7 1EY
Listen to the difference between Amoxil and other antibiotics

- The difference which has given significantly longer periods of relief from acute exacerbations of chronic bronchitis than tetracyclines, ampicillin, and cephalosporin. (fig. 1)

The difference that makes Amoxil more effective than ampicillin in the treatment of chest infections. 1, 2, 3

The difference which takes over where the tetracyclines have done all you can expect of them in bronchitis—so that significantly greater relief of all clinical symptoms can be demonstrated. (fig. 2)

The difference that allows Amoxil to penetrate bronchial membrane barriers regardless of the degree of inflammation. 1 (fig. 2)

The difference in absorption that means Amoxil can be taken t.d.s. with or without food—which means it is simpler for patients to take properly. To these differences must be added Amoxil's safety and the fact that it is one of the least expensive therapies for respiratory infections. No wonder doctors everywhere are recognising that Amoxil makes all the difference.

Amoxil
250 mg

Makes all the difference in respiratory infections.
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

ESBATAL

Successful in hypertension

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

Calmic Medical Division,
The Wellcome Foundation Ltd.,
Berkhamsted, Herts.
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 QUESTRAN restores the normal lipid balance, reducing plasma cholesterol by as much as 40%.5 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.
5. Lipids & Heart Disease (1980) p.47
7. Lloyd, J. K. et al. (1975) Lipid Metabolism and Atheroembolism, (Excerpta Medica) 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
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 9%
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
MINOCIN

in bronchitis

highly effective

sometimes vital

You fastened your safety belt this morning just in case of an emergency. You're not expecting trouble, of course, but you never know . . . You never know with bronchitis either. Minocin* (minocycline) protects against the hazards of bronchitis, but unlike traditional tetracyclines and 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. So whenever you treat bronchitis be sure from the start with Minocin – just in case . . .

Presentation: Blister packs of 9 and 45 tablets, each containing 100mg minocycline.

*Lederle Laboratories Research for British Medicine
A division of Cyanamid of Great Britain Ltd., Fareham Road, Gosport, Hants.
Full information is available on request
If your counselling controls their anxiety ... they don’t need Tropium

But what about your hypertensive, cardiac and peptic ulcer patients who remain excessively tense and anxious despite your efforts? The kind of patients you decide must be kept calm.

Tropium can be important for these patients – they will experience prompt relief from their psychic tension symptoms.

Tropium (Chlordiazepoxide HCl BP) 2mg, 5mg, 10mg tablets

Also available as 5mg, 10mg capsules

DDSA

DDSA Pharmaceuticals 310 Old Brompton Road London SW5
"For some people
summer comes too soon"

Mid-Winter may seem early to start thinking about
summer and the symptoms it brings to hayfever sufferers
— unless you are a hayfever sufferer, in which
case summer always comes too soon.

For hayfever patients treated with Pollinex, summer can be an enjoyable
experience, perhaps for the first time.

Recent clinical trials have shown that
a single three-dose course of Pollinex pro-
duces substantial improvement in some
77% of patients. It is considered that
the benefit following a second year’s
pre-seasonal course may be greater.

In Pollinex twelve chemically
modified grass pollens are adsorbed onto a tyrosine
base to allow slow and complete release of active
material, ensuring maximum effectiveness
and minimum risk of side effects.

The three injections which make up a
complete course of Pollinex are given
pre-seasonally. Pre-filled disposable
syringes ensure accuracy of dosage and
ease of administration. Simply prescribe
“One course Pollinex.”

Your hayfever patients are likely to
find summer can’t come soon enough.

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

Prescribe Pollinex now
Positive action in hayfever prevention
Is the problem in the Nystaform-HC zone?

NYSTAFORM-HC effectively controls dermatoses where bacterial and fungal (particularly monilial) infections occur, whilst promptly relieving the associated pruritus.

NYSTAFORM-HC
Nystatin + iodochlorhydroxyquin + hydrocortisone
When the North Wind doth blow...

Deteclo

Deteclo, the broad spectrum antibiotic for the routine treatment of respiratory tract infections.

Deteclo combines the high power efficacy of three proven tetracyclines with low dose safety.

Deteclo, the economic treatment for winter infections, costs less than 6p a day.

Deteclo
the routine antibiotic

Each tablet contains tetracycline 115.4mg, chlortetracycline 115.4mg, demethylchlortetracycline 69.2mg

Full information is available on request

Lederle Laboratories
A division of Cyanamid of Great Britain Ltd.
Gosport Hampshire

*Trade Mark
UNIVERSITY OF TASMANIA
CHAIR OF COMMUNITY HEALTH

Applications are invited for the above-mentioned Chair which will be established in 1975. The appointee will be responsible for establishing the new department and devising suitable courses in his subject. The University's Medical Faculty was established in 1964, teaching began in 1965 and the first group of students graduated in 1970. It is expected that the Department of Community Health will be responsible for the co-ordination of teaching in Social and Behavioural Sciences, throughout the medical courses, and Social and Preventive Medicine and General Practice in the clinical years. The Department would be expected to co-operate with existing clinical and pre-clinical departments and to participate in teaching over the whole medical course, where appropriate.

The successful applicant may anticipate acting in a consultant capacity to the State Department of Health Services in the design and provision of proposed health centres.

Salary (under review) $A19,614 p.a., plus clinical loading at present $A3,000 p.a. Limited amount of private consultant practice under specified conditions.

Further information and application procedure available from the Association of Commonwealth Universities (Appts), 36 Gordon Square, London WC1H OPF.

Applications close 27 January, 1975, but will be accepted for a further seven days.

The British Postgraduate Medical Federation has now published its programme of courses for general practitioners for the period January to August, 1975. These programmes will be distributed automatically to general practitioners in the National Health Service in the four Thames Regional Health Authorities through their local family practitioner committees.

Any other general practitioners wishing to receive a copy of this programme, should forward a stamped, addressed, foolscap envelope to:

The General Practitioner Department, British Postgraduate Medical Federation, 33, Millman Street, London, WC1N 3EJ.

No applications will be accepted by telephone.

GENERAL-PRACTITIONER TRAINEE VACANCY

Mining village, 1 hour from Cardiff, 3½ hours from London. 2,100 patients, two seniors, one MRCP, one FRCGP, research attachment to MRC Epidemiology Unit Northwick Park Hospital. Full attached staff and training programme, day release to Bridgend and Swansea trainee meetings, arrangements for exchange with contrasting practices. Rented accommodation £3.00 weekly, 4 weeks holiday, salary £3,012 to £3,711, depending on last hospital grade, car allowance £347. Write with references and curriculum vitae to Drs Julian Tudor Hart and Andy Haines, Glyncorrwg Health Centre, West Glamorgan SA13 3BL.

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

THREE SHORT TERM RESEARCH ASSOCIATES

Participation in the final phase of a study of continuing medical education may appeal to recently retired general practitioners or consultants, and other medical graduates. The work is centred around Manchester. The starting date to be as soon as possible. Salary £320 per month, with travel allowance and subsistence where applicable. Applications will be welcomed for periods from 2–5 months. Applications to Dr H. J. Wright, Division of General Practice, Department of Community Medicine and General Practice, St. James's Hospital, Leeds, Y0ks LS9 7TF, from whom further details can be obtained.
THE UNIVERSITY OF MANCHESTER

MANCHESTER FAMILY PRACTITIONER COMMITTEE

Applications are invited for a post of SENIOR LECTURER in the Department of General Practice.

The successful candidate will be appointed to fill a vacancy as Principal providing unrestricted General Medical Services in the area of the Manchester Family Practitioner Committee under the regulations of the National Health Service and will be required to work with other members of the staff in the Group Practice of the Department.

The post is suitable for an experienced general practitioner with a genuine interest in general practice, teaching, education and research, and able to work with a comprehensive Health Team providing Primary Medical Care. Salary range £5,709 — £6,561 p.a., superannuation as appropriate.

Further particulars and application forms (returnable by 7 February) from the Administrator, Manchester Family Practitioner Committee, 2A Higher Ardwick, Manchester 12.

DERMATOLOGY

6-11 APRIL, 1975

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Please apply to:

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Faculty of Medicine,
The University,
P.O. Box 147,
Liverpool L69 3BX.
Tel.: 051-709 3114

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Readers are asked to mention The Journal of the Royal College of General Practitioners when replying to all advertisements.
Vocational Training for General Practice

Devon Area Health Authority
Exeter University
Exeter and Mid-Devon Hospitals

Applications are now invited for four places starting on 1 August 1975 on the vocational training scheme of the Department of General Practice in the Postgraduate Medical Institute of Exeter University. This course is recognised and designed for the MRCGP examination.

All four programmes begin with two months of introductory training in a teaching practice. The first year consists of four, three-month rotating appointments at senior house officer level in accident and emergency, gynaecology, ENT, and ophthalmology. Options in the second year include two of the following six-month appointments: paediatrics (DCH), obstetrics (DObst), acute medicine, acute geriatrics, and psychiatry.

One year in all is spent in university-approved teaching practices and throughout the three years a half-day release course is held.

The Exeter Department is the only university department of general practice in the country outside a medical school.

Applications and enquiries should be made as soon as possible to:

Dr D. J. Pereira Gray, Senior Lecturer in-charge,
Department of General Practice,
Postgraduate Medical Institute,
Barrack Road,
Exeter, EX2 5DW.
Bürinex
the fast diuretic

*in the treatment of acute and chronic congestive heart failure

recommended dosage: 1 tablet of 1mg daily

FURTHER INFORMATION AVAILABLE ON REQUEST
Leo Laboratories Limited, Hayes Gate House, Hayes, Middx.

Burinex K
the only short-acting diuretic with built-in potassium supplementation

*for patients undergoing concurrent treatment with digitalis
*for maintenance therapy

recommended dosage: 2 tablets daily as a single dose