

Septrin b.d. in otitis media



better for him better for mum

Better for him because Septrin has a powerful activity against the causative pathogens ensuring a rapid response and high success rates.^{1,2}

Better for mum because the twice-daily dosage of Septrin removes the worry of giving medicine at awkward times of the day and night.

1 *J infect Dis*, (1973), 128, suppl, 629. 2 *Canad med Ass J*, (1975), 112, 87S.

Septrin contains trimethoprim and sulphamethoxazole.
FULL PRESCRIBING INFORMATION IS AVAILABLE ON REQUEST.
Wellcome Medical Division, The Wellcome Foundation Ltd., Berkhamsted, Herts



Wellcome

SEPTRIN

TRADE MARK

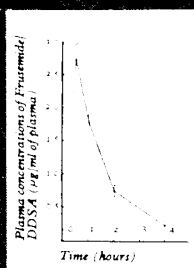
FRUSEMIDE

now available as
FRUSID
the proven, rapid
onset diuretic with
the gentle action

**Impeccable quality and
proven bio-availability**

After oral administration of Frusemide/DDSA tablets to fasting human subjects, peak plasma concentrations of the drug were reached within 30 minutes of dosing . . . plasma concentration time relationship of Frusemide/DDSA after administration of a 40mg tablet each point is the mean \pm S.E.M.

*Independent
Laboratory Report*



This well known work of art the fountain called Manneken Pis stands on the Rue de l'Ecluse in Brussels and dates from before 1619. Legend tells us that the statuette depicts the son of a rich bourgeois who when lost was found by his parents at the corner of the Rue de Chene while assuming the well known posture. Reproduced by permission of the Belgian Tourist Office.

Frusid is the trade mark applied to formulations containing Frusemide BP 40mg. Available in packs of 50, 250, and 1000. Basic NHS cost: Tablets 100 £2.29 (ex 1000 pack)

DDSA

Further information and samples on request from
the Medical Information Department, DDSA Pharmaceuticals, 310 Old Brompton Road London SW5

Amoxil making all the difference in the Black Country.

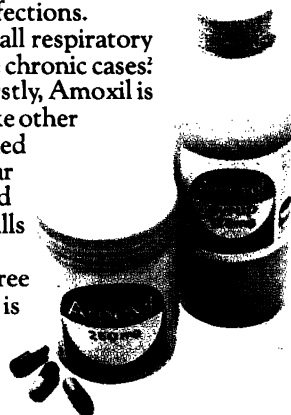


And throughout Britain. Because doctors everywhere now recognise the advantages of Amoxil in respiratory infections.

Amoxil ensures faster relief of symptoms¹ for all respiratory patients and longer periods free from infection for the chronic cases.²

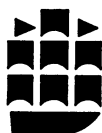
Three main factors are responsible for this. Firstly, Amoxil is more completely absorbed into serum.³ Secondly, unlike other antibiotics it penetrates equally well through inflamed and uninfamed bronchial membrane barriers⁴ to clear even the most entrenched pockets of infection.⁵ And thirdly, extensive studies have shown that Amoxil kills bacteria more rapidly than other antibiotics.^{6,7}

These three factors, together with a trouble-free dosage, contribute to the Amoxil difference which is appreciated by doctors and patients everywhere.



**makes all the difference
in respiratory infections everywhere.**

1. Practitioner (1974), 212, 123.
2. Chemotherapy (1973), 18, (Suppl.) (19), 1.
3. Br. Med. J., (1972), 3, 13.
4. Excerpta Med. I.C.S. (1974) No. 326, 130.
5. S.A. Med. J., (1973), 47, 719.
6. Antimicrob. Ag. Chem. (1975), 7, (2), 179.
7. Antibiotics under the Microscope. A film freely available to the medical profession.
Full prescribing information on Amoxil (regd.), amoxycillin, is available from: Bencard, Great West Road, Brentford, Middlesex.



Books for the General Practitioner from Churchill Livingstone

Learning to Care—Person to Person

P. S. Byrne and B. E. L. Long

1975 Second edition 128 pages £4.00

This book has been written for those medical general practitioners who find themselves obliged to add a teaching role to their primary professional role. The teaching is usually done in a one-to-one relationship, by trainers who are unlikely to have had the benefit of teacher training. In this revised edition, the authors have used the experience gained during four years studying the problems of this type of training, and have added a chapter on audio and video tape teaching.

Contents

Introduction/The language of training/A model for the training process/Tenets for teachers/Teaching and learning in attachment/Instructing skills/ 'Talking at', 'talking with' and 'being talked to'/Non-directive teaching/Simulated experience/ On using audio tape/Counselling and the reflective technique/The nature of observation (the passive role)/Playing for real/Evaluation and assessment.

Moral Dilemmas in Medicine

A Coursebook in Ethics for Doctors and Nurses.

Alastair V. Campbell

1975 Second edition 224 pages illustrated £1.95

Since publication of the first edition of this book, interest in medical ethics has increased dramatically, both among medical personnel and the general public. Much of the section dealing with classical ethical theories has been retained in this new edition. The section dealing with contemporary questions has been extensively revised, however, with a survey of such subjects as priorities in health care, the ethics of experimentation and the debate on abortion.

Contents

Moral dilemmas and ethical theories/The Individual conscience/The common good/Rules and situations/Respect for persons/ Some perspectives on current problems—abortion—the dying patient—human experimentation—organ transplantation—ethics and priorities.

CHURCHILL LIVINGSTONE,
23 Ravelston Terrace, Edinburgh EH4 3TL

Mid Glamorgan

HEALTH AUTHORITY

The Bridgend Vocational Training Scheme for General Practice

An opportunity exists to take part in a well-established Vocational Training Scheme for General Practice based on Bridgend General Hospital.

There will be vacancies on the scheme commencing 1 August 1976.

Bridgend is situated in the very attractive Vale of Glamorgan and the area is such that it will provide a most agreeable home for the single or the family man throughout the three years of the course.

The Organisers provide a stimulating three year course. The appointments commencing in the S.H.O. Grade will consist of six months in each of the following:—

General Medicine — General Practice — Paediatrics — Accident and Emergency Surgery — Obstetrics and Gynaecology

and a further six months in the same General Practice. (The order in which these posts will be held may vary).

An optional post in Psychiatry exists which may be taken in lieu of one of the Hospital appointments. The scheme is very flexible and individual requirements can be considered.

Special arrangements will be made throughout the Course for experience in E.N.T., Ophthalmology, Psychiatry, Dermatology and other subjects relevant to General Practice.

A well developed day-release course is available to all participants throughout the three years. The appointments are recognised to qualify candidates for entry to the following examinations—MRCGP, DCH and D.Obst. RCOG.

Married accommodation available.

Applications giving full particulars and the names and addresses of two referees should be sent to the District Administrator, Ogwr Health District, Maesteg Road, Tondy, Bridgend, Glamorgan, as soon as possible.

MINOCIN

in bronchitis

highly effective sometimes vital

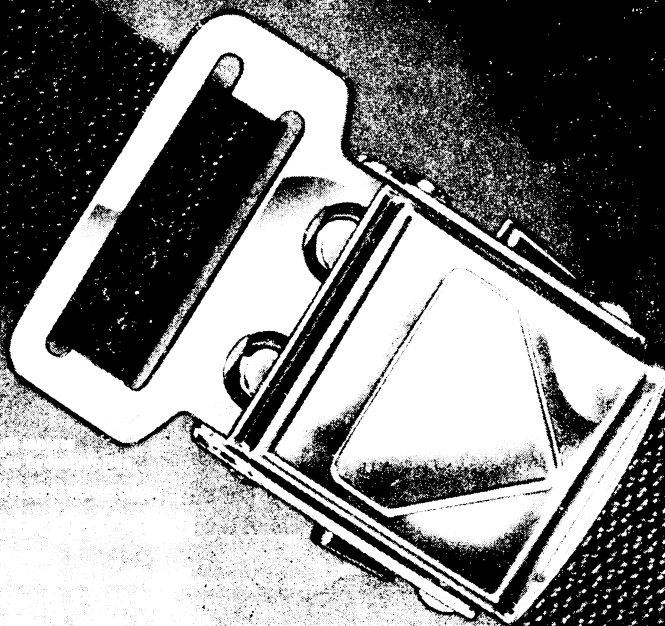
A ball . . . a dog . . . brake lights.

Your seat belt grips preventing a minor cut or bruise—this time.
But in more serious circumstances that seat belt could save your life.

The same could be true of Minocin.*

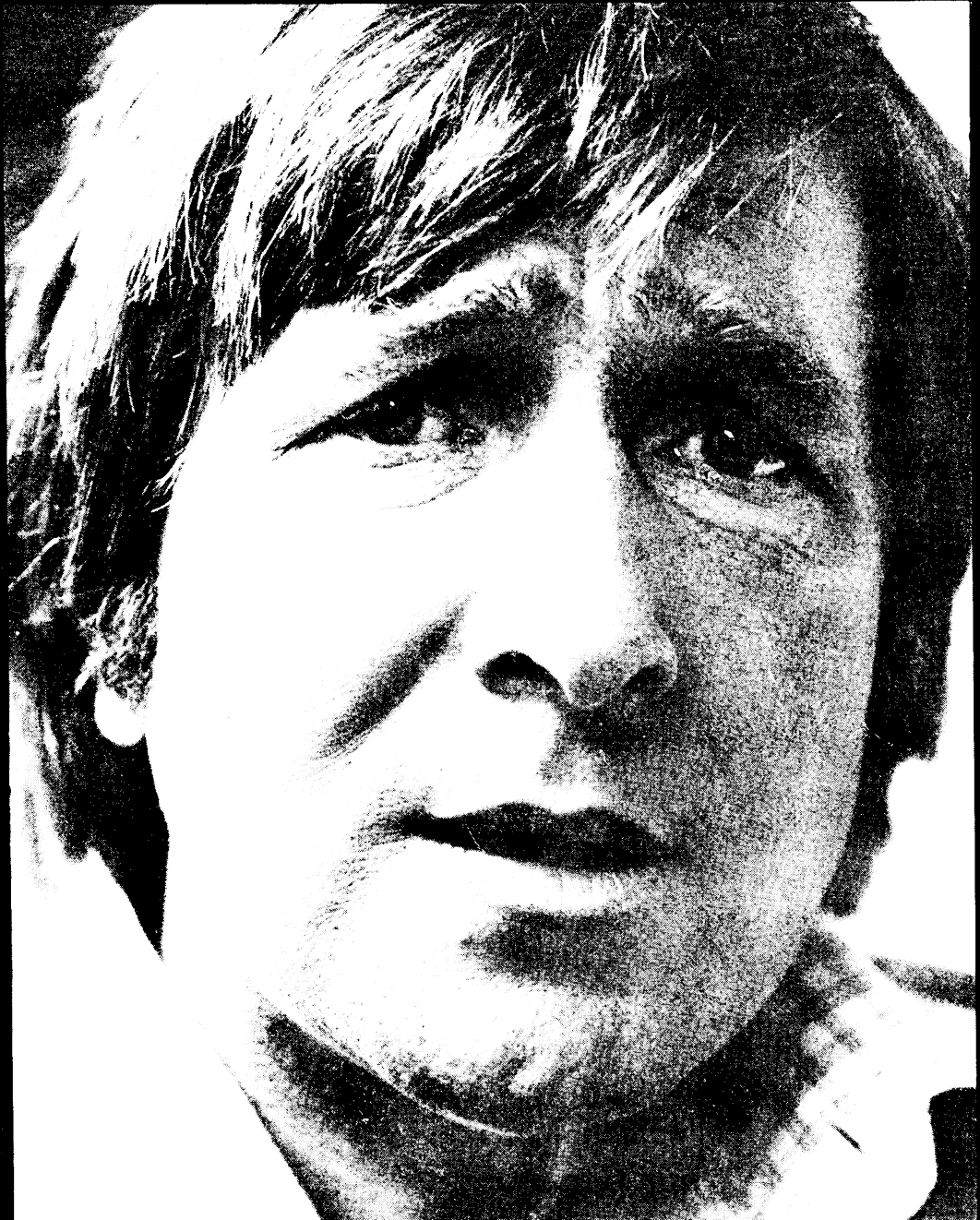
Minocin (minocycline) protects against the hazards of bronchitis, but unlike traditional tetracyclines and some semi-synthetic penicillins is also highly effective against resistant staphylococci—the pathogens which could threaten your patient's life. Staphylococcal pneumonia is the only really life endangering infective hazard in bronchitis.¹

So whenever you treat bronchitis be sure from the start and put safety first with Minocin.



Lederle

**Is there a chance
of his bronchitis
becoming chronic?**



In bronchitis Septrin b.d. leaves nothing to chance

Septrin has a powerful action against the pathogens likely to cause acute episodes of bronchitis; *H. influenzae*, the most troublesome organism, is highly sensitive.

Septrin has been shown to give better results than ampicillin¹ and tetracycline² with regard to:

- * Rapidity of resolution of symptoms.
- * Eradication of pathogens* from sputum.
- * Conversion of purulent to mucoid sputum.



SEPTRIN

TRADE MARK

first



FULL PRESCRIBING INFORMATION
IS AVAILABLE ON REQUEST.

Wellcome Medical Division
The Wellcome Foundation Ltd.
Berkhamsted, Herts

1. *J. infect. Dis.* (1973) Suppl., 128, 710.

2. *Brit. J. clin. Pract.* (1974), 28, 2, 63.

Septrin contains trimethoprim and sulphamethoxazole.

LONGMAN MEDICAL JOURNALS

British Journal of Addiction

Published quarterly

Annual subscription £12.00

British Journal of Oral Surgery

Published July, November and March

British Journal of Orthodontics

Published quarterly

Annual subscription £10.00

British Journal of Plastic Surgery

Published quarterly

Annual subscription £10.00

British Journal of Urology

Published seven times a year

Annual subscription £17.00

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Published quarterly

Annual subscription £10.00

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Published February, June and November

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Edinburgh EH7 4AT Scotland



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Edinburgh Graduate (1970) DipObstRCOG, MRCGP, 29 years old. FPA trained, vocationally trained (Northampton). Presently visiting Associate Family Medicine Program, Duke University, USA, due to return to UK end of December, seeks interesting practice opportunity. Details to Derek Prentice, Box No. 207.

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The inclusion of an advertisement in this *Journal* does not imply any recommendation and the Editor of the *Journal of the Royal College of General Practitioners* reserves the right to refuse or stop the insertion of any advertisement.

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Department of Medicine

Applications are invited for the posts of lecturer in general practice and senior lecturer in general practice. Each of these appointments has an associated partnership in the University General Practice Unit, Palacefields Health Centre, Runcorn, Cheshire and has teaching, research and service components in varying proportion. The practice may be visited by prior arrangement with the Director of Studies in General Practice.

Initial salary will be on the scale £3,742-£7,068 per annum for the post of lecturer and £7,536-£10,689 per annum for the post of senior lecturer according to qualifications and experience.

Applications together with the names of three referees should be received not later than 15th December 1975, by the Registrar, the University P.O. Box 147, Liverpool L69 3BX, from whom further particulars may be obtained. Quote Ref.RV/597/JRCGP.

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Charges for college accommodation are reduced for members (i.e. fellows, members and associates). Members of overseas colleges are welcome when rooms are available. All charges for accommodation include breakfast and are subject to value added tax; a service charge of 12½ per cent is added. Members are reminded that children under the age of 12 years cannot be admitted and dogs are not allowed.

From 1 January 1976, charges are:

| | <i>Members</i> | <i>Others</i> |
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| | £ | £ |
| Single room | 5.00 | 9.00 |
| Double room | 9.00 | 14.00 |
| Flat 1 | 11.00 or 70.00 per week | 14.00 or 90.00 per week |
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|-------------------------|----------------|---------------|
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| Common room and terrace | 20.00 | 30.00 |
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Enquiries should be addressed to the Accommodation Secretary, Royal College of General Practitioners, 14 Princes Gate, Hyde Park, London SW7 1PU. (Tel: 01 584 6262). Whenever possible bookings should be made well in advance.

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