

# A NEW ADVANCED INFLUENZA VACCINE

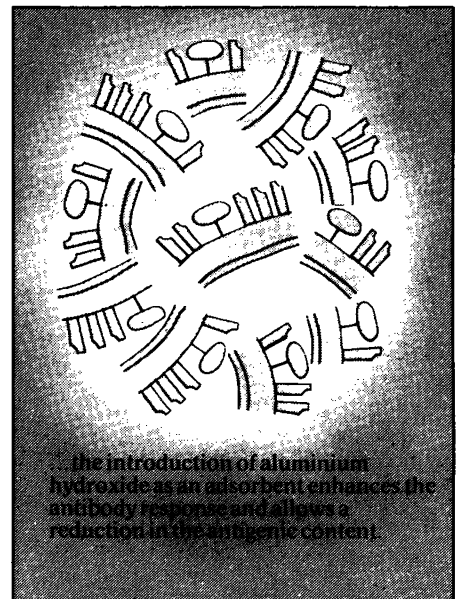
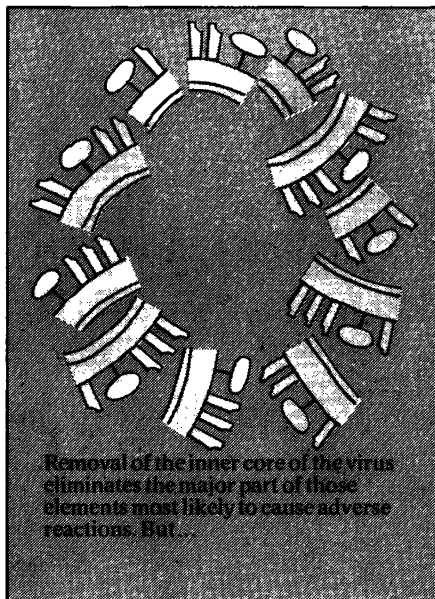
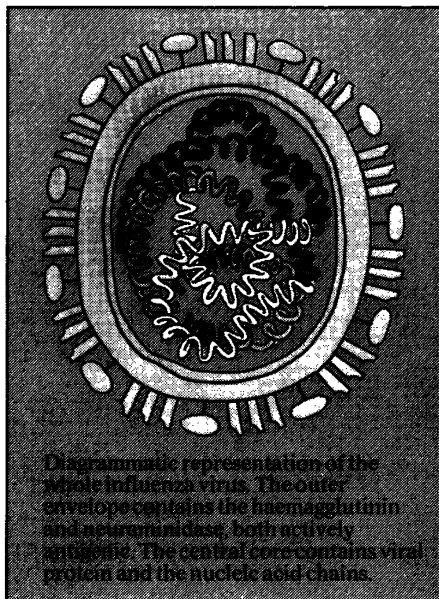
Duncan Flockhart announce the introduction, in parallel with Admune, of an entirely new highly purified adsorbed surface antigen influenza vaccine.

Fluvirin is made by an advanced process, which reduces the viral protein content to only one tenth of that found in standard whole virus vaccines. A vaccine prepared in this way has been described (Br. med. J., 1975, 1 508) as "*the ultimate in purified antigens.*"

Fluvirin offers:-

- An even higher degree of purity
- A much lower content of viral protein
- A positive protection rate of up to 90% of vaccinated patients
- A much reduced risk of adverse reactions

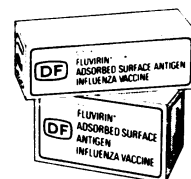
## HOW FLUVIRIN IS PREPARED



These qualities make Fluvirin especially suitable for the elderly and for the protection of patients at high risk through chronic pulmonary, cardiac, or renal disease – indeed in all patients where it is particularly important to reduce reactions to the absolute minimum.

For your patients at special risk

# FLUVIRIN



Formula and NHS price  
Each 0.5ml is prepared from  
200 IU A/Vic/3/75 (H<sub>3</sub>N<sub>2</sub>)  
200 IU B/HK/8/73  
Ampoules of 0.5ml £1.60  
Vials of 5ml £14.70

The advanced British influenza vaccine



Fluvirin and Admune are Trade Marks of Duncan, Flockhart & Co. Limited, London E2 6LA. Made in Britain.  
Data sheet available on request.

Product licence No. 0021/0063

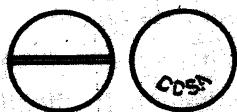
DF77/130/HN

**NEW**  
unique DDSA dosage form



Nitrazepam 10 mg tablets  
now available, prescribed as  
**REMNOS** 10 mg

In addition to the Remnos 5 mg strength



Remnos 5 mg tablets



Remnos 10 mg tablets

**For Patient convenience**

— many patients require 2x5 Nitrazepam tablets at night. Now one tablet Remnos 10mg fulfills this need

**Prescribing convenience**

— the distinctive yellow colour of tablets Remnos 10mg clearly distinguishes this dosage form from tablets Remnos 5mg thus avoiding the likelihood of confusion

**Cost saving\***

1x100 Remnos 10mg tablets costs 10% less than 2x100 Remnos 5mg

**Nitrazepam 10mg only available as tablets Remnos 10mg**

**Availability:**

packs of 100 and 500 tablets each containing Nitrazepam BP 10mg

\* 100 tablets Remnos 10mg cost £2.50



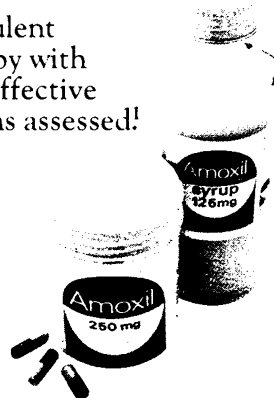
## Faster recovery in Bronchitis.

In ambulant patients with purulent sputum and dyspnoea, 5 days' therapy with Amoxil proved significantly more effective than oxytetracycline in all symptoms assessed!<sup>1</sup>

Simple trouble free dosage.

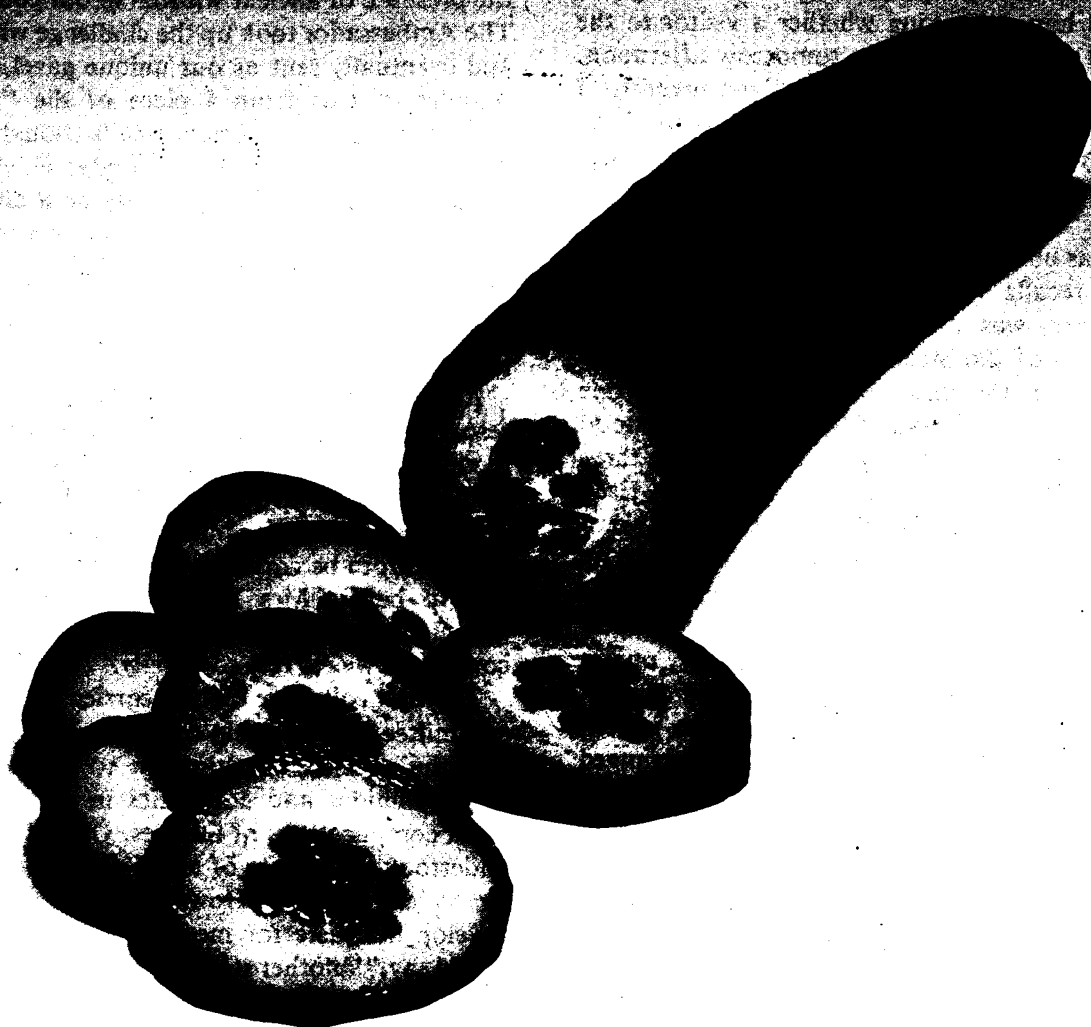
Low incidence of side effects.<sup>2</sup>

**Amoxil**  
makes all the difference everywhere.



<sup>1</sup> Drugs, 1973, 28, 1111.  
Full prescribing information on Amoxil (regd.) amoxycillin, is available from

 **Bencard**  
Great West Road, Brentford, Middlesex.



# When dyspepsia repeats....

## **Maxolon**

Unlike the traditional antacid therapies, Maxolon protects the gastric mucosa from over-long exposure to gastric acid<sup>1</sup> by promoting normal peristalsis and gastric emptying<sup>2,3</sup>. By restoring the stomach's normal control, symptoms described by the patient as fullness, pain, heartburn and discomfort can be effectively treated and their recurrence prevented.<sup>4</sup>

To the patient, Maxolon is the simple and convenient therapy to replace his repetitive antacid prescriptions.

1. Gut, (1969), 10, 678-680. 2. Postgrad. med. J., (1973), 49, (Suppl), 29.  
3. Gut, (1974), 15, 462-467. 4. Brit. med. J., (1971), 2, 25.



Full prescribing information is available on request.  
Maxolon® (metoclopramide) is a product of  
**Beecham Research Laboratories, Brentford, England.**



*Aureocort\**

(Chlortetracycline / Triamcinolone Acetonide)

*Cream • Ointment • Spray*

*The Classical answer to infected dermatoses*

LEDERLE LABORATORIES Cyanamid of Great Britain Limited  
Fareham Road Gosport Hants PO13 0AS Tel Fareham (03292) 6131



\*Aureocort is a Registered Trademark



## IN PRINCIPLE

In essential hypertension, the peripheral resistance is increased and the cardiac output normal. The most desirable way to lower blood pressure is, therefore, to decrease the peripheral resistance and not adversely affect cardiac function. Unfortunately, the available antihypertensive drugs which reduce peripheral resistance by impairing sympathetic nerve activity or by other means, cause side effects that are unpleasant to patients.

TRANDATE lowers the blood pressure primarily by blocking alpha-adrenoceptors in peripheral arterioles and thereby reducing the peripheral resistance. The drug differs from simple alpha-adrenoceptor blockers in that it concurrently blocks beta-adrenoceptors in the heart.

This beta-blockade protects the heart from the reflex sympathetic drive normally induced by peripheral vasodilatation and so the reduction in blood pressure is achieved without cardiac stimulation. Conversely increased reflex activity modulates the beta-blocking effect of the drug on the heart and the resting cardiac output is not significantly changed.

The resultant effects of TRANDATE are that the blood pressure is decreased, the cardiac output is maintained at rest and after moderate exercise, and the barostatic reflexes remain sufficiently active to avoid side effects associated with postural hypotension in most patients.

A further advantage of TRANDATE is that it does not cause the sedation or lethargy often associated with centrally-acting antihypertensive agents.

# Tran

(lab

A UNIQUE PROFILE  
Concurrent alpha- and beta-

Produces a more

Labetalol (Trandate)

Propranolol

Diagram to illustrate the unique profile

*"The major haemodynamic dysfunction in uncomplicated essential hypertension is an increased peripheral vascular resistance associated with unchanged cardiac output. The desirable treatment, therefore, is to use drug treatments aimed at reducing peripheral resistance. The ideal*

# Trandate

(labetalol)

## IN HYPERTENSION

### alpha-adrenoceptor blockade

### normal circulation



of action of Trandate in hypertension.

*antihypertensive drug should therefore be a vasodilator with minimal cardiac effects. Preliminary reports indicate that labetalol provides such effects. Therefore, this compound must be considered a positive development on the older beta-adrenoceptor blockers."*

*Brit. J. clin. Pharmacol.*, 1976, 3 (Suppl.3), 757



## IN PRACTICE

Trandate, the first alpha- and beta-adrenoceptor blocker, was specifically developed to treat hypertension.

Trandate Tablets (100mg and 200mg) are indicated in all grades of hypertension when oral antihypertensive therapy is desirable.

Trandate Injection is for intravenous use in hospitalised patients when rapid reduction of blood pressure is essential.

Trandate offers important advantages in practice

- **High efficacy across the whole spectrum of hypertension**

From the recently diagnosed mild hypertensive to drug-resistant cases including patients in hypertensive crisis.

- **Low incidence of dose-limiting side effects**

The side effects usually associated with antihypertensive therapy are greatly reduced or absent.

- **Minimum physiological disturbance**

Cardiac output is maintained and renal function is not adversely affected.

- **Single drug therapy**

Hypertension is usually controlled with Trandate alone and complicated regimens involving other antihypertensives are unnecessary.

The use of Trandate Tablets in the United Kingdom is being monitored.

Full prescribing information and details of the procedure involved in monitoring patients on Trandate are available on request.



Trandate is a trade mark of  
ALLEN & HANBURY LTD LONDON E2 6LA



Safe first writing

**A FIRST CHOICE IN CHEST INFECTIONS**





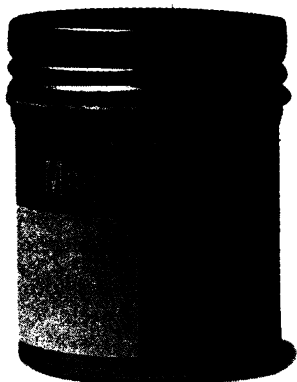
# Mogadon

The mark of sound sleep 

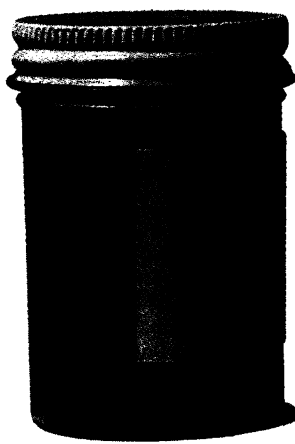
Mogadon has established a consistent record of effectiveness in treating patients with difficulty in getting to sleep, or in staying asleep. It also has an enviable record of comparative safety in overdosage.

**One should think twice before prescribing any hypnotic other than Mogadon.**

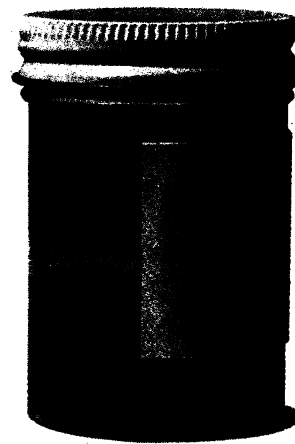
References: 1. *Nature*, 1, 1977, 1112; 2. *Brit. med. J.*, 1976, 1, 689.  
Mogadon and the name showing the word Mogadon below the Mogadon logo are registered for Roche pharmaceutical products.  
Mogadon is a registered trademark. Full prescribing information is available from the Roche Group.  
Roche Pharmaceuticals Limited, Welwyn Garden City, Herts. SG12 8PL.  
Roche (UK) Limited, Welwyn Garden City, Herts. SG12 8PL.  
Roche (UK) Limited, Welwyn Garden City, Herts. SG12 8PL.



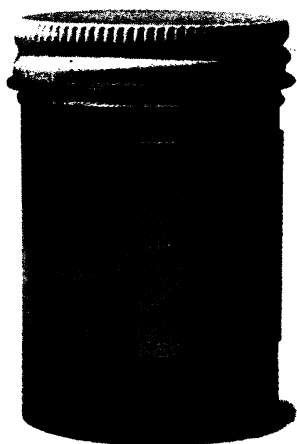
**Magnapen :**



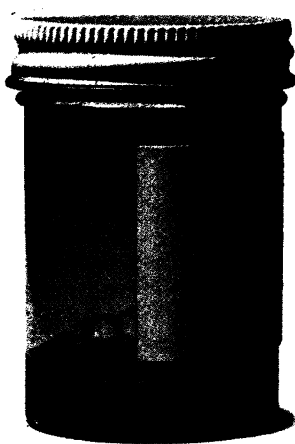
**rapid ...**



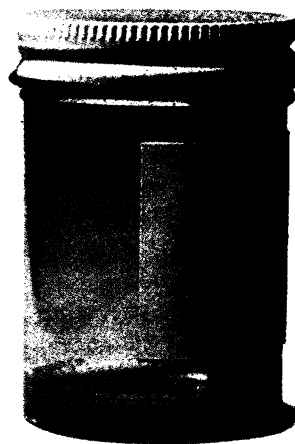
**reliable ...**



**resolution ...**



**of infection ...**



**in bronchitics**

**Rapid:** Magnapen's powerful bactericidal action resolves infective episodes quickly, and helps to minimise lung damage. Magnapen works to get the patient back to normal life as fast as possible.

**Reliable:** Magnapen provides the broad spectrum activity of ampicillin *plus* reliable anti-staphylococcal activity. Magnapen deals with all the pathogens likely to cause problems, including the staphylococci frequently implicated in post-influenzal infection.

**Magnapen:** Magnapen (ampicillin and flucloxacillin in equal parts) is available as capsules, vials for injection, and fruit flavoured syrup.

Full prescribing information on the use of Magnapen\* in severe infections is available on request.

# Magnapen



**Beecham Research Laboratories** Brentford, England. A branch of Beecham Group Limited

PL 0038/0089, 0090, 0120 \*regd.

BRL 207

# His Daily Dose

in angina or hypertension, or both.



The long action of Beta-Cardone means that one dose in 24 hours is effective in hypertension, angina, or both. This length of action is intrinsic, and does not depend on extrinsic devices such as special coatings or slow release mechanisms.

Beta-Cardone does not accumulate in the body, and does not give rise to impotence, postural hypotension, nasal congestion, or dry mouth. And, to the patient, the once-daily dosage regimen is as easy to remember as his breakfast.

The L-O-N-G acting beta-blocker  
**Beta-Cardone**  
Protects the patient day and night.



Beta-Cardone (sotalol hydrochloride) is a trademark of DUNCAN, FLOCKHART & CO. LTD., LONDON E2 6LA. Full information is available on request.



# Nystan-tp<sup>TM</sup>

(nystatin)

**for even the most recalcitrant of  
vaginal candidal infections**

NYSTAN and NYSTAVESCENT are Trade Marks of E.R. Squibb and Sons Limited

Full prescribing information available: The Technical Services Department, E.R. Squibb and Sons Limited,  
Regal House, Twickenham, Middlesex, TW1 3QT.



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Classified advertisements are welcomed and should be sent to: Mr Mike Fulton, Advertisement Director, *The Journal of the Royal College of General Practitioners*, Update Publications Ltd., 33/34 Alfred Place, London WC1E 7DP. Copy must be received by 1st of the month preceding the month of issue to ensure inclusion. Every effort will be made to include advertisements received after this date but publication cannot be guaranteed and the advertisement may have to be held over to the following issue.

The charge for space in this section is £5 per single column centimetre, plus 25p if a box number is required. Fellows, members and associates of the Royal College of General Practitioners may claim a ten per cent reduction.

The inclusion of an advertisement in this Journal does not imply any recommendation and the Editor reserves the right to refuse any advertisement. All recruitment advertisements in this section are open to both male and female applicants.

## BARNSELY AREA HEALTH AUTHORITY

Well Established

### VOCATIONAL TRAINING SCHEME FOR GENERAL PRACTICE

Centred on the new Barnsley District  
General Hospital (860 beds)

Applications are invited from practitioners with full registration for the above scheme commencing 1 February, 1978. The scheme, recognized by the Royal College of General Practitioners for the MRCGP, includes two six-month periods in a Training Practice ranging from urban to rural, and four six monthly SHO posts in four of the following specialties:

General Medicine  
Geriatrics  
Paediatrics  
Obstetrics and Gynaecology  
ENT/Ophthalmology with day release in Psychiatry and Paediatrics  
Accident and Emergency

Also release for Dermatology; Orthopaedics; and Surgery, etc. Multiple postgraduate lunchtime and evening meetings, case demonstrations, Tutorials, and guest lectures are held to cover every discipline. There will be Seminars on clinical and other problems associated with general practice. Opportunities to visit and spend time in other dissimilar practices will be arranged. Single accommodation will be available but is not binding if alternative is near.

Shorter courses may be available by the Course Organizer for those having completed SHO posts beyond their registration.

Sheffield postgraduate facilities and association with neighbouring VT Schemes are readily available.

Further details and application form from the Area Personnel Officer, Barnsley Area Health Authority, 118 Gawber Road, Barnsley.

Closing date for applications two weeks from the appearance of the advertisement.

## BRITISH POSTGRADUATE MEDICAL FEDERATION NINETEENTH COURSE FOR GENERAL PRACTITIONERS

Saturday, 19 November 09.15 hours to 16.30 hours  
Study Day in Cardiology

Sunday, 20 November 09.30 hours to 16.30 hours  
Study Day in Therapeutics

At the Medical Centre, Redhill General Hospital,  
Earlswood Common, Redhill, Surrey.

## SIXTH PARTNER WANTED FOR GROUP PRACTICE

Preferably a healthy, young and vocationally trained person with MRCGP. Parity after one year.

We have every facility you can think of.

Please apply with curriculum vitae and two references to:

Dr. Simon Jenkins  
Minden Medical Centre  
Bury  
Lancs.  
Tel. No. 061-764 2651

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# JOURNAL PUBLICATIONS

The following have been published by the *Journal of the Royal College of General Practitioners* and can be obtained, while still in print, from the Royal College of General Practitioners.

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14 Princes Gate, Hyde Park,  
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## ROYAL COLLEGE OF GENERAL PRACTITIONERS/ ASTRA RESEARCH AWARD

### Prizes for Vocational Trainees

Three prizes of £500, £250, and £100 are now offered for research undertaken by vocational trainees during the trainee year in general practice.

Applications may be made by any vocational trainee who is either an associate or a member of the Royal College of General Practitioners. Entries will usually be registered at the beginning of the study with the Honorary Secretary of the Scientific Foundation of the Royal College of General Practitioners. Applicants will be allowed up to two years to complete the work and further extensions will sometimes be possible.

The College reserves the right to vary these awards if the standard of entry is not satisfactory, and they will be given then to established general practitioners for published research.

Further information and application forms can be obtained from the Honorary Secretary, The Scientific Foundation, The Royal College of General Practitioners, 14 Princes Gate, Hyde Park, London SW7 1PU. Closing date: 1 January 1978.

# What the papers say

## Shortest Acting

"With doses up to 1 mg, the natriuresis was largely complete within 3 hrs."<sup>3</sup>  
 "It (Burinex) has a short duration of action, being virtually complete in 3 hrs."<sup>4</sup>

## Fast Acting

"The rapid absorption from the gastrointestinal tract is reflected in the brisk diuresis established within the hour."<sup>1</sup>  
 "Its (Burinex Injection) onset of action is within 10 min."<sup>2</sup>  
 "Bumetanide is rapidly absorbed from the gut."<sup>3</sup>

## Clinically Effective

"Fourteen patients showed a good diuretic response on bumetanide where previous treatment with frusemide had proved either unsatisfactory or too slow."<sup>5</sup>  
 "An impressive diminution of the signs of pulmonary oedema was seen in most patients and in some the clearance of alveolar oedema was dramatic."<sup>6</sup>

"Based upon our experience with the use of bumetanide in several hundreds of patients and the detailed studies reported above, it may be concluded that this new diuretic agent is a very useful drug in the treatment of congestive cardiac failure."<sup>7</sup>

"Our study... confirms that bumetanide is a potent diuretic effective over a wide dose range and in a variety of clinical conditions."<sup>1</sup>

## Well tolerated

"Burinex was extremely well tolerated."<sup>12</sup>  
 "Bumetanide was well tolerated by patients."<sup>1</sup>  
 "Overall, bumetanide showed itself to be a safe and effective diuretic when administered to severely ill patients in a busy hospital milieu."<sup>5</sup>

## The correct amount of K

"It is known from short-term studies that 1 mg. of bumetanide increases the excretion of potassium by 10-15 mmol daily (Asbury et al, 1972; Olesen et al, 1973; Davies et al, 1974). Two tablets of the combined preparation Burinex K contain 1 mg. of bumetanide and 16 mmol of potassium."<sup>8</sup>

## At the correct time

"35% of the potassium chloride is released by one hour, the rest being released over a period of six hours."<sup>4</sup>

## The Morning OR Evening diuretic

"The rapid onset and short duration of action of loop diuretics are clearly desirable when a rapid diuresis is indicated, and when given in the evening to patients with chronic heart failure, the short duration of action can ensure a good nights sleep undisturbed by nocturia or breathlessness."<sup>9</sup>

"The use of potent and short-acting diuretics such as bumetanide allow the Physician and patient scope to decide upon the most appropriate time for administration and so reduce major disruptions in the patient's daily routine."<sup>10</sup>

"Patients who go out to work may find Burinex K given in the evening more socially acceptable."<sup>11</sup>

## Patients prefer Burinex K

"These results indicate that when long-term diuretic/potassium supplement therapy is required, Burinex K is a more acceptable regimen to the patients than one in which diuretic + Slow K are given separately."<sup>13</sup>

"Patients showed a highly significant preference to take two tablets on one occasion (Burinex K) rather than two different types of tablet on three separate occasions (Lasix + K)."<sup>14</sup>

\* Burinex is a trade mark

Rx ... But of course the decision is yours.

# Burinex K\*

Tablets contain 0.5 mg bumetanide with a slow release core of 573 mg (7.7mEq) of potassium chloride.

1. Postgrad. Med. J., 51, 10, (1975)
2. Danish Med. Bull., 21, 63, (1974)
3. Clin. Pharm. Ther., 15, 141, (1974)
4. J. Int. Med. Res., 2, 314, (1974)
5. Brit. J. Clin. Prac., 28, 311, (1974)
6. Brit. J. Clin. Prac., 29, 7, (1975)
7. Postgrad. Med. J., 51, (Suppl. 6), 54, (1975)
8. Brit. J. Clin. Prac. 30, 11-14 (1976)
9. Leading Article, Brit. Med. J., 2, 521, (1975)

10. J. Int. Med. Res., 3, 241, (1975)
  11. Postgrad. Med. J., 51, (Suppl. 6), 71, (1975)
  12. Acta. Med. Scand., 193, 119, (1973)
  13. J. Int. Med. Res., 3, 104, (1975)
  14. J. Int. Med. Res., 4, 37-41 (1976)
- Full prescribing information available from



Leo Laboratories Limited,  
 Hayes Gate House, Hayes, Middx.