



#### Otitis media

Amoxil is quoted as 'the treatment of choice' in otitis media in children under five in a recent expert review in the Practitioner.<sup>1</sup>

**Bronchitis** 

"In my opinion, the most straightforward treatment of this condition, in patients <u>not</u> allergic to penicillin, is amoxycillin...taken at the first sign of increasing sputum purulence."

#### Other respiratory infections

In various upper and lower respiratory infections, Amoxil has been shown to achieve 84% response within three days of the commencement of treatment in 243 children studied.<sup>2</sup>

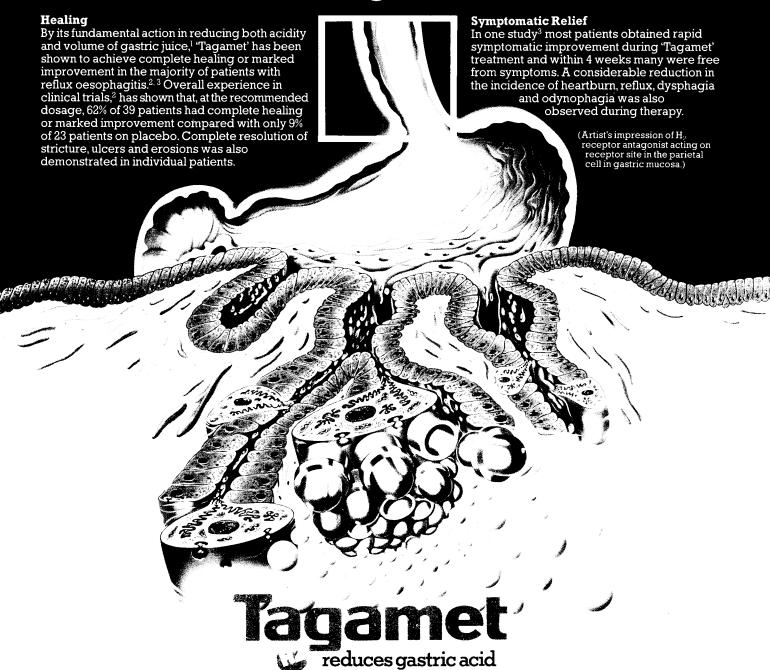
References 1. Practitioner (1977) 219, 449-455. 2. Brit. J. Clin. Pract. (1975), 29, (8), 203.

Further information on Amoxil (regd.) amoxycillin is available on request to the company.

Bencard, Great West Road, Brentford, Middx.



# Reflux Number lin a series Oesophagitis the role of gastric acid



#### References

1. Pharmacological evaluation of cimetidine, a new Histamine H.-Receptor Antagonist. (1975) Brit. J. clin. Pharmac., 2, 481. 2. Data on file (March 1977) Smith Kline & French.

3. Cimetidine in the treatment of oesophagitis. (1977) Proceedings of the Second International Symposium on Histamine H<sub>2</sub>-Receptor Antagonists. Excerpta Medica. p. 297.

'Tagamet' (cimetidine) is available as 200mg film-coated tablets, 200mg/5ml syrup and 200mg/2ml ampoules.

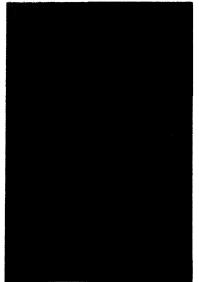


secretion

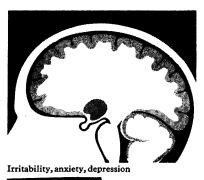
Full prescribing information is available from:—Smith Kline & French Laboratories Limited Welwyn Garden City Hertfordshire AL7 IEY Telephone: Welwyn Garden 25111

'Tagamet' is a trade mark

TG:AD18



Hot flushes, sweating





Endometrial hyperplasia

#### Below the surface of the climacteric





in three1)

#### The all-round treatment for menopausal problems

1. Modern Medicine 45, 10, 1977 Presentation Circular memo-pack holding II white tablets each containing 2 mg oestradiol valerate and 10 orange tablets each containing 2 mg oestradiol valerate and 0.5 mg norgestrel. All tablets are sugar-coased with 'B' in a regular hexagon printed on each side. Uses i) The alleviation of symptoms characteristic of the menopause. Cyclo-Progynova should not be used as a noral contraceptor and after the menopause. ii) The correction of irregularities of the menstrual cycle caused by abnormal oestrogen production and diministration of tablets in tablet-taking on the fifth day of the cycle, counting the first day of bleeding as day one. Patients whose periods are very irregular or non-existent may start taking the tablets at any time. The memo-pack attacker should be attached so that the starting day is correctly indicated in the red section. One white tablet is taken daily for elevancy and interest of the cycle, counting the first day of long apervious pregnancy. Dubin-Johnson syndromes, for syndrome, existing or previous thromboembolic processes (including strokes), sickle-cell anaemia, existing or treated cancer of the breast or endometrium, endometriosis, mastopathy, myomatous uterus, congenital disturbances of lipid metabolisms, a history of congenital abnormalities of lipid metabolisms. Some women are predisposed to cholestasis during strend therapy. Uterine through supply Uterine through supply Uterine through any bed affected by oestingens and should be to the cheeked frequently). New: Teatment is bould be table to strength and supply Uterine through any bed affected by the contractive in the contract

## **Beconase**IS FOR EVERYONE WITH HAY FEVER

Hay fever, often regarded as a trivial disorder, can be a major social inconvenience. And so can the sedative side effects of antihistamines – Or rebound congestion from topical decongestants.

Steroid therapy has up until recently been reserved for the more severe cases only. But Beconase Nasal Spray is changing all that. Now in its fourth season "at grass", Beconase has proved highly effective for both the prophylaxis and the relief of nasal symptoms in hay fever. With no evidence of adrenal suppression or adverse changes in the nasal mucosa. And without causing sedation or rebound congestion.

Beconase makes sense even in mild cases of seasonal allergic rhinitis. If preferred, it can be added to the patient's usual prescription for antihistamines with the instructions to use the Beconase regularly and the antihistamines p.r.n. Ideally, Beconase should be started before exposure to the allergen, but it can also be prescribed to *relieve* nasal symptoms.









#### Whatever else you prescribe for Hay Fever make sure they get Beconase routinely

Beconase Nasal Spray is a metered-dose aerosol delivering 50mcg beclomethasone dipropionate BP per actuation into a specially designed nasal applicator.



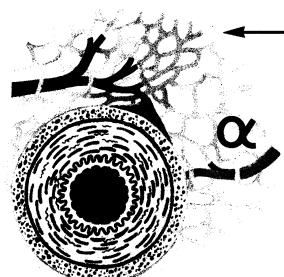
1936 Thiocyanates
1949 Ganglion Blockers
1952 Reserpine
1954 Alpha

(labetalol)

the first lipha-beta-blocker

**A SIGNIFICAN** 

### A MORE RATIONAL TREATMENT FOR HYPERTENSION



#### THE IMPORTANCE OF ALPHA-BLOCKADE

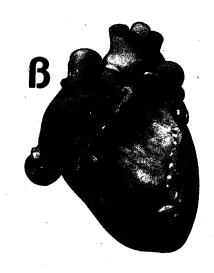
In uncomplicated essential hypertension, peripheral resistance is raised and cardiac output is normal. The most rational way to lower the blood pressure is, therefore, to decrease the peripheral resistance without adversely affecting cardiac function.

Trandate lowers the blood pressure primarily by incomplete competitive blockade of the alpha-adrenoceptors in peripheral arterioles thereby reducing peripheral resistance. Sufficient sympathetic activity remains to avoid symptoms associated with postural hypotension in most patients.

#### BALANCED BY BETA-BLOCKADE ----

The resulting fall in peripheral resistance would, with simple alpha-blocking drugs and vasodilators, result in a reflex tachycardia which is unpleasant to patients and may be harmful. But the beta-blocking component of Trandate's unique profile of activity counteracts this effect and reduction of blood pressure is achieved without cardiac stimulation.

However, in contrast with simple beta-blocking drugs, the cardiac output is not *reduced* at rest and after moderate exercise because Trandate's beta-blocking action is balanced by the increased reflex sympathetic drive resulting from the main alpha-blocking action.



## Trandate

#### A UNIQUE PROFILE IN HYPERTENSION

- Produces a more normal circulation
- Is effective in all grades of hypertension
- Has a low incidence of use-limiting side effects
- Permits single-drug therapy improving patient compliance





Full prescribing information is available on request. Trandate is a trade mark of ALLEN & HANBURYS LTD LONDON E2 6LA.

# Complete diuretic

New Aldactide 50 is today's answer for those patients with early hypertension. New Aldactide 50 is the once-a-day way gently to lower blood pressure without postural hypotension or loss of potassium.

On its own, or in combination with other antihypertensives, new Aldactide 50 offers tailor-made therapy for your patients with early hypertension.

## Adactide 50 the diuretic for early hypertension

Prescribing Information

#### Presentation

Aldactide 50 is presented as scored, cream-coloured tablets stamped "SEARLE 180" on one side containing Spironolactone B.P. 50mg with Hydroflumethiazide B.P. 50mg.

#### Uses

#### Hypertension.

#### Dosage and Administration

#### Contra-indications, Warnings etc.

Aldactide should not be given in acute renal insufficiency, rapidly

progressing impairment of renal function, anuria, hyperkalaemia or in the presense of sensitivity to either component.

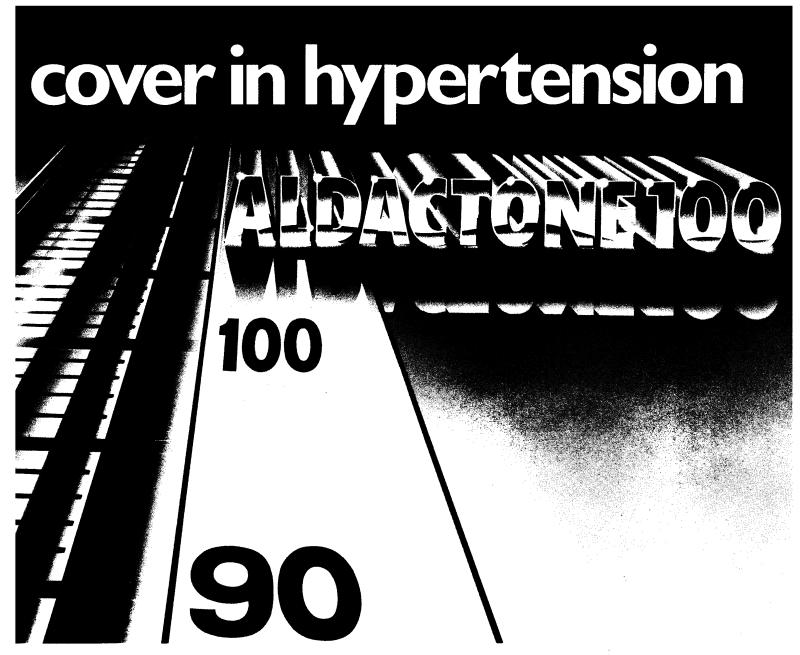
Administration not recommended if serum potassium is raised. Thiazides have been reported to decrease glucose tolerance and to induce hyperuricaemia. Spironolactone has been reported to induce gastrointestinal upsets, drowsiness, headache and mental confusion. Potentiation of the action of other antihypertensive drugs occurs.

Thiazides as well as canrenone, a metabolite of spironolactone, appear in breast milk. Acute overdosage may be manifested by drowsiness, mental confusion, nausea, vomiting, dizziness or diarrhoea.

The use of any drug in women of childbearing potential requires that the benefits of therapy be weighed against its possible hazards to the mother and foetus.

Product Licence Holder and Number G.D. Searle & Co. Ltd. 0020/0082

Basic N.H.S. Cost
40 tablets £6.38.



Aldactone 100 is the key to the management of advanced hypertension. By its unique action, Aldactone 100 provides highly effective control of blood pressure without postural hypotension or loss of potassium.

On its own, or in combination with other antihypertensives, Aldactone 100 provides reliable antihypertensive therapy for your patients with advanced hypertension.

## Aldactone 100 the diuretic for advanced hypertension

Prescribing Information

#### Presentation

Aldactone 100 is presented as buff coloured tablets, stamped "SEARLE" on one side, containing Spironolactone B.P. 100mg. Uses

#### Hypertension.

#### Dosage and Administration

The usual effective dose is 100mg daily. This may be increased to 400mg daily if necessary.

#### Contra-indications, Warnings etc.

Aldactone should not be given in acute renal insufficiency, rapidly progressing impairment of renal function, anuria or hyperkalaemia.

Administration is not recommended in the presence of a raised serum potassium. Canrenone, a metabolite of spironolactone, appears in breast milk.

Side effects are mild and infrequent. Drowsiness, mental confusion, gastrointestinal intolerance, gynaecomastia, mild androgenic effects and skin rashes have been reported. True toxic effects have not been reported in overdosage.

In the event of hyperkalaemia, discontinue the drug, reduce potassium intake and administer potassium-excreting diuretics and intravenous glucose with insulin or an oral exchange resin as appropriate.

The actions of other antihypertensive drugs may be potentiated and their dosage should first be reduced by at least 50% when Aldactone is added to the regimen, and then adjusted as necessary. The use of any drug in women of childbearing potential requires that the benefits of therapy be weighed against its possible hazards to the mother and foetus.

Product Licence Holder and Number G.D. Searle & Co. Ltd. 0020/0048

Basic N.H.S. Cost 50 tablets £12.91.



**Searle Laboratories,** Division of G.D. Searle and Co. Ltd., PO. Box 53, Lane End Road, High Wycombe, Bucks. HP12 4HL. Telephone: High Wycombe 21124.

Full prescribing information is available on request. Aldactide, Aldactone and Searle are registered trade marks.



One of a series of Hibernating animals: the Dormouse (Myoxus avellanarius) hibernates September to April

#### For safe, natural, undisturbed sleep...

## REMNOS

Nitrazepam/DDSA





#### Now available in 2 strengths from DDSA only

Remnos brand of Nitrazepam is now available as tablets 5mg and 10mg

#### **Patient convenience**

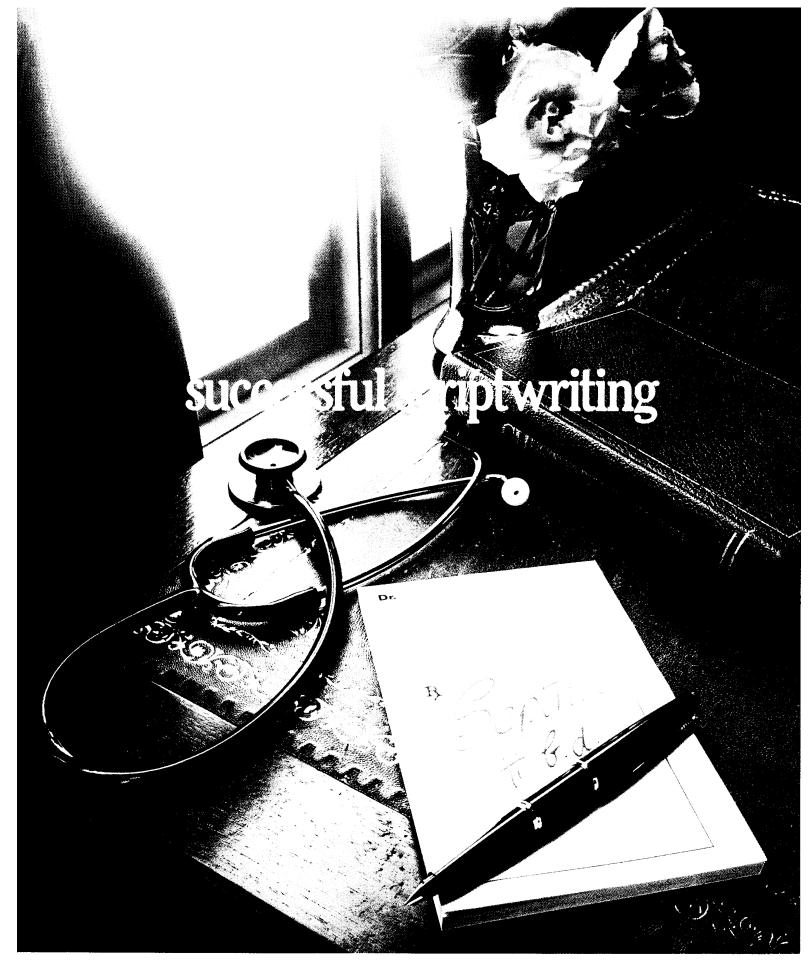
Many patients require 2x5mg tablets at night. Now one tablet of Remnos 10mg fulfills this need

#### 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



A FIRST CHOICE IN CHEST INFECTIONS



#### The quiet revolution in ampicillin therapy

Ampicillin, the most widely used antibiotic in the U.K., was discovered 16 years ago by Beecham.

Now, with Talpen, Beecham research has taken ampicillin therapy an important step forward.

Talpen (talampicillin) is much better absorbed and is changed rapidly in the body to deliver more ampicillin into the blood. So double the peak ampicillin serum levels are achieved twice as quickly! The incidence of diarrhoea is greatly reduced,² which means less discomfort for your patients. And Talpen's easy-to-remember t.i.d. dosage is much more convenient, too. Prescribe Talpen now for routine infections – and both you and your patients will notice a definite change for the better.

That's what quiet revolutions are all about.





Talpen is a product of British research at **Beecham Research Laboratories** Brentford, England. A branch of Beecham Group Limited. PL 0038/0209 \*regd

Indications: Typical indications include: Acute and Chronic Bronchitis, Pneumonia, ENT infections, and U.T.I. Usual Adult Dosage: One tablet three times a day. Each tablet contains 250mg of the ampicillin ester, talampicillin hydrochloride: Contra-indication: Penicillin hypersensitivity. Precaution: Talpen is not recommended for patients with severe renal or hepatic impairment. Side-effects: As with other penicillins. An erythematous rash may occasionally occur, the incidence is particularly high in patients with infectious mononucleosis. Each 250mg of talampicillin hydrochloride is chemically equivalent to 169mg of ampicillin. Further information is available on request. 1. Jones, K.H., et al., to be published. 2. Br. J. Clin. Pract., 1975, 29.255

A sensible diet is an important factor in the management of gastrointestinal complaints. Sensible medication is another. This is where Libraxin comes in.

Psychological factors are considered important in the management of many illnesses, but perhaps no more so than in gastro-intestinal complaints. In some, for example irritable colon, the emotions are thought to have an aetiological role; in others, for example peptic ulcer, they may influence the clinical manifestations and the subsequent treatment of the patient.

Libraxin helps to improve the prognosis by altering the patient's outlook whilst at the same time relieving the physical symptoms by decreasing hypermotility and hypersecretion in the gut.

For the treatment of a wide range of gastro-intestinal disorders with an emotional component, including nervous dyspepsia, peptic ulcer, cardiospasm, pylorospasm, nervous or irritable colon.

Libraxin is the trade mark for pharmaceutical preparations containing chlordiazepoxide and clidinium bromide.

References Cromwell,H.A.,Med.Tms(NY),1968,96,933 Head,H.B., and Hammond,J.B.,Amer,J.dig.Dis.,1968,13,540 McHardy, G., et al., Gastroenterology, 1968, 54, 508

Full prescribing information is available



Roche Products Limited PO Box 2LE, 15 Manchester Square, London W1A 2LE Advertisement

#### Many General Practitioners are paying more than they need for their motor insurance.

Many Companies add 30% to a General Practitioners premium. This extra is normally paid by business men. We have obtained rates from a reputable insurer without the normal extra.

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Make and model of car						
Have any of the drivers ever had any accidents Yes/No: Any convictions Yes/No: Any disabilities Yes/No.						
If any answer YES give details on a separate note.						
On receipt of this questionnaire we will send you, where possible, a quotation which is subject to a proposal form.						
Completion and return of this questionnaire does not bind you to complete the insurance						
offered and does not form the basis of any contract.						
Signature Date						

#### CLASSIFIED ADVERTISEMENTS AND NOTICES

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 £5.75 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.

#### WEST BERKS.

Sixth Partner required to fill retirement vacancy, Group Practice. December 1978. Urban and Rural Practice. Purpose-built premises. Full ancilliary staff. General-practitioner Hospital and Maternity beds with full access to all departments. Anaesthetic experience an advantage.

Please contact Dr B. M. Phillips, Newbury 40160, Berkshire.

Kensington and Chelsea and Westminster Area Health Authority

#### ST CHARLES' HOSPITAL EXMOOR STREET, LONDON W10

APPLICATIONS are invited for two vacancies in the Senior House Officer grade at this busy, acute General Hospital from 1 July 1978. The scheme is approved by the Department of Health and Social Security and is recognized for the MRCGP. Accommodation will be available. A period of six months will be spent in each of the Departments of General Medicine, Paediatrics, Geriatrics, and Obstetrics and Gynaecology during the first two years, followed by placement throughout the third year in a carefully selected general practice in either the North or West London area. Additional clinical assistantship training will be provided in Venereology, Dermatology, ENT, and FPA work. Work in Obstetrics and Gynaecology will be undertaken at the Hillingdon Hospital. The exceptional study facilities at St Charles' include a Postgraduate Medical Centre and fine medical library. Throughout the three years there will be a weekly half-day release course in general practice topics. During the final year an additional attachment will be made in a unit specializing in Psychiatry.

APPLICATIONS AND JOB DESCRIPTIONS are obtainable from and returnable to the District Personnel Officer, St Mary's Hospital, Praed Street, London W2.

#### HAVE YOU READ ANY GOOD ARTICLES LATELY?

#### IAN STOKOE COMPETITION

Applications are sought for the second Ian Stokoe Memorial Award of £100.

The aim of the Award is to commemorate the memory of Dr Ian Stokoe. The competition is to encourage high standards in the preparation of material for publication in written form by any Fellow, Member or Associate of the Royal College of General Practitioners. The Award will be made with particular reference to the quality and aptness of the use of illustrations in relation to the text.

You may enter yourself for the competition; alternatively you may bring to the notice of the adjudicators by submitting at least one copy of a reprint of an article from the Journal of the Royal College of General Practitioners or any other medical publication which has appeared during the last three years. The person whose name is submitted must be either an Associate, a Member or a Fellow of the College. He or she must be either the sole author or a joint author of the article. If a reprint is not available, then a full reference to the article may be sufficient.

Further details can be obtained from:

Professor Richard Scott Department of General Practice University of Edinburgh Livingstone House 39 Cowgate Edinburgh EH1 1JS.

The competition will close on 31 July 1978.

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.



#### COLLEGE ACCOMMODATION

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 VAT. 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. Residents are asked to arrive before 18.30 hours to take up their reservations.

From 1 January 1977, charges are:

	Members	Others
Single room	£5	£9
Double room	£9	£14
Flat 1	£11	£14
	(£70 per week)	(£90 per week)
Flat 3	£12	£15
	(£75 per week)	(£95 per week)

Charges are also reduced for members hiring reception rooms compared with outside organisations which apply to hold meetings at the College. All hirings are subject to approval and VAT is added.

	Members	Others
Long room	£30	£40
Damask room	£20	£30
Common room and		
terrace	£20	£30
Kitchen		£10
Dining room	£10	£10

Enquiries should be addressed to:

The Accommodation Secretary,
The 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 and in writing. Telephone bookings can be accepted only between 9.30 hours and 17.30 hours on Mondays to Fridays. Outside these hours, an Autophone service is available.

#### TRAINING IN GENERAL PRACTICE AND COMMUNITY MEDICINE

The Ipswich trainers are inviting applications for oneyear traineeships in General Practice, from doctors who will have completed their pre-registration year; three places will be earmarked for candidates who are considering a career in Community Medicine. A dayrelease course, which will include some epidemiology, statistics, and other relevant subjects, has been planned in collaboration with the Department of Community Medicine, University of Cambridge.

For details of the course and the available training practices, please contact the Course Organizer:

Dr F. A. F. Biddle The Erica Centre The Ipswich Hospital Heath Road Wing Ipswich,

or telephone (evenings) Ipswich 58992.

Information about instruction in community medicine can be obtained from Professor R. M. Acheson, Department of Community Medicine, University of Cambridge, Addenbrooke's Hospital, Hills Road, Cambridge. Telephone Cambridge 45171 ext. 395. Appointments will be made by mutual agreement between the applicant, the chosen Training Practice and a representative community physician.

STEYNING, WEST SUSSEX. Excellent opportunity, in historic market town beneath South Downs, for preferably vocationally trained Practitioner to join four doctor training practice. Required 1 January 1979 due to retirement of senior partner. Semi-rural area. Highly qualified attached staff, working from fully equipped single practice health centre. LA and Hospital appointments held. Excellent schools, recreational, cultural, and sporting facilities in area. Anyone with a special expertise or medical interest would be welcome. Ample holidays and possible sabbatical leave. Parity three years. Applications with full curriculum vitae to Drs Dingemans, Frank, O'Donnell, and Boger, The Health Centre, Tanyard Lane, Steyning, Sussex.

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## Somebody has prescribed 30,000,000 tubes of fucidin...



## is it YOU!

In boils, dirty wounds, impetigo and most other soft tissue bacterial infections-Fucidin works.

Topical Fucidin is available as Fucidin Gel, Fucidin H Gel, Fucidin H Ointment, Fucidin Tulle and Caviject... and of course

## fus intment

Full prescribing information available from
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\*Fucidin is a trade mark for sodium fusidate.